

Nature Sounds Promote Green Behavior amongst Consumers

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Abstract

The growing threats posed by climate challenges, deforestation, and pollution necessitate shifts toward more pro-environmental consumer behaviors. This research explores the potential of nature soundscapes to encourage eco-friendly choices by influencing psychological factors such as self-control and connectedness to nature. Four studies were conducted in online environments. Study 1 shows that cascading water sounds lead to more environmentally conscious choices compared to grocery store noise or silence in an online shopping task. Study 2 replicates these findings with birdsong in a customer club membership context, demonstrating the robustness of the effect. Study 3 identifies self-control and connectedness to nature as key mediators in the relationship between nature sounds and pro-environmental decisions. Study 4 finds that priming these psychological states in silence yields outcomes comparable to those observed with nature sounds. The findings provide insights into sensory marketing and practical strategies for fostering environmental friendliness in digital platforms.

Keywords: Nature sounds, Pro-environmental behavior, Online shopping

This paper is intended for the consumer behavior track of EMAC 2025.