The Greening of Consumers: an Assimilation-Contrast Perspective For Product Sustainability Labeling

Yoon-Na Cho, University of Arkansas, USA
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Despite an increase in consumers’ interest in sustainable products, there have been a limited number of studies focusing on disclosures of sustainability levels for consumer packaged goods. In this paper, we find that the type and amount of sustainability information disclosed interacts with the sustainability levels in influencing product evaluations.

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110. What Are Consumers Afraid Of? Perceived Risk toward Environmentally Sustainable Consumption

Jiyun Kang, Texas State University, USA
Sang-Hoon Kim, Seoul National University, South Korea

In this research, we investigate perceived risk in consumers’ decision making specifically related to environmentally sustainable products, considering the multi-dimensional nature of perceived risk. This research provides marketers with implications to promote the adoption of socially-desirable products and further enables the broader diffusion of such products in the marketplace.

111. Sustainable Luxury: Oxymoron or Pleonasm? How Scarcity and Ephemerality Affect Consumers’ Perceptions of Fit between Luxury and Sustainability

Catherine Janssen, Université Catholique de Louvain, Belgium
Joëlle Vanhamme, EDHEC Business School, France
Adam Lindgreen, University of Cardiff, UK
Cécile Lefebvre, IESEG School of Management, France

Sustainability may be key to luxury. Through a field experiment, we investigate the influence of two defining characteristics of luxury products—scarcity and ephemerality—on the perceived fit between luxury and sustainability, as well as how this perceived fit affects consumers’ attitudes toward luxury products.

112. Born Out There: The Discursive Creation of Harmony between Humans and Nature

Joachim Scholz, Queen’s University, Canada
Jay M. Handelman, Queen’s University, Canada

This paper analyzes how the myth of living in harmony with nature is discursively constructed via the representation of nature in ads. Differentiating between Arcadian and Dynamic images of nature, we explore the complexities of the harmony myth, and how this myth relates to divergent meanings of “sustainable consumption.”

113. Doing Good While Looking Good: Consumer Perceptions of Sustainability in the Fashion Industry

Rishtee Batra, Indian School of Business, India
Tonya Boone, College of William and Mary, USA

The present study uses the ZMET technique to examine consumers’ general perceptions about sustainably manufactured products and also focuses more specifically on consumer perceptions of sustainably manufactured fashion items.

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Despite an increase in consumers’ interest in sustainable products, few studies focus on disclosures of sustainability levels for consumer packaged goods. We find that the type and amount of sustainability information disclosed interacts with the sustainability levels in influencing product evaluations.