

Attributions and outcomes of green consumer skepticism

Dionysis Skarmeas and **Constantinos N. Leonidou**

Consumer skepticism towards firms' green marketing activities is on the rise. Yet, there is a lacuna of research on this timely, intriguing, and important topic for both academics and practitioners. Drawing on attribution theory, this study develops and tests a model that examines antecedents and outcomes of green skepticism among consumers. The study results reveal that while egoistic- and stakeholder-driven motives give rise to green skepticism, values-driven attributions reduce green skepticism; strategic-driven motives have no effect on skepticism. Further, the findings indicate that green skepticism does not influence green purchase intentions but sparks negative word-of-mouth toward green products among consumers.

Moral influences on pro-environmental actions

Linda Steg

Acting pro-environmentally is often associated with higher behavioural costs (e.g., money, time, or effort). In this presentation, I will argue that various factors may motivate individuals to act pro-environmentally, even though this might be somewhat costly in the short term. More particularly, I will discuss how normative considerations can be activated or strengthened to promote pro-environmental actions. Among others, I will elaborate on how values, and in particular biospheric values, encourage pro-environmental actions. Also, I will explain the process through which normative considerations are activated, which in turn encourage pro-environmental actions.

**Advertising Energy Saving Programs: The potential Environmental
Cost of Emphasizing Monetary Savings**

Wandi Bruine De Bruin

In a project funded by the US Department of Energy, we studied how to advertise residential energy-saving programs to consumers. Electricity companies typically advertise energy-saving programs by pointing consumers to both the environmental benefits and the associated monetary benefits of lowered electricity bills. Although saving energy inherently saves money, our findings suggest that explicitly advertising these monetary benefits reduces consumers' willingness to sign up for residential energy-saving programs.

Private Payment versus Public Praise: Effects of reward type on energy conservation in the workplace

Michel Handgraaf, Margriet van Lidth de Jeude, and Kirstin Appelt

Using financial rewards to stimulate energy conservation may have negative side-effects. These may be absent if more socially relevant rewards are used. We ran a field experiment in which we used monetary vs. social and private vs. public rewards to stimulate energy saving. We measured energy consumption for a total of 13 weeks. As expected, public rewards worked better than private ones and non-material rewards worked better than monetary rewards. Differences persisted for 8 weeks after we stopped our manipulations. These results add to theorizing about the effectiveness of rewards and their relation to long term behavioral change within the domain of environmental decisions, and also show that focusing on privately earned monetary rewards may be counterproductive, whereas public social rewarding is more effective and potentially less costly.