

Eco-Truth or Eco-Lie? Controlling for Social Desirability Responding in Green Attitude-Behavior Surveys via Indirect Questioning

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Abstract

This study aims to investigate how social desirability responding (SDR) affects self-reported attitudes toward green consumption and green consumption behaviors. Using both direct and indirect questioning techniques in a within-subjects design, we assess SDR's influence on green attitude-behavior relationships and identify which SDR dimension—egoistic or moralistic—more strongly distorts survey responses. By comparing two questioning techniques, the study aims to offer practical recommendations for improving the validity of self-report surveys measuring socially sensitive constructs such as green consumption attitudes and behaviors.

Track: Sustainability, CSR and Marketing