

Targeted Nudging: Leveraging Gender Differences to Enhance Sustainable Purchase Behavior

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Abstract

Individual purchase behavior plays a crucial role in advancing sustainability efforts. Behavioral interventions, such as nudges, have shown promise in promoting sustainable consumer behavior. However, the effectiveness of nudges is often undermined by a "one-size-fits-all" approach that disregards individual differences in susceptibility to nudging and even risks producing unintended backfire effects. This study investigates a tailored nudge strategy that considers consumers' variability to enhance overall impact. Using an online experiment, we demonstrate that male and female participants exhibit distinct responses to System 1 (intuitive) and System 2 (analytical) nudges, revealing gender-specific differences in decision-making processes regarding sustainability choices. Importantly, our findings show that tailoring nudges to these gender-based differences significantly enhances sustainable purchase behavior, whereas generic, non-targeted nudges fail to achieve comparable outcomes.

Keywords: Nudging, Sustainable Purchase Behavior, Gender Differences

Track: Consumer Behavior