

Is the Phenomenon of “Going Green to Be Seen” Still Measurable with Actual Consumption?

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Abstract

With both an online and a field experiment, this research empirically confirms extant lab findings that activating status motives evokes increased desire for green products. It extends our knowledge by investigating actual instead of hypothetical consumption decisions, as well as addressing food instead of durable product choices. The results reveal a significantly reduced preference for green products in public settings that require actual consumption, compared with privately stated choice intentions.

Keywords: *sustainable; environmental; behavior*

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