

Unveiling Speciesism: A Psychological Barrier to Environmentally Responsible Consumer Behavior

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Abstract

This research investigates how speciesism, the belief in human superiority over other living beings, acts as a barrier to environmentally responsible consumer behavior. Despite positive attitudes towards eco-friendly choices, consumers often engage in actions harmful to the environment. A scenario-based experiment was conducted with 120 participants randomly assigned to conditions presenting eco-friendly or traditional variants of the same product. The results indicate that speciesism diminishes consumers' willingness to choose environmentally friendly products and increases intentions to purchase traditional products. Green consumption values mediate this relationship, indicating that speciesism weakens the moral connection between consumers and the environment. This research contributes to understanding the psychological mechanisms driving environmentally harmful consumption behavior, underscoring the need to address speciesist beliefs for promoting sustainable consumer choices.

Subject Areas: *Consumer Behaviour, Intention-Behavior Link, Public Policy*

Track: Social Responsibility & Ethics