

How self- and other-oriented benefits and sacrifices shape anticonsumption in leisure air travel

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Abstract

Climate change and sustainability have become an integral part of everyday life. The transition towards more sustainable behavior is extremely challenging for consumers, especially in tourism, where air travel is known to have a significant negative impact on the environment. Hence, the presented study focuses on anticonsumption (reduction) in the context of leisure air travel. By applying an integrated and differentiated approach on benefits as well as sacrifices, further specified through self- and other-orientation, this research contributes by shedding light on different determinants of anticonsumption. The key findings of this research are that some consumers consider reducing their air travel behavior in the future and that this intention is not only driven by temporarily relevant drivers such as health concerns. Instead, self- and other-oriented benefits and sacrifices shape consumers' anticonsumption behavior in leisure air travel.

Keywords: *Anticonsumption; air travel; consumer behavior*

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