Green Confessions: the Moderating Influence of Religiosity on Pro-Environmental Compensatory Consumption

Adam B. Cohen, Arizona State University, USA  
Daniele Mathras, Arizona State University, USA  
Naomi Mandel, Arizona State University, USA

‘Green guilt’ may arise after reflecting about one’s transgressions toward the environment, thus motivating restorative consumption behaviors. In two studies, we find that private green confessions may boost initial compensatory behaviors but both public and private confessions reduce green compensatory consumption across multiple tasks, especially for intrinsically religious individuals.

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31-F: Consumers’ Endorsements for Companies and Causes: The Role of Symbolism and Visibility

Stefan F. Bernritter, University of Amsterdam, The Netherlands
Peeter W.J. Verlegh, University of Amsterdam, The Netherlands
Edith G. Smit, University of Amsterdam, The Netherlands

In the present study, we examined factors that might affect consumers’ decision to endorse an organization. In particular, we investigated to what extent brand symbolism and visibility of an endorsement affected consumers’ intention to endorse. Moreover, we explored whether these effects differed for companies (for profit) and causes (non profit).

31-G: “I Know It’s Your Fault, But I Blame the Matchmaker More:” Changes in Consumer Trust Toward Social Commerce Companies Due to Dissatisfying Purchases in a Two-sided Market

Yaeun Kim, Korea Advanced Institute of Science and Technology, Republic of Korea
Myeong-cheol Park, Korea Advanced Institute of Science and Technology, Republic of Korea

We examined whether the perceived main sources of service failure cause changes in consumer trust toward social commerce companies. When a business is two-sided, consumers attribute service failure experiences with merchants to the intermediary, the “social commerce company”. This was verified for all severity levels of service failure.

31-H: The Relationship between Brand Personality and Crisis Strategies for Organizational Reputation

Jiyoon Karen Han, University of Texas at Austin, USA
Dong Hoo Kim, University of Texas at Austin, USA
Yoon-Hi Sung, University of Texas at Austin, USA

The purpose of this study is to examine the role of brand personality in crisis communication. This research explores the major company crisis of 2010, 2011 and 2012, by comparing sincere and exciting brand personality companies with their crisis strategies.


Sara Bahnson, University of Oregon, USA
Lan Jiang, University of Oregon, USA
Jun Ye, Xiamen University, China
Nagesh Murthy, University of Oregon, USA

This research examines the relative importance of environmental and social sustainability practices on consumer evaluations. Using both field and experimental data, we show that environmental practices generate greater impacts for goods firms, while social practices are more influential for services firms. The role of tangibility is identified as the mechanism.

32-B: Green Confessions: The Moderating Influence of Religiosity on Pro-Environmental Compensatory Consumption

Daniele Mathras, Arizona State University, USA
Naomi Mandel, Arizona State University, USA
Adam B. Cohen, Arizona State University, USA

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