

Ageism in Sustainable Product Choices for Others

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Abstract

Who is perceived to consume more sustainable products, younger or older people? With this paper, we address this question by examining the role of age-based stereotypes when indicating sustainable choices for others, showing the inaccurate perception that younger people choose more sustainable products than older people. Across five pre-registered studies (total N=2204), we test the accuracy of these perceptions in consumers, the moderating role of target's gender and socioeconomic status for these perceptions and propose a mechanism to explain them through perceived risk-taking of the target. We discuss theoretical implications for consumer stereotypes, and practical implications to improve choices for others, as well as marketing, targeting and designing sustainable products.

Track: Consumer Behaviour