

Proud and Relieved? How Consumers' Emotions towards an Environmental Policy Affect Perceived Policy Effectiveness and Pro-Environmental Behavior

Zeinab Rezvani

University of Southern Denmark

Stefanie Sohn

University of Southern Denmark

Johan Jansson

Umeå University

Oliver Schnittka

University of Southern Denmark

Cite as:

Rezvani Zeinab, Sohn Stefanie, Jansson Johan, Schnittka Oliver (2021), Proud and Relieved? How Consumers' Emotions towards an Environmental Policy Affect Perceived Policy Effectiveness and Pro-Environmental Behavior. *Proceedings of the European Marketing Academy*, 50th, (94510)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Proud and Relieved? How Consumers' Emotions towards an Environmental Policy Affect Perceived Policy Effectiveness and Pro-Environmental Behavior

Abstract

Public policymakers have made substantial efforts to promote individuals' pro-environmental behavior. However, knowledge is sparse on why people support these initiatives and, most importantly, why and how these efforts shape consumers' direct or activist pro-environmental behavior. Therefore, the present study examines how consumers' emotions towards the outcomes of an environmental policy affect both indirect or non-activist (i.e. support for policy) and direct or activist pro-environmental behavior (i.e. purchase intention for fossil fuel free cars). The findings of an empirical study among Swedish consumers show that feelings of pride and guilt-relief associated with the outcome of an environmental policy positively influence activist and non-activist pro-environmental behavior through perceptions of policy effectiveness. The findings help academics to understand consumers' pro-environmental behavior from a policy perspective and yield insights for policymakers and practitioners.

Keywords: *Emotions; Perceived policy effectiveness; Pro-environmental behavior*

Track: Public Sector and Non-Profit Marketing