

The Effects of Environmental Self-Identity on Sustainable Store Preferences

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The Effects of Environmental Self-Identity on Sustainable Store Preferences

Abstract

This study examines the impact of pro-environmental self-identity (PESI) on consumer preferences for online retailers adopting sustainable packaging. Drawing on identity and self-congruity theories, it investigates the direct and mediated effects of PESI, attitudes toward sustainable packaging, and the moderating role of other pro-environmental behaviors (OPEB). Surveying 428 Australian online shoppers, results show that PESI positively influences store preference, with attitudes toward sustainable packaging mediating this relationship. However, OPEB weakens these effects, suggesting potential limitations in aligning various pro-environmental behaviors. Findings emphasize the value of fostering PESI to drive sustainable practices and highlight sustainable packaging as a key differentiator for online retailers. These insights offer actionable strategies for balancing cost and consumer expectations, with practical implications for policymakers and firms to promote sustainable packaging.

Keywords: pro-environmental self-identity, sustainable packaging, online retailing

Track: Social Responsibility and Ethics