

The Effect of Message Framing on Pro-Environmental Consumer Behavior: A Meta-Analysis

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Abstract

Marketing and behavioral science play a vital role in encouraging pro-environmental behavior on the demand-side to mitigate climate change. Pro-environmental messages by NGOs and brands use different frames that vary in their valence and emphasis to increase sustainable consumer behavior. To provide generalizable insights on the overall effectiveness of framed message appeals and in particular on the moderating effects of frame valence and frame emphasis as well as their interaction we are conducting a meta-analysis. Our preliminary results suggest that framed appeals are overall effective at increasing sustainable consumer behavior. Negatively-valanced appeals seem to outperform positively-valanced appeals. An emphasis on other-serving motivations seems to be more effective than self-serving or mixed-motivations at increasing sustainable behaviors. We are in the process of investigating the interaction between valence and emphasis framing and their implications for theory and practice

Subject Areas: *Advertising, Consumer Behaviour, Decision-Making, Intention-Behavior Link*

Track: Consumer Behaviour