

# Trade-offs between materialism and pro-environmental behavior in the light of narcissism

**Linas Pupelis**

Kaunas University of Technology

**Beata Šeinauskien**

Kaunas University of Technology

Cite as:

Pupelis Linas, Šeinauskien Beata (2022), Trade-offs between materialism and pro-environmental behavior in the light of narcissism. *Proceedings of the European Marketing Academy*, 50th, (111783)

Paper from the EMAC Regional 2022 Conference, Kaunas, Lithuania, September 21-23, 2022



## Trade-offs between materialism and pro-environmental behavior in the light of narcissism

### **Abstract**

This study aimed to disclose how customers make preferences over choice sets containing materialism and pro-environmental behavior attributes. The conjoint design was used to capture consumer preferences. Additionally, materialism preferences were compared with material value scale results, and pro-environmental behavior preferences were compared against pro-environmental behavior scale results. Results showed that customers prefer low materialism value attributes together with high pro-environmental behavior value attributes in one set. In addition, we accounted for the effect of narcissism on the attitude-behavior gap. Narcissism's effect on materialism and the pro-environmental attitude-behavior gap was not captured, except for success-prestige and pro-environmental behavior-no-recycling associations.

**Keywords:** *Materialism, pro-environmental, conjoint*