**References**

Allcott, H. (2011). Social norms and energy conservation. *Journal of Public Economics*, *95*(9),

1082–1095. https://doi.org/10.1016/j.jpubeco.2011.03.003

Banerjee, R., & Dittmar, H. (2008). Individual differences in children’s materialism: The role of peer relations. *Personality and Social Psychology Bulletin*, *34*(1), 17–31. https://doi.org/10.1177/0146167207309196

Bartlett, J. W., Seaman, S. R., White, I. R., Carpenter, J. R., & for the Alzheimer’s Disease

Neuroimaging Initiative\*. (2015). Multiple imputation of covariates by fully conditional specification: Accommodating the substantive model. *Statistical Methods in Medical Research*, *24*(4), 462–487. https://doi.org/10.1177/0962280214521348

Bicchieri, C. (2006). *The grammar of society: The nature and dynamics of social norms*. Cambridge University Press.

Bicchieri, C. (2014). Norms, conventions, and the power of expectations. In *Philosophy of social science: A new introduction* (N. Cartwright & E. Montuschi, pp. 208–229). Oxford: Oxford University Press.

Bohner, G., & Schlüter, L. E. (2014). A room with a viewpoint revisited: Descriptive norms and hotel guests’ towel reuse behavior. *PLoS ONE*, *9*(8), e104086. https://doi.org/10.1371/journal.pone.0104086

Carrico, A. R., & Riemer, M. (2011). Motivating energy conservation in the workplace: An evaluation of the use of group-level feedback and peer education. *Journal of Environmental Psychology*, *31*(1), 1–13. https://doi.org/10.1016/j.jenvp.2010.11.004

Cialdini, R. B., Demaine, L. J., Sagarin, B. J., Barrett, D. W., Rhoads, K., & Winter, P. L. (2006). Managing social norms for persuasive impact. *Social Influence*, *1*(1), 3–15. https://doi.org/10.1080/15534510500181459

Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology*, *55*(1), 591–621. https://doi.org/10.1146/annurev.psych.55.090902.142015

Cialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places. *Journal of Personality and Social Psychology*, *58*(6), 1015–1026. https://doi.org/10.1037/0022-3514.58.6.1015

Cialdini R. B., & Trost, M. R. (1998). Social influence: Social norms, conformity and compliance. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The handbook of social psychology* (pp. 151-192). McGraw-Hill.

Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed). L. Erlbaum

Associates.

Connell, K. Y. H. (2010). Internal and external barriers to eco-conscious apparel acquisition.

*International Journal of Consumer Studies*, *34*(3), 279–286. https://doi.org/10.1111/j.1470-6431.2010.00865.x

Costa, D. L., & Kahn, M. E. (2013). Energy conservation “nudges” and environmentalist

ideology: Evidence from a randomized residential electricity field experiment. *Journal of the European Economic Association*, *11*(3), 680-702. https://doi.org/10.1111/jeea.12011

Creutzig, F., Roy, J., Lamb, W. F., Azevedo, I. M. L., Bruine de Bruin, W., Dalkmann, H.,

Edelenbosch, O. Y., Geels, F. W., Grubler, A., Hepburn, C., Hertwich, E. G., Khosla, R., Mattauch, L., Minx, J. C., Ramakrishnan, A., Rao, N. D., Steinberger, J. K., Tavoni, M., Ürge-Vorsatz, D., & Weber, E. U. (2018). Towards demand-side solutions for mitigating climate change. *Nature Climate Change*, *8*(4), 260–263. https://doi.org/10.1038/s41558-018-0121-1

De Dominicis, S., Schultz, P. W., & Bonaiuto, M. (2017). Protecting the environment for self-interested reasons: Altruism is not the only pathway to sustainability. *Frontiers in Psychology*, *8*, 1065. https://doi.org/10.3389/fpsyg.2017.01065

de Groot, J., Abrahamse, W., & Jones, K. (2013). Persuasive normative messages: The influence of injunctive and personal norms on using free plastic bags. *Sustainability*, *5*(5), 1829–1844. https://doi.org/10.3390/su5051829

Druckman, A., & Jackson, T. (2010). The bare necessities: How much household carbon do we

really need? *Ecological Economics*, *69*(9), 1794–1804. https://doi.org/10.1016/j.ecolecon.2010.04.018

Dubois, G., Sovacool, B., Aall, C., Nilsson, M., Barbier, C., Herrmann, A., Bruyère, S.,

Andersson, C., Skold, B., Nadaud, F., Dorner, F., Moberg, K. R., Ceron, J. P., Fischer, H., Amelung, D., Baltruszewicz, M., Fischer, J., Benevise, F., Louis, V. R., & Sauerborn, R. (2019). It starts at home? Climate policies targeting household consumption and behavioral decisions are key to low-carbon futures. *Energy Research & Social Science*, *52*, 144–158. https://doi.org/10.1016/j.erss.2019.02.001

Dwyer, P. C., Maki, A., & Rothman, A. J. (2015). Promoting energy conservation behavior in public settings: The influence of social norms and personal responsibility. *Journal of Environmental Psychology*, *41*, 30–34. https://doi.org/10.1016/j.jenvp.2014.11.002

Elster, J. (2011). Norms. In P. Bearman & P. Hedström (Eds.), *The Oxford Handbook of Analytical Sociology*. Oxford University Press. https://doi.org/10.1093/oxfordhb/9780199215362.013.9

Enders, C. K. (2017). Multiple imputation as a flexible tool for missing data handling in clinical

research. *Behaviour Research and Therapy*, *98*, 4–18. https://doi.org/10.1016/j.brat.2016.11.008

Farrow, K., Grolleau, G., & Ibanez, L. (2017). Social norms and pro-environmental behavior: A review of the evidence. *Ecological Economics*, *140*, 1–13. https://doi.org/10.1016/j.ecolecon.2017.04.017

Ferraro, P. J., Miranda, J. J., & Price, M. K. (2011). The persistence of treatment effects with norm-based policy instruments: Evidence from a randomized environmental policy experiment. *American Economic Review*, *101*(3), 318–322. https://doi.org/10.1257/aer.101.3.318

Ghazali, E. M., Nguyen, B., Mutum, D. S., & Yap, S.-F. (2019). Pro-environmental behaviours and value-belief-norm theory: Assessing unobserved heterogeneity of two ethnic groups. *Sustainability*, *11*(12), 3237. https://doi.org/10.3390/su11123237

Girod, B., van Vuuren, D. P., & Hertwich, E. G. (2014). Climate policy through changing

consumption choices: Options and obstacles for reducing greenhouse gas emissions. *Global Environmental Change*, *25*, 5–15. https://doi.org/10.1016/j.gloenvcha.2014.01.004

Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research*, *35*(3), 472–482. https://doi.org/10.1086/586910

Gwozdz, W., Steensen Nielsen, K., & Müller, T. (2017). An environmental perspective on

clothing consumption: Consumer segments and their behavioral patterns. *Sustainability*, *9*(5), 762. https://doi.org/10.3390/su9050762

Handgraaf, M. J. J., Van Lidth de Jeude, M. A., & Appelt, K. C. (2013). Public praise vs. private pay: Effects of rewards on energy conservation in the workplace. *Ecological Economics*, *86*, 86–92. https://doi.org/10.1016/j.ecolecon.2012.11.008

Hansla, A., Gamble, A., Juliusson, A., & Gärling, T. (2008). Psychological determinants of attitude towards and willingness to pay for green electricity. *Energy Policy*, *36*(2), 768–774. https://doi.org/10.1016/j.enpol.2007.10.027

Hart, C. M., Ritchie, T. D., Hepper, E. G., & Gebauer, J. E. (2015). The balanced inventory of desirable responding short form (BIDR-16). *SAGE Open*, *5*(4), 1-9. https://doi.org/10.1177/2158244015621113

Hechter, M. (2018). Norms in the evolution of social order. *Social Research: An International Quarterly*, *85*(1), 23–51. https://www.muse.jhu.edu/article/692743

Hertwich, E. G., & Peters, G. P. (2009). Carbon footprint of nations: A global, trade-linked

analysis. *Environmental Science & Technology*, *43*(16), 6414–6420. https://doi.org/10.1021/es803496a

Hoekstra, A. Y., & Wiedmann, T. O. (2014). Humanity’s unsustainable environmental footprint. *Science*, *344*(6188), 1114–1117. https://doi.org/10.1126/science.1248365

Huang, B., Zhao, J., Geng, Y., Tian, Y., & Jiang, P. (2017). Energy-related GHG emissions of

the textile industry in China. *Resources, Conservation and Recycling*, *119*, 69–77. https://doi.org/10.1016/j.resconrec.2016.06.013

IPCC & Edenhofer, O. (Eds.). (2014). *Climate change 2014: Mitigation of climate change: Working group iii contribution to the fifth assessment report of the intergovernmental panel on climate change*. Cambridge University Press. https://www.ipcc.ch/report/ar5/wg3/

IPCC. (2018). *Global warming of 1.5°C. An IPCC special report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty.* https://www.ipcc.ch/sr15/

IPCC. (2021). *Climate change 2021: The physical science basis. Contribution of working group I to the sixth assessment report of the intergovernmental panel on climate change*. Cambridge University Press. https://www.ipcc.ch/report/ar6/wg1/

Isaksen, K. J., & Roper, S. (2012). The commodification of self-esteem: Branding and british teenagers: isaksen and roper. *Psychology & Marketing*, *29*(3), 117–135. https://doi.org/10.1002/mar.20509

Ivanova, D., Stadler, K., Steen-Olsen, K., Wood, R., Vita, G., Tukker, A., & Hertwich, E. G. (2016). Environmental impact assessment of household consumption: Environmental impact assessment of household consumption. *Journal of Industrial Ecology*, *20*(3), 526–536. https://doi.org/10.1111/jiec.12371

Jiang, J., Zhang, Y., Ke, Y., Hawk, S. T., & Qiu, H. (2015). Can’t buy me friendship? Peer rejection and adolescent materialism: Implicit self-esteem as a mediator. *Journal of Experimental Social Psychology*, *58*, 48–55. https://doi.org/10.1016/j.jesp.2015.01.001

Kallgren, C. A., Reno, R. R., & Cialdini, R. B. (2000). A focus theory of normative conduct: When norms do and do not affect behavior. *Personality and Social Psychology Bulletin*, *26*(8), 1002–1012. https://doi.org/10.1177/01461672002610009

Kolster, C., Masnadi, M. S., Krevor, S., Dowell, N. M., & Brandt, A. R. (2017). CO2 enhanced

oil recovery: A catalyst for gigatonne-scale carbon capture and storage deployment? *Energy & Environmental Science*, *10*(12), 2594–2608. https://doi.org/10.1039/C7EE02102J

Lapinski, M. K., Rimal, R. N., DeVries, R., & Lee, E. L. (2007). The role of group orientation and descriptive norms on water conservation attitudes and behaviors. *Health Communication*, *22*(2), 133–142. https://doi.org/10.1080/10410230701454049

Leach, C. W., Zebel, S., Vliek, M. L. W., Pennekamp, S. F., Doosje, B., van Zomeren, M., Ouwerkerk, J. W. (2008). Group-level self-definition and self-investment: A hierarchical (multicomponent) model of in-group identification. *Journal of Personality and Social Psychology*, *95*(1), 144-165. https://doi.org/10.1037/0022-3514.95.1.144

Liobikienė, G., & Juknys, R. (2016). The role of values, environmental risk perception, awareness of consequences, and willingness to assume responsibility for environmentally-friendly behaviour: The Lithuanian case. *Journal of Cleaner Production*, *112*, 3413–3422. https://doi.org/10.1016/j.jclepro.2015.10.049

Melnyk, V., Herpen, E. van, Fischer, A. R. H., & van Trijp, H. C. M. (2011). To think or not to think: The effect of cognitive deliberation on the influence of injunctive versus descriptive social norms. *Psychology and Marketing*, *28*(7), 709–729. https://doi.org/10.1002/mar.20408

Millan, E., & Mittal, B. (2017). Consumer preference for status symbolism of clothing: The case of the czech republic: consumer preference for status symbolism. *Psychology & Marketing*, *34*(3), 309–322. https://doi.org/10.1002/mar.20990

Miller, D. T., & Prentice, D. A. (1996). The construction of social norms and standards. In E. T. Higgins & A. W. Kruglanski (Eds.), *Social psychology*: *Handbook of basic principles* (pp. 799-829). The Guilford Press.

Miller, D. T., & Prentice, D. A. (2016). Changing norms to change behavior. *Annual Review of Psychology*, *67*(1), 339–361. https://doi.org/10.1146/annurev-psych-010814-015013

Niemiec, R. M., Champine, V., Vaske, J. J., & Mertens, A. (2020). Does the impact of norms vary by type of norm and type of conservation behavior? A meta-analysis. *Society & Natural Resources*, *33*(8), 1024–1040. https://doi.org/10.1080/08941920.2020.1729912

Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The

environmental price of fast fashion. *Nature Reviews Earth & Environment*, *1*(4), 189–200. https://doi.org/10.1038/s43017-020-0039-9

Nolan, J. M., Schultz, P. W., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2008). Normative social influence is underdetected. *Personality and Social Psychology Bulletin*, *34*(7), 913–923. https://doi.org/10.1177/0146167208316691

Nordlund, A. M., & Garvill, J. (2002). Value structures behind proenvironmental behavior. *Environment and Behavior*, *34*(6), 740–756. https://doi.org/10.1177/001391602237244

Nordlund, A. M., & Garvill, J. (2003). Effects of values, problem awareness, and personal norm on willingness to reduce personal car use. *Journal of Environmental Psychology*, *23*(4), 339–347. https://doi.org/10.1016/S0272-4944(03)00037-9

Oceja, L., & Berenguer, J. (2009). Putting text in context: The conflict between pro-ecological messages and anti-ecological descriptive norms. *The Spanish Journal of Psychology*, *12*(2), 657–666. https://doi.org/10.1017/S113874160000202X

O’Rourke, D. (2014). The science of sustainable supply chains. *Science*, *344*(6188), 1124–1127.

https://doi.org/10.1126/science.1248526

Peeters, M., Zondervan-Zwijnenburg, M., Vink, G., & Van De Schoot, R. (2015). How to handle

missing data: A comparison of different approaches. *European Journal of Developmental Psychology*, *12*(4), 377–394. https://doi.org/10.1080/17405629.2015.1049526

Pereira Heath, M. T., & Chatzidakis, A. (2012). ‘Blame it on marketing’: Consumers’ views on

unsustainable consumption: Consumers’ views on unsustainable consumption. *International Journal of Consumer Studies*, *36*(6), 656–667. https://doi.org/10.1111/j.1470-6431.2011.01043.x

Poortinga, W., Steg, L., & Vlek, C. (2004). Values, environmental concern, and environmental behavior: A study into household energy use. *Environment and Behavior*, *36*(1), 70–93. https://doi.org/10.1177/0013916503251466

Poškus, M. S. (2016). *Using social norms to encourage sustainable behaviour: A meta-analysis*. https://repository.mruni.eu/handle/007/17129

Reese, G., Loew, K., & Steffgen, G. (2014). A towel less: Social norms enhance pro-environmental behavior in hotels. *The Journal of Social Psychology*, *154*(2), 97–100. https://doi.org/10.1080/00224545.2013.855623

Reno, R. R., Cialdini, R. B., & Kallgren, C. A. (1993). The transsituational influence of social norms. *Journal of Personality and Social Psychology*, *64*(1), 104–112. https://doi.org/10.1037/0022-3514.64.1.104

Ripple, W. J., Wolf, C., Newsome, T. M., Barnard, P., & Moomaw, W. R. (2020). World Scientists’ Warning of a Climate Emergency. *BioScience*, *70*(1), 100–100. https://doi.org/10.1093/biosci/biz152

Roy, D., Berry, E., & Dempster, M. (2022). “If it is not made easy for me, I will just not bother”.

A qualitative exploration of the barriers and facilitators to recycling plastics. *PLOS ONE*, *17*(5), e0267284. https://doi.org/10.1371/journal.pone.0267284

Roy Choudhury, A. K. (2014). Environmental impacts of the textile industry and its assessment

through life cycle assessment. In S. S. Muthu (Ed.), *Roadmap to Sustainable Textiles and Clothing: Environmental and Social Aspects of Textiles and Clothing Supply Chain* (pp. 1–39). Springer. https://doi.org/10.1007/978-981-287-110-7\_1

Schrank, H. L. (1973). Correlates of fashion leadership: Implications for fashion process theory. *The Sociological Quarterly*, *14*(4), 534-543. https://doi.org/10.1111/j.1533-8525.1973.tb01389.x

Schultz, P. W. (1999). Changing behavior with normative feedback interventions: A field

experiment on curbside recycling. *Basic and Applied Social Psychology*, *21*(1), 25–36. https://doi.org/10.1207/s15324834basp2101\_3

Schultz, P. W., Nolan, J. M., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2007). The constructive, destructive, and reconstructive power of social norms. *Psychological Science*, *18*(5), 429–434. https://doi.org/10.1111/j.1467-9280.2007.01917.x

Schultz, W. P., Khazian, A. M., & Zaleski, A. C. (2008). Using normative social influence to promote conservation among hotel guests. *Social Influence*, *3*(1), 4–23. https://doi.org/10.1080/15534510701755614

Sivanathan, N., & Pettit, N. C. (2010). Protecting the self through consumption: Status goods as affirmational commodities. *Journal of Experimental Social Psychology*, *46*(3), 564–570. https://doi.org/10.1016/j.jesp.2010.01.006

Smith, J. R., Louis, W. R., Terry, D. J., Greenaway, K. H., Clarke, M. R., & Cheng, X. (2012). Congruent or conflicted? The impact of injunctive and descriptive norms on environmental intentions. *Journal of Environmental Psychology*, *32*(4), 353–361. https://doi.org/10.1016/j.jenvp.2012.06.001

Steg, L., Perlaviciute, G., van der Werff, E., & Lurvink, J. (2012). The significance of hedonic values for environmentally relevant attitudes, preferences, and actions. *Environment and Behavior*, *46*(2), 163-192. https://doi.org/10.1177/0013916512454730

van Buuren, S. (2018). *Flexible imputation of missing data* (2nd ed). CRC Press.

Van Ginkel, J. R., Linting, M., Rippe, R. C. A., & Van Der Voort, A. (2020). Rebutting existing

misconceptions about multiple imputation as a method for handling missing data. *Journal of Personality Assessment*, *102*(3), 297–308. https://doi.org/10.1080/00223891.2018.1530680

Vauclair, C.-M., & Fischer, R. (2011). Do cultural values predict individuals’ moral attitudes? A cross-cultural multilevel approach. *European Journal of Social Psychology*, *41*(5), 645–657. https://doi.org/10.1002/ejsp.794

Wiedmann, T., Lenzen, M., Keyßer, L. T., & Steinberger, J. K. (2020). Scientists’ warning on affluence. *Nature Communications*, *11*(1), 3107. https://doi.org/10.1038/s41467-020-16941-y

Woods, A. D., Gerasimova, D., Van Dusen, B., Nissen, J., Bainter, S., Uzdavines, A., Davis‐

Kean, P. E., Halvorson, M., King, K. M., Logan, J. A. R., Xu, M., Vasilev, M. R., Clay, J. M., Moreau, D., Joyal‐Desmarais, K., Cruz, R. A., Brown, D. M. Y., Schmidt, K., & Elsherif, M. M. (2023). Best practices for addressing missing data through multiple imputation. *Infant and Child Development*, e2407. https://doi.org/10.1002/icd.2407

Wooten, D. B. (2006). From labeling possessions to possessing labels: Ridicule and socialization among adolescents. *Journal of Consumer Research*, *33*(2), 188–198. https://doi.org/10.1086/506300