

Consumer Engagement and the Change to a Sustainable Transport Consumption Pattern

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Abstract

Consumer engagement attracts increasing attention in marketing. Here, we study the impact of engagement in environmental issues for consumer willingness to adopt new pro-environmental behaviors in the transport domain: “green” leisure travel and buying an electric car. A representative sample of residents of Denmark (N = 550) were surveyed on pro-environmental behavior, pro-environmental self-identity and intentions to adopt these, in the context, new behaviors. We find that past behavioral engagement has a strong effect on the willingness to engage in these new pro-environmental behaviors, partly mediated through and amplified by pro-environmental self-identity (psychological engagement). For the purchase of an electric car we also find a significant interaction between PEB and PEI, which suggests that to motivate difficult behaviors such as this both psychological and behavioral engagement are needed.

Keywords: *Consumer engagement; behavioral spillover; self-identity*

Track: Social Responsibility & Ethics