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**Article**

## The Attitude-Behavior Gap – Drivers and Barriers of Sustainable Consumption

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## **Online-Appendix zu**

# „The Attitude-Behavior Gap – Drivers and Barriers of Sustainable Consumption“

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## Appendix

### Appendix A: Definitions of sustainable consumption and related constructs

Author & Year	Definition	Key elements
Own definition	<b>Sustainable consumption</b> is the selection, acquisition, use and disposal of products and services that considers not only the consumer's own needs and wants, but also the ones of the current and future population in both an ecological and social respect.	(a) entire consumption cycle, (b) ecological and social issues, (c) global population and (d) long-term perspective
Geiger et al. (2017)	" <b>Sustainable consumption behaviors</b> [are] individual acts of satisfying needs in different areas of life by acquiring, using and disposing goods and services that do not compromise the ecological and socio- economic conditions of all people (currently living or in the future) to satisfy their own needs." (p.20)	(a), (b), (c), (d) and highlights that consumption serves the satisfaction of one's needs
Di Giulio et al. (2014)	"[T]he <b>sustainability of consumption acts</b> is defined by the degree to which individual acts of selecting, acquiring, using, and disposing of, or prosuming goods contribute to creating or sustaining external conditions that allow all human beings to meet their objective needs today and in the future. These external conditions comprise ecological, social, cultural, and economic resources and processes." (p.54)	(a), (b), (c), (d) and explicitly mentions the cultural and economic component of sustainable consumption
Phipps et al. (2013)	" <b>Sustainable consumption</b> [is] consumption that simultaneously optimizes the environmental, social, and economic consequences of acquisition, use and disposition in order to meet the needs of both current and future generations" (p.1227)	(a), (b), (c) and (d)
Pepper et al. (2009)	" <b>Sustainable consumption</b> is a broad and contested concept that concerns the interaction of social and ecological issues such as environmental protection, human needs, quality of life, and intra-generational and inter-generational equity." (p.126)	(b), (c), (d) and stresses the width of as well as the controversial nature of this concept
Vermeir and Verbeke (2006)	" <b>Sustainable consumption</b> is based on a decision-making process that takes the consumer's social responsibility into account in addition to individual needs and wants." (p.170)	(b) and empathizes that consumption serves to satisfy both needs <i>and wants</i>
Kilbourne et al. (1997)	<b>Sustainable consumption</b> "minimizes environmental effects, considers the needs of future generations, and is for the satisfaction of needs that produce a better quality of life". (p. 5)	(c), (d) and highlights that consumption serves the satisfaction of one's needs
Norwegian Ministry of the	<b>Sustainable production and consumption</b> is "[t]he use of goods and related products which respond to basic needs and bring a better quality of life, while	(c) and (d)

Environment (1994)	minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations.”	
<i>Concepts related to sustainable consumption</i>		
Kushwah et al. (2019)	“[...] <b>ethical consumption</b> [is] an act of buying products that consider various ethical attributes (e.g., human, environment, animal, etc.) besides the essential product benefits based on individual moral beliefs and values. (p.3)	(b) and shows that ethical consumption is based on a person’s moral beliefs and values but
Crane and Matten (2004)	“ <b>Ethical consumption</b> is the conscious and deliberate choice to make certain consumption choices due to personal and moral beliefs.” (p.15)	Also shows that ethical consumption is based on a person’s moral beliefs and values but
Tan, Johnstone, and Yang (2016)	“Several definitions were found in the literature [...]. Commonly, consumers’ <b>green consumption behaviour</b> includes recycling, protecting waterways, bringing own shopping bags, the purchase and consumption of environmentally-friendly products etc.” (p.289)	Shows that green consumption has no clear and consistent definition and may include social as well as ecological issues (b)
Balderjahn et al. (2013)	“ <b>Consciousness for sustainable consumption (CSC)</b> [is] an intention to consume in a way that enhances the environmental, social and economic aspects of quality of life.” (p.182)	(b) and explicitly mentions the economic component of sustainable consumption
Steg and Vlek (2009)	<b>Pro-environmental behavior</b> refers to “behavior that harms the environment as little as possible, or even benefits the environment” (p.309)	Consideration of the ecological component only
Fisk (1973)	“ <b>Responsible consumption</b> refers to rational and efficient use of resources with respect to the global human population” (p. 24)	(c) and stresses the underlying resources used for consuming

## Appendix B: Overview of justification strategies found in the literature

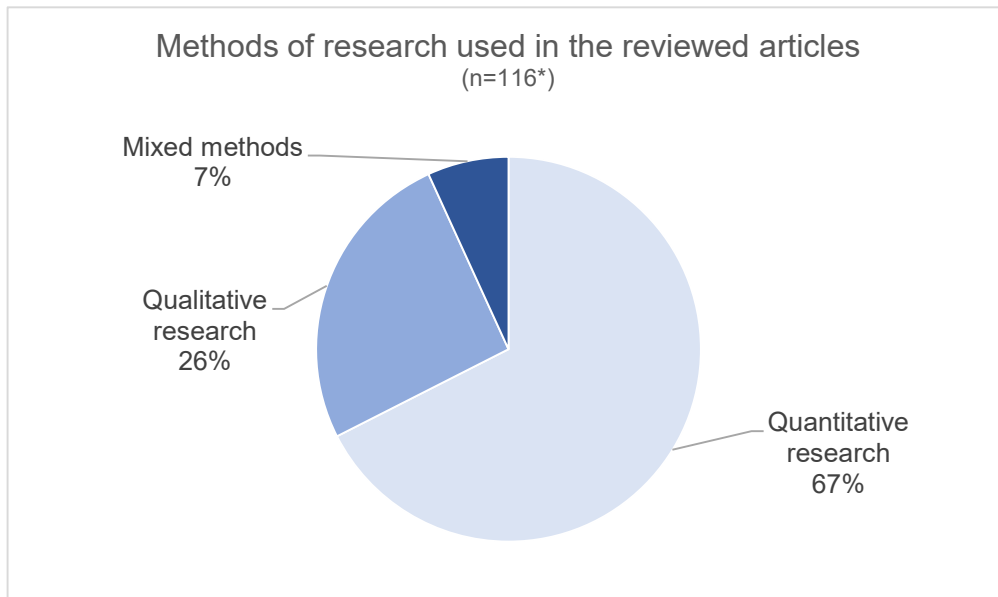
Authors	Exemplary argumentation	Key theme
Chatzidakis et al. (2007), and Gruber et al. (2014)	<p>“It so much more expensive anyway, and to be honest money is so tight at the moment...” or “I think I would become more passionate about FT (Fair Trade) products if I had realized the difference that exists when a product is FT and when it’s not...but, I think people don’t know enough, they are not given much explanation...” (Chatzidakis et al., 2007, p.92)</p> <p>“I don’t think I would consider sustainability when shopping. It’s not OK what most companies do, but I haven’t asked them to do it. Whether I care or not they would do it anyway.” (Gruber et al., 2014, p.40)</p>	Denial of responsibility (asserting that consumers should not be held accountable for sustainability issues)
Chatzidakis et al. (2007) and Gruber et al. (2014)	<p>“I wouldn’t feel bad for not buying FT...in my view, the causes of unfair trade are systemic... (by buying FT) I’m not doing anything that contributes to an improved trading system.” or “I think, the problem is too big to be dealt at the level of the consumer... it seems to me that the minority of people that care about FT aren’t going to overcome the bigger problem...which is about all those organizations and subsidies, signing agreements”. (Chatzidakis et al., 2007, p.92)</p> <p>“It’s much better for children to work for a minimum wage than to do nothing and die. Presumably, they are happy about every cent they earn. Actually you are just helping them, doing good by buying their products.” (Gruber et al., 2014, p.40)</p>	Denial of injury or of benefit (claiming that they harmed nobody or their behavior would not benefit anyone)
Chatzidakis et al. (2007) and Gruber et al. (2014)	<p>“I think that the issue of FT puts a lot of burden of fairness to the consumer... for example, you’ve got COSTA coffee, where if you look at the menu, it says in small print letters that you can request any of our coffees in FT...where maybe it should be the other way round? If a person wants to save some money they could request non-FT coffee” (Chatzidakis et al., 2007, p.92) This also contains denial of responsibility.</p> <p>“Even if a company really behaves irresponsibly, it’s pointless to be the only person not going there. Then I pay a lot more somewhere else and other people continue to shop for cheap things. Then it doesn’t make a difference.” (Gruber et al., 2014, p.40)</p>	Condemning the condemners (putting the blame on the companies)
Chatzidakis et al. (2007), and Gruber et al. (2014)	<p>“...to be honest, I like trying different things...and I am not very keen on buying the same on and on”. “FT might be a consideration, but in general...when I go shopping in Sainsbury’s I look for the cheapest and nearest thing to me” (Chatzidakis et al., 2007, p.92)</p> <p>“She doesn’t have enough money but still wants to cater for everything her children want. Also she doesn’t want the children to notice that they cannot have a lot. She</p>	Appeal to higher loyalties (referring to domestic circumstances that have an impact on the consumer’s decision making)

	buys cheaper stuff so her children have something and will not be ragged at school” (Gruber et al., 2014, p.40)	
Gruber et al. (2014)	“Concerning boycotting Nestle’ [...] nowadays it’s not possible to do that anymore, I wouldn’t do this because so many products have a name that doesn’t reveal the company behind it, it’s not possible” (Gruber et al., 2014, p.40)	Defense of the necessity (consumers claiming that they lack the possibility to engage in the desired behavior)
Gruber et al. (2014)	“I assume that the average consumer, in such a situation, would list random examples of how he or she has already contributed to saving the environment. They say that they have already done something, so they don’t have to pay in this specific situation.” (Gruber et al., 2014, p.40)	Claim of the metaphor of the ledger (consumers thinking that they have already made their contribution)
Gruber et al. (2014)	“I think if a company offers a good product that is extremely cheap then consumers would buy it anyway, even if the company is engaging in dubious practices and not working in a sustainable way. It is just the best product and I think the personal advantage is of greater importance (...) One’s own benefit is greater and more important than the benefit you see if workers in Asia are doing better.” (Gruber et al., 2014, p.41)	Claim of entitlement (consumers thinking they deserve the extra benefit a specific purchase brings about)
Gruber et al. (2014)	“I wouldn’t get a bad conscience if I did it like this. Knowing that others who, in my eyes, should really have a bad conscience are just doing whatever they feel like.” (Gruber et al., 2014, p.41)	Claim of relative acceptability (referring to others that are even worse in their behavior)
Gruber et al. (2014)	“I am a more important person and I don’t care about other people, that is why I don’t really mind this product being made by a poorer person and I am interested in my own advantage.” (Gruber et al., 2014, p.41)	Claim of individuality (consumer is occupied with his/herself)
Gruber et al. (2014)	“The product in front of me is exactly as bad as the others. It is attached to the same unethical production. And if I stand in front of the shelf and there are five products and all five products are equally bad I can only choose the lesser of two evils” (Gruber et al., 2014, p.41)	Justification by comparison (referring to even worse conducts (not to behavior of others))
<i>The following neutralization techniques were found in relation to ethical consumer behavior and thus also rarely contain behaviors that are not related to sustainability (e.g. copyright infringement)</i>		
Eckhardt et al. (2010)	“I might consider a local brand not using bad labor practices, but it would have to be competitive in terms of all other factors.” (Eckhardt et al., 2010, p.430)	Economic rationalization (focusing on personal utility)
Eckhardt et al. (2010)	“Now we’re part of Europe, so it’s Europe’s responsibility.” “I cannot do anything about it, so why bother thinking about it.” (Eckhardt et al., 2010, p.431)	Institutional dependency (similar to denial of responsibility, as responsibility is ascribed to institutions)

Eckhardt et al. (2010)	“What can we do? It has nothing to do with us. Some people earn well, some countries are poor. That is business. It’s cheap for them [Nike]. If they try to do it in the US, they have to pay more. There is nothing wrong. If they [the workers] had no job, then how would it be? At least they have food to eat.” (Eckhardt et al., 2010, p.430)	Developmental realism (economic growth works like this)
<i>The following rationalizations are related to flying by plane</i>		
McDonald et al. (2015)	“People fly internally in this country, I don’t, but say you needed to get from London to Scotland, getting the train would be so horrendous, and it’s just hideous and expensive and takes so long.” (McDonald et al., 2015, p.1512)	Justifications related to travel product (e.g. more convenient or less expensive)
McDonald et al. (2015)	“I have flown three times over four years to do international work on sustainability with the [developing nation] government, which I think is justified.” (McDonald et al., 2015, p.1513)	Justifications related to travel context (e.g. for work of visiting friends)
McDonald et al. (2015)	“There’s this breadth of experience that comes from travelling, that you’ve seen this and you’ve done that, sometimes I feel like I’m under pressure to travel because that’s what all the interesting people have done...I think that other people judge us by our travelling experiences.” (McDonald et al., 2015, p.1513)	Justifications related to personal identity (i.e. benefits for oneself)

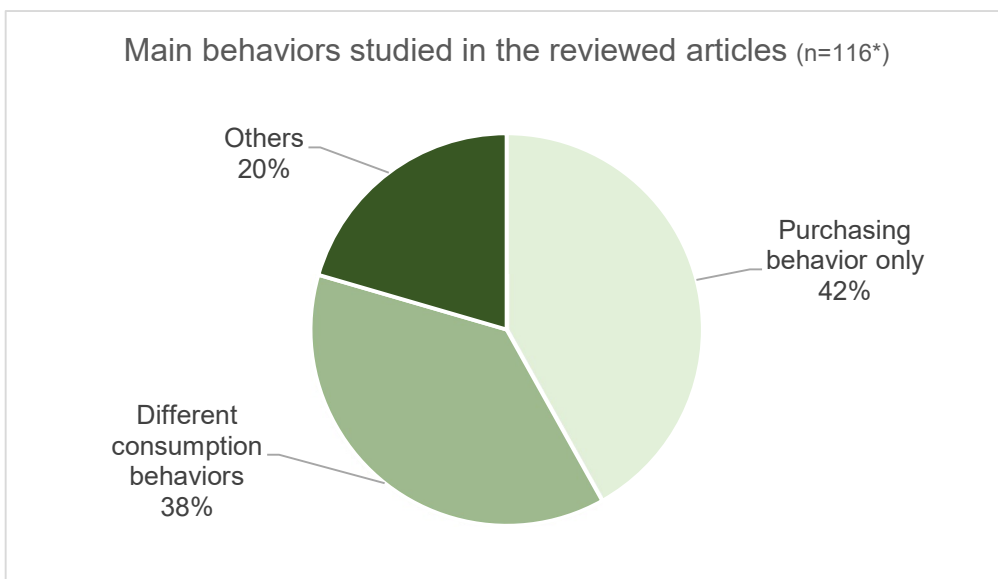
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Appendix C: Graphical representation of the research methods that were used in the reviewed articles



\*The sample size is only 116 because two of the papers did not explicitly undertake research for the article cited in this thesis, which is why they were excluded here.

Appendix D: Graphical representation of the proportion of the reviewed articles that either studied purchasing behavior only or different behaviors at once

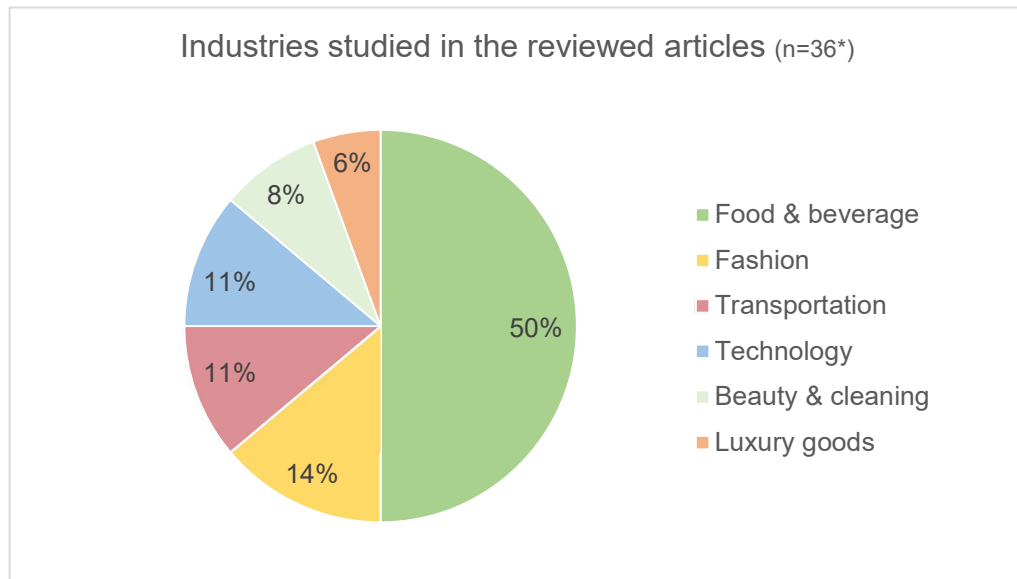


\*The sample size is only 116 because two of the papers were meta-analysis and therefore automatically research different behaviors, which is why they were excluded here.



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Appendix E: Graphical representation of the industries that are studied in the articles that focused on a specific behavior



\*The industry is only displayed in the graph if there was a specific behavior studied, only one industry was examined and this industry appeared more than once in the literature reviewed.

Appendix F: Literature table 1 – Overview of the literature reviewed for the compilation of the drivers and barriers of sustainable consumption

The column “Rating” contains either the ranking of the most recent rating of the German Academic Association for Business Research, short VHB, (letters: A+ until D) or the H index (or Hirsch number) of the Scimago Journal Rank (numbers: the higher the better), if the journal was not evaluated by VHB. With very few selected exceptions, only journals with a ranking of at least “C” or an H index which is comparable to a “C” or better were included.

The column “Gap” indicates an “x” if the authors mention the attitude-behavior, belief-behavior or intention-behavior gap in the introduction or literature review. A “xx” means that the gap is not only mentioned but also a connection is established between the findings of the study and the gap.

Apart from that, a determinant that is asterisked indicates that its impact was merely studied on intention or attitudes but not directly on behavior.

Author(s)	Title	Year	Journal	Rating	Theories	Methodology	Results	Barriers & Drivers	Behavior (Industry)	Gap
Cesare Amatulli, Matteo De Angelis, Alessandro M. Peluso, Isabella Sosa & Gianluigi Guido	The Effect of Negative Message Framing on Green Consumption: An Investigation of the Role of Shame	2019	Journal of Business Ethics	B	<ul style="list-style-type: none"> <li>- framing a message means highlighting specific aspects and making them more salient in communication.</li> <li>- positively framed messages: companies highlight the possible environmental benefits deriving from the purchase of their green options</li> <li>- negatively framed messages: companies highlight the harmful environmental consequences deriving from consumers' decision to buy unsustainable alternatives.</li> </ul> <p>The cognitive theory of emotion contends that emotions typically lead to behaviors that allow people to cope with their emotional states in an adaptive way</p>	<p>four quantitative studies:</p> <ol style="list-style-type: none"> <li>(1) in-field experiment: participants watched a video and completed a questionnaire afterwards</li> <li>(2) experiment with 3 conditions (frame valence was manipulated: negative, neutral or positive); questionnaire to measure environmental concern, then narrative scenario and subsequent choice (=dependent variable)</li> <li>(3) experiment with 4 conditions within a 2 (environmental concern: salient vs. non-salient) x 2 (frame valence: negative vs. positive) between-subject experiment; same scenario as Study 2</li> <li>(4) experiment with 4 conditions within a 2 (type of product: luxury vs. non-luxury) x 2 (frame valence: negative vs. positive) between-subject experiment, also with narrative scenario</li> </ol>	<ul style="list-style-type: none"> <li>- anticipated shame mediates the effect of message frame valence on consumers' pro-environmental behaviors and induces consumers to make more eco-friendly choices (like purchasing sustainable products)</li> <li>- anticipated shame is the sole emotion at play, distinct from typically assimilated emotions such as guilt</li> <li>- the effect of negative framing on anticipated shame is more pronounced when environmental concern is active in consumers' minds</li> <li>- negative message frames activated a feeling of anticipated shame only in those recipients characterized by a higher dispositional concern for the environment.</li> <li>- shame does not lead to pro-environmental behaviors when the product is a luxury one</li> </ul>	<p>framing of the messages (in communication strategies of firms)</p>	<p>different behaviors, e.g. sustainable purchasing food</p>	
Cristina Longo, Avi Shankar & Peter Nuttall	It's Not Easy Living a Sustainable Lifestyle': How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis	2019	Journal of Business Ethics	B	<p>none mentioned, but discussion of status quo of the research regarding knowledge and information in consumer's sustainable purchasing behaviors</p>	<ul style="list-style-type: none"> <li>- qualitative</li> <li>- interviews with people committed to sustainability</li> <li>- phenomenological interviews → the course of the discussion was driven by the interviewees</li> </ul>	<ul style="list-style-type: none"> <li>- uncovers the contrasting and paradoxical role of knowledge</li> <li>- consumer knowledge can have a disempowering effect on consumers by being a source of dilemma, tension and paralysis, hence provoking a self-inflicted paradoxical situation for people → consumer knowledge might represent a source of disvalue rather than value to the practice of sustainable consumption</li> <li>- the more somebody becomes aware of the detrimental environmental and social effects of their consumption habits, the more this becomes a burden rather than an aid</li> <li>- consumers struggle to combine social and environmental principles in one single purchasing option</li> <li>- "green confusion" (Chen and Chang 2013) might be caused by information overload (and not by the multitude of alternatives available in the marketplace</li> <li>- the accumulation of knowledge makes informants doubtful of their own capabilities → social dilemma of having to make a choice between different options when there is no clear winner</li> <li>- accumulation of knowledge can represent a source of tension in terms of not being able to attain desired sustainability ideals, e.g. feeling unwittingly trapped in unsustainable practices</li> <li>- continuously perfecting knowledge can actually be paralyzing in that it can paradoxically lead to the risk of not being able to function.</li> <li>→ Knowledge has an empowering and an disempowering side (source of dilemmas, tensions and paralyzes)</li> </ul>	<p>knowledge</p>	<p>different behaviors</p>	xx

<p>Robert Mai, Stefan Hoffmann, Wassili Lasarov &amp; Arne Buhs</p>	<p>Ethical Products 5 Less Strong: How Explicit and Implicit Reliance on the Lay Theory Affects Consumption Behaviors</p>	<p>2019 Journal of Business Ethics</p>	<p>B</p>	<p>- dual process theories (e.g. Kahneman 2003): distinguish implicit processes (so-called System 1 or impulsive system) and explicit processes (System 2 or reflective system). The explicit mode refers to slow, controlled processes that are rule-governed and the result of in-depth logic, reasoning, and careful elaboration. Processes that operate under the implicit mode are activated quickly, spontaneously and are the result of associations and unconscious intuitions (e.g., habits, gut feelings). As implicit processes are not accessible by introspection, individuals have difficulties to control or modify this mode of decision-making.</p>	<p>quantitative implicit association test and two follow ups (one of them being an observational large-scale field experiment) - dependent variable: shopping cart composition; independent variables: interest in sustainable consumption, explicit and implicit ELSI ("ethical = less strong"; intuition), gender, age</p>	<p>- shopping patterns are affected by the belief that sustainable products are less strong than conventional products (doubts about functional aspects) -&gt; this is sometimes unnoticed by the consumer - consumers hold the intuitive belief that sustainable alternatives have lower product strength (i.e., they are less robust, less tasty, less durable) than conventional products. - findings revealed a substantial link between the ELSI and the share of sustainable products present in the shopping cart - increased interest in sustainability issues can reduce explicit reliance in the ELSI - more money is spent on sustainable items when consumers show lower subscription to the intuition - some consumers explicitly deny belief in the ELSI, they unconsciously associate sustainable companies with weaker products - consumers, and particularly males, are likely to favor conventional products over sustainable options, particularly when they make their choices impulsively and unobserved by others - these effects are reversed when the decision is made in a framing that activates more calculative thinking -&gt; increase in the likelihood of choosing the sustainable option for both females (+30%) and males (+27%) -&gt; distinction between the reflective and the impulsive mechanisms of the ELSI helps to gain a better understanding of the lay theory - Increasing the consumer's motivation to consume sustainably indeed helps to improve the sustainability of the consumption patterns and also helps to reduce belief in the ELSI, yet at a cognitively controlled level only. If implicit subscription to the intuition is strong, increasing the motivation is ineffective in reducing explicit subscription to the ELSI -&gt; directing the consumer's emphasis on sustainability issues does not affect those mechanisms that occur outside their awareness and that are more difficult to change - Overall, although sustainability induces positive normative evaluations, doubts about functional aspects (e.g., performance, quality) are also activated—sometimes unnoticed by the consumer—with negative consequences for the final purchase decision.</p>	<p>perception of sustainable products</p>	<p>purchasing groceries (food) xx</p>
<p>V. Carfora, C. Cavallo, D. Caso, T. Del Giudice, B. De Devitis, R. Viscecchia, G. Nardone &amp; G. Cida</p>	<p>Explaining consumer purchase behavior for organic milk: Including trust and green self-identity within the theory of planned behavior</p>	<p>2019 Food Quality and Preference</p>	<p>100</p>	<p>- Identity Theory: explains how the individual's expectations about role-appropriate behavior can enforce his/her position within society (Callero, 1985; Charng, Pillavin, &amp; Callero, 1988) - Theory of Planned Behavior -&gt; extended to include trust in supply chain actors and self-identity of the consumers in question as "green consumers"</p>	<p>- quantitative, longitudinal design: interviews with consumers in two stages in order to obtain data regarding both intentions and actual behavior in respect of organic milk purchase (1) dependent variable: intention; independent variables: past behavior, PBC, subjective norm, attitude, trust in government, trust in farmers, trusts in manufacturers, trust in retailers &amp; self-identity as a "green consumer" (2) dependent variable: future behavior; independent variables: intention and past behavior</p>	<p>- TPB is, indeed, a predictive model for explaining organic milk purchase intentions and behavior - it can be successfully extended to elements such as self-identity and trust. Yet among all the dimensions of trust in the different actors of the supply chain, only trust in farmers was supported by the results -&gt; the importance of farmers in building consumer trust could be used to implement innovative and more efficient marketing strategies for organic products - consumers' intentions to purchase organic milk were best explained by the perception of their personal control on organic milk purchase - positive attitude, subjective norms and self-identity as a green consumer towards organic milk determined intentions - past behavior influenced intentions and future purchase, which is in line with the consumer's tendency to be in an "automated" mode when purchasing food, which restrains the possible consideration of alternative food</p>	<p>- trust in farmers - green self-identity - past behavior - antecedents of intentions as in the TPB</p>	<p>purchasing organic milk (food) xx</p>

<p>Stefan Hoffmann, Robert Mai, Wassili Lasarov, Jan S. Krause &amp; Ulrich Schmidt</p> <p>Hungry bellies have no ears: How and why hunger inhibits sustainable consumption</p>	<p>2019</p> <p>Ecological Economics</p>	<p>Lay beliefs about product sustainability operate at different levels. Scholars distinguish between processes, which are brought about more implicitly and processes brought about more explicitly in a more reflective and cognitively-controlled manner</p> <p>- the deliberate, explicit process is characterized by slow, controlled processes → consumers derive decisions on the basis of rules, in-depth logic, reasoning, and careful elaboration.</p> <p>- the more implicit process is characterized by quick and spontaneous associations and unconsciously activated intuitions → consumers cannot fully assess their implicit associations via introspection and they cannot easily control or modify these associations</p>	<p>two quantitative experiments: (1) within-subjects laboratory experiment participants were randomly assigned to either the satiated condition in which the participants had breakfast before conducting the tests, or the hungry condition with 18 h of food deprivation</p> <p>- dependent variable: sustainable food buying patterns</p> <p>- independent variable: hunger</p> <p>- possible mediators: implicit association and explicit evaluation</p> <p>(2) field experiment between consumers who entered or left the cafeteria (incl. verbal report of their hunger on a scale)</p>	<p>- hunger shapes the extent to which consumers choose the sustainable options → hungry consumers display a lower preference for sustainable food options</p> <p>- reasoning: hunger alters human associations with sustainable food products, which are related to product gentleness. While sustainable product choice is driven by these cognitions both implicitly and explicitly, food deprivation only operates at the implicit level, but does not affect the explicit evaluation → the state of hunger shapes implicit associations concerning sustainability, which, in turn, spill over to decisions about sustainable products</p> <p>→ effect of hunger occurs, thus, spontaneously, automatically, and unconsciously</p> <p>- physiological needs actually have priority over higher-order needs, such as sustainability</p> <p>- motives to consume sustainable do not only result from changes in the general life situation, but can also be temporarily induced, e.g. by food deprivation</p> <p>- contextual factors, such as hunger, can override consumers' intentions to consume sustainably</p>	<p>hunger</p> <p>purchasing sustainable products</p> <p>xx</p>
<p>Seima Kadic-Magajlic, Maja Arslanagic-Kalajdzic, Milena Micevski, Jasmina Dacic &amp; Vesna Zabkar</p> <p>Being engaged is a good thing: Understanding sustainable consumption behavior among young adults</p>	<p>2019</p> <p>Journal of Business Research</p>	<p>- Value-Belief-Norm theory (Stern, 2000)</p> <p>- Emotional Regulation Theory (Gross, 1998)</p> <p>- research on engagement (Vivek, Beatty, Dalela, &amp; Morgan, 2014)</p>	<p>quantitative web-based panel study in two different countries</p> <p>- dependent variable: consumer behavior</p> <p>- independent variables: self-identity, consumer values influencing engagement which is the independent variable of consumer behavior</p> <p>- emotional intelligence as a moderator of the relationship between engagement and consumption behavior</p> <p>- engagement is defined as a participation in, and connection with, environmental and social issues</p>	<p>- pro-environmental engagement and pro-social engagement are significant predictors of young adults' pro-environmental and pro-social consumption behavior, which is also dependent on consumption behavior-relevant self-identity and values</p> <p>- emotional intelligence boosts the effect of engagement on pro-environmental and pro-social consumption behavior, and it has a significant direct effect on pro-environmental behavior (not on pro-social behavior though) → could be due to the relative abundance of environmental communities and events related to pro-environmental causes compared to pro-social events</p> <p>→ results suggest that sustainable consumption behavior is driven by context-congruent consumer characteristics</p>	<p>engagement</p> <p>purchasing sustainable products and recycling</p> <p>xx</p>
<p>Shiksha Kushwah, Amandeep Dhir &amp; Mahim Sagar</p> <p>Understanding consumer resistance to the consumption of organic food: A study of ethical consumption, purchasing, and choice behavior</p>	<p>2019</p> <p>Food Quality and Preference</p>	<p>- Innovation Resistance Theory (IRT); comprehensively explains all the major sources of consumer resistance in the form of functional and psychological barrier: proposed three functional barriers, i.e., usage, value, and risk barriers, and two psychological barriers, i.e., tradition and image (Ram &amp; Sheth, 1989)</p>	<p>- qualitative semi-structured as a basis for the questionnaire survey</p> <p>- quantitative study with dependent variable: choice behavior and independent variables: image barrier (when any negative association is found between the product and its existing product line, brand or country of association), value barrier (performance and monetary value compared to alternatives) &amp; risk barrier (degree to which a risk is considered integral to an innovation/new product)</p> <p>- possible mediators: purchase intention and ethical consumption intention</p> <p>- possible moderators: buying involvement and environmental concern</p>	<p>- value barrier is the most significant and the only barrier against organic food consumption → value barrier negatively influences both ethical consumption intentions and choice behavior (for buyers as well as nonbuyers)</p> <p>- possible explanation: benefits associated with organic food in comparison with conventional alternatives are not very clear and profound among consumers</p> <p>- the relationship between ethical consumption intention and choice behavior is mediated by purchase intention.</p> <p>- ethical consumption intentions are also significantly associated with purchase intentions as well as choice behavior → suggest that consumers with higher ethical consumption intentions are likely to possess high purchase intentions and favorable choice behavior toward an organic food purchase.</p> <p>- no significant differences have emerged based on the level of buying involvement</p> <p>- environmental concerns only moderates the relationship between value barrier and purchase intentions</p>	<p>quality/value perceptions of the sustainable product</p> <p>purchasing sustainable products (food)</p> <p>xx</p>

<p>Who can improve the environment— Me or the powerful others? An integrative approach to locus of control and pro-environmental behavior in China</p> <p>Xisi Yang &amp; Anja Weber</p>	<p>2019</p> <p>Resources, Conservation &amp; Recycling</p> <p>103</p>	<p>none mentioned, only conceptualization of and prior research on locus of control</p>	<p>- quantitative questionnaire among Chinese people living in different provinces (→ low-, middle-, and high-GDPPC (GDP-per-capita))</p> <p>- dependent variables: different pro-environmental behaviors (purchase, activism, recycling, energy, transport)</p> <p>- independent variables: internal and external dimensions of locus of control (e.g. governmental or corporate responsibility) and confucian values</p>	<p>- the model explains 51% of the variance of energy-saving behavior and 25% of green transport choices</p> <p>- Chinese consumers' beliefs in their own and others' abilities are confirmed to be positively associated with reported behaviors</p> <p>- integration of Confucian values helps to understand what drives the high level of perceived governmental and corporate responsibility</p> <p>- people with high internal locus of control are more likely to engage in environmental actions</p> <p>- people who recognize the environmental improvement through green consumption and recycling also tend to buy green products and to recycle</p> <p>- people who highly assess the power of government and corporations are also more likely to behave environmentally friendly → people share the feeling of responsibility with the government to a similar extent than with corporations</p> <p>- Regarding the positive interrelationships between the internal and external locus of control factors, people cannot simply be classified as "externally" or "internally" oriented</p> <p>- the belief in natural earth-cycles is positively correlated with governmental/corporate responsibility → even if Chinese people believe that some environmental changes are due to normal natural cycles, this will not release government or corporations from their responsibility</p> <p>- more effortful environmental behaviors including green purchase and recycling can be motivated by the perception of governmental responsibility. In contrast, simpler forms of environmental behaviors such as using public transport and saving energy additionally have the potential to be increased by the perception of corporate responsibility</p> <p>- analysis of GDPPC influence: people's beliefs in their own abilities are generally unique, regardless of the state of development and therefore the availability of infrastructure for practicing environmental behaviors</p> <p>- compared to Canada, lower perceived impacts of powerful others were found, in spite of strong centralism in China</p> <p>-&gt; green purchase and recycling can be enhanced by internal dimensions and the perception of governmental responsibility, while energy savings and green transport can be additionally motivated by the perception of corporate responsibility</p>	<p>various pro-environmental behaviors, e.g. purchasing sustainable products, recycling, energy usage, and transport</p> <p>- locus of control</p> <p>- confucian values*</p>			
<p>Ethical consumer behavior in Germany: The attitude-behavior gap in the green apparel industry</p> <p>Marie Wriedenhold &amp; Luis F. Martinez</p>	<p>2018</p> <p>International Journal of Consumer Studies</p> <p>D</p>	<p>- Theory of Planned Behavior &amp; Theory of Reasoned Action</p> <p>- Low-cost/high-cost model: people behave pro-environmentally when they have the least cost, meaning the minimum effort and time needed to behave ethically</p>	<p>qualitative; semi-structured, one-to-one interviews that had an open-ended format with consumers aged 23-30</p>	<p>- purchase behavior is affected by the personal circumstances</p> <p>- interrelations between the attributes are evident</p> <p>- drivers and barriers:</p> <p>- price revealed to be most discussed barrier in the interviews</p> <p>- Image (i.e. old fashioned)</p> <p>- lack of information / knowledge (especially concerning labelling of sustainable clothing and the criteria, which classify ethical items to its legitimacy)</p> <p>- lack of availability (i.e. lack of stores offering ethical cloths)</p> <p>- consumption habits</p> <p>- inertia / (perceived) incapacity to make a difference / external locus of control → perceived powerlessness → participants justify their purchasing inertia with the feeling that no difference can be made with the own behaviour and no significant impact will be generated</p> <p>- pride</p>	<p>- price</p> <p>- image</p> <p>- information / knowledge</p> <p>- availability</p> <p>- habits</p> <p>- locus of control</p> <p>- pride</p>	<p>purchasing clothes (fashion)</p> <p>xx</p>		

Chamila Perera, Pat Auger & Jill Klein	Green Consumption Practices Among Young Environmentalists: A Practice Theory Perspective	2018	Journal of Business Ethics	B	<p>Practice theory: the notion of practice is described as a routinized type of behavior which consists of several forms of bodily and mental activities (Wardle 2005)</p> <p>Practices guide the process of consumption through capturing required consumer objects, learning about them, and putting them to use. Practice theory focuses on material, meanings, and competences as the components of a practice, positing that a practice can thrive and grow only when these elements come together.</p>	<p>qualitative, photo-elicited, in-depth interviews with young environmentalists</p>	<p>The findings are organized in four thematic categories that were derived from the analysis:</p> <p>(1) green credibility seeking: awareness of the supply side of the purchasing and consumption processes, such as how goods are produced, delivered, and sold, was central to the informant's judgments</p> <p>(2) emotionally affiliated green procurement: "dumpster-diving", clothes-swapping and buying from second-hand shops → such green procurement practices operate primarily outside of the dominant social paradigm and dominant market mechanism</p> <p>(3) green proscription to replace commodities: proscription is producing the goods and services consumed rather than purchasing them from the marketplace</p> <p>→ respondent's motivation went beyond their concerns for the environment and included feelings of self-sufficiency and independence, social belonging, and excitement.</p> <p>(4) green whispers: describes the interactions with others. While many of the informants engaged in very public actions in support of the environment, most expressed their environmentalism in a pragmatic fashion so as not to create discord with closely held others.</p> <p>→ the findings highlight the critical trade-offs that young environmentalists had to make to be environmentally conscious and maintain their social network</p>	<p>- opinion of the social network*</p> <p>- technology / mobile apps (for information)</p>	<p>x</p> <p>different behaviors</p>
So Young Song & Young-Kyung Kim	Theory of Virtue Ethics: Do Consumers' Good Traits Predict Their Socially Responsible Consumption?	2018	Journal of Business Ethics	B	<p>Theory of Virtue Ethics: Virtues reflect individuals' positive traits, which become a foundation of a person's moral goodness → this study views virtues from the perspective of traits and not from that of values</p> <p>Virtuous Traits are acquired and learned through life experiences and can be classified into self-regarding (wellfare for self, e.g. self-efficacy or self-control) and other-regarding traits (serve the good of others, e.g. altruism or empathy)</p>	<p>- quantitative online-survey using consumer panels of a market research agency</p> <p>- instrument was designed to measure nine virtuous traits and five personality traits of the Big Five factors</p> <p>- dependent variable: Socially responsible purchase and disposal behavior (SRPD)</p>	<p>- the virtuous traits of self-efficacy, courage, and self-control, as well as the personality traits of openness and conscientiousness, predict socially responsible purchase and disposal behavior.</p> <p>- SRPD can especially be predicted by consumers' virtuous traits of self-efficacy and by their personality trait of openness (→ individuals who are open to new ideas and are imaginative and creative are more likely to show SRPD behavior)</p>	<p>- self-efficacy</p> <p>- traits of consumers: courage, self-control, openness and conscientiousness</p>	<p>purchase and disposal behavior</p>
Matthew A. Maxwell-Smith, Paul J. Conway, Joshua D. Wright & James M. Olson	Translating Environmental Ideologies into Action: The Role of Amplifying Commitment to Beliefs	2018	Journal of Business Ethics	B	<p>- Theory of Planned Behavior (Ajzen, 1988)</p> <p>- Commitment to Beliefs Framework: Maxwell-Smith and Esses (2012) proposed that people vary in their level of commitment to beliefs (CTB), the extent to which people generally feel obligated to follow their value-based beliefs, whatever they may be. An important corollary of the CTB framework: ideology amplification.</p> <p>- System-Justification Theory (Jost et al. 2004): argues that individuals are motivated to rationalize the social systems and institutions on which they are dependent as legitimate, fair, and appropriate, sometimes to the detriment of their self- or group- interests</p>	<p>- two studies: both quantitative, student-sample and closed-question surveys</p> <p>- study 1 additionally contained consumer decision trials (choices between pairs of similar products)</p> <p>- study 2 was longitudinal (2-5 weeks break)</p> <p>- independent variables: economic systems-justification (EDJ) and New Ecological Paradigm (ideological beliefs about the importance of maintaining balance with nature)</p> <p>- dependent variables: sustainable consumption</p> <p>- moderating variable: CTB</p>	<p>- evidence for the amplification effect of CTB is indicated by a significant interaction between CTB and the specific ideological variable predicting the EF choice.</p> <p>- both studies demonstrated that individuals who endorsed either environmentally conscious or environmentally negligent consumption ideologies were most likely to engage in ideologically consistent behavior (both currently and in the future) when they had greater levels of CTB (even while controlling for a wide range of covariates that included environmental identity, political leaning, social desirability, behavioral norms, perceived behavioral control, and past EF behavior in study 2)</p> <p>- CTB is a useful tool to identify who is likely to follow their beliefs in the environmental domain, and has potential to do the same in other value-relevant domains</p>	<p>commitment to beliefs</p>	<p>different behaviors, for instance purchasing sustainable products and limiting energy consumption</p> <p>xx</p>

<p>Kristin A. Scott &amp; S. Todd Weaver</p>	<p>The Intersection of Sustainable Consumption and Anticonsumption: Repurposing to Extend Product Life Spans</p>	<p>2018</p>	<p>Journal of Public Policy and Marketing</p>	<p>B only past research discussed</p>	<p>qualitative, in-depth interviews with a variety of participants involved in the repurposing process (including individuals that repurpose items to sell to others)</p>	<p>- antecedents of repurposing include:  (a) social influences / networks: connections to "makers" enable users to learn about the concept of repurposing, find inspiring ideas, and learn new techniques  (b) object agency: object itself as starting point, e.g. object that they currently owned and did not want to dispose of  (c) individual motivations: positive feelings associated with the activity, e.g. enjoying the creativity and innovativeness  → saving the planet was not the focus of the informants. Instead, they were generally motivated by expressive and recreational goals  - the outcomes of repurposing include value creation for the maker or customer, behavioral and perception effects, and identity effects. Two types of value are identified: utilitarian and hedonic  - repurposed objects create higher levels of product attachment due to their "history"</p>	<p>- fun/creativity during the process  - social influence</p>	<p>Repurposing / Extending product life spans</p>		
<p>C. William Young, Sally V. Russell, Cheryl A. Robinson &amp; Phani Kumar Chintakayala</p>	<p>Sustainable Retailing – Influencing Consumer behavior on Food Waste</p>	<p>2018</p>	<p>Business Strategy and the Environment</p>	<p>B none mentioned</p>	<p>- quantitative quasi-experiment in a field setting  - tested five communication channels (Magazine, e-newsletter, Facebook site, on-pack sticker &amp; in-store event) of Asda (a retailer in the UK) with cross-sector agreed standard food waste reduction messages  - Six national surveys over 21 months tracked Asda customers' self-reported food waste</p>	<p>- results show that the communication channels combined and repeated over time using standard messaging had a significant effect on levels of reported food waste of shoppers  - even customers who said they did not recall seeing the messages reduced their food waste  → suggests that mainstream consumers need constant reminders and that one-off awareness campaigns may not be effective over the long term.  → retailers can influence the pro-environmental behavior of customers using conventional communication channels; repeat messages are needed in order to have a long-term impact.</p>	<p>communication of food waste behavior reminders (constant reminders)</p>	<p>food waste behavior (food)</p>		
<p>Meike Janssen</p>	<p>Determinants of organic food purchases: Evidence from household panel data</p>	<p>2018</p>	<p>Food Quality and Preference</p>	<p>##</p>	<p>no theories mentioned, but summary of the state of the art on determinants of organic food consumption:  (1) Perceived healthiness and naturalness (free from harmful substances)  (2) Concern for environmental protection  (3) Quality and enjoyment of eating  (4) Preference for local/domestic origin  (5) Price consciousness: organic products are perceived as being expensive  (6) Convenience orientation: consumers with a high convenience orientation buy less or no organic food</p>	<p>- analysis of household panel data which recorded all food purchases of several households during an entire year  - this data on actual purchases of organic food (dependent variable) were linked with survey data from the same households on attitudes towards different food characteristics (independent variable)  - further independent variables: socio-demographics  → aim: determine the drivers of actual organic food purchases and compare them with the drivers of attitudes towards organic food</p>	<p>- attitudes towards organic food could only explain 50% of the variance of organic food purchases  - attitudes towards organic food and organic food purchases were both driven by the same determinants; however, the relative importance of the determinants differed  → findings from studies on determinants of attitudes towards organic food should not be generalized to purchase behavior when it comes to identifying the most and least important determinants  - 'naturalness and healthiness' and 'environmental protection' were the two most influential drivers for both  - other significant determinants with a positive influence were the preference for 'local and domestic food' and the desire for 'high quality food and enjoyment of eating'  - 'price consciousness' and 'convenience orientation' both had a significant negative effect</p>	<p>- perceived healthiness and naturalness  - concern for environmental protection  - quality and enjoyment of eating  - preference for local/domestic origin  - Price consciousness:  organic products are perceived as being expensive  - convenience orientation</p>	<p>purchasing organic groceries (food)</p>	<p>xx</p>

<p>Hyun Jung Park &amp; Li Min Lin</p>	<p>Exploring attitude-behavior or gap in sustainable consumption: comparison of recycled and upcycled fashion products</p>	<p>2018</p> <p>Journal of Business Research</p>	<p>none mentioned, only review of past variables determining sustainable fashion consumption: (a) individual characteristics, (b) product characteristics, (c) socio-demographic variables</p>	<p>- quantitative survey focusing on young consumers who are fashion-oriented, conscious about their public image, and enjoy immediate gratification</p> <p>- dependent variables: purchase intention and purchase experience (both categorie variables)</p> <p>- independent variables: environmental concern, perceived consumer effectiveness (PCE), subjective norms, perceived product value, economic risk, availability risk and demographica</p>	<p>- utilitarian value (concerns the quality of the products) had significant influences on the likelihood of being in the buyer group than in the non-buyer group for both recycled and upcycled products</p> <p>- Although many other factors increased purchase intention, perceived consumer effectiveness or income was more related to actual purchase behavior of second-hand fashion product, while subjective norm or education played important roles in purchasing upcycled fashion good</p> <p>- with respect to recycled products, variables such as PCE, utilitarian value, and income significantly increased purchase probability.</p> <p>Consumers were willing to purchase second-hand goods when they believed that they could contribute in solving environmental problems.</p> <p>- In terms of upcycled products, subjective norms, education level, and utilitarian value were variables that discriminate between green and non-green buyers → partly due to the fact that upcycled products are viewed to be more innovative or unique than recycled products</p> <p>- results indicate that there were differences between the antecedents of purchase intention and those of actual buying. Although self-expressiveness value played a part in increasing the intention to purchase upcycled fashion products, it did not affect actual purchase</p>	<p>- quality of the product / utilitarian value</p> <p>- perceived consumer effectiveness</p> <p>- demographica: income and education level</p> <p>- subjective norm</p> <p>xx</p> <p>purchasing recycled and upcycled fashion products (fashion)</p>
<p>Shanyong Wang, Shoufu Lin &amp; Jun Li</p>	<p>Exploring the effects of non-cognitive and emotional factors on household electricity saving behavior</p>	<p>2018</p> <p>Energy Policy</p>	<p>Theory of Reasoned Action, Theory of Planned Behavior &amp; Theory of Interpersonal Behavior</p>	<p>- quantitative questionnaire survey in four stages → participants evaluate intention to save electricity and actual electricity saving behavior at different points in time</p> <p>- dependent variable: electricity saving behavior</p> <p>- independent variables: attitude, subjective norm, PBC, personal moral norm</p> <p>- mediator between independent variables and behavior: intention to save electricity</p> <p>- additional independent variables that have a potential influence on intention and/or behavior: habit and positive anticipated emotion</p>	<p>- personal moral norm, habit and positive anticipated emotion are positively and significantly related to residents' intention to save electricity</p> <p>- personal moral norm has the largest impact on intention to save electricity</p> <p>- habit is also positively associated with electricity saving behavior</p> <p>- positive anticipated emotion is negatively associated with electricity saving behavior but positively with intention → suggest that positive anticipated emotion does not translate into actual electricity saving behavior, despite residents intend to do so, for instance because residents may have avoidance-oriented beliefs and think that they can save electricity in the future so not perform the electricity saving behavior right now is forgivable</p> <p>- consistent with TPB, attitude and perceived behavioral control are positively related to intention to save electricity. However, the effect of subjective norm on intention to save electricity is not significant, which means that important others do not influence residents' intention to save electricity (maybe because household electricity saving behavior is almost invisible to friends, relatives or neighbors)</p> <p>→ research highlights the importance of non-cognitive and emotional factors as drivers of electricity saving behavior</p>	<p>electricity saving behavior at home (electricity)</p> <p>- personal moral norm*</p> <p>- habit</p> <p>- positive anticipated emotion (complex relationship)</p> <p>- attitude &amp; PBC*</p>



<p>Imran Rahman</p> <p>The Interplay of Product Involvement and Sustainable Consumption: An Empirical Analysis of Behavioral Intentions Related to Green Hotels, Organic Wines and Green Cars</p>	<p>2018</p> <p>Sustainable Development C</p>	<p>- Consumer Involvement Theory - Elaboration Likelihood Theory (Petty et al., 2005; Cacioppo and Petty, 1984; Petty et al., 1983); provides a general framework for organizing and understanding the effectiveness of persuasive communications and can be applied to product purchase situations. According to the model, consumers are persuaded through either a central or a peripheral route. Both motivation and ability are key determinants of these routes. In the central route, consumers apply the required cognitive effort to assess the information available to them. On the other hand, on a peripheral route, consumers execute their evaluation on more salient and easily available cues. -&gt; When consumers' involvement levels are high, persuasion occurs through the central route, while for low-involvement consumers the peripheral route is utilized</p>	<p>- quantitative questionnaire - dependent variables: intention to engage in sustainable behavior (green hotel visit, purchase organic wine or purchase a green car), willingness to pay and willingness to sacrifice - independent variables: consumers' involvement</p>	<p>- consumers' behavioral intentions depend strongly on the type of environmental product considered and the underlying type and extent of involvement associated with the product category - As products can be distinctly different depending on the associated involvement, consumption dynamics and attributes, it is important for marketers to take note of the differences when designing marketing campaigns for green products - for green cars, high-involvement does not decrease willingness to purchase it or to pay more for it; however, willingness to sacrifice is less for high-involvement consumers - regarding organic wine, high-involvement consumers are significantly more willing to purchase such wines, pay a price premium and make more sacrifices to obtain them - consumers, in general, irrespective of their involvement with hotels, would show support for green hotels, as the green appeal is treated as a main attribute -&gt; no significant difference was found in consumers' intention to visit, willingness to pay more or willingness to sacrifice based on their level of involvement with hotels -&gt; consumers tend to evaluate each green product differently based on the attributes of the product and on the type of involvement they exhibit with the product category. Thus, it is erroneous to make any general inferences about the interplay of product involvement and behavioral intentions about green products. Consumers' behavioral intentions in regards to such products are a complex process and the elaboration likelihood model alone cannot explain this process completely.</p>	<p>discusses the influence of type of product/ involvement on the determinants</p> <p>different behaviors: green hotels/travel, organic wines and green cars</p>	<p>xx</p>
<p>Johan Graafland</p> <p>Religiosity, Attitude, and the Demand for Socially Responsible Products</p>	<p>2017</p> <p>Journal of Business Ethics B</p>	<p>Theory of Reasoned Action (TRA) &amp; Theory of Planned Behavior (TPB): assumes that religion is one of the background factors that may influence the consumers attitude and subjective norm</p>	<p>quantitative: - survey of four SR products (fair trade coffee, organic meat, free-range eggs, and fair trade chocolate sprinkles) - dependent variable: Buying behavior - independent variables: Concern, Price fairness, Moral duty, Subjective norm, Religious denomination, Church attendance, Prayer or meditation, Monthly net income, Education, Age, Gender</p>	<p>- Christian religiosity increases positive attitude towards SR products, except for the Orthodox Protestant affiliation -&gt; religiosity encourages a positive attitude both directly and indirectly through subjective norm. for Orthodox Protestant affiliation, a negative relationship is found between religious affiliation and attitude towards SR products - In accordance with the theory of planned behavior, attitude is found to increase the demand for SR products - no evidence of hypocrisy (in the sense that religiosity increases pro-social attitude without affecting behavior in the case of SR products) for any of the Christian denominations - attitude, subjective norm, and the demand for SR products are negatively related to non-religious affiliation</p>	<p>religious beliefs</p> <p>purchasing fair trade coffee, organic meat, free-range eggs, and fair trade chocolate sprinkles (food)</p> <p>xx</p>	<p>xx</p>
<p>Chiou-Fong Wei, Chang-Tung Chiang, Tun-Chih Kou &amp; Bruce C Y Lee</p> <p>Toward Sustainable Livelihoods: Investigating the Drivers of Purchase Behavior for Green Products</p>	<p>2017</p> <p>Business Strategy and the Environment B</p>	<p>Theory of Planned Behavior</p>	<p>quantitative: - closed-ended structured questionnaire consisting of two main sections, including demographic data (e.g. gender, age, marriage status, monthly disposable income, education level and occupation) and seven latent constructs (environmental involvement (=perceived relevance -&gt; more cognitive elaboration), informational utility, green trust) - dependent variable: green purchase behavior (attitude toward green products and green purchase intention are mediators, like in the TPB)</p>	<p>- consumers' green purchase behavior is significantly and directly determined by their green purchase intention, which is in turn significantly and directly determined by their attitudes toward green products (confirms TRA and TPB) - environmental involvement, informational utility, green advertising skepticism and green trust are antecedent variables of consumer attitudes toward green product - informational utility and green trust serve as mediating variables for several moderation relations, e.g. green trust partially mediates the relation between informational utility and attitudes toward green products - green trust has a moderation effect between green advertising skepticism and attitudes toward green products, which indicates that green advertising skepticism is not supported as a direct influence on attitudes toward green products</p>	<p>- environmental involvement - information utility - green trust</p> <p>purchasing groceries (food)</p> <p>x</p>	<p>x</p>

<p>Michael G. Luchs &amp; Minu Kumar</p>	<p>2017</p>	<p>Journal of Business Ethics</p>	<p>- Regulatory Fit Theory (Higgins, 1997): behavior can be understood as goal pursuit and the individual's desire to pursue gains, i.e., promotion-oriented goals, or avoid pains, i.e., prevention-oriented goals. Anticipation and fulfillment of goals evokes positive emotions, whereas non-fulfillment of anticipated goals evokes negative emotions (Higgins 1997) → within the current context, we can understand consumers' emotional and behavioral responses to products based on their appraisal of product attributes and the goals that they can potentially fulfill</p>	<p>three quantitative studies (1a) online survey in 2 (trade-off type: utilitarian vs. hedonic) x 2 (order: superior utilitarian/hedonic option on the left/right), superior sustainability on the right (left) between-subjects design; presented participants with a product choice task (online survey) + measured anticipatory emotions; dependent variable: consumer response; independent variable: type of trade-off with sustainability (hedonic vs. utilitarian); moderators: attitude towards sustainability and product type (hedonic/utilitarian) (1b) 2 (trade-off type: utilitarian vs. hedonic) x 2 (product type: utilitarian/hedonic) x 22 (order: superior utilitarian/hedonic option on the left/right), superior sustainability on the right (left) between-subjects design with a similar choice scenario to study 1a (2) online survey with a choice experiment in 2 (product type: hedonic vs. utilitarian) x 2 (trade-off type: utilitarian vs. hedonic) between-subjects design.; dependent variable: consumer response</p>	<p>- consumer responses given a trade-off with, or in favor of, product sustainability depend on what being traded off: - consumers are more likely to choose a product that trades off hedonic value (e.g., esthetics) for sustainability as opposed to one that trades off utilitarian value (e.g., performance) for sustainability → sustainability is relatively more likely to be chosen in the context of a trade-off with hedonic value than in the context of a trade-off with utilitarian value - the effect of trade-off type is moderated by both individual- and category-specific characteristics: → with respect to individual characteristics, the effect of trade-off type depends on the degree to which consumers value sustainability attributes → with respect to category characteristics and the predicted moderating effect of product type: consumers' more (less) favorable response to a trade-off with hedonic value (utilitarian value) is attenuated (amplified) as the relative importance of hedonic (utilitarian) attributes increases - results also provide evidence of the important role of emotions: consumers may be more likely to trade-off hedonic value (vs. utilitarian value) for sustainability given that choosing hedonic value over sustainability would induce even less pride and less confidence than choosing utilitarian value over sustainability—especially as their attitude towards sustainability becomes more positive. Specifically, participants' higher anticipatory pride felt towards the more sustainable product appeared to be greatest among participants with a highly positive attitude towards sustainability, but only in the context of a trade-off with hedonic value, not utilitarian value</p>	<p>type of product hedonic or utilitarian</p> <p>purchasing kitchen blenders, calculators, digital audio players (technology)</p>	
<p>Andrea K. Eberhart &amp; Gabriele Naderer</p>	<p>2017</p>	<p>Journal of Marketing Management</p>	<p>- mixed method approach: combination of real purchasing data from loyalty card purchases at a major German drugstore chain (quantitative) with in-depth qualitative data</p>	<p>- identified three market clusters which reflect purchasing patterns of different consumer segments: (1) hardly contains any sustainable cues (e.g. glass packaging or vegan label), (3) primarily contains certified sustainable brands and (2) mix of these two extremes - three critical factors that build on each other to ultimately result in more sustainable consumption: (1) consumers have to be aware of environmental and social consequences of their consumption → motivational state in which they feel they have to act (2) consumers have to be competent in assessing products and brands with regard to sustainability for which they use simple decision heuristics (3) consumers have to be able to identify options for courses of action → products have to be evaluated positively and satisfy motives - three consumer segments could be distinguished: unreflecting consumers (n=10), limited (n=7) consumers and responsible consumers (n=4) → segments differ in the perceived relevance of sustainability - universalism was found to be a main motivator value for responsible consumers - responsible consumers do not purchase personal care products solely for reasons of sustainability, but also personal health and skin feel (linked to self-indulgent values) - the lack of motivation and competence as well as competing motives and the rejection of possible courses of action are the main obstacles to a more sustainable consumption - For the majority of consumers, sustainable product attributes are also not obvious (→ lack of knowledge/awareness) - Generally, attributes such as ingredients, packaging and design were decisive for purchasing personal care products. Indulgence, health and universalism were the values to which these attributes were related. - the simple use of heuristic cues does not make sure that these cues are reliable indicators to infer sustainability. Only responsible consumers have the competence to identify more sustainable products by the help of heuristics such as established certifications</p>	<p>- problem awareness - knowledge - values: universalism - competing motives (self-interest vs. environmental motives) - integration of environmental motives into their self-image</p>	<p>personal care products (beauty)</p> <p>xx</p>	

<p>Do Ethical Social Media Communities Pay Off? An Exploratory Study of the Ability of Facebook Ethical Communities to Strengthen Consumers' Ethical Consumption Behavior</p>	<p>2017</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>none mentioned</p>	<p>- quantitative online survey (questionnaire) of ethical community participants (on Facebook)  - independent variables: consumer commitment to ethical consumption (affective and continuance)  - mediator: perceived benefits from community participation  - dependent variables: reinforced ethical consumption due to community participation and loyalty to the online community</p>	<p>- ethical consumption behavior can be strengthened by online community participation, especially due to informational benefits (information about available ethical choices; up-to-date facts in response to consumers' ethical concerns.)  - social and entertainment benefits showed no significant relationship with ethical consumption behavior but have a positive influence on loyalty to the community  - consumers' prior commitment to ethical consumption influences the perceived benefits; the affective commitment to ethical consumption has a positive, and the continuance commitment a negative influence on the benefits → , the more consumers feel they engage in ethical consumption because of an emotional attachment, the higher the perceived benefits from online community participation are. The more consumers perceive that their ethical consumption is driven by lack of choice, the fewer the benefits  - Overall, the perceived benefits of these communities were at a relatively low level</p>	<p>participation in online communities</p>	<p>mainly purchasing fair-trade products</p>	<p>x</p>
<p>Understanding Ethical Luxury Consumption Through Practice Theories: A Study of Fine Jewellery Purchases</p>	<p>2017</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>TRA, TPB and Practice Theory. Whereas the first two emphasise individual behavior, in practice theory the emphasis is on the practice(s) (e.g. travel to work practices), which are understood as arrays of meanings, norms, material objects, and infrastructures, and might be undertaken in more or less sustainable ways. Studies in practice theory often emphasise temporal change and the evolution of practices. Moreover, behavior is characterised as taken-for-granted, habitual, and unreflective, rather than planned, as in the TPB.</p>	<p>qualitative, semi-structured face-to-face interviews with consumers of a particular shop of fine jewellery</p>	<p>- knowledge about the supply chain of luxury products can be important in consumers' ethical purchases. Such knowledge and availability (e.g. of conflict-free diamonds), in turn, has enabled some informants to articulate new practices, meanings and involvement with fine jewellery  - consumers' ethical and non-ethical performances are very much embedded in social processes whereby changes in the materiality are part of a more general performative integration where objects, feelings, personal experiences, cultural values and activities as well as norms, shared knowledge and understanding, and the consumption place  - study highlights that if ethics and sustainability are to be embedded in fine jewellery consumption practices, they must be an intrinsic part of the organisation of the social and material environment of trading places and the consumption environment  - norms, shared knowledge and understanding as well as the consumption environment and place are relevant in shaping fine jewellery consumption practice → new practices such as ethical luxury consumption will likely require an innovation process through which consumers incorporate new meanings, ethical materials and ethical competencies in their pre-established ways of doing things</p>	<p>- knowledge  - availability</p>	<p>purchasing fine jewellery (luxury goods)</p>	<p>xx</p>
<p>Breaking Bad: Existential Threat Decreases Pro-Environmental Behavior</p>	<p>2017</p>	<p>Basic and applied social psychology</p>	<p>59</p>	<p>Terror Management Theory (TMT) tries to explain how people respond to existential catastrophes; originally stated that individuals cope with existential threat by defending their cultural values and beliefs as humans have an instinctive desire for self-preservation. Empirical evidence led to inconclusive findings. TMT literature thus suggests that existential threat may reduce or enhance pro-environmental attitudes and behavior depending on the saliency of certain social norms and the execution of habits may not be reduced but rather enhanced under threat.</p>	<p>- two quantitative field studies on different types of habitual behavior among university students:  - study 1: one-factor design, including a baseline condition, a request condition (signaling the request to use less towels), and a request-threat condition (poster with picture and discussion of life-threatening effects of nuclear power plants)  - study 2: observation of napkin use in the cafeteria, conditions same as in study 1  - dependent variable: weight of the used paper</p>	<p>- towel/napkin use decreased in the request-threat condition but increased in the request-threat condition for both women and men (gender differences in how much it changed) → relatively simple request was effective in temporarily insulating goal-directed pro-environmental behavior. This newly acquired behavior ceased when people were threatened  → evidence that existential threat can make people fall back into their habits of unsustainable behavior, even if those habits contradict existing norms  → results are incompatible with the TMT  → arousing situations increase habitual behavior more than goal-directed behavior</p>	<p>barrier only:  - information about existential threats / arousing situations</p>	<p>use of paper towels or napkins</p>	

<p>Anja Buerke, Tammo Straatmann, Nick Lin-Hi &amp; Karsten Müller</p>	<p>Consumer awareness and sustainability-focused value orientation as motivating factors of responsible consumer behavior</p>	<p>2017 Review of Managerial Science</p>	<p>- Literature revealed two dimensions of responsible consumer behavior (RCB): impact on society ("doing good"; consideration of the ecological, social, and economic consequences) - societal dimension as well as impact on consumer ("doing well"; meeting personal needs) - individual dimension → RCB is defined as sustainability-oriented consumer behavior that consists of societal responsible consumer behavior, including environmental, social, and economic aspects, and personal responsible consumer behavior, including physical, socio-psychological, and financial aspects. - Value-belief-norm (VBN) theory (Stern et al., 1999)</p>	<p>- quantitative, anonymous online survey among consumers - Independent variable: sustainability-focused values - dependent variable: responsible consumer behavior - mediator: consumer awareness</p>	<p>- the survey supported the two-dimensional approach to RCB (see column "theory") - both consumer awareness and sustainability-focused value orientation have a direct positive influence on responsible consumer behavior - consumer awareness is a mediator, with mediations for societal or personal responsible consumer behavior by the respective consumer awareness → it is crucial for organizations to flank their sustainable offers with appropriate communication activities in order to motivate consumers to engage in more responsible consumption - findings suggest that societal responsible consumer behavior is driven more directly by the striving for sustainability, while personal responsible consumer behavior has psychological sources, such as the striving for life satisfaction and self-actualization - in contrast to very broad value measures, more specific value orientations may have a greater potential to be linked to consumer behavior - consumers behave more responsibly when they are aware of their behavior's consequences and believe in their ability to contribute effectively to environmental or social problems → consumers' sustainability-focused values not only have a direct effect on behavior; they also enhance certain forms of consumer awareness which then support behavior in line with consumers' values.</p>	<p>- sustainability focused values - consumer awareness of consequences - (perceived ability (perceived consumer effectiveness))</p> <p>different behaviors</p>
<p>Jinghe Han, Yuri Seo &amp; Eunju Ko</p>	<p>Staging luxury experiences for understanding sustainable fashion consumption: A balance theory application</p>	<p>2017 Journal of Business Research</p>	<p>Heider's (1985) balance theory and consumer luxury brand experiences explain and reveal how a state of psychological imbalance causes the attitude-behavior gap between sustainable fashion and SFPC behaviors. Balance Theory: postulates that individuals generally seek to maintain internal harmony and order among their attitudes, values, and behavior. If elements are imbalanced, consumers are likely to change their attitudes and/or behaviors to appropriately restore the equilibrium</p>	<p>qualitative two stages process: (1) focus groups (with broad guidance questions) (2) direct observations (staged shopping trips where each participant was given money to spend in the two eco-fashion stores) &amp; post-behavior semi-structured long interviews about their experiences immediately after visiting each store</p>	<p>- respondents recognize the importance of sustainability considerations and most engage in pro-environmental practices (apart from buying sustainable fashion), but they have reservations about purchasing sustainable fashion products - three distinct but interrelated themes describing why consumers are unwilling to purchase sustainable fashion products: (1) negative quality perceptions (inferior in terms of product design and unattractive appeals and limited selection) (2) the lack of justification for paying a premium price (3) the lack of social awareness about the value of eco-fashion products: participants note that they have few opportunities to learn about sustainable fashion through media and/or consumption experiences → nexus of overpriced and poor quality perceptions may come from lack of awareness and social capital surrounding knowledge about eco-fashion rather than actual product performance - staged experiences can reinforce the link between sustainability issues and sustainable fashion product consumption (SFPC) and foster a more positive consumer orientation toward SFPC. - the consumers who underwent staged experiences: (1) extended their practical knowledge about sustainable fashion products; (2) became more open to adopting SFPC behaviors; and (3) developed personalized competencies that encourage future SFPC behaviors → Such experiences reinforce the connection between sustainability concerns and SFPC, heighten the personal relevance of SFPC behaviors, convey practical knowledge about SFPC, encourage openness to SFPC, and develop consumer competencies for performing SFPC behaviors</p>	<p>- perception of quality - price - awareness about the value of sustainable fashion products - staged personalized experiences</p> <p>purchasing luxury clothes (fashion)</p>

<p>Vimala Kunchamboo, Christina &amp; Jan Brace-Govan</p>	<p>Nature as extended-self: Sacred nature relationship and implications for responsible consumption behavior</p>	<p>2017</p>	<p>Journal of Business Research</p>	<p>Theory of the Extended Self: tangible and intangible objects external to a person can become part of the self. Belk (1989) even argues that the extended self includes anything a person perceives to possess.</p>	<p>- qualitative short term ethnography; participant observation in suitable activities, in-depth interviews, home visits, and recorded in-field notes, photographs, or transcribed tape recordings. - nature as extended self refers in this article to nature in general, rather than specific places in nature</p>	<p>three different connection-types to nature: (1) relational extended self (= nature perceived as a part of a larger self): - self as being more important than nature - connection with nature to fulfill personal needs; engagement with nature to enhance physical and mental strength - nature as a companion, e.g. to reduce loneliness → beginning stage of forming a meaningful relationship with nature / seeing nature as extended self (2) encapsulated self (= the self as a subset of superior nature): - viewing nature as superior → generates feelings of smallness and powerlessness, often promoting either respect or fear of nature - participants of this group are responsible consumers, but their actions are in- consistent and tend to be situational (3) assimilated self (= the self as one with nature): - participants perceive nature as calm and knowledgeable. Their nature look, hunger for knowledge, and peaceful demeanor link to a perception of a self and nature collective - individuals adopt a broader view of life and develop a strong sense of belonging with the broader universe - as the self is seen as nature, loss of nature becomes a loss of the self → As connecting with nature intensifies, individuals begin seeing nature as a self-relevant object. Familiarity and in-depth knowledge strengthen the nature identity. → these dimensions illustrate the intensity to perceive nature as part of self this study provides Nature as part of the self positively influences responsible consumption behavior. The results suggest that (1) inter- actions with nature create personal meanings that guide beliefs and values (2) perceptions of similarity between the self and nature are necessary to develop empathy and establish relationships; and (3) the extent to which an individual perceives the self as part of nature influences the consistency of engagement in responsible consumption behavior. → nature as part of their extended self to develop concern for nature, thus encouraging responsible consumption behavior. BUT: engagement in responsible consumption behavior is inconsistent despite the perception of nature as an extension of the self. The results show that one's level of attachment to nature and ecological worldviews influences re- sponsible consumption activities. A stronger attachment results in con- sistent behavior</p>	<p>- attachment to nature (seeing nature as part of oneself encourages sustainable consumption behaviors; seeing nature as a distant object has a negative influence) → emphasizing self-gain addresses environmental problems and brings about lasting behavioral changes</p>	<p>different behaviors</p>
<p>Sally V. Russell, C. William Young, Kerrie L. Unsworth &amp; Cheryl Robinson</p>	<p>Bringing habits and emotions into food waste behaviour</p>	<p>2017</p>	<p>Resources, Conservation &amp; Recycling</p>	<p>- Theory of Planned Behaviour (TPB) - Theory of Interpersonal Behaviour Model of Environmental Behaviour (CMEB; Klockner, 2013)</p>	<p>- quantitative four-phased questionnaire study with consumers over a period of 14 months - measured emotions in relation to food waste, habits, the TPB variables, intention to reduce food waste, and self-reported food waste behaviour</p>	<p>- results showed that the less well-studied variables of habits and emotions were important determinants of participants' intentions to reduce food waste and their current food waste behaviour - negative emotions were associated with greater intentions to reduce food waste and they were also associated with higher levels of food waste behaviour → participants who experienced more negative emotion when thinking about food waste intended to reduce their waste but actually ended up wasting more food - possible explanation: when the behaviour is imminent, then the negative emotion may lead to greater food waste behaviour through an avoidance-oriented behaviour; e.g. 'I'm angry about food waste but because that makes me feel bad I want to avoid having to think about it at all; so I'll take the easier option and not reduce food waste, or the negative emotions were a consequence of the food waste behaviour.' → findings also underscore the importance of not relying on intention as a proxy measure for behaviour - role of habits is particularly important as a determinant of food waste behaviour. Indeed, habits were the single most important predictor of behaviour in our study. - participants with a greater sense of control, and more normative support for reducing food waste also had stronger intentions to engage in the behaviour</p>	<p>- habits - emotions - PBC - subjective norm</p>	<p>food waste behavior (food)</p>

<p>Teresa Heath, Lisa O'Malley, Matthew Heath &amp; Vicky Story</p>	<p>Caring and Conflicted: Mothers' Ethical Judgments about Consumption</p>	<p>2016</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>Philosophy of "care ethics" (Held 2006; Timmons 2002), which provides a novel and more comprehensive account of ethical consumption.</p>	<p>qualitative, semi-structured interviews with open-ended questions with mothers of young children → discovery-orientated approach</p>	<p>- behavioral decisions considered to demonstrate an attitude-behavior gap are complex and situated, and involve competing moral stances  - the duty to care for one's children may play a central role not only in consumption choices, but also in judgments about what is morally "right" or "wrong" → what is "ethical" becomes more complex, and different beliefs come into conflict  - the attitude-behavior gap is based on a view of moral reasoning that overlooks the moral import of the private sphere</p>	<p>- competing moral concerns, e.g. evoked by the impact of caring relationships (→ social influence)</p>	<p>different public and private sphere behaviors</p>
<p>Paolo Antonetti &amp; Stan Maklan</p>	<p>Hippies, Greenies, and Tree Huggers: How the "Warmth" Stereotype Hinders the Adoption of Responsible Brands</p>	<p>2016</p>	<p>Psychology &amp; Marketing</p>	<p>B</p>	<p>The Stereotype Content Model: analyses social perception and group stereotypes - maintains that warmth and competence are universal dimensions that characterize the perception of different social groups and individuals on the basis of the relative benefit or harm they could deliver to the self or the relevant in-group. Groups or individuals that do not compete for the same pool of resources are considered as warm. Warmth judgments encompass positive social traits such as friendliness, trustworthiness, sincerity, and tolerance. Conversely, competitive social entities are perceived as hostile and threatening.</p>	<p>- two quantitative empirical studies in which participants' evaluations of different groups of consumers are collected and stereotype judgments, emotions, and behavioral tendencies are measured  - study 1: individuals are asked to evaluate the users of different well-known brands  - study 2: measuring perceptions of different consumer groups  - both studies were online surveys;  dependent variable: imitation of consumption patterns</p>	<p>- the image of a brand as responsible has important consequences for the social perception of its users. Users of responsible brands are perceived as "warm." Warmth, when attributed to a social group, reduces feelings of envy and weakens the desire to emulate these consumers  - the responsible credentials of a brand hinder its appeal because they lead to stereotyping its users  - the social stereotyping of users of responsible brands represent an important barrier to the adoption of responsible offerings  - study 2: following a different approach, the same pattern of results of Study 1 is replicated: consumer groups perceived as altruistic are disassociative because of the mediating role of envy  → current users of responsible brands might represent a disassociative social group that is not appealing to mainstream consumers.</p>	<p>image of ethical alternatives and stereotypes that arise thereof / the stereotypical view of socially responsible consumers</p>	<p>different behaviors</p>
<p>Aaron R. Brough, James E. B. Wilkie, Jingling Ma, Mathew S. Isaac &amp; David Gal</p>	<p>Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption</p>	<p>2016</p>	<p>Journal of Consumer Research</p>	<p>A+</p>	<p>Discussion of the Green-Feminine Stereotype &amp; Gender-Identity Maintenance</p>	<p>three quantitative:  (1) aimed at testing for an implicit cognitive association between the concepts of greenness and femininity via a Single Category Implicit Association Test  (2) examines whether consumers who engage in green behaviors are indeed judged by both men and women to be more feminine with a 2x2 online survey.  (3) tests whether the green-feminine association can affect not only social judgments about others but also self-perception with a between-participant design.  (4) tests whether a gender-identity threat can decrease men's preference for green products with a 2x2 between-participant experiment.  (5) test whether masculine affirmation can differentially influence preferences for green products (vs. product preferences more generally) with a 2x2x2 experiment and primary dependent variable being product preference.  (6) tests the effectiveness of masculine branding as a practical tool marketers can use to reduce men's inhibitions toward green behaviors in a lab and in real</p>	<p>- a mental association exists, among both men and women, between the concepts of greenness and femininity  - consumers who engaged in green behavior were perceived by both male and female participants as more feminine than consumers who engaged in nongreen behavior.  - the same stereotype is applied to perceptions of the self  - following a gender-identity (vs. age) threat, men were less likely to choose green products  - the green product was perceived by both men and women as more feminine and less masculine than a nongreen version of the same product  - masculine branding / masculine affirmation was found to be a managerially relevant boundary condition</p>	<p>stereotype / image</p>	<p>environmentally friendly products (lamp, backpack, and batteries)</p>

Simona Romani, Silvia Grappi & Richard P. Bagozzi	Corporate Socially Responsible Initiatives and Their Effects on Consumption of Green Products	2016	Journal of Business Ethics	Journal of Business Ethics	none mentioned	quantitative: surveyed Coop customers exposed to the launch of a company-consumer partnership CSR initiative of promoting ecologically correct and conscious consumption of bottled water (encouraging consumers to use tap water or at least mineral water from nearby springs)	- skepticism towards the company – consumer partnership CSR initiative can be an important obstacle in the adoption of the new sustainable behaviors → persuading consumers that company CSR actions are not motivated solely by profit is essential to produce positive consumer behavioral responses - witnessing good environmental actions by a company triggers the moral emotion of elevation, which can change people's thought-action repertoire and increase the likelihood that they not only show behaviors in line with the CSR initiative, but also engage in similar sustainable behaviors in related contexts with different products → positive spillover effects	- credibility of CSR initiative - spillover effect	consumption of bottled mineral water (food)
Louise Lundblad & Iain A. Davies	The values and motivations behind sustainable fashion consumption	2016	Journal of Consumer Behavior	The means-end chain theory: proposes that consumers use means (products) to achieve ends (states of being) and assumes that consumer decisionmaking is a form of problem-solving (rather than cognitive rationalization) → enhance benefits and avoid negative outcomes (Reynolds and Gutman, 1988) → influences approach for data analysis	qualitative, in-depth, one-to-one, semi-structured interviews with consumers who frequently buy sustainable clothing	identification of six motivational patterns: (1) less buying: sustainable clothing are seen as a net positive value alternative (last longer, better quality, timeless cut) (2) the self: sustainable fashion consumption is driven by values closely related to the self (comfort and expression of values, not looking good for others) (3) health: natural materials in sustainable clothing perceived to lead to less health problems (4) the environment: consumer's will to address environmental concerns (5) accomplishments: sustainable consumption gives a sense of accomplishment / feel pleased with behavior (6) social justice: importance of equality and human rights of the workers in the factories used by clothing companies → drivers are a mix of individual benefits with ethical obligations → ethical values as well as the egoistic values are important for understanding sustainable fashion consumption → sustainable fashion consumers perceive value in non-economic terms, e.g. unique designs or feeling good → self-esteem, self-accomplishment and self-expression / individuality plays a role, contradicting the paradigm of motives for fashion consumption (e.g. Belk, 1985)	- value: individuality - value: social justice - perceived quality of items - sense of accomplishment - availability	purchasing clothes	
Camilla Barbara & Patrick De Pelsmacker	Positive and Negative Antecedents of Eco-friendly Purchasing: A Comparison Between Green and Non-green Consumers	2016	Journal of Business Ethics	Social Dilemma Theory (trade-offs) & Psychological Egoism Theory (positive ego-centric motives as additional antecedents of environmentally friendly purchasing (EFP)) + Dissonance Theory (Festinger 1957) & Self-Perception Theory (Bem 1972)	- quantitative survey with green and non-green consumers responsible for grocery shopping in the household - dependent variables: care of environmental consequences (EC), Green Self-identity (GSI), Moral obligation (MO), perceived personal inconvenience of purchasing (PP) - independent variables: intention to purchase EFP as well as purchase of EFP	- first contribution of this paper is the development and testing of a parsimonious model of eco-friendly products purchasing that integrates care for the environmental consequences of purchasing (positive altruistic antecedent) green self-identity and moral obligation (positive ego-centric antecedents), and perceived personal inconvenience of purchasing EFP (negative ego-centric antecedent) → conceptual model is largely supported as positive ones. - green self-identity, one of the two positive ego-centric antecedents, exerts the largest effect on the intention to purchase EFP → confirming the relevant role of ego-centric motivations in fueling green consumption - significant differences in eco-friendly product purchasing patterns between green and non-green consumers - altruistic motives are more important for green than for non-green consumers - Negative ego-centric motives affect the purchase intentions of non-green consumers more than the intentions of green consumers, whereas the impact of negative motives on behavior is stronger for green than for non-green consumers - another difference in the decision process between green and non-green consumers: with respect to the negative effect exerted by the perceived personal inconvenience of purchasing EFP (PP): the negative variable PP mainly reduces non-green consumers' intention to purchase EFP, whereas it mainly reduces green consumers' EFP purchase behavior. - Despite the fact that green consumers are more willing to purchase EFP than non-green consumers, the means of EFP self-reported purchase behavior do not differ between the two consumer samples - findings confirm that EFP purchasing should be best viewed as driven by a mixture of altruistic and ego-centric positive antecedents	- green self-identity and moral obligation - care for the environment - consequences of purchasing - perceived convenience	purchasing eco-friendly products (e.g. tissue paper products like napkins)	

<p>Martin Grimmer, Ashley P. Kilburn &amp; Morgan P. Miles</p>	<p>The effect of purchase situation on realized pro-environmental consumer behavior</p>	<p>2016</p>	<p>Journal of Business Research</p>	<p>B</p>	<p>Intention-Plans-Behavior model by Carrington et al. (2010): suggests that implementation intentions—or plans—mediate the relationship between intention and behavior. In other words, implementation intentions account for the link between the intention and the realized behavior. The positive nature of this relationship suggests that strong implementation intentions (such as a strong and complete plan to purchase an environmentally-friendly product) have a positive influence on actual behavior. Two moderating variables: actual behavioral control and situational context</p>	<p>two-stage survey, separated by one week to ensure that measurement of predictor (i.e., intention) and criterion (i.e., PECB) variables did not occur at the same time  - dependent variable: pro-environmental consumer behavior  - independent variable: Intention  - mediating variable: implementation intentions (plans)  - moderating variable: situational context</p>	<p>- findings empirically provide support for the Intention-Plans-Behavior Model of Carrington et al. (2010)  - plans positively mediate the relationship between intention and PECB: the formation of a specific plan to purchase an environmentally-friendly product increases the probability that an intention will translate into actual PECB  - purchase situation (conceptualized as convenience, time at hand and similar) positively moderates the relationship between intentions and plans and the relationship between plans and PECB.  - the following situational factors have an influence: time at the end of the day, the importance of price, willingness to drive a greater distance, availability, and ease of purchase (the latter only for the relationship between plans and PECB) → 'practical' constraints that get in the way of intentions, such as lack of time or money</p>	<p>- Plans  - practical constraints: time at the end of the day, the importance of price, willingness to drive a greater distance, availability, and ease of purchase</p>	<p>xx</p>
<p>Daniel M. Zane, Julie R. Irwin &amp; Rebecca Walker Reczek</p>	<p>Do less ethical consumers denigrate more ethical consumers? The effect of willful ignorance on judgments of others</p>	<p>2016</p>	<p>Journal of Consumer Psychology</p>	<p>A</p>	<p>- Social Comparison Theory (Festinger, 1954; Suls &amp; Wheeler, 2000): posits that individuals make direct comparisons with others in order to evaluate their personal characteristics, opinions, and abilities (Festinger, 1954). These comparisons can reveal information that is threatening to the self.  - Self-perception Theory (Bem, 1972), which posits that consumers learn about themselves, including their emotions by observing and interpreting their own behavior.</p>	<p>- three quantitative studies  (1) two-cell between-subjects design (Information ignored: control attribute vs. ethical attribute) where participants had to evaluate brands  (2) computer-mediated study used a two-cell (Second Opportunity to Act Ethically: yes or no) between-subject design with a similar scenario  (3) computer-mediated 3 (Type of ignorance: no willful ignorance, easy-to-justify willful ignorance, hard-to-justify willful ignorance) × 2 (Chance to Denigrate Ethical Others vs. No Exposure to Ethical Others) between-subjects design.</p>	<p>- consumers who willfully ignore ethical product attributes denigrate other, more ethical consumers who seek out and use this information in making purchase decisions  - willfully ignorant consumers negatively judge ethical others they have never met across various disparate personality traits (e.g., fashionable, boring)  - the denigration arises from the self-threat inherent in negative social comparison with others who acted ethically instead of choosing not to do so  - this denigration has detrimental downstream consequences, undermining the denigrator's commitment to ethical values, as evidenced by reduced anger toward firms who violate the ethical principle in question and reduced intention to behave ethically in the future  - two moderators of the effect: Denigration becomes less strong if willfully ignorant consumers have a second opportunity to act ethically after initially ignoring the ethical product information and also significantly weakens if initially ignoring the ethical attribute is seen as justifiable</p>	<p>others who act more sustainable /denigration*</p>	<p>jeans and backpacks (fashion)</p>
<p>Micael-Lee Johnstone &amp; Lay Peng Tan</p>	<p>Exploring the Gap Between Consumers' Green Rhetoric and Purchasing behavior</p>	<p>2015</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>discussion of demographic and motivational factors, environmental knowledge &amp; awareness as well as green attitude and behavior (TRA &amp; TPB)</p>	<p>- qualitative focus groups  - structured moderator's guide was used, which included discussion-based questions, and exercises ranging from whiteboard activities to discussions about product packaging</p>	<p>key themes that emerged:  - 'it is too hard to be green': external factors, which they believe hinders consumers' ability to adopt greener consumption practices, e.g. It takes time, effort, and money; two sub-themes: 'I'm not ready to be green' and 'Others are not making green easy for me'.  - 'the green stigma': negative or unfavorable perceptions of 'green' consumers and 'green' messages → some consumers may not be open to adopting greener consumption practices due to their unfavorable perceptions  - 'green reservations': uncertainty or ambivalence towards green consumption practices, i.e. that participating in green consumption practices will not make a difference to the environment or that green products are is only a marketing ploy  → consumers' green perceptions shape consumers' green consumption behaviors.  → the presented consumers' green perceptions are not mutually exclusive.</p>	<p>- external factors which facilitate/hinder consumer's ability to adopt sustainable practices  - image of green practices  - perceived consumer effectiveness  - trust in companies</p>	<p>xx</p>



<p>Advancing sustainable consumption in the UK and China: the mediating effect of pro-environmental self-identity</p> <p>Janine Dermody, Stuart Hamner-Lloyd, Nicole Koenig-Lewis &amp; Anita Lifan Zhao</p>	<p>2015</p> <p>Journal of Marketing Management</p>	<p>none mentioned</p>	<p>- quantitative international online panel survey was employed in the UK and China - independent variables: materialism, social consumption motivation, environmental concern - pro-environmental self-identity as independent and dependent variable - dependent variable: sustainable consumption behavior</p>	<p>- Chinese respondents differed from the UK in their higher levels of materialism and social consumption motivation, environmental concern, pro-environmental self-identity and sustainable consumption behavior - pro-environmental self-identity has a positive significant influence on sustainable consumption behavior for both countries - environmental concern had no significant effect on pro-environmental self-identity, whereas the Chinese respondents reported a significant positive effect - social consumption motivation was positively linked with pro-environmental self-identity for both our Chinese and UK respondents - pro-environmental self-identity plays a mediating role between sustainable consumption behavior and values - pro-environmental self-identity partially or fully mediates the relationships between materialism, environmental concern, social consumption motivation and sustainable consumption behaviors. - significant differences between the UK and China with regard to materialism: the China results show a positive relationship between materialism and sustainable consumption, reflecting a consumer population focused on the acquisition of possessions and their social status, who are also environmentally concerned. -&gt; different meanings of materialism in China</p>	<p>- materialism - social consumption motivation - pro-environmental self-identity</p> <p>different behaviors</p>	
<p>Flying in the face of environment: why green consumers continue to fly</p> <p>Seonaidh McDonald, Caroline J. Oates, Maree Thyne, Andrew J. Timmis &amp; Claire Carlisle</p>	<p>2015</p> <p>Journal of Marketing Management</p>	<p>Neutralization Theory &amp; Cognitive Dissonance Theory (Festinger, 1957) with the basis that there is an innate human desire to be consistent. It offers insight into the conditions that need to be met in order for cognitive dissonance around a specific inconsistency to occur and how it is reduced: making changes to their attitudes or beliefs or by adding consonant ideas to their belief structures in order to outweigh the dissonant elements</p>	<p>- qualitative, semi-structured interviews with consumers who self-identified themselves as "green"</p>	<p>clear tension existed between the expressed benefits of air travel and the personal awareness of the impact such behavior has on climate change four strategies were uncovered (justifying behavior (1) and changing behavior (2,3,4): (1) not changing travel behavior, but offering justifications related to travel product (flying is more convenient, cheaper, faster), travel context (desire to travel in order to visit family or friends or work) or personal identity (gaining wisdom/perspective via travelling) (2) reducing or restricting flights (3) changing other behaviors to compensate for flying (e.g. carbon offsetting) (4) stopping flying, least common strategy For long-haul flights, 'doing without' or changing destinations as a compromise, were often not considered, even for very committed green consumers -&gt; A shift in social norms from a situation where 'well-travelled' means quality of travel and not quantity of travel in terms of number of visited places may be the only real way to significantly reduce long-haul travel</p>	<p>barrier only: - justifications (only barrier) - competing social norms</p> <p>flying (transportation)</p>	<p>xx</p>
<p>Using Social Cognitive Theory to Investigate Green Consumer Behavior</p> <p>Hsiu-Yi Lin &amp; Meng-Hsiang Hsu</p>	<p>2015</p> <p>Business Strategy and the Environment</p>	<p>Social cognitive theory (SCT) by Bandura: suggests that the operation of self-regulation mechanisms is driven by two forces: social sanction and internalized self-sanction. The combination of these two forces is deemed to more powerfully explain the self-restraint that people have against engaging in harmful behavior than social sanction alone. SCT primarily holds that the self does not originate from the abstract concept of social reality, but is the reciprocal result of interaction with environmental factors (such as social normality and organizational expectations) and the behavior itself (such as the experience associated with the behavior) -&gt; tradic reciprocity theory by Bandura (1982)</p>	<p>- quantitative questionnaire survey - conceptual research model and therefore dependent and interrelated variables are interrelated and divided into four main "clusters": (1) person (e.g. self-esteem, self-monitoring), (2) environment (e.g. public media influence, social sanction), (3) personal outcome expectations (e.g. personal outcome expectation) and (4) green consumer behavior (the only variable that is only dependent but does not influence others)</p>	<p>- the practice of green consumption relies on the self-sanction concept in individuals - personal self-concepts (the most significant of which is green consumption self-efficacy), personal outcome expectation and social sanction all have a significant influence - in particular, an increase in self-efficacy in green consumer behavior serves as a core factor with regard to whether green consumption is implemented - outcome expectation is not enough to initiate action, it has to be combined with a person's belief in their abilities - the influences of the expected outcome of green consumer behavior, climate change and the mass media were not significant -&gt; although individuals perceive the importance and urgency of issues regarding the environment and sustainable development, they must still possess sufficient self-regulatory abilities to constrain themselves and have the necessary beliefs if they are to change their daily living habits and actual consumer behavior</p>	<p>- self-regulatory abilities / self-efficacy</p> <p>different behaviors</p>	

<p>Andreas Chai, Graham Bradley, Alex Lo &amp; Joseph Reser</p>	<p>What time to adapt? The role of discretionary time in sustaining the climate change value-action gap</p>	<p>2015</p>	<p>Ecological Economics</p>	<p>- Theory of Planned Behavior - Norm Activation Model (Schwartz, 1977): basic premise is that moral or personal norms are direct determinants of pro-social behavior. - Value-Belief-Norm theory (Stern, 2000) - Household production theory (Becker, 1965): in an effort to maximize utility, families attempt to efficiently allocate time, income, and the collection of goods and services they both use and produce</p>	<p>- quantitative web-based survey among consumers - independent variables: respondents' discretionary time (obtained from employment status), climate change knowledge, experiences, attitudes, concerns, and more - dependent variables: concern about climate change, number of different sustainable consumption practices (e.g. recycling, driving less, using less electricity) and values-action gap</p>	<p>- the effect of discretionary time is twofold: (1) direct effect on costs/constraints and (2) adaption effect on the relationship between environmental concerns and preferences: (1) time-poor individuals tend to satisfy their preferences by adopting sustainable consumption practices that require relatively less time (2) a lack of discretionary time also inhibits agents from developing preferences that actually reflect their underlying environmental concerns → policies which increase discretionary time, such as measures to improve the work-life balance, may thus help in fostering the emergence of pro-environmental actions among consumers in the long run change. So was the extent to which respondents had knowledge of, and belief in, climate change was positively correlated with their concern about climate change. Discretionary time, education or income had no significant influence on climate change concern - gender has a very strong influence on concern: being female is associated with a low likelihood of not being concerned about climate change - having some experience of a disaster was negatively related to concern about climate change - all variables related to the cognitive and social learning process were again found to be positively correlated with sustainable consumption practices. This includes knowledge &amp; belief of climate change, media exposure, and the tendency for respondents to discuss with peers. - variables related to the non-cognitive learning process (disaster experience and exposure to severe weather events) had no significant impact on sustainable consumption behavior - age &amp; education have a positive impact, while income has a negative one → authors argue that this is due to the rising opportunity cost of time. If many sustainable consumption practices require a lot of time, this can explain why wealthy respondents are less likely to adopt sustainable consumption practices - results confirm this, e.g. by: the relationship between income and purchasing practices was positive, while that between income and more time-intensive conservation practices was negative - discretionary time was found to have a positive influence on the overall propensity for individuals to adopt sustainable consumption practices across a wide range of consumption domains - concerning the value-actions-gap: the older agents are, the smaller it is and more interestingly: the gap appears to decline among individuals with relatively more discretionary time → understand discretionary time as not only a cost that constrains the satisfaction of given preferences, but also as a factor that shapes both the formation of preferences and the extent to which they are aligned with the underlying environmental values of consumers</p>	<p>- amount of discretionary time / busyness - structural conditions / lifestyle - knowledge &amp; belief of climate change - media exposure - tendency to discuss with peers</p>	<p>xx different behaviors</p>
<p>Michal J. Carrington, Benjamin A. Neville &amp; Gregory J. Whitwell</p>	<p>Lost in translation: Exploring the ethical consumer intention-behavior gap</p>	<p>2014</p>	<p>Journal of Business Research</p>	<p>Theory of Planned Behavior &amp; Neutralization Theory → authors proposed the addition of a further construct, namely "commitment and sacrifice" to the TPB</p>	<p>qualitative multi-methods approach - ethical concerns and purchasing practices of informants were explored over a nine-month immersive study - methods: semi-structured depth interviews, accompanied shopping trips, shopping diaries, projective interviews &amp; observations (of events e.g. community cooperative workshops)</p>	<p>four factors influencing the misalignment of ethical intentions and actual shopping behavior (attitude-behavior gap): (1) prioritization of ethical concerns (where primary ethical issues contribute to a sense of dissonance when non-ethical purchases take place): The process of embedding ethical issues into daily life is gradual and difficult. Prioritization is required to avoid being paralyzed by the enormity of effort required by their full set of ethical concerns (2) formation of plans and habits: Forming plans before embarking on a shopping trip is a highly effective tool used by informants to ensure that their ethical intentions translate into their shopping basket (helps to avoid distraction and spontaneous purchases) (3) willingness to commit and sacrifice: factors underlying commitment avoidance are twofold: (a) previous experiences the ethical choice has not been acceptable and (b) trade-off between multiple primary concerns (4) modes of shopping behavior: This motivational framework was observed across all informant classifications: Pre-mediated and rapid shopping behavior, Effortful decision-making at the point of purchase &amp; Spontaneous shopping</p>	<p>- willingness to commit/sacrifice - effort in the decision-making at the point of purchase - plans and spontaneity of shopping - competing ethical concerns</p>	<p>xx different behaviors</p>

Pamela Yeow, Alison Dean & Danielle Tucker	2014	Journal of Business Ethics	Journal of Business Ethics	none mentioned	mostly qualitative: - exploratory study; use of a longitudinal case study of the usage of 'bags for life' in the UK with data from a variety of sources over a 6-year-period (2006–2012) (e.g. media and press coverage articles covering various 'bags for life' adoption initiatives; ad hoc observation of social media feeds) - online questionnaire with open and closed questions	- The model proposes that attitudes about 'bags for life' were formed through environmental arguments and social pressures to 'do your bit'. - Both institutions and individuals have an active amplification role to play in contributing to the eventual embedding of the behavior: individuals play a significant role in encouraging attitudinal change, and institutions are necessary for closing the intention-behavior gap, especially by altering the situational context, e.g. supermarkets: "remembering" promotions, giving rewards points for use of the bag for life' → encouraging actual behavior change at the point of purchase (or action)) - Future campaigns to increase usage of 'bags for life' particular initiatives may be more effective than others, depending on the target group (f.ex. because increasing quality of bags and the introduction of having to pay for single-use bags were less influential on those with higher household incomes)	- effort willingness / convenience - forgetfulness (habits) - close social network (family & friends) / social pressure - situational context (role of institutions)	bringing own shopping bag  xx
Verena Gruber & Bodo Schlegelmilch	2014	Journal of Business Ethics	Journal of Business Ethics	- Social Learning Theory (Bandura, 1977); posits that people learn from one another, via observation, imitation, and modeling. - Ways Model of account giving (Fritsche, 2002); integrative meta-taxonomy of accounting concepts	- multi-method, qualitative study with two different approaches (focus groups and in-depth interviews) employing indirect questioning techniques - Theoretical sampling (participants were intentionally chosen to maximize structural variation)	- identified three consumer groups: (1) Enthusiasts (highly supportive of sustainability), (2) Fickle Consumers (drift back and forth between behavior that is norm-compliant and behavior that is norm-violating) (3) Detractors (no interest in sustainability) - even more pressing norms stem from individuals' desire to conform to societal values, as they prefer both attitudes and behavior that are socially accepted → Accordingly, the chance of an attitude-behavior gap to occur is linked to the extent to which others expect an individual to behave in a certain way and one's own motivation to conform to these expectations - they found additional neutralization techniques to Chaiadakis (2007): (a) Defense of the necessity: no possibility to properly execute the desirable behavior due to external factors (b) Claim of the metaphor of the ledger: consumers feel like they have already contributed their share (c) Claim of entitlement: consumer thinks they deserve the additional benefits accruing from a specific purchase (d) Claim of relative acceptability & (e) Justification by comparison: reference to potentially worse behavior (f) Claim of individuality: focusing on own person or problems The authors developed the Ways Model into a Cycle Model which incorporates the connection between societal values and contradictory behavior, as well as the reinforcement of norm-violating behavior via neutralization strategy	neutralization techniques  purchasing sustainable products  xx	
Anastasios Pagliasis & Athanasios Krontalis	2014	Psychology & Marketing	Psychology & Marketing	Theory of Reasoned Action & Theory of Planned Behavior	quantitative: - self-administered questionnaire about the environment, demographic, beliefs in biofuels, knowledge about renewable energy/biofuels - dependent variables: concern (willingness to pay and use biofuels)	- concern for the environment, subjective knowledge about environment-related behaviors, and beliefs toward biofuels have direct and indirect effects on intention to behave in an environmentally sustainable way (i.e., use and pay premiums for biofuels), albeit some of the interrelationships are rather weak - weak impact of concern on knowledge (high levels of concern for the environment did not necessarily result in an increase in situation or product-specific environmental knowledge) - weak effect of knowledge on beliefs - concern impacts on intention directly, as well as indirectly through both beliefs and knowledge. As hypothesized, environmental concern is a very strong (mainly indirect) antecedent of green consumer behavior - although consumers report low-knowledge levels, they have already formed strong beliefs toward biofuels (consumers have a heightened anxiety for the environment, which has a high impact on the formation of their beliefs toward the positive or negative aspects of green products. At the same time they exhibit low green product knowledge) - demographics determine levels of concern for the environment and environmental knowledge → "concern for the environment" and "environmental-subjective knowledge" remain important antecedents of green consumption behavior.	- concern for the environment* - environmental subjective knowledge* - beliefs*	using of biofuels (transportation)

Carmen Valor & Isabel Carrero	Viewing Responsible Consumption as a Personal Project	2014	Psychology & Marketing	<p>discussion of "personal projects" = "an interrelated set of personally relevant action" or "the kinds of activities and concerns that people have over the course of their lives". (Little, 1992/1983)</p>	<p>interviews with deeply committed people or activists on the basis of a semistructured questionnaire</p>	<p>- "Personal project" is a useful concept in the case of RC since consumers do not see RC as a single actions, but as an interrelated set  - consumers may not be circumstantially performing RC-related actions, which is in fact a behavior inconsistent with the RC project. However, the reason for not carrying out these behaviors may be so as to act consistently with other personal projects or to protect the relationship they have with significant others → may be consistent overall when taking the whole project network into account over time.  - inter-personal project conflict emerges as a fundamental explanation of the gap that responsible consumers experience. This occurs when the personal projects of an individual lack the support of their significant others.  - influence of social and cultural settings on RC is central  - highlights the need to go beyond the narrow conceptualizations of RC</p>	<p>- significant others  - other personal projects  somebody has different behaviors</p>	xx
Paolo Antonetti & Stan Makian	Exploring Postconsumption Guilt and Pride in the Context of Sustainability	2014	Psychology & Marketing	<p>Appraisal theory, which holds that emotions are extracted from people's evaluations (appraisals) of events that cause specific reactions in different people → guilt/pride is the outcome of cognitive appraisals  Pride is elicited by a very similar appraisal process to that for guilt. The main difference is that, while guilt is experienced in cases of goal incongruence, pride is caused by goal congruent events</p>	<p>quantitative multi-method design:  (1) between-subjects online experiment, where consumers read a scenario (manipulated intentionality in the purchase and responsibility for the outcome) and then completed different scales.  (2) very similar to study 1  (3) qualitative in-depth interviews incl. collection of verbal images and pictures that would represent their thoughts and feelings in a scenario that was emailed beforehand  (4) quantitative survey testing the dimensions discovered in study 3 (→ independent variables; dependent variables: pride, guilt, personal norms and purchase intentions)</p>	<p>- emotions of guilt or pride can lead to increased intentions to buy ethical products in the future  - when a purchase decision includes an ethical dilemma, consumers were found to express guilt or pride (adaptive emotions), even when the purchase is not intentional, i.e. forced by external circumstances → intentionality is not necessary to experience guilt and pride in ethical consumption  - both emotions appeared to exert a similar influence on future intentions to purchase ethical products  - five dimensions that may lead people to feelings of guilt and pride are identified (can be experienced contextually and therefore could reinforce each other): (1) altruistic personal values (2) credibility of the ethical alternative (3) social visibility of the decision (observation by others) (4) moral relevance of the issue (5) perception of a trade-off between altruism and self-interest  → support for the important role of personal altruistic values and social image concerns in motivating ethical consumption choices  - the activation of personal norms plays a mediating role in the experience of guilt and pride, e.g. consumers who believe in altruistic values appear more likely to perceive the support of fair trade as a personal obligation and this, in turn, contributes to experiences of guilt and pride  - when consumers perceive the information available as credible they appear more likely to consider the purchase as morally salient, which in turn influences the activation of personal norms in support of ethical consumption. The same is true for consumers with a preference for altruistic values.</p>	<p>- guilt*  - pride*  - personal norms*  - credibility of information*  - altruistic values*</p>	<p>purchasing of coffee (study 2) or tea (study 1 &amp; 4) (food)</p>
Paolo Antonetti & Stan Makian	Feelings that Make a Difference: How Guilt and Pride Convince Consumers of the Effectiveness of Sustainable Consumption Choices	2014	Journal of Business Ethics	<p>Theory of Planned Behavior + discussion of existing research on perceived consumer effectiveness (PCE), self-efficacy (SE) and Internal Locus of Control (ILOC) and neutralization techniques (provides a table with previous studies on that variables)</p>	<p>two quantitative studies:  (1) between-subjects online experiment where participants read a scenario designed to elicit specific emotional reactions (guilt or pride) and then completed a series of scales to measure the key variables investigated  (2) between-subject design with the same scenarios like in study 1  - dependent variable: purchase intentions  - independent variables: guilt &amp; pride  - further influencing variables: PCE (in study 1 and 2) and neutralization (in study 2) as mediator variables</p>	<p>- feelings of guilt and pride, activated by a single consumption episode, can regulate sustainable consumption by affecting consumers' general perception of effectiveness (PCE)  → guilt and pride have the ability to reinforce the individual sense of agency as they stress consumers' perceptions that they are directly responsible for the event's outcome.  - after the experience of guilt or pride, consumers assessing a new purchase decision find it more difficult to neutralize their sense of personal responsibility → learn they cannot claim that sustainability outcomes do not depend on their individual choices → affects PCE  → overall, results suggest that eliciting emotions is more effective than providing factual information about how consumers' choices affect ecological and social issues. Guilt and pride, in fact, implicitly contain information about past behavior that is able to influence individual cognitions and future choices</p>	<p>- guilt*  - pride*  - PCE*  - neutralization*</p>	<p>purchasing coffee (food)</p>

Ruth Reite, Kevin Burchell & Chris Barnham	Social normalisation: Using marketing to make green normal	2014	Journal of Consumer Behavior	C	<p>- Theory of Reasoned Action, Theory of Planned behavior and Theory of Interpersonal behavior (Triandis, 1977)</p> <p>- The social norms approach (SNA) attempts to influence behavior by communicating information about what most other people do or think people should do → nudge</p> <p>- Practice Theory: socially shared practices are seen as stabilising and shaping individual actions, whereas social change is understood in terms of the evolution of practices rather than the choices of individuals</p>	<p>qualitative, with focus groups and a wide range of stimulus materials (participants brought photographs of objects and activities they saw as green)</p>	<p>- most striking feature was the way in which participants discussed green behaviors in relation to their understandings of what they felt other people do or what is 'normal', e.g. discussion of a practice that was considered green, but the likelihood of being adopted was minimal, as it was understood to be not normal</p> <p>→ consumers are more likely to adopt behavior and products that they think are normal and that what is regarded as normal changes over time → process of 'social normalisation' (green marketing can potentially play an important role there)</p> <p>→ overall, importance of consumer ideas about what is normal is highlighted</p> <p>→ Conceptions of what is normal are not based on accurate information but on ideas and images shaped in childhood, by the media, word of mouth and advertising</p>	<p>- social norms / perception about what is normal</p>	<p>different behaviors (e.g. purchasing sustainable products)</p> <p>x</p>
George E. Newman, Margarita Gorlin & Ravi Dhar	When Going Green Backfires: How Firm Intentions Shape the Evaluation of Socially Beneficial Product Enhancements	2014	Journal of Consumer Research	A+	<p>Consumers' Lay Theories about how intentionality informs people's judgements and about a company's resource allocation: intended (vs. unintended) green enhancements lead consumers to assume that the company diverted resources away from product quality, which in turn drives a reduction in purchase interest. Reasoning: firm resources are zero-sum—in other words, that superiority on one product dimension is compensated by inferiority on other dimensions</p>	<p>quantitative: four experiments with dependent variable: purchase interest; independent variable: firm intentions, resource allocation, product quality and liking of the firm</p>	<p>- demonstrate that information about a company's intentions in designing the product plays an important role in consumers' evaluations → consumers are less likely to purchase a green product when they perceive that the company intentionally made the product better for the environment compared to when the same environmental benefit occurred as an unintended side effect</p> <p>- although intended (vs. unintended) green improvements may lead individuals to express lower purchase interest in the product (because of quality perceptions), it leads to potentially greater liking of the firm</p> <p>- when the benefit was inherent to the product (green benefit) unintended improvements were rated more favorably (higher quality and higher purchase intent) than intended improvements. Conversely, when the benefit was separate from the product (fair trade) intended improvements were rated more favorably than unintended ones</p> <p>- participants did seem to infer (at least some) reallocation of resources even when the benefit was separate from the product (i.e., fair trade) → suggests that inferences about zero-sum may be quite robust, extending beyond beliefs about product composition</p> <p>- the effects of intended (vs. unintended) enhancements extend beyond green products to include other types of trade-offs such as the link between the healthfulness of a product and taste</p>	<p>firm's intentions of altering a product to be more sustainable → quality</p>	<p>purchasing dish soap and dry cleaner</p>
R. Bret Leary, Richard J. Vann, John D. Mitchell and E. Murphy, and John F. Sherry, Jr.	Changing the marketplace one behavior at a time: Perceived marketplace influence	2014	Journal of Business Research	B	<p>no theories mentioned, only discussion of the concepts sustainable consumption behavior, environmental concern, and Perceived Marketplace Influence (PMI) = perception that one's decision to engage in sustainable behavior influences the marketplace (consumers and organizations) → encourages these individuals to behave in a sustainable manner; similar in nature to PCE in that individuals are making judgments about their operative capability to influence a situation through a action</p>	<p>- independent variable: environmental concern</p> <p>- possible mediator: PMI</p> <p>- dependent variables: post-consumption behavior, energy efficiency behavior and eco-conscious consumer behavior</p>	<p>- PMI plays an important role in mediating the relationship between concern and behavior, providing an explanation for prior inconsistencies in this relationship</p> <p>→ indicates that environmental concern is a necessary but not sufficient requirement for an individual to engage in sustainable consumption practices</p> <p>→ PMI plays a purposeful role in transforming environmental concern into behavior</p> <p>- provides initial support that one's belief of influence on others can actually influence one's own behavior. In other words, when one feels that his or her behavior influences others, it in turn impacts his or her own behavior</p> <p>→ an individual only has to believe that their actions influence the behavior of others in order for their own behavior to be positively changed; no actual evidence of such a change has to exist</p> <p>- authors suggest that individuals may often view concern as driving their behavior even though relevant efficacy-related beliefs such as PMI more directly determine behavior</p>	<p>environmental concern - with mediation role of Perceived Marketplace Influence</p>	<p>purchasing, recycling and energy saving behavior</p>

<p>Annukka Vainio &amp; Riikka Paloniemi</p>	<p>The complex role of attitudes toward science in pro-environmental consumption in the Nordic countries</p>	<p>2014</p>	<p>Ecological Economics</p>	<p>- System Justification Theory (Jost and Banaji, 1994): a system justification tendency is a psychological motivation to perceive the current system as fair, legitimate, and beneficial, leading to a desire to maintain and protect the status quo, even at the expense of personal and group interest. Cognitive and motivational biases lead individuals to legitimate existing institutions and perceive their outcomes as acceptable and fair. A system justification tendency can be a significant barrier to pro-environmental consumption because it may interfere with a rational evaluation of environmental risks caused and managed by institutions, leading to a denial of environmental problems and the avoidance of pro-environmental behavior</p>	<ul style="list-style-type: none"> <li>- quantitative</li> <li>- analysis of the International Social Survey Program: Environment III data</li> <li>- dependent variables: household behavior, willingness to make economic sacrifices for the environment, environmental citizenship behavior</li> <li>- independent variables: several socio-demographics, general attitude towards science and belief that science makes pro-environmental behavior unnecessary (seen as a specific attitude)</li> <li>- mediators: perceived knowledge of environmental problems and environmental concern</li> </ul>	<ul style="list-style-type: none"> <li>- attitudes toward science were found to play a complex role / double role in pro-environmental consumption, since they were found to be associated with both increased and de-reased pro-environmental consumption</li> <li>- belief that science makes pro-environmental behavior unnecessary was indirectly associated with the avoidance of pro-environmental consumption through reduced environmental concern and knowledge. When these indirect associations were taken into account, belief that science makes pro-environmental behavior unnecessary was directly associated with increased pro-environmental consumption</li> <li>- a positive general attitude toward science was directly associated with the avoidance of pro-environmental consumption → a highly positive attitude toward science sometimes functions as a system justification tendency, associated with reduced environmental concern and thus avoidance of sustainable consumption</li> <li>- BUT, when mediated by increased environmental concern and perceived environmental knowledge, a positive attitude toward science may be associated with an increased willingness to make pro-environmental choices.</li> <li>- attitudes toward science were found to have direct associations with behavior when the indirect effects through concern and knowledge were taken into account</li> <li>- results confirm previous findings which show that knowledge plays a minor role in pro-environmental consumption</li> <li>- concern was strongly associated with pro-environmental consumption.</li> <li>- → the most important difference between concern and perceived knowledge in terms of their effect on increasing sustainable consumption is the link between environmental concern and values. As increased environmental concern has been explained by a change in values and unsatisfied needs, environmental concern is not only about the cold facts of environmental problems; it is also associated with the emotions, and marks a step forward from merely being aware toward being personally concerned and involved</li> </ul>	<ul style="list-style-type: none"> <li>- environmental concern</li> <li>- environmental knowledge</li> <li>- attitude towards science</li> </ul>	<p>different behaviors</p>
<p>Pieter Vlaeminck, Ting Jiang &amp; Liesbet Vrancken</p>	<p>Food labelling and eco-friendly consumption: Evidence from a Belgian supermarket</p>	<p>2014</p>	<p>Ecological Economics</p>	<p>none mentioned</p>	<ul style="list-style-type: none"> <li>- qualitative and quantitative two-step approach</li> <li>(1) online survey to elicit consumers' ratings of six alternative labels in terms of the accessibility of the environmental impact information</li> <li>(2) framed between-subjects field experiment to investigate the impact of the presented labels on actual food consumption; three information treatments using three different food labels: (a) Treatment Control; standard food label, (b) Treatment Most; label that is perceived to be most effective (found in (1)) in communicating the environmental impact of the food product and (c) Treatment Least; label that is perceived to be least effective in communicating the environmental impact</li> </ul>	<ul style="list-style-type: none"> <li>- respondents prefer the label that combines information on environmental impact at attribute level (using visualisation) with the overall environmental score at product level the most, and the label that only depicts raw information (without visualisation or overall environmental score) the least</li> <li>- In Treatment Least, we find no effect of the additional environmental information on the product choices in the fruit and vegetable Eco-Friendliness of Consumer Baskets per Treatment and per Product Category. For the protein category, however, we find a significant substitution effect of chicken and veggie burgers. The 'raw' information is slightly more intuitive (at least in magnitude) given the more pronounced absolute differences in the attributes (146 and 220 l/kg vs. 11,000 and 1106 l/kg)</li> <li>- in Treatment Most, there is an overall effect in favor of the most eco-friendly alternatives. But the extent, to which switching behavior demonstrates itself under the new label, depends on the specific characteristics of each product stand such as product similarity and prices</li> <li>- Around 90% of the people indicate local produce and organic produce as not or little detrimental for the environment → high initial market shares in Control Group → without introducing the most effective label, both groups behave in a very similar way → indicates use of heuristics</li> <li>- In the Treatment Most group, people realized that the organic alternative is actually inferior in eco-friendliness compared to the conventional foreign → label was effective in empowering consumers to be free from a heuristic trap and to overrule their prior beliefs</li> <li>- consumers choose less steak and chicken in favor of veggie burgers when effective environmental information is provided → serve as evidence that consumers may be prepared to reduce their meat consumption (or switch to lower environmental impact meat categories) if they are informed at the point of sale through efficient environmental information</li> <li>- findings suggest that the intensity of switching can depend on several factors such as product similarity, the price premium, the environmental score, and the accessibility of information as these relate to differences in substitutability and the cost of switching</li> <li>- the best environmental information label increases the overall eco-friendliness of our subjects' food consumption in the experimental market by about 5.3% → consumer attitudes translate into more corresponding eco-friendly behavior when the eco-friendliness information of the food products is more accessible</li> </ul>	<ul style="list-style-type: none"> <li>- information on point-of-purchase / label</li> </ul>	<p>purchasing sustainable groceries (food)</p>

Mark R. Gleim, Jeffrey S. Smith, Demetra Andrews & J. Joseph Cronin Jr.	Against the Green: A Multi-Method Examination of the Barriers to Green Consumption	2013	Journal of Retailing	<p>Social Dilemma Theory, suggests, for example, that perceived efficacy, or the extent to which one believes that she/he can make a difference toward achieving a goal (i.e., positively impacting the planet), impacts cooperation, or green behaviors</p> <p>A</p>	<p>qualitative as well as quantitative research:  (1) critical incident study in order to identify specific barriers to the adoption of green products  (2) quantitative follow-up analysis (questionnaire forcing respondents to rank each of the barriers discussed in (1))  (3) experimental study with a 2 (information quality: 3 vs. 6 form: numerical vs. simple verbal vs. detailed verbal) design</p>	<p>- The vast majority of respondents held very simplistic attitudes toward green products. They were often unaware of green products  - main green barrier categories (from most frequently mentioned to least frequently mentioned):  (1) price (nearly half of the respondents noting price as the main barrier leading to the non-green purchase also mentioned another reason when discussing motivations for non-green consumption.  (2) quality,  (3) lack of expertise of participants,  (4) lack of trust in firms' green activities,  (5) lack of availability / inconvenience  (6) apathy surrounding the environment and green products  (7) brand loyalty to existing non-green products  (8) miscellaneous category, e.g. shortage of green options  (9) value  (10) inertia  (11) awareness  (12) lack of trust in advertisements  (13) perceived consumer effectiveness  (14) social norm</p> <p>- study 2 found that expertise plays a significant role in green purchasing decisions. It is a barrier regardless of a consumer's innate personal orientation  - study 3 suggests that the number and form of informational cues can help overcome purchase barriers. Detailed verbal cues, as opposed to numeric cues, as well as a greater number of cues, have a greater positive impact on purchase intentions. Combined, the results of the three studies suggest that price is a significant barrier, but that expertise also appears to be a significant impediment to the consumption of green products</p>	<p>barriers only:  (1) price,  (2) quality,  (3) lack of expertise of participants,  (4) lack of trust in firms' green activities,  (5) lack of availability / inconvenience  (6) apathy surrounding the environment and green products  (7) brand loyalty to existing non-green products  (8) miscellaneous category, e.g. shortage of green options  (9) value  (10) inertia  (11) awareness  (12) lack of trust in advertisements  (13) Perceived consumer effectiveness  (14) social norm</p>	<p>buying environmental friendly products and travelling in environmental friendly ways</p> <p>anticipated emotions, i.e. pride and guilt</p>	<p>various behaviors, e.g. composting, carpooling, and switching out lights when leaving a room</p>
Basil G. Englis & Diane M. Phillips	Does Innovativeness Drive Environmental Conscious Consumer Behavior?	2013	Psychology & Marketing	<p>none mentioned</p> <p>B</p>	<p>quantitative:  - online study with adults sampled from a large-scale consumer panel maintained by a commercial market research company  - dependent variable: pro-environmental behaviors  - independent variables: affinity of new ideas, early product adoption, human rule (beliefs that humans were meant to rule over nature), nature rule (belief that humans should not abuse the environment)</p>	<p>- innovativeness (most of all affinity for new ideas) is a strong mediator of the relationship between attitudes toward the environment and pro-environment behavior → suggests that consumers who are most open to and accepting of new ideas may be at the forefront of the present movement to act green.  - strong relationship between consumers' beliefs that "Nature Rules" (=belief that humans should not abuse the environment and there are dire consequences if they do so) and their "Affinity for New Ideas." This implies that individuals who most strongly subscribe to the attitude that the environment is a delicately balanced system that should be protected also are the most open to and accepting of new ideas.</p>	<p>innovativeness, especially affinity for new ideas</p>	<p>various behaviors, e.g. composting, carpooling, and switching out lights when leaving a room</p>	
Marleen C. Onwezen, Gerrit Antonides & Jos Bartels	The Norm Activation Model: An exploration of the functions of anticipated pride and guilt in pro-environmental behavior	2013	Journal of Economic Psychology	<p>- Norm Activation Model (Schwartz, 1977)  - Theory of Planned Behavior (Ajzen, 1991)</p> <p>B</p>	<p>- quantitative survey  - dependent variable: behavior  - independent variables (following NAM): awareness, responsibility, personal norm as well as pride and guilt</p>	<p>- anticipated emotions motivated individuals not only to behave themselves in accordance with their standards to avoid negative emotions such as guilt but also to strive for positive emotions such as pride  - anticipated pride and guilt modulate individual behavior towards aligning with one's personal norms as anticipated pride and guilt mediate the effects of personal norms on behavior  - these self-regulatory functions of anticipated pride and guilt remain present in an extended NAM that includes TPB variables.  - in this mid-grated NAM-TPB model, anticipated pride and guilt no longer directly affected behavior; rather, these effects were mediated by intentions  → anticipated emotions form the underlying mechanism through which personal norms guide behavior</p>	<p>anticipated emotions, i.e. pride and guilt</p>	<p>buying environmental friendly products and travelling in environmental friendly ways</p>	

<p>Katherine White &amp; Bonnie Simpson</p>	<p>When Do (and Don't) Normative Appeals Influence Sustainable Consumer Behaviors?</p>	<p>2013 Journal of Marketing</p>	<p>A+</p>	<p>- Social Identity Theory: suggest that identity is composed of two levels: personal identity (i.e., identity related to a person's individual sense of self) and social identity (i.e., the various identities that are related to groups to which a person belongs or is affiliated) - Self-construal theory: selves can be viewed as more bounded, separate, and individualistic (independent self-construal) or more interconnected and collectivistic (interdependent self-construal); people are flexible and dynamic in their construal of the self → sometimes the context activates more individual-level aspects of the self, whereas other times the situation activates collective-level self aspects</p>	<p>quantitative - one field study and three laboratory studies: (1) 2 (level of self: individual vs. collective) x 3 (message appeal: descriptive vs. injunctive vs. benefit) between-subjects design (2) 2 (level of self: individual vs. collective) x 3 (message appeal: descriptive norm vs. injunctive norm vs. self-benefit + no message condition) experimental design (3) 2 (opportunity to affirm autonomy: neutral vs. autonomy affirmation) x 2 (level of self: individual vs. collective) x 3 (message appeal: descriptive norm vs. injunctive norm vs. self-benefit) experimental design. (4) held the level of self constant at the individual level and used a 2 (perceived ambiguity of the task: high vs. low) x 3 (message appeal: descriptive vs. injunctive vs. self-benefit) experimental design.</p>	<p>- The combination of the activation of the collective level of self and normative messages (both injunctive and descriptive) is particularly effective in influencing attitudes as well as behaviors. The activation of the individual level of self is particularly effective in influencing attitudes and behaviors when combined with either a benefit appeal or a descriptive appeal. - The least positive behaviors were observed when no information was provided to household, when benefits were communicated with a focus on the collective self, and when injunctive messages were combined with a focus on the individual self (mismatch of goal compatibility in the communications) - When the individual self is activated, the effect of appeal type on composing intentions is moderated by an autonomy manipulation. When autonomy is not affirmed, those primed at the individual level of the self report less positive composing intentions in response to injunctive appeals than to descriptive and benefit appeals → when the individual level of self is primed, less positive reactions to injunctive appeals are due to perceived threats to autonomy. - When goals are more compatible, composing intentions are also more positive - Descriptive appeals lead to positive intentions when the individual self is primed only when they provide important information to the self and the activity is viewed as being somewhat ambiguous → overall, the studies highlight an important moderator of appeal type: whether the communication is considered at the individual or collective level of the self.</p>	<p>- kind of social norm - communication of benefits composing behavior</p>	
<p>Colin B. Gable, Timothy D. Butler &amp; Frank G. Adams</p>	<p>The environmental belief-behavior gap: Exploring barriers to green consumerism</p>	<p>2013 Journal of Consumer Behavior</p>	<p>C</p>	<p>- Theory of Planned Behavior - Values-Beliefs-Norms Theory</p>	<p>qualitative interviews with phenomenological data</p>	<p>Two main barriers emerged: - lack of subjective norms: while green may be ingrained into our culture, consumers do not feel enough social pressure or influence to act on their beliefs - low perceived behavioral control regarding environmental issues: given the vast scope of the problem, many individuals do not believe that one person can have a tangible effect → perceived green impact (or the degree to which individuals believe their environmentally focused behaviors matter) may moderate relationships described by the TPB (influence on the relationship between control beliefs and perceived behavioral control) and increase the theory's explanatory power in a green context. three main themes for more attractive green products: - provision of more information - positioning of product as more than just green - balancing price and quality</p>	<p>- subjective norms - perceived behavioral control (PBC) - provision of information* - balance of price and quality*</p>	<p>different behaviors xx</p>
<p>Diana Gregory-Smith, Andrew Smith &amp; Heidi Winklhofer</p>	<p>Emotions and dissonance in 'ethical' consumption choices</p>	<p>2013 Journal of Marketing Management</p>	<p>C</p>	<p>Dissonance Theory (Festinger, 1957), which states that dissonance arises when an individual holds two opposing or contradictory attitudes or beliefs</p>	<p>- qualitative in-depth interviews with consumers that vary in their magnitude of ethical orientation - interviews were semi-structured and humanistic in nature, that is, they were as informal as possible and conducted in respondents' homes</p>	<p>- findings demonstrate that consumers consciously indulge in 'ethical' and 'unethical' behavior (as defined by respondents themselves), often within short time frames, and that they often compensate for unethical choices by making ethical choices later on (and vice versa) - study provides evidence that positive and negative emotions are a key driver of this dissonant behavior - positive emotions encourage future ethical consumption, while negative emotions delay or restrain consumers from making unethical choices → the uplifting associations that positive emotions (like pride or excitement) generate are salient in the ethical consumers' mind and call them back to the same shops, fostering repeat ethical behavior that will subsequently trigger more positive emotions → the most prominent negative emotion was guilt, which was managed/counteracted (in order to sustain contradictory behavior and manage cognitive dissonance) by ignorance, justifications (e.g. limited ability to react in hindsight), promises for improved future behavior, introspection (i.e. accepting the feeling), diminishing net impacts (giving greater attention to the least harmful aspect of their choice), and the use of positive emotions (to override the guilt) - If the negative emotions disappear, consumers will make similar unethical decision in the future - a taxonomy of guilt was derived: four clusters based on the context (dimension 1) and the agent of evaluation (dimension 2) and intensity (dimension 3) - overall, results suggest that crude division of consumers into ethical and unethical (binary or simplistic classification) is questionable → most people commit both ethical and unethical choices</p>	<p>- emotions (especially guilt) - rationalization strategies (related to emotions) different behaviors xx</p>	



<p>Ying-Ching Lin &amp; Chiu-chi Chang</p>	<p>Double Standard: The Role of Environmental Consciousness in Green Product Usage</p>	<p>Journal of Marketing</p>	<p>2012</p>	<p>A+</p>	<p>three quantitative studies:  (1) field experiment documenting the pattern of green versus regular product usage in a public setting (two hand sanitizers of which one was marked as environmentally friendly) were placed side by side)  (2) new product evaluation survey with two conditions: either green or regular product (between-subjects), comprising of scaled-responses questionnaire and demonstration of how they would use the product  (3) experiment with a 2 (product type: green vs. regular) x 2 (product effectiveness information: endorsement vs. no endorsement) between-subjects design, similar to study 2</p>	<p>- consumers use more of a green product in comparison with its conventional counterpart to accomplish a given task. → consumers seem to hold stereotypes about the effectiveness of green and regular products  - consumers who are more environmentally conscious overuse a green product, while less environmentally conscious consumers do not display this usage pattern. This phenomenon of using more of a green than a regular  - when the perceived effectiveness of a green product is boosted by a credible endorsement, the discrepancy between green and regular product usage disappears</p>	<p>- environmental consciousness  - stereotypes</p>	<p>use of green products (hand sanitizer, cleaning sprays, mouthwash and laundry or dishwashing detergents) (beauty)</p>
<p>Tania Bucic, Jennifer Harris &amp; Derril Airl</p>	<p>Ethical Consumers Among the Millennials: A Cross-National Study</p>	<p>Journal of Business Ethics</p>	<p>2012</p>	<p>B</p>	<p>- self-completed survey to collect data from samples of Millennials in Australia and Indonesia  - primarily students  - questionnaire consists of four sections focused on cause-related purchasing (CRP) behavior, awareness and motivation to purchase CRP and products in general, perceptions of particular brands' concern for the community, and attitudes toward helping others and conformity (in terms of buying behavior)  - use of existing scales</p>	<p>- findings support that the DBS and SOC models have explanatory value in terms of Millennials' ethical consumption  - Positive attitudes and motivations are similar across the two countries from which samples were drawn, though such similarity is not uniformly reflected in purchase behaviors: in Australia, Millennials are more likely to engage in actual purchases, whereas in Indonesia, a positive perspective does not necessarily lead to purchase.  - health rates consistently as a central concern, across both cultures  - concerning demographics: no significant differences between student and nonstudent Millennials, which supports claims that employment status does not differentiate among ethically conscious consumers  - Price, quality, and convenience drive the purchases of everyday products for Australian Millennials  - Indonesians focus on quality, brand, and convenience  - results suggest that Indonesian Millennials may be more inward facing and concerned with problems that directly affect their own life and survival  - different subgroups were identified (Committed, Indifferent, Reserved Social Consciousness) with the most important learning being: Millennials should be treated as a collection of submarkets that differ in their levels of awareness of ethical issues, consider discrete motives when making consumption decisions</p>	<p>different behaviors</p>	
<p>Hélène Cherrier, Mathilde Szuba &amp; Nil Ozcağlar-Toulouse</p>	<p>Barriers to downward carbon emission: Exploring sustainable consumption in the face of the glass floor</p>	<p>Journal of Marketing Management</p>	<p>2012</p>	<p>C</p>	<p>qualitative with four different methods: self-introspection, ethnography, ethnographic work and interviews → data from individuals who consciously aim at lowering their carbon footprint</p>	<p>- Informants difficulties in reducing their carbon emissions:  (a) financial constraints (purchase of more expensive or rare products)  (b) time restraints (e.g. finding alternatives, culinary preparations)  (c) social struggles (risks of exclusion, need to convince one's friends or family, social embarrassment)  → especially the societal barriers (socio-cultural standards) are highlighted, conceptualized as a "glass floor" as it is invisible a priori  → power of socially constructed needs/opposing forces (e.g. sister lives on the other side of the globe but person does not want to fly)  → highlights a knowledge-action gap  → knowledge-action gap may be due to the idea that consumers do not always have the choice to convey their knowledge into action.</p>	<p>barriers only:  - financial constraints  - time restraints  - social influence</p>	<p>reducing carbon emissions in different respects</p>
<p>Alice Gæmø &amp; John Thegsgen</p>	<p>Action speaks louder than words: The effect of personal attitudes and family norms on pro-environmental behavior</p>	<p>Journal of Economic Psychology</p>	<p>2012</p>	<p>B</p>	<p>- quantitative, internet-based questionnaire survey involving families (one parent and one adolescent per family)  - examination to which extent adolescents' everyday pro-environmental behavior is the outcome of their own pro-environmental attitudes or the product of social influence within the family  - dependent variable: adolescents' pro-environmental behavior (three indicators: green buying, recycling and electricity saving)  - independent variable: dominant norms in the family, as reflected in parental attitudes and behavior  - moderating effects of two family characteristics, namely "parenting style" (autonomy-supporting or not) and the "generation gap" (parent-child age difference)</p>	<p>- dominant family norms as reflected primarily in their parents' behavior, explain at least as much (and perhaps quite a bit more, depending on how it is measured) behavioral variance as adolescents' own attitudes.  - behavioral impact of descriptive family norms is mediated through the child's perception of the parents' behavior → the normative influence depends on the visibility and (un)ambiguity of the parents' behavior  - children's inclination to act in a pro-environmental way appears to be highly influenced by their parents' actions and in particular by how they perceive their parents' behavior → children's ingrained propensity to imitate their parents depends on how visible the parents' behaviors are to the children  - found parental influence to be stable across families (no effect for generation gap or parenting style)  - parents' attitudes towards the analysed pro-environmental behaviors, or family injunctive norms, are also positively correlated with their children's attitudes towards and performance of these behaviors. However, the influence of family injunctive norms disappears when controlling for descriptive norms  - On balance, adolescents' pro-environmental behavior is heavily influenced by the dominating norms within the family and in particular by how strongly they are manifested in their parents' behavior</p>	<p>- behavior of parents, especially the descriptive norms</p>	
					<p>- Consumer Socialisation Theory (e.g., John, 1999; Ward, 1974); suggests that the family, and especially parents, play a key role for teaching and passing on pro-environmental consumer practices to the next generation  - Social Norms Theory  - Self-Determination Theory (Deci and Ryan, 1985); theory of motivation and personality about three universal, innate, psychological needs: competence, autonomy, and psychological relatedness</p>			

<p>Product Choice and the Importance of Aesthetic Design Given the Emotion-laden Trade-off between Sustainability and Functional Performance</p>	<p>2012</p>	<p>Journal of Product Innovation Management</p>	<p>Regulatory Focus Theory (Higgins, 2001): suggests that not fulfilling prevention (versus promotion) focused goals, such as functional performance, leads to "agitation emotions" such as distress</p>	<p>two separate quantitative studies with the dependent variable choice and various independent variables (1) student-based sample and (2) nationally representative online sample where participants were presented with a choice between two consumer products. One was depicted as having superior sustainability characteristics (and average functional performance), and the other as having superior functional performance (and average sustainability characteristics) → participants imagined having to choose one, indicated degree to which they were feeling a set of possible emotions and then chose one of the products.</p>	<p>- participants chose the product with superior functional performance over the product with superior sustainability characteristics, due to feelings of distress, until a minimum threshold of functional performance is achieved  - this functional precedence effect is mediated by distress  - choice given this trade-off depends upon the degree to which consumers value sustainability that, in turn, is mediated by consumers' feelings of confidence and guilt experienced while considering a trade-off in this context  - based on an understanding of the emotions mediating choice in this context, the authors demonstrate how the effective use of product aesthetic design can improve the relative choice likelihood of sustainable products. Specifically, the authors demonstrate that superior aesthetic design has a disproportionately positive effect on the choice likelihood of sustainability-advantaged (versus performance-advantaged) products due to the effect that superior aesthetic design has on overcoming the potential lack of confidence in sustainable products.  - aesthetic design advantage is especially important for sustainable products, since a performance-advantaged product does not appear to benefit from an explicit aesthetic design advantage  → the current research shows that choice given a trade-off between sustainability and functional performance also depends upon the degree to which consumers believe that the general issue of sustainability is important, as the importance that consumers place on sustainability decreases, they are increasingly likely to feel greater confidence toward a product with a performance advantage (versus sustainability advantage), thereby increasing the likelihood that they will choose a performance-advantaged product; this greater relative confidence may disappear, however, as sustainability importance increases.</p>	<p>barrier only: belief by many consumers that there is an inherent trade-off between sustainability and functional performance</p> <p>purchasing shoes (fashion) and cell phones (technology)</p>	<p>Michael G. Luchs, Jacob Brower &amp; Ravindra Chittur</p>
<p>Do Consumers Care About Ethical-Luxury?</p>	<p>2012</p>	<p>Journal of Business Ethics</p>	<p>- TRA &amp; TPB  - Hunt and Vitell's model (1986): describes the individual decision-making process, presenting the various philosophical frameworks that underlie a decision-maker's ethical judgments  - Rest's (1979) four-stage model: suggests a decision schema in which each stage is expected to occur sequentially. Specifically, recognition of the moral issue prompts the decision maker to make a moral judgment. This, in turn, forces the individual to decide whether or not to engage in moral behavior. The moral intensity has an influence in all of the four stages</p>	<p>qualitative-structured interviews with consumers on commodity and luxury goods</p>	<p>- most important criteria for both luxury and commodity purchases were past purchase satisfaction followed by quality and convenience (although in reverse order for commodities)  - ethical conditions of production are significantly less important in luxury purchase decisions than in commodity purchases (lowest priority buying criteria for luxury purchases)  - biggest difference in buying criteria was prestige (social perception of the quality of a brand)  - consumers' propensity to consider ethics is significantly lower in luxury purchases when compared to commoditized purchases  - the majority of respondents did make a distinction between the importance of ethics in their commodity and luxury purchases  - five main reasons for ethics not being a priority when buying luxury products:  (1) price differentials in luxury goods appear larger to consumers  (2) lack of information/media coverage and thus low consumer awareness  (3) irregularity of purchase (luxury goods are not considered worth the time and investment to ensure their ethical credentials)  (4) lack of easy availability of ethical alternatives  (5) perceived relative inability to make a difference (both due to less frequency of purchase and belief that luxury goods would not have as many third world producers)  → findings also highlight that consumers are selectively ethical</p>	<p>for luxury goods:  - price  - lack of information/media coverage and thus low consumer awareness  - irregularity of purchase  - lack of easy availability of ethical alternatives  - perceived inability to make a difference</p> <p>purchasing commodity and luxury goods (luxury goods)</p>	<p>Iain A. Davies, Zoe Lee &amp; Anonkhal Anonkhal</p>
<p>Sustainable consumption: Intersecting across multiple lived cultures</p>	<p>2012</p>	<p>Journal of Business Research</p>	<p>none mentioned</p>	<p>subjective personal introspection (also called "researcher introspection," or "interactive introspection") = impressionistic narrative accounts of the writer's own private consumption experiences → all three authors serve as informants (have all lived in several different countries)</p>	<p>three overarching themes emerge from the narratives:  (1) Ecological consciousness: ecological consciousness and the questions it raises regarding our consumption driven way of life came from the lived experience outside of academia. It took growing up outside of, or repeated acts of stepping out of, the western historical cultural context and education system, such as immigration, personal spiritual practices, travel and literature to break through the dominant cultural logic → the education system needs to be instrumental in awakening ecological consciousness.  (2) Self-fashioning: the extent and limits: place (where one lives with infrastructures and supporting political, economic and social systems) enables or disables sustainable lifestyles as people are physically, as well as economically and ideologically embedded in them. It takes considerable effort to remain mindful of sustainability with each and every purchase decision. People modify those choices which fit most easily into the life patterns and product infrastructures.  (3) Sustainable consumption: "business as usual": individual micro choices regarding what we consume will not turn the tide → sustainability ultimately is not about individual choices in the marketplace, it is about the commons, the public space</p>	<p>- education system (for raising ecological consciousness)  - structural barriers / infrastructure / today's lifestyle</p> <p>different behaviors</p>	<p>Catherine Banbury, Robert Shierock &amp; Saroja Subrahmanyan</p>

<p>Eleni Papaioannou, Gerard Ryan &amp; Metias Gintels</p>	<p>Towards a Holistic Approach of the Attitude Behavior Gap in Ethical Consumer behaviors: Empirical Evidence from Spain</p>	<p>International Advances in Economic Research 2011</p>	<p>21</p>	<p>Theory of Planned Behavior and discussion of already identified factors that intervene in ethical decision making:  - The Issue of Information  - Scepticism Concerning Companies' Motives  - Brand Loyalty as a Moderating Factor  - Customer's Support of Ethical Practice and the Relativity of Ethics (as what seems good or ethical for one consumer may not be so for another)  - Traditional Purchasing Criteria Come First,  - Consequences of Consumer Action</p>	<p>multi-method, qualitative approach based on four methods of data collection:  - focus groups,  - in-depth interviews,  - traditional and online observation (traditional: lasted 24 months with visits to ethical consumer communities, including various informal unrecorded interviews, online: 28 months for the first group and 12 months for the second group)  - documentary analysis (300 pages of a magazine by the members of the consumer communities)  → aimed to reverse the attitude-behavior gap and place emphasis not on the attitudes, but on the actual behaviors of ethical consumers.</p>	<p>reasons explaining why an ethically minded consumer might not behave according to his or her ethical concerns, divided into two main categories, according to what factors consumers attribute the blame for their reported attitude behavior gaps, labelled as "perceived external and internal limitation"  <b>Perceived External Limitations:</b>  - Lack of Availability of Ethical Alternatives  - Lack of Transparency of Information and Concerns about its Legitimacy; difficulty of obtaining information about the production process of the products &amp; doubt of quality and credibility of the existing information  - Inefficient Ethical Alternatives, fex in terms of functionality or style and design  - Keeping Up with Social Obligations: no ethical purchase to comply with social obligations by people that do not share the consumer's principles  - Peer Power: influence that children exercise on their parents' purchase behavior by nagging and demanding specific products  <b>Perceived Individual Limitations:</b>  - Opting for the Easy Choice: ethical consumption requires more time and energy to carry out  - Compromise in Everyday Life: acceptance of not being able to be ethical all the time with all type of purchases  - Change Takes Time: becoming an ethical consumer is a slow process that takes time  → findings suggest that a main cause of the attitude behavior gap in the context of this study is the lack of real demand for ethical products, but that the ethical market in Spain is still in an early phase of development.</p>	<p>barriers only:  - Lack of Availability of Ethical Alternatives  - Lack of Transparency of Information and Concerns about its Legitimacy  - Inefficient Ethical Alternatives  - Keeping Up with Social Obligations  - Peer Power  - Opting for the Easy Choice  - Compromise in Everyday Life  - Change Takes Time</p>	<p>xx</p>
<p>Jeffery Bray, Nick Johns &amp; David Kilburn</p>	<p>An Exploratory Study into the Factors Impeding Ethical Consumption</p>	<p>Journal of Business Ethics 2011</p>	<p>B</p>	<p>Theory of Reasoned Action &amp; Theory of Planned Behavior  → Hunt and Vitell's General Theory of Marketing Ethics (Hunt and Vitell, 1986): based upon the philosophical principles of deontology (obligations or rules) and teleology (guided by the consequences of actions). Ethical decision making begins with the perception of an ethical problem and is influenced by a number of exogenous variables. Individuals (e.g. consumers) make deontological and teleological assessments of all possible alternative behaviors to arrive at an overall ethical judgement which guides their intentions and hence their behavior.</p>	<p>qualitative, focus group discussions with consumers of different age cohorts</p>	<p>- price was mentioned most frequently in the discussion, followed respectively by  - personal experience: participants seemed most receptive to changes in their habitual purchasing when a particular news story forced them to think about an ethical issue or when they were personally affected  - ethical obligation: participants would like to make a difference but still often find justifications not to  - lack of information: participants suggested they did not have enough knowledge to make ethical decisions  - quality, better or worse quality perceptions  - inertia / brand loyalty / image consciousness: allegiance to certain brands prevents moving towards an ethical option with an excess of information about unethical practices)  - guilt: caused by post-purchase cognitive dissonance</p>	<p>- price sensitivity  - personal experience  - ethical obligation  - lack of information  - quality of goods  - inertia / brandy loyalty  - cynicism</p>	<p>xx</p>
<p>Bertrand Urien &amp; William Kilbourne</p>	<p>Generativity and Self-Enhancement Values in Eco-Friendly Behavioral Intentions and Environmental Responsibility Consumption Behavior</p>	<p>Psychology &amp; Marketing 2011</p>	<p>B</p>	<p>- Erikson's theory of psychological development / human lifecycle (1950):  Generativity refers to individuals' beliefs that their current behavior has consequences that extend into future generations → It is the seventh of the eight stages of human life, and in its original formulation, it is first associated with the middle adult years  - Schwartz' conceptualization of values  self-enhancement, in contrary, refers to values relating to power, wealth, and influence.</p>	<p>- individuals who score high on generativity (and thus believe their contributions to the future are important) are more likely to have eco-friendly intentions and more environmentally responsible consumption behaviors  - Self-enhancement, however, was not significant as a main effect in predicting behavioral intentions, but the interaction of generativity and self-enhancement was significant → the relationship between generativity and self-enhancement was more complex than previous research has indicated.  - The effect of self-enhancement was positive, resulting in high intentions to behave environmentally responsibly, when self-enhancement was low. When self-enhancement values were high, however, the result contradicts the prevailing view of self-enhancement: if an individual was high on self-enhancement and low on generativity, intention to engage in ERBs was lower.  When generativity was high, however, even high self-enhancing respondents indicated an intention to behave responsibly → those who are high on generativity and think their legacy to the future is important enact their self-enhancement values differently. For this group, self-enhancement takes another form, in which looking out for one's self means being concerned for the welfare of others → self-enhancement can either take the typical structure in which extrinsic rewards are most important, or an alternative structure in which intrinsic rewards are prevalent  - those who had more positive intentions indicated engaging in ERBs more often than those respondents with lower intentions  - results were very similar between American and French students</p>	<p>values:  - generativity  - self-enhancement</p>	<p>xx</p>	

Ritsuko Ozaki	Adopting Sustainable Innovation: What Makes Consumers Sign up to Green Electricity?	2011	Business Strategy and the Environment	- Diffusion of innovation frameworks by Rogers (2003); five sequential stages in innovation adoption: (1) gaining knowledge through social networks, (2) attitude formation (3) adoption or rejection (4) implementation (5) confirmation - Theory of Reasoned Action & Theory of Planned Behavior - The new environmental paradigm (Dunlap and van Liere (1978)) - Schwartz' Norm Activation Theory	both qualitative and quantitative; three stages: focus group discussions, questionnaire survey and semi-structured interviews	identifies four main issues that have positive effects on adoption intention: (1) social influence (social norms and compliance) (2) normative beliefs (that consumers have to do their share) (3) controllability (ease of adoption) (4) access to information Risk/uncertainty do not correlate with adoption intention and thus be a reason for non-adoption factors that influence if intention is translated to adoption behavior: (a) personal benefits/consequences of behavior e.g. positive influence on consumer's children (b) compatibility with one's values, identity and social references (c) controllability (ease of adoption and control over costs) (d) risk/uncertainty about the quality of green electricity (e) lack of (clear) information; information is not easily available (f) social influence and normative beliefs On balance, there is great hesitation about adopting a green electricity tariff, and even informants with high adoption intentions are indecisive.	- social norms - personal relevance - convenience of switching over - quality of green electricity - accurate information  green electricity, an 'easy-to-adopt' service innovation (electricity)	x
W. Kip Viscusi, Joel Huber & Jason Bell	Promoting Recycling: Private Values, Social Norms, and Economic Incentives	2011	American Economic Review	empirical case study which makes use of an existing dataset consisting of households from the author's 2009 US survey of recycling behavior among bottled water users from a nationally representative sample of households - independent variables on state recycling and deposit laws, income, self-perception of "greenness", economic incentives and income - dependent variable: disposal mode for waste as a binary choice (returning vs. throwing in the garbage)		- Although private values and social norms matter, the policy levers that can be manipulated—bottle deposits and recycling laws—potentially have a powerful effect on recycling rates. However, individual attitudes with respect to both the environment and actions that others should take are influential as well. Perceptions of how others will perceive a household's environmental behaviors matter less. - Substantial changes in recycling are unlikely to derive from perceived external pressure. However recycling by others influences one's recycling behavior. - Neither private values nor social norms are more influential than the combined effect of the variables that capture the role of economic incentives. - In terms of demographics, higher income levels boost recycling rates	- policy from governments on recycling and deposit - higher income - economic incentives - attitudes with respect to both the environment and actions that others should take are influential as well  recycling of plastic water bottles	
Magdalena Oberseder, Bodo B. Schlegelmich & Verena Gruber	"Why Don't Consumers Care About CSR?": A Qualitative Study Exploring the Role of CSR in Consumption Decisions	2011	Journal of Business Ethics	none mentioned Corporate Social Responsibility in past research	qualitative; face-to-face, semi-structured in-depth interviews with consumers	- interviewees agreed on the minor importance of CSR compared to other purchase criteria such as price, quality, brand, country of origin, or service Factors influencing the Assessment of CSR as a Purchasing Criterion: (a) core factors: information on a company's CSR position (when equipped only with some vague idea of a company's CSR practices, consumers will tend to overlook this information) and personal concern (attitudes consumers have toward CSR initiatives if these address issues that are important for the particular consumer → very subjective in nature and cannot be influenced by companies) Most interviewees wait to be informed instead of actively search for information → If consumers do not have any information or do not care about CSR initiatives, they do not consider CSR as a purchase criterion (b) central factors: consumers' financial situation / price consumers often assume that they will not be able to afford products of a socially responsible company (sometimes wrongly due to the assumption that sustainable alternative is always more expensive) (c) peripheral factors: image of the company, the credibility of CSR initiatives, and the influence of peer groups; there is an interrelatedness of these factors, e.g. image, for instance, is often affected by both peer groups and the credibility of CSR initiatives Interviewees experience the assessment of the core and central factors as a complex process that demands much more involvement than other criteria, such as brand familiarity, which is easy for them to determine when standing in front of the shelf → could be an explanation of the minor importance of CSR as purchase criterion Moreover, the process follows a hierarchical structure, as the central factor will not come into play without the presence of both core factors. However, even when all core and central factors are met, the respondents argue that CSR does not automatically become relevant in their decision-making Consumers report positive attitudes toward buying products from socially responsible companies, but these positive attitudes are not transferred into actual purchase behavior due to the above-mentioned criteria the complexity of the evaluation process, which may hinder consumers with a positive attitude toward CSR to incorporate CSR into their decision-making process	- complexity of the evaluation process of a company's (and therefore product's) responsibility/sustainability criteria - information about CSR of a company - financial situation/price - personal concern - image of the company - credibility of CSR initiatives - influence of peer groups  purchasing different sustainable products	xx

<p>Why Ethical Consumers Don't Walk Their Talk: Towards a Framework for Understanding the Gap Between the Ethical Purchase Intentions and Actual Buying Behavior of Ethically Minded Consumers</p> <p>Michael J. Carrington, Benjamin A. Neville &amp; Gregory J. Whitwell</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>takes into account different models/theories developed within the consumer behavior and/or social psychology literatures (Rest's (1979) model of moral judgment and Hunt and Vitell's General Theory of Marketing Ethics, Schwartz's Norm Activation Theory and frameworks of reasoned action (Fishbein and Ajzen, 1975) and 'planned behavior' (Ajzen, 1991), especially the perceived behavioral control construct (refers to an individual's perception of their capability to perform a given behavior))</p> <p>literature review with the goal to form a purely conceptual but holistic model of the actual buying behavior of ethically minded consumers</p> <p>P1: The ethical consumerism intention-behavior gap will be positively mediated by implementation intentions/plans  P2: The ethical consumerism intention-behavior gap will be positively moderated by actual behavioral control (ABC).  P3: The ethical consumerism intention-behavior gap will be positively and negatively moderated by the Situational Context (SC).</p> <p>proposed a framework in an ethical context to examine the intention-behavior gap, taking into account the mediating role of implementation intention (planning), as well as the moderating roles of actual behavioral control (ABC) and situational context.  → significant interaction occurs between the three constructs (interplay)  framework: intentions -&gt; implementation intentions and behavior</p>	<p>qualitative:  - in-depth interviews with consumers of eight different countries (Australia, China, Germany, India, Spain, Turkey, Sweden, and the United States)  - the respondents were presented with three ethical consumption scenarios (two versions of each scenario were created) and discussed their views on the consumption issues as well as their consumption behavior</p> <p>respondents used three types of rationales to explain their inconsistencies:  (1) economic rationalism: justification via rational arguments that focus on personal consumer utility. The economic rationalist justifications included citations of cost as more important than any other consideration.  (2) governmental dependency: lack of individual responsibility for the issues presented to the customers as they feel that it is the responsibility of various institutions to only allow ethical consumer choices → legislation and laws are the way to fix things  (3) developmental realism: Many of the informants saw breaching their own sense of morality as part of the price to pay for economic growth → unethical behaviors are seen as examples of the way the world works during a particular stage of development (argument was most common in developing economies)</p>	<p>purchasing sustainable products</p>	<p>xx</p>
<p>Why don't consumers consume ethically?</p> <p>Giana M Eckhardt, Russell Belk &amp; Timothy M. Devinney</p>	<p>Journal of Consumer Marketing</p>	<p>C/ D</p>	<p>none mentioned, but explanation takes responsibility for the unethical act but attempts to make it seem ethical. An excuse denies full responsibility for the action.</p>	<p>respondents used three types of rationales to explain their inconsistencies:  (1) economic rationalism: justification via rational arguments that focus on personal consumer utility. The economic rationalist justifications included citations of cost as more important than any other consideration.  (2) governmental dependency: lack of individual responsibility for the issues presented to the customers as they feel that it is the responsibility of various institutions to only allow ethical consumer choices → legislation and laws are the way to fix things  (3) developmental realism: Many of the informants saw breaching their own sense of morality as part of the price to pay for economic growth → unethical behaviors are seen as examples of the way the world works during a particular stage of development (argument was most common in developing economies)</p>	<p>purchasing sustainable products</p>	<p>x</p>
<p>The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference</p> <p>Michael G. Luchs, Rebecca Walker Naylor, Julie R. Irwin &amp; Rajagopal Raghunathan</p>	<p>Journal of Marketing</p>	<p>A+</p>	<p>five quantitative studies (first four in laboratory environments using projective techniques)  (1) Implicit association test among students  (2) study where the relative preference between two brands that varied in their level of sustainability were tested between subjects  (3) study with a 2 (Point of View: Self versus Other) x 2 (Order of Placement of the Detergent Bottles: Left versus Right) design  (4) study where participants were shown four possible combinations of these two attributes: 2 (Sustainability: sustainable versus less sustainable) x 2 (Guarantee control condition) and were then asked to rate a hypothetical brand of car tires  (5) observational field study: cafeteria visitors had the choice between two liquid hand sanitizers (one sustainable and the other regular) which were placed next to each other</p> <p>no theories mentioned but discussion of the positive association between ethically and gentleness (versus strength)</p>	<p>- product sustainability, though appealing as a virtue on its own, can be either a liability or an asset with respect to consumer preferences and choice. The effect of sustainable, by on preference is not uniformly positive (or negative), because the presence of sustainability affects consumers' judgments about other product attributes  - consumers associate higher product ethicality with gentleness-related attributes and lower product ethicality with strength-related attributes → the positive effect of product sustainability on consumer preferences is reduced when strength-related attributes are valued, sometimes even resulting in preferences for less sustainable product alternatives (i.e., the "sustainability liability"), as the effect of gentleness works against perceptions of effectiveness and competence  - sustainability is more of an asset when gentleness-related attributes are valued more than strength-related attributes → moderating role of type of benefit sought  - sustainability liability observed when no explicit information is provided about product strength is attenuated when consumers are reassured that the sustainable product is strong → evidence that the sustainability liability is indeed due to consumers' perceptions that sustainable products are not as strong as less sustainable products  - Study 5 also shows that people are not as likely to reveal this preference when they know that their choices are being observed → sustainability is a liability for product choice when strength is especially valued</p>	<p>purchasing different products: baby shampoo, car hand sanitizer &amp; car tires</p>	<p>x</p>
<p>Exploring Determinants of Environmentally Responsible Behavior: The Influence of Environmental Literature and Environmental Attitudes</p> <p>Catherine Mobley, Wade M. Vagstad &amp; Sarah L. DeWard</p>	<p>Environment and Behavior</p>	<p>98</p>	<p>Norm Activation Model, Theory of Reasoned Action, and the Theory of Planned Behavior, Value-Belief-Norm Theory (Stern and Dietz's, 1994), New Environmental Paradigm (developed by Dunlap and Van Liere (1978): core: humans have a responsibility to take care of the environment and to recognize the inherent double-sided nature of technology; has been used to predict the attitudes, behaviors, and knowledge)</p>	<p>- reading environmental literature is an important predictor of environmental responsible behavior (ERB), independent of background characteristics. Respondents who reported higher levels of environmental reading reported higher levels of ERB  - reading environmental literature is also a stronger predictor of ERB than background characteristics and the environmental world view  - environmental literature remained a strong predictor of ERB, even with general attitudes and concern entered into the model  - environmental concern was an even stronger predictor in comparison to general environmental literature  - political orientation was a moderately strong predictor of ERB, its influence was moderated with the addition of the literature and attitude variables  - specific concerns were a slightly better predictor than general attitudes supports (in line with Fishbein and Ajzen</p>	<p>different behaviors</p>	<p>environmental literature  - environmental concern  - background characteristics and environmental worldview (only small influence)</p>

Caroline Josephine Doran	Fair Trade Consumption: In Support of the Out-Group	2010	Journal of Business Ethics	Schwartz's theory on the universal structure and content of values	<ul style="list-style-type: none"> <li>- quantitative questionnaire among consumers of online retailers of fair-trade store and university students</li> <li>- independent variables: the values that comprise benevolence and universalism - two categories of the values defined by Schwartz</li> <li>- dependent variable: fair trade consumption</li> </ul>	<ul style="list-style-type: none"> <li>- all of the universalism values (wisdom, social justice, equality, a world at peace, a world of beauty, unity with nature, broadminded and protecting the environment) were positively correlated with fair trade consumption as were three benevolence values: helpful, meaning in life, and mature love</li> <li>- benevolence values loyal and responsible were found to be inversely related to fair trade consumption</li> <li>- four of the benevolence values did not correlate in either direction for fair trade consumption: spiritual life, forgiving, honest, and true friendship</li> <li>- it appears that nonconsumers of fair trade may have been influenced in the decision not to buy fair trade by the values loyal (faithful to my friends, group) and responsible (= dependable and reliable) → nonconsumers may want to be loyal to their in-group whereas fair trade consumers make no distinction between in-groups and out-groups and thus are more open to sharing their resources with strangers</li> </ul>	<ul style="list-style-type: none"> <li>- social influence (somebody's in-group)</li> <li>- universalism</li> <li>- benevolence</li> </ul>	<ul style="list-style-type: none"> <li>- purchasing fair trade products</li> </ul>
Leonidas C. Constantinou, N. Leonidou & Olga Kvasova	Antecedents and outcomes of environmentally friendly attitudes and behavior	2010	Journal of Marketing Management	<p>Cognitive Consistency Theory (Festinger, 1957): argues that an individual who is concerned about ecological problems is very likely to be motivated to take actions that will minimize them, and discussion of prior research on environmentally conscious consumers</p> <p>C</p>	<ul style="list-style-type: none"> <li>- quantitative study with consumers</li> <li>- independent variables: cultural factors (collectivism &amp; long-term orientation), political factors (political action &amp; liberalism) and ethical factors (deontology &amp; law obedience)</li> <li>- mediator: environmental attitude (inward and outward)</li> <li>- dependent variable: green purchasing behavior and general environmental behavior (as well as their influence on product satisfaction and life satisfaction)</li> </ul>	<ul style="list-style-type: none"> <li>- collectivism</li> <li>- politically active</li> <li>- deontology</li> <li>- law obedience</li> </ul>	<ul style="list-style-type: none"> <li>- different behaviors (e.g. purchasing sustainable products)</li> </ul>	
William Young, Kumi Hwang, Seonaidh McDonald & Caroline J. Oates	Sustainable Green Consumer Behaviour when Purchasing Products	2010	Sustainable Development	<p>None mentioned, only review of key literature relating to the micro purchasing processes of green consumer (e.g. Chatriadski (2007) neutralization techniques or the typology of ethical consumer practices by Harrison et al., 2005)</p> <p>C</p>	<ul style="list-style-type: none"> <li>- situational context is important and included time of purchase, experience of using or buying other (similar or different) products or services, lifestyle, life stage, living arrangements and work patterns</li> <li>- the following barriers emerged: <ul style="list-style-type: none"> <li>(1) high price: often reduced the influence of interviewees' green values in their decision making process</li> <li>(2) insufficient time to conduct research (e.g. on details of a company's corporate social responsibility programme) / lack of information / not good knowledge of environmental issues</li> <li>(3) cognitive effort needed for each purchase</li> <li>(4) habits and desires: reduced the influence of many of our interviewees' green criteria in their decision making process</li> </ul> </li> <li>- Overall, it can be concluded that being environmentally and socially appeared to be hard work</li> <li>- However, there were three factors that facilitated green criteria in the product purchase decision: <ul style="list-style-type: none"> <li>(1) reduction of cognitive effort, especially under time pressure by trusting certain information sources, labels or organizations (specialists information) providing a shortcut to choosing a greener product</li> <li>(2) availability of green products in mainstream retailers</li> <li>(3) guilt</li> </ul> </li> <li>-&gt; being green: needs time and space in people's lives that is not available in increasingly busy lifestyles</li> <li>-&gt; authors also developed a tentative green consumer purchase model (circular) factors that will help green consumers purchase a more ethical technology product: <ul style="list-style-type: none"> <li>(1) the consumer's green value is strong;</li> <li>(2) the consumer has purchase experience;</li> <li>(3) she has good knowledge of the relevant environmental issues;</li> <li>(4) green products are reasonably available and</li> <li>(5) the consumer can afford and is prepared for the financial costs</li> </ul> </li> <li>-&gt; if any one of these criteria is a weak or negative influence, then this may water down the influence of the green criteria on the final purchase.</li> </ul>	<ul style="list-style-type: none"> <li>- barriers: <ul style="list-style-type: none"> <li>- price</li> <li>- time for research / effort-willingness</li> <li>- knowledge about environmental issues</li> <li>- level of information</li> <li>- habits</li> <li>- desires</li> <li>- drivers: <ul style="list-style-type: none"> <li>- trustworthy (and readily available) information (labels &amp; organizations as specialists)</li> <li>- availability of green products in mainstream retailers</li> <li>- guilt</li> </ul> </li> </ul> </li> <li>- purchasing consumer technology products (technology)</li> </ul>		
Johan Jansson, Agneta Marel and Annika Nordlund	Green consumer behavior: determinants of curtailment and eco-innovation adoption	2010	Journal of Consumer Marketing	<p>Value-belief-norm theory (Stern et al., 1999)</p> <p>C/ D</p>	<ul style="list-style-type: none"> <li>- quantitative survey on adopters and non-adopters of alternative fuel vehicles</li> <li>- dependent variables: willingness to curtail car use and willingness to adopt a so-called environmentally friendly car</li> <li>- independent variables: values, beliefs, norms and habit strength</li> </ul>	<ul style="list-style-type: none"> <li>- values</li> <li>- beliefs</li> <li>- norms</li> <li>- habits</li> </ul>	<ul style="list-style-type: none"> <li>- curtailment of car use and adoption of an eco-friendly car (transportation)</li> </ul>	

<p>Alain D'Astous &amp; Amélie Legendre</p>	<p>Understanding Ethical Consumers' Justifications: A Scale for Appraising Consumers' Reasons for Not Behaving Ethically</p>	<p>Journal of Business Ethics</p>	<p>2009</p>	<p>Eckhardt et al. (2006) identified three major reasons used by consumers to justify their unethical behaviors, on which the authors study is based:          - economic rationalism: behaving in a socially responsible manner is more costly than the benefits received          - economic development reality: to achieve economic growth and improve/maintain acceptable standards of living, ethical considerations have to be put aside (so costs outweigh benefits at a macro-level)          - government dependency: denying the urgency for ethical behaviour because the government would do something if it really was that important (government is responsible for preventing unethical behavior)</p>	<p>mostly quantitative          - interviews to produce a set of statements to serve in the development of a measuring instrument to assess the extent to which consumers agree with the three arguments          - survey with 7-point numerical bipolar scale to assess the psychometric qualities of the consumer reasons for unethical behavior</p>	<p>- main aim was the development of a scale for appraising why consumers do not behave ethically          - empirical support for the relevance of the arguments made by Eckhardt et al. (2006)          - a 28-item three-dimensional scale (the CRUB=consumer reasons for unethical behavior) scale was developed and tested: items converged towards their corresponding factors and that the three sub-scales composing the instrument were reliable          - findings of this study have confirmed the relevance of the consumer-perceived effectiveness concept (consumers who perceive that their individual actions can make a real difference were less likely to agree with the aforementioned three arguments for justifying their unethical behaviors          - (lack of) knowledge and perceived (in)effectiveness as antecedents to economic rationalisation &amp; economic development reality and government dependency justifications for not adopting socially responsible behavior.          -&gt; these antecedents have a moderating effect on the adoption of such justifications such that they were found to be used less where knowledge about socially responsible behavior and/or consumers' perceived effectiveness (belief their actions would make a difference) were greater.</p>	<p>(lack of) knowledge          -perceived (in)effectiveness*</p>	<p>x</p>	<p>purchasing sustainable products</p>
<p>Seonaidh McDonald, Caroline Oates, Mairee Thyme, Parayioti Alewizou &amp; Leigh-Ann McMorland</p>	<p>Comparing sustainable consumption patterns across product sectors</p>	<p>International Journal of Consumer Studies</p>	<p>2009</p>	<p>none mentioned, only explanation of what makes each product category (see "methodology") unique</p>	<p>two qualitative studies (semi-structured interviews) where they explored sustainable consumption practices through examining consumers' information search and decision-making processes for recent purchases of five different categories of goods/services:          • white goods (such as fridges and washing machines);          • small electrical products (such as TVs and computers);          • fast moving consumer goods (FMCGs) (such as food and household products);          • green energy tariffs (such as electricity from renewable sources);          • tourism products and service          → include both consumable and durable products and services which are of different sizes, are purchased at different intervals, in markets which have higher and lower green consumer behavior and have had different kinds of policy interventions. They are intended to represent a wide range of consumption situations, rather than a comprehensive list of sectors which may support different consumption practices</p>	<p>- even the same green consumer will not use the same information sources or decision-making criteria, consider the same options or focus on the same industry actors, for products in different sectors -&gt; lends further empirical support to the conceptualization of a stream of inconsistent and unrelated purchases          - four issues that showed the most substantial variation across the researched sectors are discussed: (1) scrutinized parts of the supply chain, (2) considered alternatives, (3) information that supported decision making and (4) sustainability criteria used in decision making;          - FMCG: sustainability taken seriously, consumers willing to compromise on price, brand, convenience, and in some cases, product performance in order to ensure that their purchases are achieved in line with their principles          - White Goods Sector (WGS): dominance of a single sustainability-criterion: energy efficiency; primary criteria are brand, availability and price.          - small electrical appliances (SEA): brand is by far the most important decision-making criterion. Sustainability criteria are rarely used or even discussed in relation to these purchases          - green energy tariffs: green energy tariffs, environmental criteria are paramount. Issues such as price and brand are secondary - tourism: like with WGS, sustainability criteria are often discussed as part of the purchase priorities, but ultimately, these are often compromised in favour of other criteria, i.e. journey time, price and convenience.          → sustainability criteria are not used consistently across product sectors          (1): consumers focus their environmental or ethical concerns on different aspects of the product or service and scrutinize different parts of the supply chain. For example, for FMCGs, green or ethical consumers may investigate retailer ethics, but the same consumers are unlikely to consider these same issues in their purchases of white goods or travel and tourism products          (2): doing without a fridge or washing machine is now not seen as a viable option even for the greenest consumers          (3): differences in information seeking behavior, e.g. hardly any instances of active information seeking around green energy tariffs vs. use of social networks for travelling choices</p>	<p>/</p>	<p>purchasing white goods, small electrical products, FMCGs, green energy tariffs, tourism</p>	
<p>Caroline Josephine Doran</p>	<p>The Role of Personal Values in Fair Trade Consumption</p>	<p>Journal of Business Ethics</p>	<p>2009</p>	<p>Schwartz's (1992) theory of human values: described different value types and the conflict and compatibilities between these.          The 10 value types included in the theory, namely Universalism, Benevolence, Conformity, Tradition, Security, Power, Achievement, Hedonism, Stimulation, and Self-direction. -&gt; 45 of the 57 values are universal in nature; that is, they have similar meanings across all cultures.</p>	<p>quantitative, web-based questionnaire where actual consumers who purchase fair trade products on a regular basis (loyal consumers), intermittent consumers as well as non-consumers had to rate the values defined by Schwartz (1992) as guiding principles in their lives; demographic characteristics of participants were also measured</p>	<p>- universalism values were ranked as the most important values by loyal fair trade consumer          - Loyal fair traders ranked benevolence values lower than did intermittent consumers. Both universalism and benevolence values are focused on supporting others; however, the focus of universalism values is on all people and nature, whereas benevolence values focus on the in-group -&gt; intermittent consumers subordinate the needs of everybody in favor of those in their in-group.          - loyal fair traders ranked self-direction values higher than both non-consumers and intermittent consumers (one possible reason: many sustainable products are ethically inspired, which appeal to the Curious and Creative self-direction values)          - Non-consumers of fair trade ranked the security values in second place (As this value type contains Social Order, Family security, and National Security, it makes sense that the financial, health, and educational security of foreign producers is not of paramount importance to non-consumers)          - all respondents ranked power values as the least important of all values          - age, gender and educational level did not play a role in the decision to purchase fair trade products          -&gt; there are significant interactions between personal values and fair trade consumption and demographics proved to be useless in creating a profile of the American fair trade consumer</p>	<p>values:          - universalism          - benevolence</p>	<p>purchasing fair trade products</p>	

<p>Heinz Weisch &amp; Jan Kühling</p>	<p>Determinants of pro-environmental consumption: The role of reference groups and routine behavior</p>	<p>2009</p>	<p>Ecological Economics</p>	<p>Modes of Consumer Choice by Janssen and Jager (2002), which focuses on two types of rational choice: (a) economizing on cognitive effort and (b) social needs. Four modes of choice behavior are distinguished:  (1) Repetition, (2) Imitation (consumption patterns of reference persons unconditionally imitated), (3) Social comparison (evaluation of reference, people and comparison to own past behavior) and (4) Deliberation (maximization of satisfaction per unit cost)</p>	<p>- quantitative survey (questionnaire) on people's pro-environmental behaviors and their potential determinants, along with socio-demographic characteristics and environmental attitudes → contains information not only on people's own pro-environmental behavior but also on the corresponding behaviors of friends, neighbors and relatives  - independent variables, e.g. demographic characteristics, environmental attitudes, economic and cognitive factors (income, estimated price premium, level of information on environmentally-friendly goods), consumption patterns of reference persons, own consumption patterns in the past, dependent variables: use of solar thermal system, use of green electricity (both binary) and organic food purchase (never, sometimes, often, always)</p>	<p>- Traditional economic and cognitive factors (income, costs, information level) are significant covariates of all three kinds of pro-environmental consumption. Their influence is greatest in the case of green electricity and less important in the cases of solar thermal systems and organic food  - Consumption patterns of reference persons are significant covariates of all three kinds. Their influence is greatest in the case of organic food and smallest in the case of green electricity → social comparison is relevant  - The intensity of buying organic food is greater the longer people have been consumers of these goods → pro-environmental behavior is not only repetitive, but that repetition enhances this behavior  As there are many variables measured, there are some further interesting results, e.g. the typical user of a solar system is generally not very environmentally oriented → possible motives for installing solar thermal systems are a desire for autonomy or for status (Mercedes-Benz on the rooftop) or whether people subscribe to green electricity does not strongly depend on most of the demographic factors, but is strongly related to environmental attitudes with respect to energy.</p>	<p>- reference groups  - routine behavior  - social pressure  - purchase of organic food (food and electricity)</p>	<p>installation of residential solar energy equipment, subscription to green-electricity programs and purchase of organic food (food and electricity)</p>
<p>Isabelle Szmitz, Marylyn Carrigan &amp; Morven G. McEachern</p>	<p>The conscious consumer: taking a flexible approach to ethical behavior</p>	<p>2009</p>	<p>International Journal of Consumer Studies</p>	<p>- Flexibility Theory: flexible decision-making strategies are adopted in ethical consumption in principle to cope with the demands of a complex task environment but they are not always motivated to seek an optimal utility-based choice.  - Dissonance Theory</p>	<p>qualitative in-depth interviews with consumers who identified themselves as regularly buying ethical products</p>	<p>- some had developed strong views when young, reflecting that past behavior relating to social causes is the most important predictor of future ethical behavior  - while the participants differed in their particular concerns, local sourcing was a common theme for most factors such as price, quality and convenience sometimes still came first for participants  - all the participants displayed varying degrees of flexibility in their ethical consumption behavior, e.g. due to price, mood or need for variety  - situational factors and social context also all contributed to the flexibility of the participants, e.g. wishes of family members  - most participants admitted to feeling good when purchasing ethically and also saw the wider moral context of their choices. Some admitted to feeling uncomfortable with inconsistencies in their attitudes and behavior  → no linear and unproblematic relationship between attitude and behavior, but consumers reconcile a plurality of ethical stances underpinned by competing priorities and compromises</p>	<p>- situational factors (family, friends)  - social influence (clothes, doing without meat)</p>	<p>different purchasing behaviors (e.g. clothes, doing without meat)</p>
<p>Noah J. Goldstein, Robert B. Cialdini &amp; Vadas Griskevicius</p>	<p>A Room with a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels</p>	<p>2008</p>	<p>Journal of Consumer Research</p>	<p>- Festinger's (1954) social comparison theory: people often evaluate themselves by comparing themselves to others—especially to others with whom they share similar personal characteristics.</p>	<p>- quantitative  - two field experiments in a hotel on the effectiveness of signs requesting hotel guests' participation in an environmental conservation program  - study 1: between-subjects: message sign with or without explicit descriptive norm (i.e. what majority of other guests do)  - study 2: investigate how the conformity to norm varies as a function of the type of reference group attached to that norm: between-subjects: 5 different messages, varying from immediate surroundings (i.e., guests in particular room) to less immediate surroundings (i.e., global norm for the whole hotel)</p>	<p>- descriptive norm condition yielded a significantly higher towel reuse rate (44.1%) than the condition with environmental protection promotion in general  - the same room identity descriptive norm condition yielded a significantly higher towel reuse rate (49.3%) than the other three descriptive norm conditions, although this is a reference group that participants felt was the least personally meaningful to them (only the most physically proximate)  - the other three descriptive norm conditions—citizen identity, gender identity, and guest identity (not same room)—did not differ from one another  → normative appeals were most effective when describing group behavior that occurred in the setting that most closely matched individuals' immediate situational circumstances (referred to as provincial norms)  → making a meaningful social identity salient without providing descriptive normative information is not an optimal approach</p>	<p>- kind of social norm</p>	<p>towel reuse in hotels (tourism)</p>



Irene Tilkkidou & Antonia Delistavou	Types and Influential Factors of Consumers' Non-Purchasing Ecological Behaviors	2008	Business Strategy and the Environment	B	Theory of Reasoned Action & Theory of Planned Behavior	<ul style="list-style-type: none"> <li>- quantitative survey; structured questionnaire, administered through personal interviews by trained senior marketing students</li> <li>- variables: Recycling behavior, Post-purchasing behavior, Pro-environmental activities, Recycling attitudes, Spheres of Control, Doubt About Self-Determination</li> </ul>	<ul style="list-style-type: none"> <li>- The results indicate that consumers who engage in pro-environmental activities are highly educated people. None of the other demographics provided any statistically significant relationships.</li> <li>- Among them, those who are mostly involved in recycling and the non-energetic, rather traditional, activities are mostly influenced by their positive attitudes towards recycling, as well as by their social responsibility.</li> <li>- Those who adopt more energetic, more active, behaviors are mostly influenced by their beliefs that they hold power over politicians and politics -&gt; locus of control, just slightly different defined.</li> <li>- Those who are engaged in one type of non-purchasing pro-environmental behavior are more likely to engage in another type as well -&gt; inter-relationships were found between and among recycling behavior, pro-environmental post-purchasing behaviors and pro-environmental activities</li> <li>- Recycling behavior is more strongly correlated to recycling attitudes, whereas post-purchasing behavior and ecological activities can be predicted by other behaviors</li> <li>- Consumers are most likely to adopt any type of pro-environmental behavior where cost and/or inconvenience are minimized or activities that do not demand radical pro-environmental behavioral changes.</li> </ul>	<ul style="list-style-type: none"> <li>- education</li> <li>- spillover effects between behaviors</li> <li>- locus of control</li> <li>- positive attitudes and social responsibility</li> <li>- beliefs of power over politicians</li> </ul>	<ul style="list-style-type: none"> <li>- purchasing non-ecological behaviors (e.g. recycling)</li> </ul>
William Kilbourne & Gregory Pickett	How materialism affects environmental beliefs, concern, and environmentally responsible behavior	2008	Journal of Business Research	B	- New Environmental Paradigm (NEP) - Cognitive Dissonance Theory with the key argument that when confronted with the negative environmental consequences of their behavior, consumers experience cognitive dissonance that must be resolved to preserve their self-image. The consequent dissonance can only be reconciled if they change their views of the value of materialism or change their views about the consequences of their behavior	<ul style="list-style-type: none"> <li>- quantitative, random telephone survey</li> <li>- independent variables: materialic values</li> <li>- last-stage dependent variables: indirect and direct behavior</li> <li>- causal model: materialism -&gt; environmental beliefs -&gt; environmental concern -&gt; environmental behaviors</li> </ul>	<ul style="list-style-type: none"> <li>- the path from environmental beliefs to concern was positive -&gt; indicates that, as one's belief in the existence of environmental problems increases, their level of concern also increases</li> <li>- raising levels of environmental concern (in this study, the measure of concern relates to specific environmental problems believed to exist, instead of general environmental concern), in turn, increases the likelihood of pro-environmental behaviors</li> <li>- materialism has a negative effect on environmental beliefs and thus indirectly on environmentally responsible behaviors</li> </ul>	<ul style="list-style-type: none"> <li>- environmental concern</li> <li>- materialism*</li> </ul>	<ul style="list-style-type: none"> <li>- different behaviors</li> </ul>
Iris Vermeir & Wim Verbeke	Sustainable food consumption among young adults in Belgium; Theory of planned behavior and the role of confidence and values	2008	Ecological Economics	B	Theory of Planned Behavior	<ul style="list-style-type: none"> <li>- survey data collected through self-administered questionnaires among the age group 19-22</li> <li>- dependent variable: intention</li> <li>- independent variables: (following the TPB); attitude towards purchasing sustainable dairy products, PCE, perceived availability of sustainable dairy products, social norms</li> <li>- possible mediators: confidence that the product does what it promises and human values (value types by Schwartz (1992))</li> </ul>	<ul style="list-style-type: none"> <li>- 50% of the variance in intention to consume or purchase sustainable dairy was explained by the combination of attitudes, perceived social influences, perceived consumer effectiveness and perceived availability</li> <li>- Attitudes were the main predictor of behavioral intentions, irrespective of consumers' personal values and their level of confidence in the sustainability claim of the dairy product considered</li> <li>- two other factors also determine the decision-making process: social influences and perceived behavioral control</li> <li>- findings indicate that the consideration of social norms differed between high and low confident consumers, while no differences were found for attitudes, PCE and perceived availability -&gt; Consumers, who are less confident about the sustainable character of the products, take their personal attitudes, perceived availability and PCE beliefs into account when deciding to purchase sustainable products, while high confident consumers also consider social norms</li> <li>-&gt; intentions of low confident consumers are less guided by social norms compared to confident consumers</li> <li>- consumers who hold traditional values (e.g. be humble, devout, respect traditions, no extreme ideas or feelings) are more inclined to buy sustainable products, while power seekers (influential, preserving image, having authority, respect and power over others) are less inclined</li> <li>- attitudes were most important in guiding behavior: mention for all consumers, while perceived availability, PCE and social norms varied in importance according to the value levels, e.g. high universalists will buy sustainable products for internal personal reasons, namely, because they believe that they can make a difference, while low universalists might buy sustainable food if others believe they should buy this food, thus for external reason</li> </ul>	<ul style="list-style-type: none"> <li>- attitude*</li> <li>- social norms*</li> <li>- a person's values*</li> <li>- PCE*</li> <li>- confidence that the product does what it promises*</li> </ul>	<ul style="list-style-type: none"> <li>- purchasing dairy products (food)</li> </ul>
Deborah J. Webb, Lois A. Mohr & Katherine E. Harris	A re-examination of socially responsible consumption and its measurement	2008	Journal of Business Research	B	Stakeholder Theory: companies should consider the effects of their actions on all relevant constituencies (shareholders, customers, employees, suppliers, environment, and community) (Smith, 2003).	<ul style="list-style-type: none"> <li>three quantitative studies (questionnaires) with the dependent variable: socially responsible consumption and different independent variables, e.g. collectivism, PCE, belief in CSR</li> </ul>	<ul style="list-style-type: none"> <li>- main contribution is the development of a scale for Socially Responsible Purchase and Disposal</li> <li>- Three dimensions of socially responsible consumption emerge: (1) purchasing based on firms' corporate social responsibility (CSR) performance; (2) recycling; and (3) avoidance and use reduction of products based on their environmental impact.</li> <li>- PCE is a key determinant of socially responsible consumption.</li> <li>- consumers' beliefs about trade-offs between CSR and traditional corporate abilities can affect consumers' responses to CSR</li> <li>- collectivism was only related to CSR performance on purchasing</li> </ul>	<ul style="list-style-type: none"> <li>- PCE</li> </ul>	<ul style="list-style-type: none"> <li>- different behaviors, e.g. recycling, electricity saving and purchasing behavior</li> </ul>

<p>Why People Don't Take their Concerns about Fair Trade to the Supermarket: The Role of Neutralisation</p> <p>Andreas Chatzidakis, Sally Hibbert &amp; Andrew P. Smith</p>	<p>2007</p> <p>Journal of Business Ethics</p>	<p>Neutralization techniques identified by Sykes and Matza (1957): how people restore balance when they act in an attitudinally-incongruent manner</p> <p>(a) Denial of responsibility: no personal accountability felt (b) Denial of injury: belief that behavior is not harmful to anyone (c) Denial of Victim: violated party deserved whatever happened (e) Condemning the condemners: accusations of misconduct of others to some higher order ideal or value rationalisations that people apply to their norm-violating behavior.</p>	<p>The identified four types of neutralization techniques used by consumers: (a) denial of responsibility (factors outside the consumer's control affect behavior— cost, lack of information, inadequate availability or pro- motion) (b) appeal to higher loyalties (financial constraints, convenience, inferiority of product) (c) denial of injury or of benefit (changing behavior would overall have little effect on the problem it was intended to solve or would make little difference) (d) condemning the condemners (those advocating change are worse offenders themselves)</p> <p>purpose a model to show how neutralization influences the TPB: Neutralization is influenced by background characteristics and on its part influences the relationship between intention and (a) attitude, (b) subjective norm, (c) ethical obligation, (d) self identity. Neutralization also has an effect on Intention &amp; behavior.</p> <p>Most relevant propositions: P1: Neutralisation has a direct, negative influence on consumers' behavioral intentions to purchase fair-trade (FT) products. P2: Neutralisation has a direct and indirect (via intentions) negative influence on actual FT purchase behavior.</p>	<p>application of neutralization techniques: (a) denial of responsibility (b) appeal to higher loyalties (c) denial of injury or of benefit (d) condemning the condemners</p>	<p>xx</p> <p>purchasing sustainable groceries (food)</p>
<p>Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behavior</p> <p>Sebastian Bamberg &amp; Guido Möser</p>	<p>2007</p> <p>Journal of Environmental Psychology</p>	<p>- Theory of Planned behavior (TPB) - Schwarz' Norm Activation Theory (NAM)</p>	<p>meta analysis of the results of 57 studies with correlational test of theoretical frameworks used in the last decade for the prediction of pro-environmental intentions and behaviors</p> <p>goal: replication as well as an extension of the meta-analysis on psycho-social determinants of pro-environmental behaviors published 20 years ago by Hines et al.</p> <p>- there has been a significant increase of studies analysing the association between psycho-social variables and pro-environmental behavior within the framework of psychological action models</p> <p>- mean correlations between psycho-social variables and pro-environmental behavior were found to be similar to those reported by Hines et al.</p> <p>- results also confirm the view of pro-environmental behavior as a mixture of self-interest and pro-social motives.</p> <p>- results support our assumption that in the field of pro-environmental behavior the formation as well as activation of a moral norm itself is determined by the interplay of cognitive, emotional, and social factors. Feelings of guilt is a significant predictor of moral norm as well as attitude and PBE</p> <p>- social norm (which is indirectly associated with moral norm) is more an indirect determinant of intention and the influence of personal norms on behavior is mediated by intentions</p> <p>→ including intentions in the NAM substantially increases the explained variance in behavior (by approximately 17%) → integration of NAM and TPB is useful</p>	<p>/</p>	
<p>Situational and Personality Factors as Direct or Personal Predictors of Pro-environmental Behavior: Questions Derived From Norm-activation Theory</p> <p>Paul Harland &amp; Henk A. M. Wilke</p>	<p>2007</p> <p>Basic and applied social psychology</p>	<p>Schwarz' Norm Activation Theory</p>	<p>quantitative with the overall aim: determining the explanatory value of the factors of the NAT</p> <p>- study one: mail survey among the general public (dependent variable: "using transportation means other than the car for short distances" &amp; "turning off the faucet while brushing one's teeth") independent variable: Situational Activators (Awareness of need, Efficacy, Ability), Personality trait activators (Denial of responsibility, Awareness of consequences)</p> <p>- study two: laboratory experiment in a 2x2x2 factorial design (Manipulated Independent Variables: Awareness of need, Efficacy and Ability, effect on volunteering for green aid) → inclusion of the model's personality traits</p>	<p>using transportation means other than the car for short distances, turning off the faucet while brushing one's teeth &amp; volunteering for green aid</p>	<p>- personal norms - efficacy - ability - awareness of need - situational responsibility</p>

<p>Deirdre Shaw, Edward Shiu, Louise Hassan, Caroline Bekin &amp; Gillian Hogg</p>	<p>Intending To Be Ethical: An Examination of Consumer Choice in Sweatshop Avoidance</p>	<p>2007</p>	<p>Advances in Consumer Research</p>	<p>C</p>	<p>Theory of Reasoned Action, Theory of Planned Behavior and modifications</p>	<p>- quantitative questionnaire with subscribers to the UK Ethical Consumer magazine - influencing role of the variables "plan" and "desire" are integrated into the TPB model</p>	<p>- desire was found to be distinct from intention and pertinent in fully mediating the effect of attitude and partially mediating the effect of subjective norm on intention → suggests that a attitude does not directly impact intention but rather required the motivational stage of desire (reflective of a personal motivation to act) - in the context of avoiding sweatshop apparel this personal motivation is important and can be energized by emotive feelings surrounding the issue, resulting in a strong desire to act → desire to avoid sweatshop apparel informed by an attitude that sweatshop apparel is negatively valued is necessary before forming into an intention - findings highlight the significance of plan as a volitional stage toward behavior, with results revealing the impact of attitude, subjective norm, perceived behavioral control, and desire on plan as fully mediated through intention - TPB antecedents all significantly impact desire in the expected direction. TPB antecedents all significantly impact intention in the expected direction. Thus, the TPB is potentially valid in this behavioral context. Desire fully mediates the effects of attitude on intention, partially mediates the effects of subjective norm on intention, with no evidence of mediating effect on the relationship between perceived behavioral control and intention. Intention fully mediates the effects of attitude, subjective norm, perceived behavioral control and desire on plan.</p>	<p>- desire - plans</p>	<p>purchasing products with sweatshop labour</p>	<p>xx</p>
<p>Patrick De Pelsmacker &amp; Wim Janssens</p>	<p>A Model for Fair Trade Buying Behavior: The Role of Perceived Quantity and Quality of Information and of Product-specific Attitudes</p>	<p>2007</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>- Theory of Reasoned Action, Theory of Planned Behaviour &amp; the modification by Shaw and Shiu (2002); ethical obligation and self-identity as additional antecedents - The Hunt and Vitell (1986, 1993) model</p>	<p>quantitative questionnaire among people responsible for day-to-day purchases of groceries for their household to test proposed conceptual model for fair trade buying behavior with the following variables: - influencing variables (only main overarching dimensions mentioned for reasons of clarity): fair trade knowledge, general attitudes towards fair trade, perception of the quality and quantity of fair trade information and attitudes towards fair trade products (mediator) - dependent variable: reported amount of money spent on fair trade products (buying behavior)</p>	<p>- overall knowledge and attitudes towards the fair trade issue have a considerable effect on fair trade buying behavior - perceived quantity and quality of information, also have a significant effect on buying behavior, especially through its effect on overall attitudes and to a lesser extent on product specific attitudes → better and more credible information about the fair trade issue and about fair trade products indirectly stimulates fair trade buying behavior - product attitudes mediate the effect of general attitudes and information factors - results confirm the relevance of "perceived effectiveness" or "control belief" that was also found or suggested in earlier studies - results also confirm the suggested importance of product-related attitudes, although there are remarkable differences between the four product-related attitudes investigated - (lack of) shopping convenience does not have any impact on buying behavior and also the role of price acceptability and product likeability is limited. These two factors only had a small significant effect on buying behavior - product interest is the most important variable influencing buying behavior- your (fair trade concern and scepticism had a large impact on product interest)</p>	<p>- knowledge - attributes - perceived quantity and quality of information - price - product interest</p>	<p>fair-trade buying</p>	<p>x</p>
<p>Iris Vermeir &amp; Wim Verbeke</p>	<p>Sustainable food consumption: exploring the consumer "attitude-behavior intention" gap</p>	<p>2006</p>	<p>Journal of Agricultural and Environmental Ethics</p>	<p>41</p>	<p>adapted the consumer behavior model introduced by Jager (2000): The three main determinants of behavioral intention with relevance to sustainable consumption are values, needs, and motivations, information and knowledge, and behavioral control and concept of reflexive consumers</p>	<p>- quantitative questionnaire and an experimental design with manipulation of key constructs through showing advertisements for sustainable dairy - questionnaire to evaluate the influence of several individual characteristics on the attitude and behavioral intention towards purchasing sustainable products - independent variables: involvement, perceived availability, certainty, perceived consumer effectiveness (PCE), values (universalism and power), and social norm - dependent variables: Attitude towards buying and intentions to buy</p>	<p>- Involvement with sustainability, certainty, and PCE have a significant positive impact on attitude towards buying sustainable dairy products, which in turn correlates strongly with intention to buy -&gt; e.g. consumers who believe in their personal consumer effectiveness are more positive towards sustainable products and have more intentions of purchasing them - Low perceived availability of sustainable products explains why intentions to buy remain low, although attitudes might be positive - experiencing social pressure from peers (social norm) explains intentions to buy, despite rather negative personal attitudes -&gt; more sustainable and ethical food consumption can be stimulated through raising involvement, perceived consumer effectiveness, certainty, social norms, and perceived availability - some of these key determinants, namely involvement, perceived availability, and perceived consumer effectiveness, can be successfully influenced through communication efforts and the provision of information - consumers who score high on universalism and low on power have more positive attitudes towards sustainable products</p>	<p>- perceived availability - personal values, i.e. power and universalism* - PCE* - involvement with sustainability - social pressure from peers (social norms)*</p>	<p>purchasing sustainable groceries (food)</p>	

<p>Fair Trade: Three Key Challenges for Reaching the Mainstream</p> <p>Anil Hira &amp; Jared Ferrie</p>	<p>2006</p>	<p>Journal of Business Ethics</p>	<p>B</p> <p>none mentioned</p>	<p>the only explicit research undertaken was a survey to test this price breakdown out for the local market (relating to challenge 3), where two NGOs were used as examples (no further information on the research design in the text)</p>	<p>major remaining challenges for fair trade products:  (a) a lack of agreement about what fair trade really means and how it should be certified  (b) uneven awareness and availability across different areas, with marked differences between some parts of Europe and North America that reflect more fundamental debates about distribution  → lack of awareness and availability especially in the U.S. and Canada  support of fair trade by the private and public sectors in Europe (activists; promotion through public statutes; public financing of NGOs.)  (c) larger questions about the extent of the potential contribution of fair trade to development under the current system, including limitations on the number and types of workers affected and the fair trade focus on commodity goods  → Example minimum price level given to farmers:  - fair trade cuts out the middleman allowing more profit to go to the producer.  - Producers of conventionally traded coffee receive 10%, but pay their workers far less. With fairly traded coffee, the profit is split evenly  - currently, shipping costs are quite high for alternative trading organizations, because they deal in relatively small quantities.</p>	<p>barriers only:  - lack of availability  - lack of agreement about what fair trade really means  - lack of clarity if fair-trade is making a difference  - lack of support by the public and private sector in spreading sustainable alternatives</p>	<p>purchasing fair-trade products</p>
<p>Willful Ignorance in the Request for Product Attribute Information</p> <p>Kristine R. Ehrich &amp; Julie R. Irwin</p>	<p>2005</p>	<p>Journal of Marketing Research</p>	<p>A+</p>	<p>three quantitative studies where the authors measure discrepancies between requests for available ethical attribute information and actual use of the same attribute in a conjoint task; consumer requests for ethical attribute information.  (1) between-subject design; attribute values readily available (Version B) or upon request (Version A); product: desk with ethical attribute: wood source  (2) within-subject design, procedure similar to (1)  (3) within-subject design, product: mobile phone with type of labour as ethical attribute</p>	<p>- participants who stated that they care very much about the protection of rain forest wood were the most likely to show a large discrepancy between their request for and use of the ethical attribute information  - attribute request/use inconsistency obtains even for the same people  - underrequest depends on the participants' concern about the issue; that is, more concern leads to more inconsistency  - consumers underrequest ethical attribute information, especially when it is information that is important to them and is likely to cause emotional stress  - consumer reluctance to ask for ethical attributes is exacerbated when (1) they are in purchasing and choice situations and (2) the information pertains to an item they find otherwise attractive  - not seeking ethical attribute information, even though it would be used in making a choice decision, is indeed an act of emotional protection (as both anger and sadness over labor practices were reduced when people did not ask for the labor practice information)  → when faced with this complex marketplace, consumers are trying both to buy the best product for their needs and to manage the stress of the encounter. Sometimes this stress management takes the form of willful ignorance</p>	<p>willful ignorance of information (product type and care for the ethical issue plays a role)</p>	<p>purchasing furniture and technology (technology)</p>
<p>An exploration of values in ethical consumer decision making</p> <p>Deirdre Shaw, Emma Grehan, Edward Shiu, Louise Hassan &amp; Jennifer Thomson</p>	<p>2005</p>	<p>Journal of Consumer Behavior</p>	<p>C</p>	<p>- two qualitative studies with ethical consumers  (1) focus group discussions supported by a quantitative questionnaire in which participants rated the importance of the Schwartz Value Survey in the context of grocery  (2) face-to-face, in-depth interviews were conducted on the basis of questionnaire responses</p>	<p>(a) important values: self-direction (→ all self-direction values, except for the creativity component are important), stimulation ("a varied life"), achievement ("capable", "influential" and "intelligent"), hedonism ("enjoying life" was considered important, while "pleasure" was considered unimportant), security ("clean", "family security and healthy"), benevolence ("helpful", "honest", "loyal", "responsible" and "true friendship"), universalism (particularly "equality", "social justice" and "protecting the environment") and conformity (all except for "obedient")  (b) unimportant values: power (individual's needs for dominance and control) and tradition (incl. culture &amp; religion)  (c) additional values: capitalism (control and dominance of multinationals), consumer power (impact of purchase decisions) and animal welfare (protection for the welfare of all animals)  → universalism values, with their emphasis on prosocial concern, were considered most important in ethical consumer decision making</p>	<p>values, especially universalism (self-direction values)</p>	<p>purchasing groceries (food)</p>

Patrick De Pelsmacker, Wim Janssens, Ellen Sterckx & Caroline Mielants	Consumer preferences for the marketing of ethically labelled coffee	2005	International Marketing Review	B	none mentioned	<ul style="list-style-type: none"> <li>- quantitative, web-based survey among consumers</li> <li>- conjoint analysis → consumers were asked to indicate their preference for products with varying characteristics (different ethical labels)</li> <li>- attributes used in the conjoint analysis: Type of label (fair trade, social, bio-label, eco-label), Label issuer (local government, European government or non-government organization), Label information (label only on the front or additional product information on the back), Distribution ("shop-in-the-shop", on shelves together with other coffee brands, and specialty shops), Promotion (mass media advertising, and mailing of brochures), Branding</li> </ul>	<ul style="list-style-type: none"> <li>- distribution attribute generates the highest average importance, followed by type of label, issuer of label, label information, brand and promotion</li> <li>- respondents assigned the largest utility to a situation where the pack of coffee is grouped with other "normal" coffees → ethically labelled coffee should be available in ordinary supermarkets and be presented along with non-ethical coffee brands</li> <li>- the fair trade label generates the highest utility, fair trade and social labels are significantly more preferred than eco-labels and especially bio-labels</li> <li>- Belgian government as an issuer was assigned the least utility, better labels issued by the European government or by NGOs</li> <li>- label information: consumers prefer extra information on the package, in addition to a label</li> <li>- brand attribute: manufacturer brand generates a significantly higher utility than a store brand</li> <li>- promotion: media advertising generates a significantly higher utility than brochures</li> <li>- results are similar across different socio-demographic groups</li> </ul>	<ul style="list-style-type: none"> <li>- sort of label / marketing strategy in general / information</li> </ul>	<ul style="list-style-type: none"> <li>- purchasing coffee</li> </ul>
Sebastian Bamberg	How does environmental concern influence environmentally related behaviors? A new answer to an old question	2003	Journal of Environmental Psychology	112	Theory of Reasoned Action & Theory of Planned Behavior	<ul style="list-style-type: none"> <li>- quantitative questionnaire analysing high vs low environmentally concerned students' decision to request an information brochure about green electricity</li> <li>- independent variables: behavioral, normative and control beliefs</li> <li>- dependent variable: actual behavior (request of an information brochure)</li> <li>-&gt; research is only about requesting information, not actually taking action</li> </ul>	<ul style="list-style-type: none"> <li>- general attitude like environmental concern cannot influence specific behaviors directly. Only the situation-specific cognitions concerning the salient consequences associated with a specific behavior are direct determinants of a specific behavior. But via their impact on the 'definition of the situation' that is how to frame the decisional problem, the relevant behavioral alternatives and the personally salient consequences associated with these alternatives, general attitudes (like environmental concern) are important indirect determinants of specific behaviors</li> <li>- highly environmentally concerned students show not only a greater interest in obtaining information about green electricity products, they are also more likely to associate this information with using the offered brochure.</li> <li>- whereas the intention of highly concerned students is mainly determined by control-related cognitions, the intention of low concerned students is mainly determined by social-norm-related cognitions.</li> </ul>	<ul style="list-style-type: none"> <li>- environmental concern*</li> <li>- specific attitudes*</li> </ul>	<ul style="list-style-type: none"> <li>- green electricity (electricity)</li> </ul>
Carmen Tanner & Sybille Wolfig Kast	Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers	2003	Psychology & Marketing	B	review of most important determinants for environmental behavior, e.g., knowledge and personal norms + stress the importance of also taking contextual factors (less attention in research until then) into account	<ul style="list-style-type: none"> <li>- quantitative questionnaires were sent to randomly selected households in order to uncover personal and contextual factors that influence green food purchases by Swiss consumers (both personal as well as contextual dimensions)</li> </ul>	<ul style="list-style-type: none"> <li>- extent of people's green food purchases decreased when people perceived a need to save time, and when they shopped mainly in supermarkets</li> <li>- positive attitudes toward environmental protection, fair trade, and local production are major facilitators of green purchases</li> <li>- action-related knowledge is an additional predictor of green purchases (but no strong relationship between behavior and knowledge)</li> <li>- cost does not play an integral role in green purchases</li> <li>- no significant association between personal norms and green food purchases</li> <li>- food purchases are remarkably susceptible to conditions in the stores where consumers mainly shop for edibles</li> </ul>	<ul style="list-style-type: none"> <li>- perceived time barriers</li> <li>- NOT: costs</li> <li>- store where people shop</li> <li>- positive attitudes toward environmental protection, fair trade, and local production</li> <li>- action-related knowledge</li> </ul>	<ul style="list-style-type: none"> <li>- purchasing groceries (food)</li> </ul>
Ian H. Rowlands, Daniel Scott & Paul Parker	Consumers and green electricity: profiling potential purchasers	2003	Business Strategy and the Environment	B	none mentioned	<ul style="list-style-type: none"> <li>- quantitative questionnaire</li> <li>- dependent variable: purchase of green electricity</li> <li>- 12 potential independent variables: (general) ecological concern, liberalism, altruism, education, age, perceived consumer effectiveness, income, communication (frequency of discussion about energy conservation with others), knowledge about sources of electricity in the informant's place of residence, participation (involvement in the community), gender, others (perceived energy efficiency of another member of their social network)</li> </ul>	<ul style="list-style-type: none"> <li>- all potential independent variables were significant except 'knowledge', 'gender' and 'others'</li> <li>- demographic characteristics were not found to be the most useful in the investigation but three of them – namely, higher level of education, lower level of age and higher income level – still had significance.</li> <li>- attitudinal characteristics – specifically ecological concern, liberalism and altruism – best identify the potential purchasers of green electricity</li> <li>- PCE also had a relatively strong explanatory power</li> </ul>	<ul style="list-style-type: none"> <li>- attitudinal characteristics (especially ecological concern, liberalism and altruism)</li> <li>- demographic characteristics (education, age and income)</li> <li>- PCE</li> </ul>	<ul style="list-style-type: none"> <li>- green electricity (electricity)</li> </ul>

<p>John Thøgersen &amp; Folke Olander</p> <p>Spillover of environment-friendly consumer behavior</p>	<p>2003</p> <p>Journal of Environmental Psychology</p>	<p>- Balance Theory and Dissonance Theory: claim that people have a need to avoid inconsistencies in their beliefs, attitudes, and behaviors</p> <p>- Bem's (1972) Self-Perception Theory of attitude formation: gives additional support to this hypothesis. This theory predicts that if a person starts behaving environmentally friendly in one area (e.g., separating one's waste for recycling), that person's attitudes and self-image are likely to change in a way that increases his or her preparedness to behave environmentally friendly in other areas.</p> <p>- Norm Activation Theory: predicts that when the personal costs of behaving in a way that primarily benefits others or the society at large are perceived to be too high, people tend to post-rationalize the situation by denying that continuing their current behavior has any serious consequences or by denying their own responsibility for solving the problems produced by their current behavior (Schwartz, 1968, 1973, 1977)</p>	<p>- quantitative panel study with consumers consisting of three waves of interviews, each separated by a year</p> <p>- dependent variable: pro-environmental behavior (main categories: Buying organic, Buying green non-food, Transport, Conservation, Recycling)</p> <p>- independent variables: values &amp; ethical norms</p>	<p>- identified some clusters of behavior that seem to "go together" in what the authors conceive as behavioral categories (between behaviors that are closely associated in a person's mind)</p> <p>- cases of transfer of environment-friendly conduct between behavioral categories, but only in a few of the possible instances and, as expected, only transfers of a modest size</p> <p>- the likelihood of spillover is marginally but significantly higher if the value domain "universalism" is given high priority or if a person possesses strong personal norms for environmental-friendly behavior</p> <p>- indicators were found that suggest that the performance of an environment-friendly behavior reduces the propensity to behave environmentally friendly in other areas</p> <p>- the process of transfer of environment-friendly conduct between behavioral categories is a slow one and that depends on various conditions</p> <p>→ as many of the analysed behaviors are performed frequently and in a stable context, the conditions for developing habits are ideal → habits deserve particular attention in future research on the contingencies of spillover</p> <p>→ the likelihood that environment-friendly behavior makes a person reflect on behaviors in other domains may be lower the more habitually these other behaviors are performed</p>	<p>variety of behaviors: Buying organic, Buying green non-food, Transport, Conservation, Recycling</p>	<p>- spillover effects for certain behaviors only</p> <p>- habits might be an inhibitor to this</p>
<p>Janette Davies</p> <p>Beyond the intention-behavior or mythology An integrated model of recycling</p>	<p>2002</p> <p>Marketing Theory</p>	<p>Theory of Reasoned Action (Ajzen and Fishbein, 1977), Theory of Planned Behavior (Ajzen and Madden, 1986) and Schwartz's (1977) social-psychological model of altruistic behavior.</p>	<p>quantitative and qualitative studies: (1) self-administered survey with dependent variable: recycling behavior and independent variables based on the TPB as well as Schwartz' model of altruistic behavior</p> <p>(2) objective observation of behavior</p>	<p>- results indicate that cognitive variables, notably intention, fail to predict actual behavior and that a more elaborate integrated model of recycling is required → the intention-behavior hypothesis must be abandoned</p> <p>→ emphasizes the importance of including behavior choice in any predictive model of behavior</p> <p>- the author proposed a model with the principal differences being: (a) inclusion of an evaluation of the behavior choices being made → allows the prediction of behaviors that are in competition with other behaviors, as having a positive attitude to behavior is not sufficient motivation to instigate action (b) exclusion of intention (c) inclusion of an affective evaluation (feelings an individual has towards the action) of the behavior being measured (d) PBC is operationalized differently (belief-based measure instead of direct measure)</p> <p>(e) takes into account the obvious overlapping and interacting influence between the explanatory variables in this model</p> <p>- recycling is a altruistic behavior, thus, moral obligation plays a role: personal norms had a significant and direct effect on recycling behavior</p> <p>- having the requisite knowledge and ability to recycle does not mean that an individual will recycle. Habits and inertia may block behavior change. non-recyclers perceive the cognitive and behavior costs as being too high</p> <p>- prior experience of recycling is not predictive of future behavior, it reduces an individual's perceptions of the cost involved, therefore behavior change (trial) may facilitate attitude and knowledge change</p> <p>- demographics are a significant predictor of recycling behavior. Generally, recyclers are better educated and married</p> <p>→ recycling initiatives need to be convenient, visible and rewarding to be successful.</p>	<p>recycling behavior</p> <p>- personal norms</p> <p>- perceived costs</p> <p>- demographics</p>	<p>- structural circumstances</p> <p>- lifestyle of people</p>
<p>Christer Samne</p> <p>Willing consumers - or locked-in? Policies for a sustainable consumption</p>	<p>2002</p> <p>Ecological Economics</p>	<p>- economic theory: work is a disutility, which makes the utility of consumption possible: employee is in a position to match the sacrifice with the joy and settle how many hours of work he or she will do, balancing the input of work with the desired consumption</p>	<p>Different explanations of what consumption is: (a) utilitarian approach: people use their available means to maximise their utility according to their idiosyncratic preferences (b) differentialist approach: consumption is regarded as a system of signs, which creates meaning in terms of a social order. (c) culturalist approach: relates to one's own self-understanding. Consumption is not a signal to the world but to own mind. What you acquire should match and support your understanding of who you are</p> <p>There was no explicit research undertaken, but the author discusses circumstances that influence the consumption behavior of individuals nowadays. He thereby comes to the conclusion that consumers may not be so keen and willing but are rather locked-in by these circumstances, which are often deliberately created by producer and business interests and hinder sustainable consumption. Structural forces driving consumption (and therefore may be obstacles to sustainable consumption): (a) working life conditions: favour a work-and-spend lifestyle (b) individualisation within the households is more pronounced in today's society (each member has an own TV, telephone etc.) → has been strongly encouraged by the relative price drop in industrially produced goods (c) conditions of urban living: favoured type of housing is low-density one-family housing → long distance to travel to work → usage of the car gets more attractive (d) availability &amp; efficiency of public transport plays a role in sustainable mobility decisions (e) interconnectedness of various items, premature scrapping and constant technological advances lead to increased consumption (f) people also buy more due to pervasive marketing, which turns to lifestyle, takes a firm grip of media and enters public institutions</p>	<p>different behaviors</p>	<p>usage of the car gets more attractive</p>	

Marilyn Carrigan & Ahmad Attalla	2001	Journal of Consumer Marketing	C/D	Theoretical considerations about SMEs and their strengths/weaknesses, e.g. SMEs possess certain behavioral advantages (BERR, 2009), including their ability to respond more rapidly, flexibly, and efficiently to customer needs than larger organizations.	qualitative group discussions (only two)	<p>- Consumers seem only willing to be selectively ethical, i.e. due to the importance of brand image with products such as clothing takes precedence over ethical criteria</p> <p>- not all unethical activity affects purchase behavior (ex. unethical work practices elicit little sympathetic purchase behavior, while animal abuse induces positive discrimination in favour of ethical producers)</p> <p>- negative information does not influence consumer attitudes more than positive information</p> <p>- time pressure influences consumption decisions, e.g. through the reduction of the consumer search activity</p> <p>- consumers do not wish to be inconvenienced, and ethical purchasing will only take place if there are no costs to the consumer in terms of added price, loss of quality or having to shop around</p> <p>- consumers do seem to be aware of unethical behavior, but appear to be confused about who is guilty and who is not, and retain an unhealthy scepticism that there is little to choose from between companies → this may be influential in maintaining a reluctance to go the ethical purchasing route, if consumers believe that not only do all companies behave irresponsibly in some way, but also that consumer purchase behavior can have little impact in changing the situation</p>	<p>- level of information about unethical behavior of firms as well as product features</p> <p>- convenience of ethical purchase</p> <p>- price, quality and value</p> <p>- importance of brand image</p>	<p>- purchasing ethical products</p> <p>xx</p>
Ricky Y. K. Chan	2001	Psychology & Marketing	B	Hofstede's assertions about culture and values	<p>- quantitative survey among Chinese customers</p> <p>- independent variables: ecological affect, ecological knowledge, man-nature orientation, collectivism</p> <p>- dependent variables: attitudes toward green purchases, green purchase intention and green purchase behavior (examination of purchase behavior one month later)</p>	<p>- traditional Chinese man-nature orientation and collectivism (cultural values) are found to exert significant bearing on Chinese consumers' attitudes toward green purchases, which in turn, affect their green purchase intention, and ultimately, their green purchase behavior</p> <p>- ecological affect, and marginally, ecological knowledge, also influenced attitudes</p> <p>- although positive attitudes toward green purchases are translated rather effectively into green purchase intention (0.77), the translation of green purchase intention into corresponding behavior does not enjoy the same degree of effectiveness (0.34)</p>	<p>- values: man-nature-orientation and collectivism*</p> <p>- ecological affect*</p> <p>- knowledge*</p>	<p>- purchasing different sustainable products</p>
John A. McCarty & L.J. Shrum	2001	Journal of Public Policy & Marketing	B	none mentioned, only discussion of the constructs that make up their proposed model	<p>- quantitative questionnaire among adults who lived in communities in which curb side recycling was available</p> <p>(1) independent variables: economic status, individualism, collectivism &amp; locus of control, dependent variables: inconvinence of recycling &amp; importance of recycling</p> <p>(2) independent variables: inconvinence of recycling &amp; importance of recycling; dependent variable: recycling behavior</p>	<p>- beliefs about the importance of recycling not only positively relates to recycling behavior but also to beliefs about the inconvinence of recycling</p> <p>- the relationship between beliefs about the importance of recycling and beliefs about the inconvinence of recycling are not as simple as suggested by previous research:</p> <p>→ people who are more individualistic or have a lower economic status, the importance of recycling is not a motivating issue, only convenience predicts recycling behavior</p> <p>→ people who are more collectivistic or have an internal locus of control, beliefs about the importance of recycling are positively related to recycling behavior</p> <p>- economic status is negatively related to the beliefs about the inconvinence of recycling, which in turn negatively influenced recycling behavior; economic status had no influence on the beliefs about the importance of recycling</p>	<p>- beliefs about the importance of recycling (+)</p> <p>- beliefs about the inconvinence (-)</p> <p>- value orientation (individualism vs. collectivism and locus of control) influences beliefs</p>	<p>recycling</p>
Marcel Hunecke, Anke Bißbaum, Ellen Matthies & Rainer Höger	2001	Environment and Behavior	98	Norm Activation Model (Schwartz, 1977) & A-B-C Model	<p>quantitative field experiment, in which two external factors (costs for using the subway and station range) were varied (quasi)-experimentally:</p> <p>- costs were experimentally modified by handing out free tickets to half of the participants</p> <p>- station range was quasiexperimentally modified by deliberately selecting participants by means of the distance between their residences and the subway station</p> <p>→ the dichotomous variable fare (free ticket vs. no free ticket) and the dichotomization of the variable station range (a distance of less than 500 m vs. a distance of more than 500 m) lead to a 2 x 2 factorial design</p> <p>- dependent variable: travel mode choice (subway vs. private car/motorcycle)</p> <p>- further measured variables included awareness of consequences and feelings of ecological guilt</p>	<p>- Personal ecological norm as well as external costs influence travel mode choice. These two factors are comparably strong predictors</p> <p>- Personal norm is not negatively affected by external rewards such as the distribution of free tickets, but the interaction between these variables is additive</p> <p>- the effect of free tickets led to an increase in the relative number of subway rides for both conditions of station range → station range has not proven to be a behavior-relevant external factor (maybe due to the fact that almost all participants judged the station to be easily accessible, irrespective of its actual distance)</p> <p>→ results suggest that the "economy-plus-moral" formula best describes the fact that the integrative mechanism (external factor fare plus normative ecological orientation) is the determinant of travel mode choice</p>	<p>- cost</p> <p>- personal norm</p>	<p>travel mode behavior / use of public transport (transportation)</p>

<p>P. Wesley Schultz, Jessica M. Nolan, Robert B. Cialdini, Noah J. Goldstein &amp; Vladas Griskevicius</p>	<p>1999</p>	<p>Psychological Science</p>	<p>- Social-norms theory: people measure the appropriateness of their behavior by how far away they are from the norm / peers - Focus Theory of Normative Conduct: emphasizes the importance of social normative influence in affecting behavior. A major component is the distinction between injunctive (which behaviors are typically approved or disapproved) and Descriptive (how most people behave in a situation) social norms → both types influence behavior, but do not do so in all situations</p>	<p>- field experiment with 2 (feedback- descriptive norm only vs. descriptive plus injunctive information conveying that energy consumption was either approved or disapproved) x 2 (consumption: above- vs. below-average energy consumption) x 3 (time: base-line, short-term follow-up, longer-term follow-up) mixed-factorial design</p>	<p>- providing residents with descriptive normative information had a dramatically different effect depending on whether they were initially above or below the average level of energy consumption → high-energy consuming households constructively decreased energy consumption → for low-energy households, the same descriptive message produced a destructive boomerang effect, leading to increased levels of energy consumption BUT: adding an injunctive component to the message proved reconstructive by buffering this unwelcome boomerang effect (consumption stayed at low rate) - the longer-term results indicate that the effects of the normative messages continued to be strong even 4 weeks after the initial intervention. - descriptive normative message detailing average neighborhood usage produced either desirable energy savings or the undesirable boomerang effect, depending on whether households were already consuming at a low or high rate. Also as predicted, adding an injunctive message (conveying social approval or disapproval) eliminated the boomerang effect.</p>	<p>- social norms / perception about what others do - message framing (related to social norms)</p>	<p>energy saving behavior (electricity)</p>	
<p>Elisabeth Nolan, Daniel Schumacher &amp; Leo Montada</p>	<p>1999</p>	<p>Environment and Behavior</p>	<p>Theory of Reasoned Action &amp; previous studies around the concept of emotional affinity toward nature (EATN) are discussed. EATN embraces various inclinations toward nature such as the love of and interest in nature.</p>	<p>quantitative questionnaire study among both people who were expected to express no specific interests in nature and nature protection as well as active members in various groups or organizations for nature protection - (1) independent variable: present and past experience with nature; dependent variables: cognitive interest in nature and emotional affinity towards nature - (2) i.v.: cognitive interest in nature, emotional affinity towards nature and emotional indignation about insufficient nature protection; d.v.: nature protective willingness and behavioral decisions</p>	<p>- emotional affinity is as powerful to predict nature-protective behavior in addition to indignation about insufficient nature protection and interest in nature - together these three predictors explain up to 47% of variance of the criterion variables - 35% of emotional affinity toward nature traces back to present and past experiences in natural environments</p>	<p>- emotional affinity and interest in nature (related to social norms)</p>	<p>different nature-protective behaviors, e.g. use of public transportation or installation of solar panels</p>	
<p>Robert D. Straughan &amp; James A. Roberts</p>	<p>1999</p>	<p>Journal of Consumer Marketing</p>	<p>C/D none mentioned</p>	<p>- quantitative questionnaire among students - dependent variable: ecologically conscious consumer behavior/ECCB (measures the extent to which individual respondents purchase goods and services believed to have a more positive (or less negative) impact on the environment) - independent variables: demographic variables (age, family income, sex, and academic classification) and psychographic variables: (liberalism, perceived consumer effectiveness, environmental concern and altruism)</p>	<p>- age, sex, and classification are significant and that income lacks significance - overall, the demographics-only model has an R2 of 0.087 - altruism, environmental concern, and perceived consumer effectiveness were significant, while liberalism lacked statistical significance - psychographics- only model outperformed the demographics-only model as indicated by an R2 value of 0.393 - While several of the demographic variables achieve statistical significance, they lack the explanatory power of the psychographic variables - although significant, environmental concern does not play an integral role in ECCB - a person's belief that individuals can play an important role in combating environmental destruction (PCE) is likely the driving force behind ECCB</p>	<p>- perceived consumer effectiveness - altruism - environmental concern</p>	<p>different behaviors</p>	
<p>Deirdre Shaw &amp; Ian Clarke</p>	<p>1999</p>	<p>Marketing Intelligence &amp; Planning</p>	<p>Theory of Reasoned Action and Theory of Planned Behavior</p>	<p>- qualitative focus groups with readers of the UK Ethical Consumer magazine - quantitative elicitation questionnaire with a broader sample to ascertain the nature of factors influencing their beliefs on this subject</p>	<p>Besides ethical issues raised by respondents and feelings they experiences, the paper outlines influencing factors: - main factors are related to a combination of the effect of information sources and normative factors. - information helps to form ethical beliefs, but sometimes leads to tensions / negative feelings - sources of information: magazines, labelling (was considered far from satisfactory though) or advertising - individuals who receive little or no support for their ethical views from others appeared to be generally frustrated when trying to inform others, or did not wish to discuss such issues for fear of ridicule → social influence - Religion was mentioned relatively frequently in terms of positive normative influence and in creating awareness of fair trade - where choices are available, ethical criteria can, in some instances, be fairly habitual in decision making - Cost is an obvious barrier for consumers, especially price-sensitive respondents from the focus groups demonstrated that the purchase of fair trade products would often outweigh this traditional concern. - Problems with price can, however, lie in the perception that ethical products are more expensive. - Availability of alternatives was another barrier - many ethical consumers have negative attitudes towards supermarket chains, but the desire to encourage, retain and create demand for ethical products often resulted in the adoption of these outlets. - In the end, the authors present a conceptual model for belief formation</p>	<p>- normative beliefs - habits - information - cost - availability of alternatives</p>	<p>purchasing ethical products</p>	



<p>A structural model of environmental attitudes and behavior</p> <p>Alexander Grob</p>	<p>1995</p> <p>Journal of Environmental Psychology</p> <p>112</p>	<p>none mentioned</p>	<p>two quantitative studies</p> <ul style="list-style-type: none"> <li>- dependent variable: environmental behavior</li> <li>- independent variables (main groups): perceived control, personal philosophical values, environmental awareness and emotions</li> </ul> <p>(1) questionnaire testing the influence of 11 different attitude sub-components (e.g. creative thinking, values) on environmental behavior</p> <p>(2) same instrument as in (1); survey among both members of a green car association and traditional drivers</p>	<p>- most important effects on environmental behaviour come from personal-philosophical values, i.e. post-materialistic values and openness to new thinking</p> <ul style="list-style-type: none"> <li>- weakest effect was due to factual environmental awareness</li> <li>- the more subjects were emotionally affected by damage to the environment, the more appropriately they behaved</li> <li>- negative relation between perceived control and pro-environmental behavior: the less control the subjects perceived, the more appropriately they behaved towards the environment (possible explanation: people who are more environmentally concerned have developed a more realistic view of their abilities)</li> <li>- results provide evidence for a hierarchical value-attitude-behaviour sequence</li> <li>- Persons driving new cars without catalytic converters differed importantly from drivers who were members of a green car association, which recognized more environmental problems, reacted more affectively to environmental degradation, held more post-materialistic values, were more open-minded, and believed less in technological and scientific solutions for environmental problems than the traditional drivers; groups did not differ in their domain-specific factual knowledge or perception of control.</li> <li>- green care association members behaved more appropriately towards the environment than traditional drivers -&gt; social group membership is associated with differences in environmental attitudes and behaviour</li> </ul>	<ul style="list-style-type: none"> <li>- personal-philosophical values, i.e. post-materialistic values and openness to new thinking</li> <li>- emotional affectiveness</li> <li>- social group membership</li> </ul> <p>behaviour across a diversity of domains, e.g. transportation to work</p>
<p>A model of recycling behavior, with evidence from Danish source separation programmes</p> <p>John Thøgersen</p>	<p>1994</p> <p>International Journal of Research in Marketing</p> <p>A</p>	<p>- Theory of Reasoned Action</p> <p>- Motivation-Opportunity-Abilities (MOA) Model: these three factors play a role in whether a behavior is carried out or not</p> <p>→ Motivation: Expectancy-value attitude theory (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980), which proposes that motivation has its roots in values, beliefs about outcomes, and norms. The single variable which captures the motivational factors and transforms them into a behavioral disposition is the person's intention to engage in the behavior (Ajzen, 1988)</p> <p>→ Ability, operationalized in task knowledge and habit</p> <p>→ Opportunities, subjective ("perceived control") and an objective ("situational variables")</p>	<p>- quantitative data from a number of (mainly non-published) evaluations of source separation programmes for household waste</p> <ul style="list-style-type: none"> <li>- dependent variable: behavior (consumer's waste handling and specifically the performance or avoidance of recycling activities)</li> <li>- independent variables: "beliefs &amp; evaluation of outcomes", "influence" attitude towards the behavior", which influences "intention", "social norms" also influences "intention"</li> <li>- "ability" (habits, task knowledge) and "opportunity" (overall situational conditions) moderate this relationship</li> </ul>	<p>- results confirm that for the understanding of consumer's waste disposition, the three variables motivation, ability and opportunity are essential</p> <ul style="list-style-type: none"> <li>- most participants in the programmes express that they are motivated by the public benefits to separate their waste. (A minority believe they get additional private side-benefits)</li> <li>- The discouragement to separate waste rarely stems from financial costs. The majority expresses that it is acceptable that recycling costs extra. But some are discouraged by the additional trouble and nuisance that they expect from the activity</li> <li>- It takes time to acquire new waste handling habits and the tasks of source separation are difficult to understand, at least for some → facilitating conditions may be decisive for the building of new habits</li> <li>- information is indeed an important instrument, but only for creating motivation (and relevant task knowledge). When the goal is to change consumer behavior the management of the physical conditions is as important as the management of information</li> </ul>	<ul style="list-style-type: none"> <li>- provision of information / knowledge</li> <li>- habits</li> <li>- facilitating conditions that lower the work the consumers have to do</li> <li>- financial costs do not play a role</li> </ul> <p>recycling</p>
<p>Analysis and Synthesis of Research on Responsible Environmental Behavior: A Meta-Analysis</p> <p>Jody M. Hines, Harold R. Hungerford &amp; Audrey N. Tomera</p>	<p>1987</p> <p>The Journal of Environmental Education</p>	<p>meta analysis of 128 studies which assessed variables in association with responsible environmental behavior and which reported empirical data on this relationship</p> <ul style="list-style-type: none"> <li>- proposed a model of environmental behavior which views the intention to act and objective situational factor as direct determinants of pro-environmental behavior</li> <li>- cognitive variables: the correlation coefficient (cc) between greater knowledge of environmental issues and/or knowledge of how to take action and environmental behavior was .299</li> <li>- psycho-social variables: (a) positive attitude: cc = .347 (b) internal locus of control: cc = .356 (c) verbal commitment: cc = .49, (d) feelings of personal responsibility: cc = .328, (e) cost consciousness &amp; concern about the economic impact: cc = .162</li> <li>- demographic variables: (a) age: cc = -.151 (b) higher income: cc = .162 (c) higher educational level: .185 (d) gender: cc = .075 (no relationship)</li> </ul> <p>→ it appears that intention to act is merely an artifact of a number of other variables acting in combination (e.g., cognitive knowledge, cognitive skills, and personality factors)</p>	<p>- most important effects on environmental behaviour come from personal-philosophical values, i.e. post-materialistic values and openness to new thinking</p> <ul style="list-style-type: none"> <li>- weakest effect was due to factual environmental awareness</li> <li>- the more subjects were emotionally affected by damage to the environment, the more appropriately they behaved</li> <li>- negative relation between perceived control and pro-environmental behavior: the less control the subjects perceived, the more appropriately they behaved towards the environment (possible explanation: people who are more environmentally concerned have developed a more realistic view of their abilities)</li> <li>- results provide evidence for a hierarchical value-attitude-behaviour sequence</li> <li>- Persons driving new cars without catalytic converters differed importantly from drivers who were members of a green car association, which recognized more environmental problems, reacted more affectively to environmental degradation, held more post-materialistic values, were more open-minded, and believed less in technological and scientific solutions for environmental problems than the traditional drivers; groups did not differ in their domain-specific factual knowledge or perception of control.</li> <li>- green care association members behaved more appropriately towards the environment than traditional drivers -&gt; social group membership is associated with differences in environmental attitudes and behaviour</li> </ul>	<ul style="list-style-type: none"> <li>- personal-philosophical values, i.e. post-materialistic values and openness to new thinking</li> <li>- emotional affectiveness</li> <li>- social group membership</li> </ul> <p>behaviour across a diversity of domains, e.g. transportation to work</p>	

## Appendix G: Literature table 2 – Further reviewed articles

The articles in this literature table were read in addition to the ones incorporated into the compilation of drivers and barriers. They either served theoretical or conceptual understanding or are related with facilitators and obstacles of sustainable consumption but were not included in chapter four as they only discussed intentions or were too narrow or detailed. Determinants that are asterisked only influenced intention or attitudes and not directly behavior.

Author(s)	Title	Year	Journal	Rating	Theories	Methodology	Results
Pat Auger Timothy M. Devlinney	Do What Consumers Say Matter? The Misalignment of Preferences with Unconstrained Ethical Intentions	2007	Journal of Business Ethics	B	none mentioned, only review of common problems with survey instruments, e.g. social desirability bias	- quantitative - compared the results from a replication of the MORI poll (Market & Opinion Research International: a large scale survey that found that more than one-third of consumers in the U.K. were seriously concerned with ethical issues) to results from a structured choice experiment (forced consumers to trade-off product attributes against one another)	- very inconsistent patterns of associations between the MORI poll items and the willingness-to-pay estimates of the choice experiment - unconstrained survey instruments and the modus operandi of much of the empirical research on ethical consumerism do not force consumers to reveal their true attitudes or intentions due to inherent weaknesses in survey design and the sensitivity of the issues under investigation → simple rating scales used in traditional survey methods may be overstating the importance of ethical issues to the purchase behavior of consumers and add unwanted variance into the measurement process by swamping the true preferences with spurious information → additionally, traditional survey instruments may not be specific enough about the ethical issues and the context under which those ethical issues influence purchase decisions (broadly worded questions may be simply too general to have predictive power)
Alan Bradshaw & Detlev Zwick	The Field of Business Sustainability and the Death Drive: A Radical Intervention	2016	Journal of Business Ethics	B	literature review / multi-disciplinary approach: draw together strands of contemporary philosophy, critical theory and psychological inquiry, in particular Zizek, Freud and Gbver → put forth a psychoanalytically informed account of the failure of the sustainability movement to bridge its own attitude-behavior gap		Freud's concept of repressed unconscious (direct one's own desires and impulses toward pleasurable instincts by excluding them from one's consciousness) & "beyond the Pleasure"-Principle & Civilization and Its Discontents (idea of death drive), Glover (also believed in repressed sadism and masochism, f.ex: the will to save the planet stems from the same part of the psyche in which our destructive instincts are to be found and we simply cannot trust ourselves) and Zizek (f.ex: people are unable to accept mentally and comprehend such an all-encompassing and deeply traumatic reality → social consciousness embarks upon a series of delusions) - suggests that in reality capitalism in any form—sustainable or otherwise—is diametrically opposed to the salvation of the global ecology, relying on the attitude-behavior gap for its very survival. Thus, the field of Business Ethics and CSR could be unconsciously working towards the planets destruction, rather than salvation. → any analysis of the attitude-behavior gap should take into consideration that contradictory emotions are at play and that any notional green consumer harbours the antagonistic desire to see our planet destroyed. → the attitude-behavior gap cannot be eliminated without also eliminating capitalism / 'sustainable growth' is an impossible notion reason for gap: people's death drive & lack of possibility to change and prevent crisis
Peter M. Gollwitzer, Paschal Sheeran, Verena Michalski & Andrea E. Seifert	Implementation Intentions and Goal Achievement: A Meta-analysis of Effects and Processes	2006	Advances in Experimental Social Psychology	78	- article is based on several different constructs/theories in psychology (e.g. model of interpersonal behavior (Triandis, 1977)) - implementation intentions = intentions, that contain an if-then plan specifying when, where and how the person will instigate responses that promote goal realization. meta-analysis of 94 studies - implementation intention/planning increases the likelihood of attaining one's goals (no matter what self-regulatory problem was at hand) - people who form implementation intentions are in good position to recognize opportunities to act and respond to the opportunities swiftly and effortlessly - often people have problems getting started towards realising an intention because they forget to act accordingly, particularly when the intended behavior is unfamiliar or not part of their routine - barriers for goal achievement in general: forgetfulness & unwanted distractions: Situational influences and behavioral control		

Michal Jenma Carrington, Detlev Zwick & Benjamin Neville	The ideology of the ethical consumption gap	2016	Marketing Theory	C	<p>literature review / interpretation and synthesis of opinions of other scholars and their own with the purpose to analyze the ideological function of the ethical consumption gap within contemporary marketing discourse.</p> <p>for their argumentation, they draw on classic critiques of ideology of Althusser (1984) and Zizek (1989, 2008)</p> <p>- They argue, that the notion of the attitude-behavior gap in ethical consumption serves an important ideological function to help sustain exactly the kind of neoliberal market rationalities that ethical consumerism and its proponents want to alter. In taking this approach, they suggest that the moralization of consumption choices via the gap further sustains harmful consumerist capitalism rather than bringing about meaningful social and political change.</p> <p>- The idea of the ethical consumption gap functions ideologically in two important ways: (1) the notion of the gap reaffirms the assumption that the responsibility for making ethical choices in the market rests with individual consumer (2) individualization of the gap allows for holding on to the belief that the capitalist system does have the ability to better itself via ethical consumerism</p> <p>- capitalist structures predicate and benefit from the gap</p> <p>- However, even if ethical consumption were to happen in reality, it would not be able to resolve capitalism's underlying contradictions that rest on creating insatiable desire and consumption excess → little would truly be resolved by closing the gap.</p>
Rahul Govind, Jatinder Jit Singh, Nitika Garg & Shachi D'Silva	Not Walking the Walk: How Dual Attitudes Influence Behavioral Outcomes in Ethical Consumption	2019	Journal of Business Ethics	B	<p>Theory of Dual Model of Attitudes (Wilson et al. 2000) suggests implicit and explicit attitudes are impacted by information in a dissimilar way and both influence behavior in a unique way.</p> <p>- explicit attitudes: commonly manifest as a response to a stimuli and are easily expressed through written and verbal self-report measures → are more easily influenced by the information presented.</p> <p>- Implicit attitudes: (a) manifest as actions or judgments; (b) are automatically activated; (c) influence responses which cannot be controlled</p>
Louise M. Hassan, Edward Shiu & Deirdre Shaw	Who Says There is an Intention-behavior Gap? Assessing the Empirical Evidence of an Intention-behavior Gap in Ethical Consumption	2016	Journal of Business Ethics	B	<p>Theory of Planned Behaviour and Theory of Reasoned Action + a literature review was made to assess the extent to which there is empirical evidence quantifying the intention-behavior gap.</p>
Norbert Schwarz	Self-Reports: How the Questions Shape the Answer	1999	American Psychologist	B	<p>questionnaires are also a source of information that respondents draw on in order to determine their task and to arrive at a useful and informative answer</p> <p>- unless the behavior is rare and of considerable importance, respondents are unlikely to have detailed episodic representations of their behavior available in memory.</p> <p>- attitude measurement is subject to pronounced context effects</p> <p>- researchers should thus include context manipulations in the design of their studies</p> <p>- response alternatives may also affect subsequent judgments</p>
					<p>quantitative, two longitudinal studies:</p> <p>- study 1: one-factor, two-level (information: positive, negative) between-subjects design; dependent variables: explicit attitudes, implicit attitudes and brand preference; independent variables: Gender, age, employment status, family size and education; student sample</p> <p>- study 2: also a between-subjects design; dependent variables: explicit attitudes, implicit attitudes and brand choice; independent variables: gender, age, employment status, family size, education and nature of the information (positive or negative); non-student sample</p> <p>literature review:</p> <p>- an intention-behavior gap does indeed exist for ethical consumption behavior where approximately 50% or more of the variation in behavior is not explained by intention alone</p> <p>- lack of studies which assess behavior at a later time point, a necessary condition in the examination of an intention-behavior gap</p> <p>→ this is also found in the research, given the low explanatory power of their models</p> <p>- a significant mediating role of planning and the direct effects of ABC on behavior, planning fully mediates the effect of intention on behavior → suggests that there is a requirement to examine planning as an intermediate stage between intention and behavior</p>

Stephen Sutton	Predicting and Explaining Intentions and Behavior: How Well Are We Doing?	1998	Journal of Applied Social Psychology	B	Theory of Reasoned Action & Theory of Planned Behavior	<p>Meta-analyses of the TRA and the TPB show that these models explain, on average, between 40% and 50% of the variance in intention and between 19% and 38% of the variance in behavior.</p> <p>The paper gives further suggestions for successful research on the relationship between intention and behavior e.g. The principle of compatibility should be extended to include not simply the wording of the question, but also the response format and the number of response categories</p> <p>The author presents his concept of willful ignorance by supplementing Moody Adams' view with further conditions. Willful ignorance is about avoiding inconvenient information. Thus, it does not really matter what attitude the agent has, and willful ignorance is compatible with awareness and unawareness of various kinds.</p> <p>Ignorance is willful if:</p> <ul style="list-style-type: none"> <li>(i*) p (proposition) implies that A (action or omission), an action of S (agent) or another agent S*, is wrong;</li> <li>(ii) S should have considered p;</li> <li>(iii) S could have considered p;</li> <li>(iv) but S does not consider p;</li> <li>(v*) because this is inconvenient for S, due to the following motivations: forward-looking self-interest (S wants to keep on doing A in the future, since A has certain advantages for her over alternatives), backward-looking self-interest (S did not prevent S* or herself from doing A in the past, and this affects the image that S and/or others have of S), or other-interest (S cares about S*, and S does not want to know that S* commits wrongful actions)</li> </ul> <p>An application of his concept are contemporary consumers (they fulfill all above-listed criteria)</p> <p>Willful ignorance might be culturally and socially embedded, as behavior might be legally permissible and many peers act the same</p> <p>The only attitude incompatible with willful ignorance is full awareness that one is doing something wrong.</p>
Jan Willem Wieland	Willful Ignorance	2017	Ethic Theory & Moral Practice	20	Moody-Adams' (1994) view of willful ignorance	<ul style="list-style-type: none"> <li>- interdisciplinary process during a research program that ran from 2008 to 2013 and was funded by the German Federal Ministry of Education and Research (BMBF)</li> <li>- multi-method approach, which encompassed several incremental loops. An average of 50 researchers met six times in two-day synthesis workshops</li> <li>- methodologically based on structured integration-oriented dialogue techniques.</li> </ul>
Antonietta Di Giulio, Daniel Fischer, Martina Schäfer & Birgit Blättel-Mink	Conceptualizing sustainable consumption: toward an integrative framework	2014	Sustainability: Science, Practice and Policy	17	none mentioned	<ul style="list-style-type: none"> <li>- Core Statement 1: Consumption is a Complex Issue, because (a) the individual consumer behavior is embedded in multiple contexts (cultural, institutional...) and (b) there are different types of consumption acts (e.g. degree of reflexion)</li> <li>- Core Statement 2: Concepts of Need and of a Good Life Help to Define the Relationship Between Consumption and Sustainability (→ acts of consumption are only means to ends)</li> <li>- Core Statement 3: Sustainability in Consumption is a Matter of Intentions and Impacts (→ established classifications in the literature (Stern, 2000; Weber, 2008); individual acts of consumption can be evaluated with an impact-oriented and/or an intent-oriented approach)</li> <li>- Core Statement 4: Intervention Strategies for Sustainable Consumption Are More Effective if Combined (→ applying a mix of instruments carefully adapted to the type of consumption act addressed and the specific contexts by the use of (a) regulatory instruments, (b) economic instruments, (c) communicative instruments and (d) cooperative instruments)</li> </ul>
Russel W., Belk	Situational Variables and Consumer Behavior	1975	Journal of Consumer Research	A+	- Revised S-O-R model: Situation & Object - Person - Behavior	<p>no explicit research undertaken, only analysis of already existing data on consumer behavior variance, which suggests, for instance, that general product popularity is a substantially less important determinant of consumer preferences than are situational conditions</p> <p>five groups of situational characteristics:</p> <ol style="list-style-type: none"> <li>(1) Physical Surroundings (most readily apparent features like decor, sounds, lightning),</li> <li>(2) Social Surroundings (Other persons present, including interactions with them),</li> <li>(3) Temporal Perspective (ranges from time of day to season of the year),</li> <li>(4) Task Definition (intent or requirement to select, shop for, or obtain information about a purchase) and</li> <li>(5) Antecedent States (momentary moods or conditions rather than chronic individual traits, e.g. fatigue or anxiety)</li> </ol> <p>those factors particular to a time and place of observation which do not follow from a knowledge of personal (intra-individual) and stimulus (choice alternative) attributes and which have a demonstrable and systematic effect on current behavior</p>

Florian G. Kaiser, Katarzyna Byrka & Terry Hartig	Reviving Campbell's Paradigm for Attitude Research	2010	Personality and Social Psychology Review	134	<p>Campbell's paradigm: describes individual engagement in a specific behavior as the arithmetic difference between a person's general attitude and the costs of the specific behavior in question → the apparent inconsistency between verbal evaluations and other behavioral performances originates from the disregard of the relative difficulties or costs of the various performances.</p> <p>literature review that explores an almost forgotten attitude concept: Campbell's paradigm and makes adjustments to it</p>	<p>- two components shape how a person acts: (a) the person's disposition, e.g. the level of his or her environmental attitude, and (b) the specific difficulty of the particular behavior, which is the composite of the costs involved when enacting the behavior</p> <p>- a person's attitude manifests as a constant in each behavior that defines the attitude, irrespective of the specific difficulties of those behaviors</p> <p>- the situational forces that impinge on a behavior—its difficulty—factually affect individual behavior, irrespective of the strength of the individual attitudes</p> <p>- the strength of a personal attitude and the costs of a behavior are conjointly and additively pertinent for individual action.</p>
Icek Ajzen	The Theory of Planned Behavior	1991	Organizational Behavior and Human Decision Processes	128	<p>The theory of planned behavior...</p> <p>- is designed to predict and explain human behavior in specific contexts</p> <p>- postulates three conceptually independent determinants of intention, namely attitude toward the behavior, subjective norms and perceived behavioral control → together, they shape an individual's behavioral intentions and furthermore behaviors.</p> <p>- the relative importance of attitude, subjective norm, and perceived behavioral control in the prediction of intention is expected to vary across behaviors and situations</p> <p>- suggests that perceived behavioral control, together with behavioral intention, can be used directly to predict behavioral achievement</p>	
Anja Kollmann & Julian Agyeman	Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior?	2002	Environmental Education Research	34	<p>literature review to identify the most influential and commonly used analytical frameworks of pro-environmental behavior:</p> <p>(a) early US linear progression models: environmental knowledge leading to environmental attitudes (concern), which in turn leads to pro-environmental behavior → proven to be wrong</p> <p>→ Theory of Reasoned Action, Theory of Planned Behavior &amp; Model of Responsible Environmental Behavior by Hines, Hungerford and Tomera: found the following variables associated with responsible pro-environmental behavior: knowledge of issues, locus of control, attitudes, verbal commitment, individual sense of responsibility and situational factors</p> <p>(b) altruism, empathy and prosocial behavior models: e.g. Stern et al.'s (1993) model: motivation = egoistic orientation + social orientation + biospheric orientation</p> <p>(c) sociological models, e.g. Model of ecological behavior (Fietkau &amp; Kessel, 1981): five variables that either directly or indirectly influence pro-environmental behavior: Attitude and values, Possibilities to act ecologically, Perceived feedback about ecological behavior, Knowledge and Behavioral incentives</p> <p>→ conclusion: the question of what shapes pro-environmental behavior is such a complex one that it cannot be visualized through one single framework or diagram</p> <p>factors that have been found to have some influence, positive or negative, on pro-environmental behavior:</p> <p>(a) demographic factors, e.g. gender and years of education</p> <p>(b) external factors (e.g. institutional, economic, social and cultural)</p> <p>(c) internal factors (e.g. motivation, pro-environmental knowledge, awareness, values, attitudes (low-cost/high-cost model by Diekmann &amp; Preisendörfer: people choose the pro-environmental behaviors that demand the least cost), emotional involvement, locus of control, responsibilities and priorities)</p> <p>Finally, the authors propose our own model based on the work of Fliegenschnee and Schelakovsky (1998) (too large to describe here)</p>	
Shelby D. Hunt & Scott J. Vitell	The General Theory of Marketing Ethics: A Revision and Three Questions	2006	Journal of Macromarketing	C	<p>- core: H-V theory posits that an individual's ethical judgments are a function of the individual's deontological evaluation (i.e., applying norms of behavior to each of the alternatives) and the individual's teleological evaluation (i.e., an evaluation of the sum total of goodness versus badness likely to be provided by each alternative for all relevant stakeholders).</p> <p>The resulted overall judgement guides the individual's intention and hence their behavior.</p> <p>- ethical decision making is influenced by a number of exogenous variables.</p> <p>- ethical judgments will sometimes differ from intentions because the teleological evaluation also independently affects intentions.</p>	

<p>literature review that summarizes and critiques the empirical ethical decision-making literature from 1996–2003 -&gt; summarized research articles, offering information regarding the findings, summary information on the number of published articles by the independent and dependent variables, and conclusions regarding the state of the research on each dependent variable (awareness, judgement, intent and behavior; an equal number of studies had intent as a dependent variable in comparison to behavior)</p>					<p>literature review to answer the questions: (a) how well do intentions predict behavior? and, (b) what determines how well intentions predict behavior? A meta-analysis of meta-analyses indicated that intentions explain 28% of the variance, on average, in future behavior</p>
<p>categories of dependent variables (32 different variables): - individual factors (e.g. age, locus of control, gender, philosophy/value orientation...) - moral intensity - organizational factors (e.g. industry type, business competitiveness...)</p>	<p>Overall, researchers have produced more empirical articles in the area of ethical decision making over the past 7 years (1996-2003) than in the previous four decades combined. Surprising lack of research into identifying variables that may moderate key relationships of the existing ethical decision-making models.</p>	<p>Theory of reasoned action, Theory of planned behavior, Attitude-behavior theory, and Protection motivation theory -&gt; all four converge on the proposal that the most immediate and important predictor of a person's behavior is his/her intention to perform it</p>	<p>factors determining how well intentions predict behavior: Issues of Control, f.ex: behavior being predicted is not single action/goal -&gt; person must have control over performing a behavior - Knowledge, - ability, - resources, - opportunity, - availability, - cooperation, - unexpected situations - whether it was a behavioral intention (form: "I intend to do X" or an implementation intention (form: "I intend to do X in situation Y") -&gt; the ladder increases both the likelihood of performing a behavior and the speed of action initiation Properties of Behavioral Intentions - Temporal Stability of Intentions: intentions change - Degree of Intention Formation: extent to which participants have thought through the consequences of their decision to act in a particular manner. - Attitudinally versus Normatively Controlled Intentions: whether an intention is predominantly determined by attitude (attitudinally controlled intentions) or by subjective norms (normatively controlled intentions) - Certainty and Accessibility of Intentions: intentions held with greater certainty or confidence are associated with greater intention-behavior consistency <u>Personality and cognitive variables</u> - Action Control: focus on the actions required to reduce the discrepancy between their current and future intended state - Anticipated Regret - Self-schemas: people's self-definitions in domains of enduring investment and concern - Conflicting Intentions</p>	<p>European Review of Social Psychology 2002 57</p>	
<p>Michael J. O'Fallon &amp; Kenneth D. Butterfield A Review of The Empirical Ethical Decision-Making Literature: 1996–2003 2005 Journal of Busin B</p>					
<p>Toward a Coherent Theory of Environmentally Significant Behavior Paul C. Stern 2000 Journal of Social Issues 111</p>			<p>Four types of causal variables are suggested: (1) attitudinal factors, including norms, beliefs, and values (2) contextual forces, including interpersonal influences, community expectations; advertising; government regulations, the physical difficulty of specific actions and others (3) personal capabilities, including knowledge and skills required for particular actions availability of time to act, and general capabilities and resources such as literacy, money, and social status and power. (these have very limited explanatory power for many environmentally significant behaviors they may be important for behaviors that depend strongly on particular capabilities.) - habit / routine -&gt; environmentally significant behavior depends on a broad range of causal factors, both general and behavior-specific</p>	<p>literature review which led to the development of the value-belief-norm (VBN) theory of environmentalism, which links value theory, norm-activation theory, and the New Environmental Paradigm (NEP) perspective through a causal chain of five variables leading to behavior: (1) personal values (especially altruistic values), (2) Ecological world view), (3) Adverse consequences for valued objects), (4) perceived ability to reduce threat, (5) beliefs about general conditions in the biophysical environment (6) personal norms for proenvironmental action</p>	

<p>Marcus Phipps, Lucie K. Ozanne, Michael G. Luchs, Sarojan Subrahmanyan, Sommer Kapitan, Jesse R. Catlin, Roland Gau, Rebecca Walker Naylor, Randall L. Rose, Bonnie Simpson &amp; Todd Weaver</p>	<p>Understanding the inherent complexity of sustainable consumption: A social cognitive framework</p>	<p>2013 Journal of Business Research</p>	<p>B</p>	<p>Literature review with the goal of the proposed SCT-based framework is to capture the complexity of factors underlying sustainable consumption behaviors and to provide a heuristic model</p> <p>Discussed theories: Sterris (1999) Values-Beliefs-Norms model Olander and Thøgersen's Motivation-Opportunity-Abilities (MAO) model Bandura's (1986) social cognitive theory (SCT): - role of behavior as not just an outcome, but also as a determinant of other factors - human functioning is explained in terms of a model of triadic reciprocity in which behavior, cognitive and other personal factors, and environmental events all operate as interacting determinants of each other - past behavior can influence future behavior, as well as personal and environmental factors. no explicit research undertaken, the authors draw on existing theories (mainly SCT) to propose a new perspective and approach to research on the complex subject of sustainable consumption. What their model distinguishes from others: - depiction of the interdependency of the three general factors: personal (e.g. cognitive, affective), environmental (e.g. physical, sociocultural) and behavioral (e.g. actions, habits) → reciprocal determinism is included: consumers receive feedback from both tangible outcomes (e.g. economic benefits) and feelings (positive and negative) that arise from past behaviors → the two critical feedback-loops are: 1) past behavior affecting future behavior and 2) behavior affecting both personal and environmental factors</p>
<p>Linda Steg &amp; Charles Vlek</p>	<p>Encouraging pro-environmental behavior: An integrative review and research agenda</p>	<p>2009 Journal of Environmental Psychology</p>	<p>112</p>	<p>literature review on three topics: (1) the selection and measurement of environmental behavior (problems with self-reports: interdisciplinary collaboration needed, e.g. for energy usage)  (2) factors influencing environmental behavior: motivational factors: - Weighing costs and benefits - Moral and normative concerns (environmental beliefs and behavior, environmental concern, moral obligations and social norms) - Affect: symbolic and affective motives (theory of material possessions) → these three theoretical perspectives are not mutually exclusive, behavior results from multiple motivations, as suggested by goal-framing theory (Lindenberg, 2001) contextual factors: operate in four different ways: direct influence on behavior (e.g. no bus service available), mediation by motivational factors (e.g. introduction of recycling facilities may result in more positive attitudes towards recycling), personal factors influencing the moderation of the relationship between behavior and motivational factors (e.g. environmental concern may only result in reductions in car use when feasible alternatives are available, and recycling facilities may promote recycling only among those high in environmental concern) and determination of which type of motivations most strongly affects behavior The relationship between contextual factors and PEB might be mediated by intrapsychic factors such as attitudes, values, or beliefs. habitual behavior: automated cognitive processes which might lead to misperceptions and selective attention  (3) strategies for behavior change: informational strategies (information, persuasion, social support and role models, public participation) or structural strategies (availability of products and services, legal regulation, financial strategies)</p>
<p>Sonja M. Geiger, Daniel Fischer &amp; Ulf Schrader</p>	<p>Measuring What Matters in Sustainable Consumption: An Integrative Framework for the Selection of Relevant Behaviors</p>	<p>2018 Sustainable Dev C</p>	<p>C</p>	<p>no explicit research undertaken -&gt; use of four dimension for defining sustainable consumption behavior (scb), resulting in a scb-cube: 1. Sustainability dimension: Sustainability comprises a socio-economic dimension as well as an ecological one (different assessment approaches, e.g. planetary boundaries (indicator: CO2) 2. Consumption phases: Consumption comprises different phases: (a) acquisition, (b) usage and (c) disposal 3. Consumption areas: People have needs in different areas of life such as food, housing, mobility, clothing etc. cross-sectional 4. dimension (within the cube): Impact of chosen behaviors: Behavioral measurement scales have to concentrate on the ecologically and socially most impactful behaviors in order to capture the essence of sustainable consumption.</p>

<p>Andrea Prothero, Susan Dobscha, Jim Freund, William E. Kilbourne, Michael G. Luchs, Lucie K. Ozanne &amp; John Thegersen</p>	<p>Sustainable Consumption: Opportunities for Consumer Research and Public Policy</p>	<p>2011</p>	<p>Journal of Public Policy and Marketing</p>	<p>B</p> <p>The essay discusses three opportunities for further research in the context of sustainable consumption:  (1) Expanded agenda is needed along the following three dimensions: reducing consumption, consideration of the full consumption cycle, and expanding the scope of consumption research (other products/practices)  (2) Empowering the Consumer-Citizen, including so-called "duty conflicts" (consumers attempting to balance the contrasting goals of the many roles that they play in their daily lives) and spillovers between behaviors in different domains  (3) Institutional and Other Macro Approaches to Change, divided into three broad areas: policy initiatives, education programs, and collaborative consumption (sharing, social lending, etc.)</p>
<p>Debbie Easterling, Shirley Miller &amp; Nancy Weinberger</p>	<p>Environmental Consumerism: A Process of Children's Socialization and Families' Resocialization</p>	<p>1995</p>	<p>Psychology &amp; Marketing</p>	<p>B</p> <p>No explicit research was undertaken, but a model addressing the development and impact of children's concern for the environment is presented: it illustrates that such development may be based upon children's cognitive status, their exposure to nature, and their exposure to particular socializing influences. One of the possible outcomes of children's concern for the environment is that they may become catalysts for family environmental consumerism, and thereby influence related family attitudes and decision-making. They propose that environmental consumerism may be moderated by the nature of family communication patterns, which can affect the possibility of family resocialization regarding environmental concerns. In addition, family resources (i.e. time, location and income) are also expected to moderate the degree of family environmental consumerism. They suggest that environmental consumerism will be reflected in both purchasing and recycling choices and behavior  → not empirically tested!</p>
<p>Remi Trudel</p>	<p>Sustainable consumer behavior</p>	<p>2018</p>	<p>Consumer Psychology Review</p>	<p>Literature review of the past 20 years to explore the psychological drivers of sustainable consumer behavior.  Four areas of scientific inquiry that have dominated research agendas are identified:  (a) <u>cognitive barriers</u>: explanation of system 1 and system 2 thinking (Kahneman) -&gt; Sustainable consumer behavior is characteristically intertemporal, and thus, the environmental benefits of decisions made today result in benefits years down the road that consumers themselves may not even realize, and therefore, they almost always involve System 2 (Manning, 2009)  - economic incentives and nudges, i.e. positive reinforcements, small suggestions, or changes in choice architecture intended to influence the behavior of consumers, e.g. in the form of default options  - future focus, i.e. making the consequences less abstract and more tangible  (b) <u>the self</u>: underlying premise that consumers choose sustainable actions because these are consistent with and allow them to express their environmental beliefs.  - self-signaling: signaling what type of person somebody is to him/herself -&gt; sustainable consumption to avoid discrepancy between self-standards and own behavior  - self-identification: people are motivated to develop a sense of self-identification that distinguishes them from others. Whereas self-signaling provides a positive self-image without regard to the perceptions of others, most of the self-identification benefits that consumers seek involve signaling information about themselves to others.  (c) <u>social influence and social norms</u>: change in a person's attitude or behavior resulting from the influence of others in a group.  - descriptive (how many ppl do something) and injunctive norms (what ought to be done)  - social proof: type of descriptive social norm providing proof of how people actually behave.  (d) <u>product characteristics</u>: can be beneficial or detrimental (lack of strength attributes / perception of worse quality); depends on the product category</p>



Author(s)	Title	Year	Journal	Rating	Theories	Methodology	Results	Barriers & Drivers
Andreas Chatzidakis, Minas Kastanakis & Anastasia Staltopoulou	Socio-Cognitive Determinants of Consumers' Support for the Fair Trade Movement	2016	Journal of Business Ethics	B	Theory of Planned Behavior, Theory of Reasoned Action & Neutralization Theory	<ul style="list-style-type: none"> <li>- large scale quantitative survey (questionnaire) to test their proposed model (see "Results")</li> <li>- dependent variable: intention</li> <li>- independent variables: attitudes, subjective norms, perceived behavioral control, personal norms, self-identity; moderators: neutralization, past-experience, ambivalence</li> </ul>	<ul style="list-style-type: none"> <li>- TPB antecedents explain a substantial amount (47 %) of the variance in intention to support fair trade</li> <li>- inclusion of the additional measures contributed to an additional 17 % of the variance explained</li> <li>- the measure of "internal ethics" (self-identity and personal norms) was the most important predictor of intention, over and above traditional determinants such as attitude and subjective norms (proxy for rational considerations)</li> <li>- perceived difficulty was the third most significant predictor of intention</li> <li>- in terms of moderating variables: it is most notably that attitudinal ambivalence, a variable that has no significant direct effect on intention, moderates the perceived difficulty-intention relationship, in that the higher the ambivalence, the weaker is the negative effect of perceived difficulty on intention</li> <li>- neutralization has a moderating effect on the subjective norms-intention relationship</li> <li>→ highlights the need to explore and effectively operationalize potential impediments to individuals' otherwise positive inclination toward ethical products</li> <li>→ the final resulting model (that includes subjective norms, attitude, PBC, perceived difficulty, internal ethics, neutralization, past experience, and attitudinal ambivalence) represents an empirically robust and holistic approach</li> </ul>	<ul style="list-style-type: none"> <li>- perceived difficulty</li> <li>- subjective norms</li> <li>- attitudes</li> <li>- perceived behavioral control</li> <li>- internal ethics</li> <li>- neutralization</li> <li>- past behavior</li> <li>- ambivalence</li> </ul>
Leanne Johnstone & Cecilia Lindh	The sustainability-age dilemma: A theory of (un)planned behavior via influencers	2018	Journal of Consumer Behavior	C	Theory of Planned Behavior and based on that, they introduce the Model of unplanned behaviour for millennials: <ul style="list-style-type: none"> <li>- proposes that both intentions and behavior are influenced by influencers as the intervening variable</li> <li>- assumes that millennials give a high degree of value to influencers as their motivators, rather than the sustainability cause per se</li> </ul>	<ul style="list-style-type: none"> <li>- quantitative standardised questionnaire with dependent variable "sustainability awareness" and independent variables: "age" and "importance of influencer" (as a mediator)</li> <li>- qualitative focus groups and interviews</li> </ul>	<ul style="list-style-type: none"> <li>- sustainability awareness increases with age</li> <li>- importance of influencers is stronger for the younger part of the dataset</li> <li>- although younger people (i.e., the millennial subgroup) are generally less aware of sustainability, those who follow influencers promoting ethical consumption would demonstrate increased sustain- ability awareness, whether intentionally or incidentally.</li> </ul>	<ul style="list-style-type: none"> <li>- age*</li> <li>- influencers*</li> </ul>
Sham Abdulrazzaka & Farzana Quoquabb	Exploring Consumers' Motivations for Sustainable Consumption: A Self-Deterministic Approach	2018	Journal of International Consumer Marketing	39	self-determination theory (SDT) by Ryan and Deci 2000: <ul style="list-style-type: none"> <li>- highlights the importance of humans' evolved inner resources for personal development and behavioral self-regulation</li> <li>- key premise of SDT is that human motivation is driven by the need to satisfy three psychological needs, namely autonomy, relatedness, and competence</li> <li>- holds that motivation can be either self-regulated (motivated to do something because it is inherently interesting or enjoyable) or externally regulated (motivated to do something because it leads to a separable outcome)</li> </ul>	<ul style="list-style-type: none"> <li>qualitative: in-depth, face-to-face, semi-structured interviews with consumers in Malaysia</li> </ul>	<ul style="list-style-type: none"> <li>- consumers in Malaysia are extrinsically motivated to practice sustainable consumption, driven primarily by their psychological need for relatedness</li> <li>→ consumers were found to perceive their sustainable consumption practices as an avenue for them to care for and connect with other members of their community in a meaningful way</li> <li>→ consumers experienced an increased sense of well-being, in the form of personal growth and self-enhancement</li> <li>- As in Western cultures, people are said to have other self-construals than Asian people (independent vs. interdependent) it could be inferred that individuals from western countries are motivated by other factors</li> </ul>	<ul style="list-style-type: none"> <li>psychological need for relatedness</li> </ul>

<p>Emma Boulstridge &amp; Marylyn Carrigan</p>	<p>Do consumers really care about corporate responsibility: highlighting the attitude-behavior gap?</p>	<p>2000</p>	<p>Journal of Communication Management,</p>	<p>31</p>	<p>none mentioned, only conceptualization of corporate reputation &amp; what makes a good reputation</p>	<p>qualitative: focus group discussions, based on an unstructured set of questions</p>	<p>- All participants felt that the past behavior of companies was not an important consideration in their purchasing behavior.  - There was definite scepticism about corporate involvement with charity. Most felt it was done for commercial gain rather than kindness.  - The overall consensus was that if a company produced a product they liked and had always bought, they would find it difficult to boycott.  - The most important influences on purchase behavior were price, cost/value, quality, and brand familiarity. Respondents neither favoured good behavior nor boycotted poor behavior by companies.  → Corporate responsibility activities may not deliver the results that have been suggested in the previous literature, particularly in terms of influencing consumer purchases.  → link between consumer purchasing behavior and corporate behavior is not proven.</p>	<p>- price or cost/value*  - scepticism towards company's motives*  - brand familiarity*</p>
<p>Roberta Sebastiani, Francesca Montagnini &amp; Daniele Dall'Case</p>	<p>Ethical Consumption and New Business Models in the Food Industry. Evidence from the Eataly Case</p>	<p>2013</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>none mentioned, only discussion of customer social responsibility &amp; emergence of social movements</p>	<p>qualitative multi-method approach:  - In-Store Observations  - Semi-Structured Interviews  - In-Depth Interviews (with Corporates and Customers)  - Analysis of Blogs/Forums + Secondary Sources (books, corporate websites, internal company documents)</p>	<p>- The overt collaboration between the company and Slow Food played a significant role in endorsing and authenticating the market offering. This interaction between the company and the social movement also influences Eataly customers' acceptance.  - social movements may act like any other public or international institution that contributes to setting the rules for ethical consumption and business.  - authors suggest that collaborations between companies and social movements can effectively contribute to improving the social context in which ethical purchases occur  - by leveraging this collaborator, Eataly was able to provide an adequate range of selected products, balanced information on the products' features, as well as on the suppliers and their production processes, and a suitable in-store layout, thus impacting some of the factors affecting the attitude-behavior gap  - this process of co-designing the market offering supports ethically minded customers' buying behaviour and, simultaneously, attracts mainstream customers. Many of them feel actively involved in the process (Arnould and Price 2000); they seem to enjoy the same experience as when purchasing directly from the original producers</p>	<p>- social movements  - availability of products (balanced information on product features and suitable in-store layout)</p>
<p>Eleni Papaioannidou, Mireia Valverde &amp; Gerard Ryan</p>	<p>Articulating the Meanings of Collective Experiences of Ethical Consumption</p>	<p>2012</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>none mentioned</p>	<p>qualitative multi-method approach:  (a) focus groups (conversational in nature, but a topic guide was used)  (b) in-depth interviews  (c) observation (repeated observations over the course of 24 months, single events and online observation)  (d) document analysis (documents provided by the participants of (a) and (b) related to the objectives and functioning of the cooperatives as well as the online magazine written and published by the members of the cooperatives)</p>	<p>- ethical consumption in a group project offers a greater sense of effectiveness and control when compared to individual actions.  - these groups facilitate the creation of a social circle and encourage new learning as a result of the social interaction that takes place in the ethical community of the cooperative.  - initial motives of the participants for joining can be classified under three main constructs: utility (getting access to the products that the cooperative could provide), social interaction (with people with similar interests and principles) and political ideology (as a form of reacting to the existing dominant economic and political structure)  - Additionally, members see the cooperative as a space where they can express their real ethical self and they feel that they gain more control over their lives.  - participation in collective ethical projects seems to overcome the well-documented obstacle of the limited perceived impact of individual ethical action</p>	<p>ethical consumer communities</p>

<p>Marylyn Carrigan, Caroline Moraes &amp; Sheena Leek</p>	<p>Fostering responsible communities: A community social marketing approach to sustainable living</p>	<p>2011</p>	<p>Journal of Business Ethics</p>	<p>among others (e.g. diffusion theory and social marketing theories) approaches to diffuse behavioral change are discussed: - "downstream" interventions: providing informational inputs at points when habits are vulnerable to change, e.g. point-of-purchase advertisements - "upstream" interventions: critical features of the behavior performance environment are disrupted and recreated prior to the occurrence of the habitual behavior, e.g. introducing healthy food choices → while downstream interventions aim to alleviate existing negative outcomes, upstream interventions aim to prevent them occurring in the</p>	<p>qualitative: single instrumental case study about the "plastic bag-free" town called Madbury based on secondary data sources, including newspaper articles, feature stories, online blogs, YouTube etc.</p>	<p>- certain conditions may have shaped the spread of the "No Plastic Bags" message within Madbury: (1) a charismatic, informed, trusted and determined leader spearheading the campaign (2) a group of homophiles like-minded traders within an established social network (3) an innovation that could easily co-exist with existing norms and social patterns (4) a local infrastructure that lent itself to the adoption of sustainable alternatives to plastic bags → Consumers are 'people engaged in socially embedded everyday practices' in which consumption is 'deeply intertwined with social relations and norms' → Achieving individual behavioral change requires changes not only in the habits of the individual, but also in the social norms and relations surrounding the individual. This includes changing the environmental factors that would otherwise cue habitual behavior and highlights the importance of collective actors in facilitating change</p>	<p>drivers: social conditions (co-existence with norms, inspiring influencers, supportive local infrastructure)</p>
<p>Michael G. Luchs, Marcus Phipps &amp; Tim Hill</p>	<p>Exploring consumer responsibility for sustainable consumption</p>	<p>2015</p>	<p>Journal of Marketing Management</p>	<p>Theory of Reasoned Action &amp; Theory of Planned Behavior</p>	<p>quantitative online survey with primary task of choosing between two consumer products where one had relatively superior 'product performance' and the other was superior with respect to 'sustainability'</p>	<p>- general attitudes towards sustainability and felt responsibility for sustainable consumption have a positive interactive effect on behavior - felt responsibility is not a necessary consequence of positive attitudes - consumer responsibility may be a better predictor of sustainable consumption behaviors than attitudes towards sustainability → the best model may be one that considers the joint effect of both attitudes towards sustainability and consumers' sense of responsibility, as illustrated by the significant interaction of these variables in the study - responsibility is a unique and somewhat independent construct (not a merely a more specific type of attitude) and has different antecedents as well as may include additional dimensions, such as a consumer's perspective on their personal moral imperative. The authors also discuss the understanding of consumer responsibility for sustainable consumption: 4 perspectives, namely (1) r as cognition (2) r as emotion (3) r as moral imperative and (4) r as socioculturally shaped</p>	<p>- general attitudes towards sustainability - felt responsibility for sustainable consumption</p>
<p>Gabriele Torma, Jessica Aschemann-Witzel &amp; John Thøgersen</p>	<p>I nudge myself: Exploring self-nudging strategies to drive sustainable consumption behavior</p>	<p>2018</p>	<p>International Journal of Consumer Studies</p>	<p>based on the dual process theory: possible reason for the intention-behavior gap: two distinct systems underlying human reasoning: 'System 1' refers to automatic and unconscious processes requiring little computational capacity. In contrast, 'System 2' refers to deliberate and conscious processes requiring high computational capacity. Intentions often represent consumers' reflections based on System 2 whereas actual behavior is mostly the result of cognitive shortcuts produced by System 1 (Kahneman, 2003)</p>	<p>qualitative interviews with consumers who have actively decided to subscribe to a 100% organic box scheme</p>	<p>- in the context of the organic box scheme, the self-nudging phenomenon is in fact the active choice of consumers to set their default consumption option to 'organic' in the long run - several participants said that they had chosen to subscribe to the organic box scheme as a means to overcome an experienced intention-behaviour gap with regard to food, that is, as a self-nudge -&gt; replace shopping in a regular supermarket as an active and conscious choice to change their every-day food choice architecture - by changing the actual purchase decision from one of low to one of high involvement, subscribers are able to reach a higher level of consistency between their pro-environmental intentions and their behaviour - some interviewees expressed that subscribing to the organic food box scheme had strengthened their, comparatively weaker, environmental attitudes and intentions. - informants were generally not willing to sacrifice other important product qualities for more environmentally acceptable products - consumers such as those indicated that their intention to consume more sustainable was strengthened after subscribing to the organic box scheme -&gt; suggests that organic food box schemes might produce additional societal benefits as a trigger of pro-environmental behavioural spillover</p>	<p>use of self-nudging strategies</p>

<p>Alex Hiller &amp; Tony Woodall</p>	<p>Everything Flows: A Pragmatist Perspective of Trade-Offs and Value in Ethical Consumption</p>	<p>2019</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>discussion of many different theories used in (ethical) consumer research, e.g. Theory of Planned Behavior or Theory of Valuation by Dewey (1939): the formation of ethical or value judgements cannot be viewed in isolation of individual acts; they must grow both from experience and from existing valuations → a theory of valuation must necessarily include both a psychological and a sociological dimension, as humans exist in a cultural environment that shapes desires and ends and, therefore, valuations.</p>	<p>face-to-face interviews mainly with individuals who self-identify as ethically minded consumers</p>	<p>- all respondents suggested their purchasing (or at least their consumption desires) centred around buying fewer items and those which would last          - the retailer set frequented by respondents (their habit) was relatively stable, and only changed when personal events drove the search for new styles or brands          - results suggest that ethical consumption extends to myriad practices, which are integrated into an individual's search for a morally good life.          - Informants' stories frequently contain evidence of complex, but repetitive patterns of attributes, preferences, morals, values, desires, identities and relationships that contribute to value.</p>
<p>Klara Scheurenbrand, Elizabeth Parsons, Benedetta Cappellini &amp; Anthony Patterson</p>	<p>Cycling into Headwinds: Analyzing Practices That Inhibit Sustainability</p>	<p>2018</p>	<p>Journal of Public Policy and Marketing</p>	<p>B</p>	<p>Practice theory: focuses on material, meanings, and competences as the components of a practice, positing that a practice can thrive and grow only when these elements come together.</p>	<p>- practice-based ethnography (two periods of fieldwork: four months and eight months over a three-year period), e.g. in-depth (group) interviews (n=42), netnography, "mobile ethnography" (with a video camera taped to the helmet, one of the authors cycled with participants, talking with them along the way about their cycling experiences), diary notes and documentary analysis (covering issues such as regulations, traffic norms, and urban planning)          → The fieldwork adds up to 40 typed pages of diary, 846 minutes of video material, and 36 hours of taped interviews.</p>	<p>- emphasize that for a practice to survive and grow, it requires nourishing relationships with supporting practices. This creates a situation of critical mass, in which enough practices come together to support one another and create strong synergies; only then can a practice thrive.          - Practices that have strong synergistic relations in place are very difficult to contest.          - This is not the case in the researched city, e.g. numerous bicycle parking facilities are located at leisure sites, whereas facilities in the city center are nonexistent.          → the research shows that some sustainable practices do not occur because of practice constellations instead of unclear individual consumer barriers, which current consumer centered ontologies often emphasize</p> <p>- supportive infrastructure          - nature of everyday life.</p>
<p>Hye Jung Jung, HaeJung Kim &amp; Kyung Wha Oh</p>	<p>Green Leather for Ethical Consumers in China and Korea: Facilitating Ethical Consumption with Value-Belief-Attitude Logic</p>	<p>2016</p>	<p>Journal of Business Ethics</p>	<p>B</p>	<p>value-belief-norm theory: asserts that the motivation for consumer sustainable practices lies in a conjunction of values, beliefs, and personal norms which impel individuals to act in ways supporting the ethical consumption movement (Stern et al. 1999)</p>	<p>- quantitative online survey with consumers from China and Korea with attitude towards Eco-friendly faux-leather (EFFL) products as a dependent variable          - independent variables: Conspicuous Value, Utilitarian Value &amp; Hedonic Value on pro-environmental beliefs          - pro-environmental beliefs influence Aesthetic Attribute, Brand Attribute &amp; Sustainability Attribute and these, in turn, influence the attitude towards Eco-friendly faux-leather (EFFL) products</p>	<p>- hedonic and utilitarian values lead to positive pro-environmental belief, while there was no significant impact of conspicuous value          - consumers desire to acquire both utilitarian and hedonic benefits and are not willing to give up either value          - consumers are not much interested in the named brand or conspicuous effect          - the EFFL product attributes of aesthetics, sustainability, and brand are significant mediators for creating ethical consumption attitudes toward EFFL products          - cultural disparities can be seen, e.g. Chinese consumers are actively motivated by pro-environmental belief to advance their positive attitude, while the Korean consumers employ information on EFFL product attributes to avoid uncertainty in their heuristic decision-making process          - age also played a role: although the influence of values on pro-environmental behavior remains nearly the same, younger consumers have their positive attitudes toward EFFL products through mediation of information about the product attributes of EFFL, whereas the older cohort shows a significant mediation of pro-environmental belief</p> <p>attitude only</p>

<p>Daniel Hans, Gisela Böhm, Rouven Doran &amp; Andreas Homburg</p>	<p>Sustainable Consumption of Groceries: the Importance of Believing that One Can Contribute to Sustainable Development</p>	<p>2016</p>	<p>Sustainable Development</p>	<p>C</p>	<p>Theory of Planned behavior</p>	<p>- quantitative survey among consumers in Norway - independent variables: demographic characteristics, attitudes, norms and domain-specific sustainable development self-efficacy - dependent variable: intentions to purchase sustainable groceries</p>	<p>- Together, demographic characteristics, attitudes, norms and self-efficacy explained between 32% and 62% of the variance in purchasing intentions - Attitudes and norms were positively associated with intentions to purchase sustainable products - Self-efficacy explained variance in purchasing intentions over and above attitudes, norms and demographic characteristics. Of the self-efficacy components, people's perceptions of their indirect impact gained by encouraging others to contribute to sustainable development showed the strongest association with purchasing intentions. This could mean that believing that one can have an impact on other consumers is a strong motivator for buying sustainable products.</p>	<p>self-efficacy*</p>
<p>Giulia Minero, Anna Codini, Michelle Bonera, Elisabetta Convi &amp; Giuseppe Bertoli</p>	<p>Being green: from attitude to actual consumption</p>	<p>2014</p>	<p>International Journal of Consumer Studies</p>	<p>D</p>	<p>- Regulatory Focus (being the strategic orientation individuals use to pursue their goals) Theory (Higgins, 2000, 2002) contemplates two separate and independent self-regulatory orientations: prevention and promotion. These two guide the pursuit of goals using various behavioral means; e.g.: prevention-focused individuals are orientated to safety, responsibilities and security needs and behave accordingly - Regulatory Fit Theory (Higgins, 2000): when the match between the goal pursuit strategy and the individuals' orientation takes place, the perceived importance of the issue is enhanced, resulting in higher compliance values - Time horizon = the time consumers believe will elapse before they can experience the outcomes caused by their eventual choices (Wright and Weitz, 1977) and can push them to immediately engage in a certain behavior → the literature about time horizon supports the idea that when gains and losses occur in the future, this results in a general optimism</p>	<p>three experimental studies between subjects: - study 1: one-factor (regulatory focus: prevention vs. promotion) design - study 2: one-factor (time horizon: short vs. long) design - study 3: two-factor (regulatory focus: prevention vs. promotion) × 2 (time horizon: short vs. long) design - dependent variable: compliance with green behaviour - independent variable: regulatory focus - mediator: time horizon</p>	<p>- prevention-focused individuals demonstrate a higher compliance with green behavior, both in the short-term and in the long-term outcome horizon. - promotion-focused individuals tend not to perceive the (in the study suggested) green behavior as urgent and as their responsibility; therefore, they show less compliance with the behavior. - only consumers in the long-term perspective show a higher compliance towards the green behavior. Consumers in the short-term perspective report a lower intention to engage in the tested sustainable consumption → consumers do not perceive an urgent need to modify their actual behavior towards a green one; they are only willing to do so in the long run</p>	
<p>Mohamed M. Mostafa</p>	<p>A Hierarchical Analysis of the Green Consciousness of the Egyptian Consumer</p>	<p>2007</p>	<p>Psychology &amp; Marketing</p>	<p>B</p>	<p>Theory of Reasoned Action &amp; Theory of Planned Behavior</p>	<p>quantitative questionnaire among university students with the following variables: (1) independent variable: natural environmental orientation; dependent variables: environmental concern &amp; perceived environmental knowledge (2) i.v.: perceived environmental knowledge &amp; environmental concern; d.v.: green purchase attitudes (3) i.v.: green purchase attitudes; d.v.: green purchase intention (4) i.v.: green purchase intention; d.v.: green purchase acceptance</p>	<p>- findings confirm the existence of a value- attitude-behavior hierarchy in the green purchase context → substantial empirical support to some of the important premises of such classic behavioral theories as the TRA and TPB - influence of consumers' natural environment orientation on ecological knowledge, and environmental concern on their attitudes towards green purchase. - consumers' attitudes toward green purchase, in turn, affect their actual green purchase behavior via the mediator role of green purchase intention. - the link between intention and actual purchase is weak → concern over the ecological situation may not be manifested consistently</p>	<p>- environmental concern* - perceived environmental knowledge*</p>

<p>Deirdre Shaw, Robert McMaster &amp; Terry Newholm</p>	<p>Care and Commitment in Ethical Consumption: An Exploration of the Attitude-behavior Gap'</p>	<p>2016</p>	<p>Journal of Business Ethics</p>	<p><b>B</b></p>	<p>- Care Theory: Care has dual set of meanings: mental dispositions of interest, concern and commitment, as well as practices arising from such interest, concern and commitment  - Blustein's (1991) forms of care: "To care for", "To have care of", "To care about" (→ most significant form of care for this research), "To care that". For Blustein, commitments have two distinct elements: they presuppose a belief, or beliefs, in something, and involve a dedication to actions implied by that belief or beliefs. Though there cannot be commitment without care, there can be care without commitment. There may be a sense of obligation and responsibility that follows from commitment.</p>	<p>qualitative phenomenological interviews with self-identified ethical consumers using the ZVIET method (asking participants prior to the interview to collect 8–12 images (from magazines, news- papers, the internet, pieces of artwork, photographs or other sources) that represented their thoughts and feelings about their expression of care in relation to consumer choices)</p>	<p>- there are variations in conceptualisations of care by informants, inter-linkages across conceptualisations and variation in intensity of care and impact on behavior  - explanatory inter-linkage: commitment to "care about" is linked with a "care for" and resultant desire to act, motivated by a responsibility to enact "care of." → commitment to action cannot be assumed as a result of the existence of duties of care  - "caring about" does not necessarily lead to "care-giving," but a closer examination of the intensity, morality, and articulation of care can lead to a greater understanding of consumer behavior (incl. abstention)  - ethical consumption behaviors are not restricted to consumption contexts, rather such consumption choices are reflective of and informed by wider identity issues  - care as a potentially broad concept facilitates the inclusion of attitudes and associated behaviors that are not entirely or solely consumption orientated. These articulations mainly included trade-offs between objects of care</p>	<p>specific pro-environmental beliefs</p>
<p>Tina Mainieri, Elaine G. Barnett, Trisha R. Valdero, John B. Unipan, Stuart Oskamp</p>	<p>Green Buying: The influence of Environmental Concern on Consumer Behavior</p>	<p>1997</p>	<p>The Journal of Social Psychology</p>	<p>67</p>	<p>none mentioned</p>	<p>- quantitative questionnaire  - dependent variable: environmental consumerism  - independent variables: awareness about environmental impact of products, specific environmental beliefs of consumers, environmental attitude, demographic variables and proenvironmental behaviors other than buying behavior</p>	<p>- respondents did not display their concerns in their purchasing behavior (only 14-30% stated they had ever bought any category of product because of 1st environmental impacts even if respondents expressed generally favourable environmental viewpoints)  - consumer's pro-environmental beliefs is a significant predictor of all three of our measures of environmental consumerism (and also of environmental attitudes)  - demographics, confusion over environmental marketing claims, general environmental concern (which was usually moderate to strong among informants) and participation in other pro-environmental behaviors did not significantly predict green buying behavior  - some relationships among environmentally relevant behaviors emerged, e.g. participation in a community curb side recycling program and the number of materials recycled were both positively predicted by resource conservation activities  - women were found to be more likely than men to be environmental advocates. age, income and education were not related to green purchasing behavior</p>	<p>environmental purchasing behavior (only 14-30% stated they had ever bought any category of product because of 1st environmental impacts even if respondents expressed generally favourable environmental viewpoints)  - consumer's pro-environmental beliefs is a significant predictor of all three of our measures of environmental consumerism (and also of environmental attitudes)  - demographics, confusion over environmental marketing claims, general environmental concern (which was usually moderate to strong among informants) and participation in other pro-environmental behaviors did not significantly predict green buying behavior  - some relationships among environmentally relevant behaviors emerged, e.g. participation in a community curb side recycling program and the number of materials recycled were both positively predicted by resource conservation activities  - women were found to be more likely than men to be environmental advocates. age, income and education were not related to green purchasing behavior</p>
<p>Bodo B. Schlegelmilch, Greg M. Bohlen &amp; Adamantios Diamantopoulos</p>	<p>The link between green purchasing decisions and measures of environmental consciousness</p>	<p>1996</p>	<p>European Journal of Marketing</p>	<p>C</p>	<p>none mentioned</p>	<p>- quantitative questionnaire with two different sample types: students and general public  - dependent variable: different variables representing an individuals' purchasing habits of environmentally-friendly products  - independent variables: environmental knowledge, environmental attitudes, recycling behavior &amp; political action</p>	<p>- consumers' overall environmental consciousness has a positive impact on pro-environmental purchasing behavior (environmental consciousness variables often explain more than 20 per cent of the variation in the purchasing measures)  - results vary between sample type: more variation in pro-environmental purchasing behavior is explained for the general public sample  - results are inconsistent across the specific purchasing items, particularly for the general public sample. For instance, approximately four times the variation is explained in purchasing levels of ozone-friendly aerosols in relation to organically-grown fruit and vegetables → it is possible that the discrepancies in the strength of the relationships are a consequence of moderating factors in respondents' purchasing decision criteria  - a strong relationship was discovered for the environmental attitudes scale (also most consistent explanatory variable; the remaining variables vary considerably in terms of their explanatory power)  - environmental knowledge scale did not manifest strong relationships for either sample  - the behavioral measure did not explain substantial variation in the purchasing measures  - political action scale is only observed to be an important explanatory variable for environmentally-friendly detergents and organically-grown fruit and vegetables  Overall, consumers' environmental consciousness may impact on their purchasing decisions, although the latter are also likely to be influenced by other moderating factors  - Attitudes are the most consistent predictor of pro-environmental purchasing behavior</p>	<p>environmental consciousness</p>

<p>Linda F. Alwitt and Robert E. Pitts</p>	<p>Predicting Purchase Intentions for an Environmentally Sensitive Product</p>	<p>1996</p>	<p>Journal of Consumer Psychology</p>	<p>A</p> <p>Theory of Reasoned Action</p>	<ul style="list-style-type: none"> <li>- survey among users of disposable diapers (women only)</li> <li>- dependent variable: purchase intentions</li> <li>- independent variables: general environmental concern, attitude about the environmentally sensitive product, environmental attitude importance</li> </ul>	<ul style="list-style-type: none"> <li>- General environmental concern (GEC) has an only indirect effect on purchase intentions for environmentally related products and the relation is mediated by product-specific attitudes about consequences of using the environmentally related product as well as the product's environmental attributes</li> <li>- Environmental attitudes do indeed influence consumers' intentions to purchase environmentally sensitive products, although the influence may be indirect</li> <li>- The stronger the attitude toward the environmental consequences of disposable diaper consumption, the smaller the proportion of disposable diapers the respondent intends to use</li> <li>- The impact of general environmental concern is mediated by attitudinal variables relevant to the specific product class → GEC does not generally or directly index purchase intentions for environmentally sensitive products</li> </ul>	<ul style="list-style-type: none"> <li>- general environmental concern (only indirect)*</li> </ul>
<p>Abdullah Al Mamun, Mohd. Rosli Mohamad, Mohd. Rafi Bin Yaacob &amp; Muhammad Mohiuddin</p>	<p>Intention and behavior towards green consumption among low-income households</p>	<p>2018</p>	<p>Journal of Environmental Management</p>	<p>B/C</p> <p>Theory of planned behavior</p>	<ul style="list-style-type: none"> <li>- quantitative cross-sectional study that relied on low-income household respondents</li> <li>- dependent variable: intentions towards environmentally friendly products and in the next "step" behavior towards environmentally friendly products</li> <li>- independent variables: attitudes towards environmentally friendly products (influenced by eco-literacy and self-efficacy), subjective norms &amp; perceived behavioral control</li> <li>- mediating effects: attitude towards green products and intention e towards green products</li> </ul>	<ul style="list-style-type: none"> <li>- attitude had a direct effect the intention towards green consumption</li> <li>- personal judgment on the execution of green activity and the preservation of natural system was important to gain positive attitudes toward eco-friendly products among consumers</li> <li>- subjective norms did not have significant effect on the intention to consume green products</li> <li>- PBC was a salient determinant of the intention and behavior towards the purchase of green products</li> <li>- when the consumers are able to learn the competency in improving the environmental quality, they strive for achieving desire outcome through efforts to solve environmental issues. This reaction is facilitated by the past experiences that improve the efficiency of performing certain behaviors</li> <li>- positive effect of eco-literacy and self-efficacy on attitude towards green products</li> <li>- positive effect of attitude and perceived behavioral control on intention and consumption of green products</li> </ul>	<ul style="list-style-type: none"> <li>- attitude (influenced by eco-literacy and self-efficacy)</li> <li>- perceived behavioral control</li> </ul>
<p>Maarten Elen, Evelien D'Heer, Maggie Geuens, Iris Vermeir</p>	<p>The influence of mood on attitude-behavior consistency</p>	<p>2013</p>	<p>Journal of Business Research</p>	<p>B</p> <p>- Cognitive Capacity Theory: holds that a positive mood triggers a broader array of thoughts than does a negative mood</p> <p>- Mood Maintenance Theory: argues that people seek to maintain or achieve a positive mood state</p> <p>- Feelings as Information Theory: assumes that a person's affective state signals the state of the environment. Based on whether the environment is safe or not, people spend less or more cognitive effort in decision-making and information processing → e.g. a negative mood signals a potentially problematic situation, which requires extra attention</p> <p>→ Overall, it can be said that while a negative mood enhances thoughtful processing, a positive mood causes a processing deficit, or in other words, a sad mood induces a deliberative decision strategy whereas a positive mood leads people to respond more intuitively</p> <p>- Fazio's MODE-model (1990): predicts that when people are sufficiently motivated and have the opportunity, they reflect more on their attitudes and as a consequence, behavior is likely to be in line with attitudes</p>	<p>three quantitative online studies:</p> <ol style="list-style-type: none"> <li>(1) two stages and two conditions (positive and a negative mood condition). Three days separate the two stages → an attitude measurement (product preferences) and behavior measurement (product choice)</li> <li>(2) two stages and four conditions: instruction to decide intuitively and decision to decide intuitively and mood: positive versus negative as conditions and 10 minutes time between the two stages</li> <li>(3) same as study 1 but includes an affect intensity (AI) scale</li> </ol>	<p>three main findings:</p> <ol style="list-style-type: none"> <li>(1) mood significantly affects attitude-behavior consistency.</li> <li>(2) not the decision style that mood activates (i.e., a deliberative style under negative mood versus an intuitive decision style under positive mood), but a fit in decision style</li> <li>(3) this mood effect holds for individuals who tend to experience their emotions intensively (i.e., high affect intensity individuals), but reverses for individuals who experience their emotions less intensively (i.e., low affect intensity individuals)</li> </ol> <ul style="list-style-type: none"> <li>- attitude-behavior consistency is higher under a negative mood than under a positive mood</li> <li>- participants who receive instructions to base their product ratings on their gut feelings (intuitively reporting of one's attitude) score higher on attitude-behavior consistency under a positive mood (versus a negative mood). Participants who do not receive deliberation instructions, are more consistent under a negative mood. This is also the case when controlling for choice variety → fit in decision style used to construct attitudes and to make a behavioral decision underlies the effect of mood on attitude-behavior consistency</li> <li>- high AI-people are more consistent under negative mood, while low AI-people are more consistent under positive mood. A negative mood during decision making after reporting deliberate attitudes causes a fit for high AI persons because they adopt a deliberative decision strategy under a negative mood</li> <li>- low AI-persons experience a fit in decision style between attitude formation and decision style when they report deliberate attitudes and make a decision in a positive mood because for them a positive mood activates a deliberative processing style</li> <li>- sum: mood &amp; fit of decision style used in attitude formation and decision making played a role in how well attitude translated in behavior</li> </ul>	<ul style="list-style-type: none"> <li>- mood &amp; fit of decision style used in attitude formation and decision making played a role in how well attitude translated in behavior</li> </ul>

<p>Exploring pro-environmental behaviors of consumers: An analysis of contextual factors, attitude, and behaviors</p>	<p>2016</p>	<p>Journal of Business Research</p>	<p>Myriam Ertz, Fahr Karakas, Emine Sarigollu</p>	<p>literature review on past research that sought to predict pro-environmental behavior (PEB) by examining different sorts of variables → various theories mentioned, including the TPB &amp; ABC theory (this is the first study to examine context factors as subjective perceptions made by consumers about aspects of their own situation, specifically the extent to which they perceive having more or less time, money, and power available → highlights the perception of barriers/drivers)</p> <p><b>B</b></p>	<p>- quantitative questionnaire among university students - dependent variable: behavior (private-sphere and public-sphere behavior) - independent variables: contextual factors (perceived busyness, perceived wealth, perceived power) and attitude (importance, duration &amp; cost of the behavior)</p>	<p>- considering subjectively perceived contextual factors, in addition to intra-personal factors, is a more fruitful approach to assess PEB as opposed to exclusively using either objective contextual factors or intra-personal factors - positive full indirect effect of perceived busyness and wealth on private sphere PEB through importance and cost but no indirect effect of perceived power on either public or private behavior → perceived power is a direct antecedent to PEB if it is performed privately, such as recycling - the positive effect of perceived power is not explained by attitudinal variables. When a consumer considers that she has the capacity to recycle her cardboard or used batteries, she is likely to do it, regardless of the importance, duration, or cost that she assigns to the behavior - the lack of relationship between perceived power and public behavior might be explained by the fact that consumers enact environmental activist behavior when they feel helpless about a given situation, and view public activism as an ultimate recourse for solving the problem. Conversely, consumers are more likely to engage in private behavior when they feel increased capability - consumers who have more money and time available will be more likely to engage in private behavior, not because they do have more money and time available, but because these two contextual factors lead them to perceive PEB as more important and less costly</p>	<p>- contextual factors: perceived busyness &amp; perceived wealth (only indirect) and perceived power (conceptualized similarly to PBC) - attitude factors: importance, duration &amp; cost of the behavior</p>
<p>Why and when do consumers perform green behaviors? An examination of T regulatory focus and ethical ideology</p>	<p>2019</p>	<p>Journal of Business Research</p>	<p>Lili Wenti Zou &amp; Rteky Y.K. Chan</p>	<p>- Hunt and Vitell's ethical decision-making model - Regulatory Focus Theory</p> <p><b>B</b></p>	<p>survey data collected from Hong Kong and the United States → proposed conceptual model: regulatory focus (promotion vs. prevention) influences ethical ideology (relativism vs. idealism), which in turn influences the ethical judgement via the moderating variables moral intensity and ATSCI (= attention to social comparison information). Ethical judgement then influences ethical intention which finally determined the ethical behavior</p>	<p>- different regulatory foci influence consumers' environmental decision-making (judgment, intention, and then behavior) differently through different ethical ideologies → a prevention focus positively affects ethical idealism, while a promotion focus positively influences ethical relativism - While idealism has a positive effect on ethical judgment, relativism has a negative (Study 1) or non-significant (Study 2) effect on ethical judgment - the effect of relativism on ethical judgment is conditional on consumers' ATSCI → relativism has a negative effect on ethical judgment only when consumers' ATSCI is low. The negative effect becomes nonsignificant when ATSCI is high - moral intensity is identified as the boundary condition for the relationship between idealism and ethical judgment: moral intensity further strengthens the effect of idealism on ethical judgment - results confirm that consumers' ethical judgment on green behavior can be translated into the corresponding conative and behavioral responses</p>	<p>- regulatory focus* - idealism*</p>
<p>The Effect of Descriptive Norms and Construal Level on Consumers' Sustainable Behaviors</p>	<p>2017</p>	<p>Journal of Advertising</p>	<p>Yuhosua Ryoo, Na Kyong Hyun &amp; Yongjun Sung</p>	<p>Construal-level theory (CLT; Trope and Liberman 2010) describes the relation between psychological distance and the extent to which an individual's thinking is abstract or concrete. CLT suggests that people tend to represent psychologically distant events by the essential, abstract, and global features (high-level construals) and psychologically near events by the peripheral, concrete, and local features (low-level construals) → changing the psychological distance of objects or events affects peoples' mental representation</p> <p><b>B</b></p>	<p>two quantitative studies to examine whether the effect of two types of descriptive norms on consumers' sustainable behaviors can be moderated by construal-level messages (1) laboratory experiment: 2 (descriptive norms: general versus provincial) x 2 (construal level: high versus low) between-subjects design; high-level construal is concerned with the desirability of an action (i.e., "why" certain things are done), while a low-level construal focuses on the feasibility of an action (i.e., "how" certain things are done) (2) field experiment: as in Study 1, different combinations of the descriptive norms and construal level were used</p>	<p>- provincial norms (versus general norms) are more effective in encouraging consumers to participate in a sustainability campaign when paired with low- construal-level messages; but provincial norms are no longer superior to general norms when both norms are presented with high-construal-level messages. → the superiority effect of provincial norms on sustainable behaviors can be either facilitated or hindered depending on the level of the construal message paired with the norms → findings collectively indicated that the congruence between types of descriptive norms and construal level messages leads to consumers' attitudinal and behavioral changes → the authors reasoned that when concepts between descriptive norms and construal-level messages are congruent, rather than mismatched, they are more fluently processed, which enhances the perception of self-efficacy and increases positive intention toward and engagement in sustainable behaviors → highlights the importance of accounting for spatial distance in understanding the superiority of pro- vincial norms (versus general norms).</p>	<p>social norms (incl. construal level)</p>



<p>Paula C. Peier &amp; Heather Honea</p>	<p>Targeting Social Messages with Emotions of Change: The Call for Optimism</p>	<p>2012</p>	<p>Journal of Public Policy &amp; Marketing</p>	<p>- circumplex theory of affect (Watson and Tellegen, 1985) for assessment of emotions only &amp; theory of behavior change</p>	<p>two quantitative studies  (1) questionnaire among students only measuring affective stages as dependent variables: guilt, pride, hope, optimism; independent variable: stage of change  (2) experiment with a 4 x 2 between-subjects design with independent variables: stages of change: precontemplative, contemplative, action and maintenance and message type: optimism vs. information; dependent variables: intent towards reducing disposable plastic bottled water consumption</p>	<p>- guilt, hope, pride, and optimism as relevant triggers of increased intent to manage personal consumption in pursuit of a desirable social outcome (i.e., reduction of disposable plastic bottled water consumption).  - while guilt, hope, and pride are relevant self-referential emotions to initial stages of change, optimism is a principal construct in motivating people to adopt and maintain the behavior over time  - stage of change moderates the effectiveness of message type → an optimism message is more successful than an information message in increasing overall intent for precontemplative people, whereas this type of optimistic message does not seem to have a significant effect on people in action or maintenance stage (no additional intentional effect over informational message) → social marketers should consider optimism an effective message appeal to motivate the reluctant consumer to adopt a social consumption management activity</p> <p>emotions:  - guilt*  - hope*  - pride*,  - optimism*</p>
<p>Aristeidis Theotokis &amp; Emmanouela Manganari</p>	<p>The Impact of Choice Architecture on Sustainable Consumer Behavior: The Role of Guilt</p>	<p>2015</p>	<p>Journal of Business Ethics</p>	<p>no theories mentioned, but discussion of past research on default options for greening services  Opt-out and opt-in are the two main alternative default policies:  - "opt-out" policy: consumer choice is considered presumed and the consumer—if not otherwise requested—is automatically assigned to the default option → consumer needs to act, by claiming his/her objection, so that the default choice is not activated.  - "opt-in" policy: consumers' choice to be explicit and consumers' need to actively state their option</p>	<p>four quantitative studies:  (1) one-factor (default policy: opt-in vs. opt-out) between-subjects design in which individuals' active environmental consciousness was measured; among students; dependent variable: participation intention to the green service; one of the independent variables was guilt  (2a) one-factor (three conditions of default policy: opt-in vs. opt-out vs. forced choice) between-subjects design; among students; dependent variable: respondents' choice to participate in the e-statement service (bank)  (2b) one-factor (default policy: opt-in vs. opt-out vs. forced choice) between-subjects; among actual consumers; dependent variable: respondents' participation intentions to the e-bill service  (3) two (default policy: opt-in vs. opt-out) x 2 (co-operation strategy: incentive-based vs. reciprocal-based) between-subjects design; among students; dependent variable: participation intention in the green service</p>	<p>- show that the opt-out default policy is more effective than the opt-in, because it increases anticipated guilt. This effect is stronger for consumers who are less conscious for the environment  - a forced choice policy, in which the consumer is not automatically assigned to any condition and is forced to choose between the green and the non-green service option, is more effective than the opt-in policy and not significantly more effective than the opt-out policy  - the role of defaults is weakened (enhanced), if a negotiated (reciprocal) cooperation strategy is used</p> <p>choice architecture / default options as they increase anticipated guilt</p>
<p>Ingo Balderjahn</p>	<p>Personality Variables and Environmental Attitudes as Predictors of Ecologically Responsible Consumption Patterns</p>	<p>1988</p>	<p>Journal of Business Research</p>	<p>in this so-called intensity hypothesis, Henton (1976) postulates that ecologically concerned consumers possess certain psychological characteristics to a significantly higher degree than other consumers.  Webster (1975) developed his so-called social involvement model, which suggests that socially conscious consumers are more active and socially involved than the average consumer.</p>	<p>quantitative survey measuring demographic, socioeconomic, cultural, personality, and attitudinal variables and their influence on different consumption patterns</p>	<p>- each behavioral pattern has its own cluster of predictors (examples below), although the ecologically concerned consumer belongs to the upper social classes  - neither personality variables nor attitudes influence home insulating behavior. Home insulation activities increase with age (.13), income (.20), and better education (.11).  - Consumers with an internal control ideology save more energy than others (.24) → this general belief concerning control over critical social events is the strongest energy-saving predictor  - the predictive power of the attitude toward pollution is disappointingly poor (.08). Energy is being saved in households of more educated consumers (.11) and in rural areas (-.13) rather than in urban areas  - The more a consumer believes in the power of the individuals, the more they buy and use nonpolluting products (.25)  -&gt; no general picture of the ecologically concerned consumer can be drawn from the results, it depends on the behavior in question</p> <p>- socio-demographics  - personality traits</p>

<p>Ingo Balderjahn, Mathias Peyer, Barbara Seegebarth, Klaus-Peter Wiedmann &amp; Anja Weber</p>	<p>The many faces of sustainability- conscious consumers: A category - independent typology</p>	<p>2018</p>	<p>Journal of Business Research</p>	<p>B</p>	<p>- CSC model: - discussion of segmentation typologies, e.g. Poortinga and Darrton (2016)'s sustainability segmentation model that can be used by governments and civil society organizations across different policy areas related to sustainability → conclusion: existing segmentation studies lack a comprehensive approach to the multifaceted phenomenon of sustainable consumption</p>	<p>- quantitative - analysis is based on three representative datasets: an online survey, a fast-moving consumer goods (FMCG) panel and a textile panel - influencing variables: environmental consciousness, social consciousness and economic consciousness - profiling variables: Schwartz Human Values, Actual Buying Behavior and Sociodemographic</p>	<p>Profiles of typology groups, where each has a distinct sustainability consciousness, human values and demographic profile (a) Financially careless consumers: not very concerned with sustainability; a typical feature: a lack of worry about debt (have high income); except for power and stimulation, human values matter little to these consumers; although these consumers express, at best, average ecological and social concern, they buy significantly more green and fair-trade clothing than average (-&gt; reverse concern-behavior gap) (b) Non-simplifiers: least concern with simple living among all groups; highly educated, and their incomes are above average. for clothing, amount of sustain- able products they purchase is the lowest across all consumer segments. (c) Financially careful simplifiers: really concerned with simple living and avoiding financial burdens. On the other hand, these consumers pay the least attention to the environmental, social, and collaborative consumption modes; consumers spend the least amount of money on FMCG in general and significantly less on organic and fair-trade and clothing products (d) Socially conscious financial simplifiers: high levels of both social and economic consciousness in terms of simple and debt-free living; hardly show environmental concern; below-average levels of education, expenses are below average for ecological, organic and fair-trade food products but uy sustainable fashion products most frequently (e) Sustainable, non-collaborative consumers: places great importance on sustainable consumption, excluding collaborative consumption. Their value profile indicates strong universalism and self-direction orientations; spends the most money on FMCG in general and on fair-trade and organic products in particular. However, they buy sustainable clothing only at an average level. (f) Sustainable consumers: exhibiting the highest environmental and collaborative consciousness of the groups; only consumer type with high concern for collaborative consumption; low household income; spend the most money on green products; -&gt; concept of sustainable consumption is fine- grained and not an all-or-none phenomenon; rather, it is a multi-faceted phenomenon that is best described as the coexistence of different sustainable modes of consumption</p>	<p>typology in the foreground but what can be inferred: - sustainability concern - demographica - values</p>
<p>Thomas C. Kinnear, James R. Taylor &amp; Sadudin A. Ahmed</p>	<p>Ecologically Concerned Consumers: Who Are They?</p>	<p>1974</p>	<p>Journal of Marketing</p>	<p>A+</p>	<p>none mentioned</p>	<p>- quantitative questionnaire - dependent variable: ecological concern (I) - independent variable: several socio-demographica and personality traits</p>	<p>- personality variables were better predictors than the socioeconomic variables → no demographic characteristics were found to be statistically significant in relation to the ecological concern index - individual's perceived consumer effectiveness relative to environmental pollution has a marked effect on his level of ecological concern - those with a strong desire to know how things work (understanding) were also more ecologically concerned than the average - Concern for ecology increased with increased harm avoidance. However, as harm avoidance becomes extremely high, a person reacts to potential pollution harm by ignoring or repressing the problem The author suggests the following profile of ecologically concerned consumers: - tend to score high in perceived consumer effectiveness against pollution - high in openness to new ideas (tolerance) - high in their need to understand the workings of things and satisfy intellectual curiosity (understanding) - moderately high in their need to obtain personal safety (harm avoidance)</p>	<p>personality traits*: - perceived consumer effectiveness - tolerance (openness to new ideas) - understanding - harm avoidance</p>