Going Green For Self Vs. Others: Gender and Identity Salience Effects on Green Consumption

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This paper examines the effects of gender and identities on green consumption. Previous research shows that women are greener than men. However, we extend these findings by showing that social (vs. personal) identity changes the impact of gender on green consumption. This effect is mediated by self-transcendence values.

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32-C: Pro-Environmental Motivation and Intent in an Emerging Market Context
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Empirical evidence regarding pro-environmental motivation and intent almost exclusively addresses conditions in First-world scenarios. This study examines the role of motivational factors in emerging consumers’ environmentally significant intent and highlight the relevance of awareness of environmental issues, moral norms, guilt, subjective norms, attitudes and perceived behavioral control.

32-D: Consuming to Support the Free Market: The Effects of Economic System-Justification on Consumer Preferences
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Political system-justification tendencies have affected consumption behaviors, although the influence of economic system-justification has not been investigated systematically. Three studies showed that economic system-justification predicted consumption habits that support companies and industries which feature prominently within the current economic system, even if such behaviors undermined people’s own health interests.

32-E: Are Values Always Abstract? How Construal Level and Identities Influence the Use of Values on Green Consumption
Diego Costa Pinto, Reims Management School, France
Adilson Borges, Reims Management School, France

Construal level theory predicts that values will lead to behavior when consumers are in abstract construals. Five studies extend these findings by showing that values can also lead to expected behaviors under concrete construals. Specifically, findings demonstrate that in concrete (vs. abstract) construals, values work for close (vs. distant) identities.

32-F: Going Green for Self vs. Others: Gender and Identity Salience Effects on Green Consumption
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This paper examines the effects of gender and identities on green consumption. Previous research shows that women are greener than men. However, we extend these findings by showing that social (vs. personal) identity changes the impact of gender on green consumption. This effect is mediated by self-transcendence values.

32-G: Consuming Green, Living Green: Boundary Conditions of the Licensing Effect
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Sustainable consumption at t=0 may license people to behave unsustainably at t=1. We show that this effect is mitigated by one’s sustainable identity. We also find that self-licenses can be traded in only once and do not persist in subsequent situations (t=2).