

Title: The Role of Recommender Type and Appeal Type in Sustainable Product Consumption

Melis Ceylan
Heriot-Watt University
Ezgi Merdin Uygur
Brunel University of London

Cite as:

Ceylan Melis, Merdin Uygur Ezgi (2026), Title: The Role of Recommender Type and Appeal Type in Sustainable Product Consumption. *Proceedings of the European Marketing Academy*, 55th, (132925)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Title: The Role of Recommender Type and Appeal Type in Sustainable Product Consumption

Abstract

This research investigates how digital technologies can be leveraged to encourage sustainable product consumption. The findings demonstrate that consumers perceive a stronger congruence between an AI-based recommendation agent and the financial (i.e., extrinsic) benefits associated with sustainable product consumption. Accordingly, the authors conclude that companies can strategically employ artificial intelligence technologies in their marketing communications to effectively convey information or respond to inquiries regarding the financial benefits of their sustainable products

Track: Consumer Behaviour