

The Importance of Consumer Environmental Identity in Marketing Contexts

Sandor Czellar

University of Lausanne

Leila Rahmani

University of Lausanne

Christian Martin

Maynooth University

Valentina Clergue

University of Lausanne

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Abstract

In recent years, considerable attention has been devoted to environmental identity in the psychological sciences. Despite its importance in helping us predict and explain individual behaviors, this concept has remained, to date, surprisingly neglected in marketing research. To remedy this situation, this paper investigates the nomological network around the concept of consumer environmental identity. It stresses the importance of the relationship between active consumer environmental identities and pro-environmental behaviors. We have so far conducted 11 studies using online/lab/public area surveys that investigate the relation of environmental identity with marketing-relevant individual constructs, ranging from personality traits to self-reported behavior. Our current work-in-progress involves experimental studies that focus on real pro-environmental consumer behavior. Our research bears substantial implications for research and practice aiming to promote responsible consumption.

Keywords: *consumer environmental identity; environmental responsibility; sustainable behavior*

Track: Social Responsibility & Ethics