

Intrinsic vs. Extrinsic Motivational Traits Driving Responsible Consumer Behavior

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Abstract

We test how intrinsic vs. extrinsic motivational drive-related traits affect responsible consumption, which encompasses both sustainable and circular consumer choices. Our results ($N = 500$) suggest that ownership of circular products is positively related to the intrinsic motivational trait of the presence of meaning in life and extrinsic motivational trait of greed. In addition, ownership of sustainable products is positively related to such intrinsic motivational traits as searching for meaning in life, openness to experience, and extrinsic motivational trait of income. Thus, the findings show that sustainable and circular products consumption despite close interfaces is driven by different motivations.

Keywords: *responsible consumption, motivation, consumer behavior*