

# How Sustainable Should the Product Be? The Impact of Central and Peripheral Sustainable Cues on Product Choice

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## **Abstract**

Sustainable products can constitute a dyad where consumers ask for sustainable options, and sellers, in a trial to respond to this demand, raise the availability of items containing sustainable characteristics. Therefore, understanding how adopting central (related to the core product) versus peripheral (product packaging) sustainable cues impacts consumers' preference and choice for products is relevant. Across three studies, we show that consumers make distinct evaluations concerning sustainable cues for hedonic and utilitarian products. Precisely, we demonstrate that hedonic (vs. utilitarian) items that contain core (vs. peripheral) sustainable features will enhance consumers' likelihood of purchasing and willingness to pay.

**Keywords:** sustainable consumption; product features; centrality; packaging; retail strategies.

**Subject Areas:** Consumer Behaviour, Hedonic Products, Retailing

**Track:** Consumer Behaviour