

Click Green, Choose Greener: Investigating the Spillover Effect of Voluntary Carbon Offsetting on subsequent Pro-Environmental Decisions

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Abstract

Retailers increasingly offer the option to engage in voluntary carbon offsetting (VCO), thus allowing consumers to actively mitigate emissions of their consumption. This research explores whether offering VCO before (vs. after) purchase decisions increases willingness to engage in VCO and whether as well as when engagement in VCO before purchase decisions promotes pro-environmental spillover on subsequent product decisions. Two scenario-experiments show that offering VCO before purchase decision can increase consumers' willingness to engage in VCO and that engagement in VCO before purchase decisions significantly leads to more eco-friendly product choices among consumers with low levels of environmental self-identity. Findings underscore the potential of well-designed VCO schemes to positively impact pro-environmental decision-making in retail contexts.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing, Retailing*

Track: Retailing & Omni-Channel Management