

Adding effort can make green products more attractive to males: The moderating effect of gender identity strength

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Cite as:

Gathen Constanze , Praxmarer-Carus Sandra (2019), Adding effort can make green products more attractive to males: The moderating effect of gender identity strength. *Proceedings of the European Marketing Academy*, 48th, (8618)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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Abstract

Previous research demonstrates that male consumers are less likely to engage in eco-friendly behaviors than females because they perceive such behaviors to be feminine and unmanly (Brough et al., 2016). This research tests whether a green product may become more attractive to male consumers if it requires some effort (e.g., splitting firewood for a wood-burning heating system). As expected, we find that, on average, effort reduces a green product's attractiveness. However, male consumers with high gender identity strength find a green product that requires effort, compared to one that does not, (1) to be more congruent with their self-perception and therefore (2) more attractive. Thus, adding some effort to an eco-friendly choice may increase its attractiveness among males. This finding is relevant because motivating consumers to make eco-friendly choices is important and, in this regard, males are a challenging target group. We provide suggestions for future research.

Keywords: *green marketing; gender identity; products requiring effort*

Track: Public Sector and Non-Profit Marketing