

Environmental identity effects in sustainable consumption

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Abstract

This paper investigates the relationships between environmental identity intensity, its salience and pro-environmental behavior. We have conducted four studies (an online survey, two lab experiments and an online experiment). Our findings reveal a stronger influence of environmental identity salience (vs. intensity) on both self-reported and real sustainable consumption. We also highlight a mediating mechanism that may underlie the effects. Our findings bear implications for research and practice aiming to promote sustainable consumption.

Keywords: *Environmental identity; Identity theory; Sustainable consumption*

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