

“I did it. I’m proud. Am I done?” – A Dual Mediated Pathway Model for the Impact of Authentic Pride in Past Sustainable Consumption on Future Efforts

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Abstract

We propose that authentic pride following sustainable consumption shapes future sustainable behavior via (1) self-reinforcement through strengthened sustainable identity salience, or (2) behavior dissipation via self-licensing. We hypothesize that the first (second) pathway prevails among individuals who perceive sustainability as a personal responsibility (a responsibility of others).

Track: Sustainability, CSR and Marketing