

Effect of Green Nudging on Green Behavior: A Cross-Cultural Perspective

Sunny Arora

SPJIMR

Sahil Arora

University of Southampton

Eszter Jakopánecz

University of Pécs

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Abstract

Increasing environmental concerns and complex green messages call for low cognitive green nudging to influence green behaviors positively. The effect of green nudges may vary by culture. The data were collected from respondents from the US, the UK, and India. Through two between-subjects experiments, we conclude that nudging using green logos can positively influence green behaviors. We also conclude that green logos have a larger effect on green behaviors in individualist cultures than in collectivist cultures. Marketers are advised to spend on green labeling more in individualist countries for higher response from customers and more positive effect on the environment.

Subject Areas: *Consumer Behavior; Pricing*