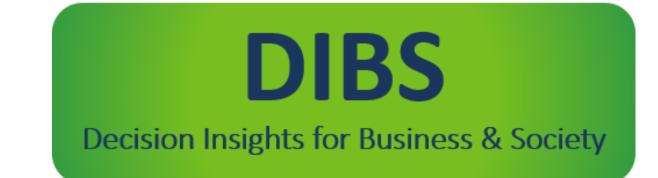


Peter P. Dhillon Centre for Business Ethics

HOW TO SHIFT CONSUMER BEHAVIOURS TO BE MORE SUSTAINABLE



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There are many sustainability challenges that we can address¹



Water Commercial washing machines use an average of 34,740 gallons of water a year



Transportation Transport is the most rapidly growing area of global energy use



Food 1/3 of all food produced i.e. 1.3 billion tons worth around \$1 trillion is wasted every year

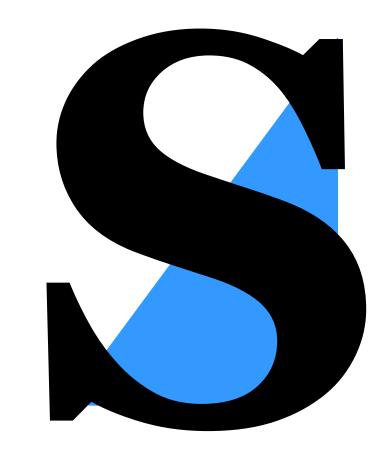


Energy If people worldwide switched to energy efficient lightbulbs we would save US\$120 billion a year



Disposal More than 80% of wastewater resulting from human actions is discharged into rivers or seas without any pollution removal

Reviewing 320 academic articles revealed the following 5 factors —



Social Influence

Social Norms Social Desirability Social Group Membership

JOIN YOUR FELLOW GUESTS IN **HELPING TO SAVE THE ENVIRONMENT**

Almost 75% of guests who are asked to participate in our new resource savings program do help by using their towels more than once. You can join your fellow guests in this program to help save the environment by reusing your towels during your stay

Linen-reuse rates were higher when the message mentioned descriptive norms (44%) than when it focused on environmental protection Recent movers reduced $(35\%)^2$



Habits

Break bad habits:

Discontinuity Penalties

Form new good habits:

Make it easy Prompts Incentives Feedback



Context changes make it harder to act automatically & easier to change habits

car use from 64% of the time to **37%**³



Individual Self

Individual differences **Self-efficacy Self-interest Self-consistency Self-concept**



While men are often less likely to support sustainable causes, masculine branding or affirmation can close this gender gap⁴



Feelings & Cognition

Positive emotions: warm glow, pride **Negative emotions:** Fear, guilt

Information Framing Labeling



Labels with "10-year dollar cost" framing increased energy efficient purchases from 12% to 48%⁵



Tangibility

Communicate impact Match temporal focus **Encourage desire for** intangibles Concrete **Communications**



Consumers are motivated more by concrete stories, images, and examples than by abstract information and statistics⁶

References

¹ Statistics taken from UN sustainable development goals, https://www.un.org/sustainabledevelopment/

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³ Verplanken, Bas, Ian Walker, Adrian Davis, and Michaela Jurasek (2008), "Context Change and Travel Mode Choice: Combining the Habit Discontinuity and Self-Activation Hypotheses," Journal of Environmental Psychology, 28(2), 121–127.

⁴ Brough, A. R., Wilkie, J. E., Ma, J., Isaac, M. S., & Gal, D. (2016). Is eco-friendly unmanly? The green-feminine stereotype and its effect on sustainable consumption. *Journal of Consumer Research*, 43(4), 567-582.

⁵ Hardisty, D. J., Shim, Y., Sun, D., & Griffin, D. (working paper). Encouraging Energy Efficiency: Product Labels Activate Temporal Tradeoffs.

⁶ Marx, S. M., Weber, E. U., Orlove, B. S., Leiserowitz, A., Krantz, D. H., Roncoli, C., & Phillips, J. (2007). Communication and mental processes: Experiential and analytic processing of uncertain climate information. Global Environmental Change, 17(1), 47-58.

For More Information

HBR Article: The Elusive Green Consumer https://hbr.org/2019/07/the-elusive-green-consumer

Journal of Marketing Article: How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework

https://doi.org/10.1177/0022242919825649