

# Self-(in)congruence and Sustainable Consumption Behavior: the Moderating Role of Social Norms

**Ligita Zailskaite-Jaste**  
Kaunas University of Technology  
**Kristina Paužaitė**  
Kaunas University of Technology  
**Beata Šeinauskien**  
Kaunas University of Technology  
**Stefano Bonnini**  
University of Ferrara (Italy)  
**Michela Borghesi**  
University of Ferrara (Italy)

Cite as:

Zailskaite-Jaste Ligita, Paužaitė Kristina, Šeinauskien Beata, Bonnini Stefano, Borghesi Michela (2022), Self-(in)congruence and Sustainable Consumption Behavior: the Moderating Role of Social Norms. *Proceedings of the European Marketing Academy*, 50th, (111923)

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



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## **Abstract**

The current study reports on the effect of (in) congruity of self on the specific behavior domain - sustainable consumer behavior. We examined how actual, ideal, social self congruity and self-discrepancy with respect to environmental friendliness relate to sustainable consumption behavior. We also accounted for the moderating effect of social norms (descriptive and injunctive). The results demonstrate that higher perceived actual, ideal, and social self congruity is associated with a higher inclination to sustainable consumption behavior. As expected, self-discrepancy was negatively related to sustainable consumption behavior. We did not find support for the hypothesis that social norms moderate the relationship between self-discrepancy and sustainable consumption behavior - the negative association persisted at the high and low levels of social norms.

**Keywords:** *self-discrepancy, sustainable consumption behavior, social norms*