Marketing Research & Analysis

(Dr. BRYSON)

GROUP PROJECT #1

Journal of Marketing (FNEGE: 1*), An Article Dissected

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#1: Deductive research article, cited.

The article was chosen and below the citation using the Harvard referencing system can be found:

White, K., Habib, R. and Hardisty, D.J., 2019. How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, *83*(3), pp.22-49.

The article is chosen, with several reasonings:
   a. It has the highest ranking for International Marketing Journal at FNEGE.
   b. The article is fresh as it is less than 5 years old.
   c. It is in line with the current issue of sustainability.

#2: Objective of the research, research question reformulated.

The current project stems from a need for a thorough analysis and structure of the core drivers of long-term customer behavior change. We expand on previous research that has clearly illustrated the measures marketers should take to detect, promote, and assess long-term behavior (McKenzie-Mohr 2011; Peattie and Peattie 2009).

First, the first goal of this paper is to lay out a systematic structure that will aid both practitioners and researchers in encouraging sustainable consumer behavior. Practitioners would be able to create the most successful interventions if they have access to a wider context (which includes all the major variables from the literature).

Second, our framework's special, process-driven emphasis (as opposed to previous work's intervention-focused focus) means that practitioners can easily adapt our framework to new circumstances as technologies and communities' shift. As a result, we make a significant impact by providing a comprehensive range of resources that businesses can use to achieve their long-term sustainability and strategic business objectives.

Third, we were able to identify a wider range of barriers to long-term customer behavior change by conducting a more thorough analysis, which can help both practitioners and researchers. In the theoretical contribution section, we explore these challenges—the self–other trade-off, the long time period, the need for collective action, the issue of abstractness, and the need to replace automated processes with supervised processes.

Finally, we use these barriers to long-term customer behavior change to present a series of novel theoretical propositions that will direct future conceptualization and study.

#3: Propositions and investigative questions, identified

P1: When a given behavior or product is positioned based on its symbolic attributes consumers may exhibit more positive attitudes and behaviors if the option is framed in terms of being sustainable .

P2: Encouraging the self-concept to be seen as broader than the self will lead to increases in sustainable behaviors.

P3: Agency primes will lead to an increased tendency to engage in sustainable behaviors.

P4: Both individual differences in moral identity and moral identity primes will increase sustainable consumer behaviors.

P5: Sustainable options and behaviors might have unique positive associations when compared to traditional options, including being healthier, more innovative, and being linked to the outdoors and nature.

P6: Outwardly focused positive emotions such as awe, empathy, and moral elevation will predict positive sustainable consumer behaviors.

P7: Connecting sustainable products and behaviors to aspirational role models in a way that cultivates a sense of inspiration and luxury might increase sustainable behaviors.

P8: Those whose regulatory resources are somehow limited will be more likely to lapse in terms of engaging in sustainable behaviors .

P9: Sustainable behaviors that provide greater immediate warm glow feelings or positive affect will lead to decreased perceptions of the long-time horizon .

P10: Individuals with higher discount rates and low consideration of future consequences might be more sensitive to heightening the tangibility of environmental outcomes.

P11: Individuals will be more motivated to engage in sustainable consumer behaviors when they either dispositional or situationally take the perspective of future generations.

P12: Sustainable consumer behaviors may be best promoted over the long term by using a combination of in-the-moment tools .

P13: Messages communicating both the behaviors of others (collective action) and collective efficacy will increase the tendency to engage in sustainable actions.

P14: Collective, future-oriented emotions such as anger might foster sustainable consumer behaviors.

P15: Communicating information about climate justice might motivate sustainable consumer behavior change.

P16: Tangible (vs. intangible) collective impact framing increases pro-environmental behavior.

P17: Those who have a fresh start mindset (measured or manipulated) will be more inclined to change to sustainable consumer behavior habits.

P18: Tangibility interventions shift people from analytic to experiential processing and will therefore moderate the effectiveness of other interventions.

P19: When the sustainable action or the outcome is ambiguous, uncertain, or new in some way (vs. being clear, certain, and well-established), social factors such as the presence of, behaviors of, and/or expectations of others will be more influential in determining behavior. This might be pronounced among those high in uncertainty avoidance.

P20: Rewarding small milestones will encourage consumers to continue engaging in environmentally friendly behaviors .

P21: Those consumers who are encouraged to focus on the future self will be more likely to engage in sustainable consumer behaviors.

P22: Visual communications (vs. text) will be effective at eliciting other-focused emotions such as love will lead to greater participation in sustainable actions. This effect will be enhanced for individuals who are visualizers.

P23: Making the positive impact of sustainable behavior more certain in the present will result in greater pride and lead to greater likelihood of carrying out such behaviors in the future.

P24: Social distance will lead to emotional contagion when emotional responses to sustainable behaviors are shared with others, such that close (vs. distant) others sharing how they experience positive emotions when carrying out sustainable behavior will make the benefits of the behavior seem more concrete.

P25: When the action or behavior is sustainable (vs. traditional), analogies will be more likely to encourage consumer behavior change.

P26: When a given behavior or product is positioned based on its functional attributes, consumers may exhibit more positive attitudes and behaviors if the option is framed in terms of being a traditional product.

P27:Those whose regulatory resources are somehow limited will be more likely to lapse in terms of engaging in other types of self-control behaviors.

P28: Sustainable behaviors that provide greater immediate warm glow feelings or positive affect will lead to increase the likelihood of sustainable actions.

P29: Sustainable consumer behaviors may be best promoted over the long term by using a combination of lasting-change tools.

P30: Collective, future-oriented emotions such as hope might foster sustainable consumer behaviors.

P31: Rewarding small milestones will encourage consumers to help avoid green fatigue.

P32: Visual communications (vs. text) will be effective at eliciting other-focused emotions such as empathy will lead to greater participation in sustainable actions. This effect will be enhanced for individuals who are visualizers.

#4: H-null and H-alternative, written

P1: Consumers may exhibit more positive attitudes and behaviors if the option is framed in terms of being sustainable versus a traditional product.

H-null: Consumers may not exhibit more positive attitudes and behaviors if the option is framed in terms of being sustainable versus a traditional product.

H-alternative: Consumers may exhibit more/most positive attitudes and behaviors if the option is framed in terms of being sustainable versus a traditional product.

P2: Encouraging the self-concept to be broader than the self will lead to increases in sustainable behaviors.

H-null: Encouraging the self-concept to be broader than the will not lead to increase in sustainable behaviors.

H-alternative: Encouraging the self-concept to be broader than the self (either interdependent or transcendent) will definitely lead to increase in sustainable behaviors.

P3: Agency primes will lead to an increased tendency to engage in sustainable behaviors.

H-null: Agency primes will not lead to an increased tendency to engage in sustainable behaviors.

H-alternative: Individuals who are high in moral identity or who have moral identity primed in some way might be more likely to endure some costs to the self to contribute to a greater good.

P4: Both individual differences in moral identity and moral identity primes will increase sustainable consumer behaviors.

H-null: Both individual differences in moral identity and moral identity primes will not lead to increase in sustainable consumer behaviors.

H-alternative: Both individual differences in moral identity and moral identity primes will increase sustainable consumer behaviors. Sustainability might be linked to positive feelings about design when it is in the context of innovative, out-of-thebox thinking.

P5: Sustainable options and behaviors might have unique positive associations when compared to traditional options, including being healthier, more innovative, and being linked to the outdoors and nature.

H-null: Sustainable options and behaviors might not have unique positive associations when compared to traditional options, including being healthier, more innovative, and being linked to the outdoors and nature.

H-alternative: Sustainable options and behaviors might have unique positive associations when compared to traditional options. Examining emotions like awe, empathy, and moral elevation are all directions for future research.

P6: Outwardly focused positive emotions such as awe, empathy, and moral elevation will predict positive sustainable consumer behaviors.

H-null: Outwardly focused positive emotions such as awe, empathy, and moral elevation will not predict positive sustainable consumer behaviors.

H-alternative: Outwardly focused positive emotions such as awe, empathy, and moral elevation will predict more/most positive sustainable consumer behaviors.

P7: Connecting sustainable products and behaviors to aspirational role models in a way that cultivates a sense of inspiration and luxury might increase sustainable behaviors.

H-null: Connecting sustainable products and behaviors to aspirational role models in a way that cultivates a sense of inspiration and luxury might not increase sustainable behaviors.

H-alternative: Connecting sustainable products and behaviors to aspirational role models in a way that cultivates a sense of inspiration and luxury might increase sustainable behaviors.

P8: Those whose regulatory resources are somehow limited will be more likely to lapse in terms of engaging in sustainable behaviors .

H-null: Those whose regulatory resources are somehow limited will be more likely not to lapse in terms of engaging in sustainable behaviors .

H-alternative: Those whose regulatory resources are somehow limited will be more likely to lapse in terms of engaging in sustainable behaviors .

P9: Sustainable behaviors that provide greater immediate (vs. long-term) warm glow feelings or positive affect will lead to decreased perceptions of the long-time horizon and increase the likelihood of sustainable actions.

H-null: Sustainable behaviors that provide greater immediate (vs. long-term) warm glow feelings or positive affect will not lead to decreased perceptions of the long-time horizon and will not increase the likelihood of sustainable actions.

H-alternative: Sustainable behaviors that provide greater immediate (vs. long-term) warm glow feelings or positive affect will lead to decreased perceptions of the longtime horizon and increase the likelihood of sustainable actions.

P10: Individuals with higher discount rates and low consideration of future consequences might be more sensitive to heightening the tangibility of environmental outcomes.

H-null: Individuals with higher discount rates and low consideration of future consequences might not be more sensitive to heightening the tangibility of environmental outcomes.

H-alternative: Individuals with higher discount rates and low consideration of future consequences might be more sensitive to heightening the tangibility of environmental outcomes.

P11: Individuals will be more motivated to engage in sustainable consumer behaviors when they either dispositional or situationally take the perspective of future generations.

H-null: Individuals won't be more motivated to engage in sustainable consumer behaviors when they either dispositional or situationally take the perspective of future generations.

H-alternative: Individuals will be more motivated to engage in sustainable consumer behaviors when they either dispositional or situationally take the perspective of future generations.

P12: Sustainable consumer behaviors may be best promoted over the long term by using a combination of in-the-moment tools .

H-null: Sustainable consumer behaviors may not be best promoted over the long term by using a combination of in-the-moment tools .

H-alternative: Sustainable consumer behaviors may be best promoted over the long term by using a combination of in-the-moment tools .

P13: Messages communicating both the behaviors of others (collective action) and collective efficacy will increase the tendency to engage in sustainable actions.

H-null; Messages communicating both the behaviors of others (collective action) and collective efficacy won't increase the tendency to engage in sustainable actions.

H- alternative: Messages communicating both the behaviors of others (collective action) and collective efficacy will increase the tendency to engage in sustainable actions.

P14: Collective, future-oriented emotions such as anger might foster sustainable consumer behaviors.

H-null: Collective, future-oriented emotions such as anger might not foster sustainable consumer behaviors.

H-alternative: Collective, future-oriented emotions such as anger might foster sustainable consumer behaviors.

P15: Communicating information about climate justice might motivate sustainable consumer behavior change.

H-null: Communicating information about climate justice might not motivate sustainable consumer behavior change.

H-alternative: Communicating information about climate justice might motivate sustainable consumer behavior change.

P16: Tangible (vs. intangible) collective impact framing increases pro-environmental behavior.

H-null: Tangible (vs. intangible) collective impact framing does not increase proenvironmental behavior.

H-alternative: Tangible (vs. intangible) collective impact framing increases proenvironmental behavior.

P17: Those who have a fresh start mindset (measured or manipulated) will be more inclined to change to sustainable consumer behavior habits.

H-null: Those who have a fresh start mindset (measured or manipulated) won't be more inclined to change to sustainable consumer behavior habits.

H-alternative: Those who have a fresh start mindset (measured or manipulated) will be more inclined to change to sustainable consumer behavior habits.

P18: Tangibility interventions shift people from analytic to experiential processing and will therefore moderate the effectiveness of other interventions.

H-null: Tangibility interventions shift people from analytic to experiential processing and won't therefore moderate the effectiveness of other interventions.

H-alternative: Tangibility interventions shift people from analytic to experiential processing and will therefore moderate the effectiveness of other interventions.

P19: When the sustainable action or the outcome is ambiguous, uncertain, or new in some way (vs. being clear, certain, and well-established), social factors such as the presence of, behaviors of, and/or expectations of others will be more influential in determining behavior. This might be pronounced among those high in uncertainty avoidance.

H-null: When the sustainable action or the outcome is ambiguous, uncertain, or new in some way (vs. being clear, certain, and well-established), social factors such as the presence of, behaviors of, and/or expectations of others won't be more influential in determining behavior.

H-alternative: When the sustainable action or the outcome is ambiguous, uncertain, or new in some way (vs. being clear, certain, and well-established), social factors such as the presence of, behaviors of, and/or expectations of others will be more

influential in determining behavior. This might be pronounced among those high in uncertainty avoidance.

P20: Rewarding small milestones will encourage consumers to continue engaging in environmentally friendly behaviors .

H-null: Rewarding small milestones won't encourage consumers to continue engaging in environmentally friendly behaviors .

H-alternative: Rewarding small milestones will encourage consumers to continue engaging in environmentally friendly behaviors .

P21: Those consumers who are encouraged to focus on the future self will be more likely to engage in sustainable consumer behaviors.

H-null: Those consumers who are encouraged to focus on the future self won't be more likely to engage in sustainable consumer behaviors.

H-alternative: Those consumers who are encouraged to focus on the future self will be more likely to engage in sustainable consumer behaviors.

P22: Visual communications (vs. text) will be effective at eliciting other-focused emotions such as love will lead to greater participation in sustainable actions. This effect will be enhanced for individuals who are visualizers.

H-null: Visual communications (vs. text) won't be effective at eliciting other-focused emotions such as love will not lead to greater participation in sustainable actions.

H-alternative: Visual communications (vs. text) will be effective at eliciting other focused emotions such as love will lead to greater participation in sustainable actions. This effect will be enhanced for individuals who are visualizers.

P23: Making the positive impact of sustainable behavior more certain in the present will result in greater pride and lead to greater likelihood of carrying out such behaviors in the future.

H-null: Making the positive impact of sustainable behavior more certain in the present will not result in greater pride and lead to greater likelihood of carrying out such behaviors in the future.

H-alternative: Making the positive impact of sustainable behavior more certain in the present will result in greater pride and lead to greater likelihood of carrying out such behaviors in the future.

P24: Social distance will lead to emotional contagion when emotional responses to sustainable behaviors are shared with others, such that close (vs. distant) others sharing how they experience positive emotions when carrying out sustainable behavior will make the benefits of the behavior seem more concrete.

H-null: Social distance will not lead to emotional contagion when emotional responses to sustainable behaviors are shared with others, such that close (vs. distant) others sharing how they experience positive emotions when carrying out sustainable behavior will make the benefits of the behavior seem more concrete.

H- alternative: Social distance will lead to emotional contagion when emotional responses to sustainable behaviors are shared with others, such that close (vs. distant) others sharing how they experience positive emotions when carrying out sustainable behavior will make the benefits of the behavior seem more concrete.

P25: When the action or behavior is sustainable (vs. traditional), analogies will be more likely to encourage consumer behavior change.

H-null: When the action or behavior is sustainable (vs. traditional), analogies won't be more likely to encourage consumer behavior change.

H-alternative: When the action or behavior is sustainable (vs. traditional), analogies will be more likely to encourage consumer behavior change.

P26: When a given behavior or product is positioned based on its functional attributes, consumers may exhibit more positive attitudes and behaviors if the option is framed in terms of being a traditional product.

H-null: When a given behavior or product is positioned based on its functional attributes, consumers may not exhibit more positive attitudes and behaviors if the option is framed in terms of being a traditional product.

H-alternative: When a given behavior or product is positioned based on its functional attributes, consumers are more likely to exhibit more positive attitudes and behaviors if the option is framed in terms of being a traditional product.

P27: Those whose regulatory resources are somehow limited will be more likely to lapse in terms of engaging in other types of self-control behaviors.

H-null: Those whose regulatory resources are somehow limited wont likely to lapse in terms of engaging in other types of self-control behaviors.

H-alternative: Those whose regulatory resources are somehow limited will be more likely to lapse in terms of engaging in other types of self-control behaviors.

P28: Sustainable behaviors that provide greater immediate (vs. long-term) warm glow feelings or positive affect will lead to increase the likelihood of sustainable actions.

H-null: Sustainable behaviors that provide greater immediate (vs. long-term) warm glow feelings or positive affect will not lead to increase the likelihood of sustainable actions.

H-alternative: Sustainable behaviors that provide greater immediate (vs. long-term) warm glow feelings or positive affect will more likely lead to increase the likelihood of sustainable actions.

P29: Sustainable consumer behaviors may be best promoted over the long term by using a combination of lasting-change tools.

H-null: Sustainable consumer behaviors may not be best promoted over the long term by using a combination of lasting-change tools.

 H-alternative: Sustainable consumer behaviors may more likely be best promoted over the long term by using a combination of lasting-change tools.

P30: Collective, future-oriented emotions such as hope might foster sustainable consumer behaviors.

H-null: Collective, future-oriented emotions such as hope might not foster sustainable consumer behaviors.

 H-alternative: Collective, future-oriented emotions such as hope might foster more sustainable consumer behaviors.

P31: Rewarding small milestones will encourage consumers to help avoid green fatigue.

H-null: Rewarding small milestones will not encourage consumers to help avoid green fatigue.

 H-alternative: Rewarding small milestones are more likely to encourage consumers to help avoid green fatigue.

P32: Visual communications (vs. text) will be effective at eliciting other-focused emotions such as empathy will lead to greater participation in sustainable actions. This effect will be enhanced for individuals who are visualizers.

H-null: Visual communications (vs. text) will be effective at eliciting other-focused emotions such as empathy will not lead to greater participation in sustainable actions. This effect will be enhanced for individuals who are visualizers.

 H-alternative: Visual communications (vs. text) will be effective at eliciting other-focused emotions such as empathy will more likely lead to greater participation in sustainable actions. This effect will be enhanced for individuals who are visualizers.

#5: Measurement questions and constructs, identified

a. Innovation

Sustainability might be linked to positive feelings about design when it is in the context of innovative, out-of-the-box thinking.

People tend to have a positive attitude towards innovative things. The diffusion of innovation is always slow (Carrete et al. 2012; Gifford 2011; Weber 2010) at first. The diffusion of innovations, thus, is essentially a social process in which subjectively perceived information about a new idea is communicated(Roger 1983).When the adopter reaches a certain number, the diffusion process suddenly accelerates. The process will continue until most of the people in the system who are likely to adopt innovation have adopted innovation. When it reaches the saturation point, the diffusion rate will slow down. The number of adopters has taken on an S shaped trajectory over time. Innovation diffusion theory has been recognized in marketing, advertising promotion, product metabolism and media life cycle research, and has broad application prospects. In fact, in extremely decentralized diffusion systems there may not be a change agency; potential adopters are solely responsible for the self-management of the diffusion of innovations.(Roger 1983)

Future work might look further at the role of "positive feeling states that are related to entities outside of the self" in influencing sustainable consumption.

ONE REASON WHY THERE is so MUCH INTEREST in the diffusion of innovations is because getting a new idea adopted, even when it has obvious advantages, is often very difficult. There is a wide gap in many fields, between what is known and what is put into use. Many innovations require a lengthy period, often of some years, from the time when they become available to the time when they are widely adopted. Therefore, a common problem for many individuals and organizations is how to speed up the rate of diffusion of an innovation. (Roger 1983)

b. Emotion

Examining emotions like awe, empathy, and moral elevation are all directions for future research.

Humans are first and foremost emotional animals. That some people say that 80% of purchases are based on "emotional emotions" rather than "rational logic". The purpose of marketing is to drive change and there are only two ways to drive change. Making users yearn for or to pursue or letting users escape or change. For example, the way negative emotions are aroused is common in public service advertisements. Such as the following smoking cessation ads. Either way, emotion is an important dimension in forming consumer attitudes and willingness to shop. Consumers are more inclined to engage in pro-environmental actions when they derive some hedonic pleasure or positive affect from the behavior (Corral-Verdugo et al. 2009).

c. Empathy

Extant work does show that empathy might be linked to prosocial behaviors.

Empathy, also known as positional thinking, refers to a way of thinking from the other side's standpoint. In the process of interpersonal communication, we are be able to appreciate the emotions and thoughts of others, to understand the positions and feelings of others and to think and deal with problems from the perspective of others. Empathy can contribute to a great extent to inclusion and understanding. Make some scenarios easier. Appealing to "individualizing moral values" (e.g., fairness, empathy, individuality) leads to more positive reactions among Democrats (Kidwell, Farmer, and Hardesty 2013).

d. Aspiration

Examine the role of aspirational social influence in sustainable consumer behavior change.

With the rapid development of science and technology and the great richness of material life, new things are emerging. As the economy recovers, disposable income increases. People's desire to shop has also increased. This leads to changes in consumer behavior patterns. People's possessiveness and aspiration will have a positive impact on the market.

One possibility is that aspirational branding could be harnessed to create positive, socially approved associations around the notion of sustainable lifestyles. Marketers could accomplish this by linking sustainable actions to aspirational others in a way that fosters a sense of desirability, luxury, and

value linked to sustainable products and behaviors. Although research covers the motivational roles of both ingroup members (Goldstein, Cialdini, and Griskevicius 2008) and dissociative outgroup others (White and Simpson 2013), there is a paucity of research on the impact of aspirational others on influencing sustainable consumer behaviors

e. Individual self

Asking individuals to engage in a pro-environmental behavior means that some of the consequences will be achieved only at a future point in time. Sustainability is a long-time horizon. It takes everyone's long-term persistence. Significant short-term progress has no decisive impact on overall environmental protection. This requires each person's own self-control. Urge themselves to persist in order to achieve long-term sustainability.

The notion of the long-time horizon is related to the individual self in that it is linked to self-control. Indeed, self - regulation research demonstrates that people have a difficult time regulating the self to forgo benefits in the present for longer-term payoffs in the future.

The same action (e.g., being vegan) could be positioned in terms of sustainability versus health goals, and it may be that self-regulation is more likely to fail for sustainability reasons given that such behaviors have fewer clear future implications for the self. Research might examine this and consider how to enhance self-regulation in the sustainability domain. One idea involves interventions to make the natural world part of the extended self, thereby transforming future environmental benefits into self-benefits, which could improve self- regulation.

f. Tangibility

The long-time horizon is linked to tangibility as well.

People tend to be more motivated with something of tangibility. For example, Ali's Ant Forest project. Tree planting and greening area visualization let people see the changes in the entity. Make people stick to the project and pay more attention to future results.

Although people generally care less about future outcomes, the degree to which they care varies across individuals. People with higher "discount rates" care less about future outcomes (O'Sullivan et al., 2009).Likewise, people with lower consideration of future consequences (Wallace, 1995) express weaker pro-environmental intentions(Carroll, 1979). Therefore, tangibility interventions (such as communicating local and proximal impacts) may be especially effective for these individuals. Perspective-taking interventions (Ardito et al., 2015) that encourage the consumer to adopt the viewpoint of future generations. (South & Lei, 2015)

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Main article

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