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1. Introduction

This research contributes to the literature on sustainable consumption and green marketing in several ways. First, we provide empirical evidence on the differential effects of eco-positioning on consumers with varying levels of inertia, extending prior studies on the general impact of eco-positioning on consumer behavior (Olsen et al. 2014; Esty and Winston 2009) and the tension between the warm glow and sustainability liability effects (Chernev and Blair 2021; Chernev et al. 2024).

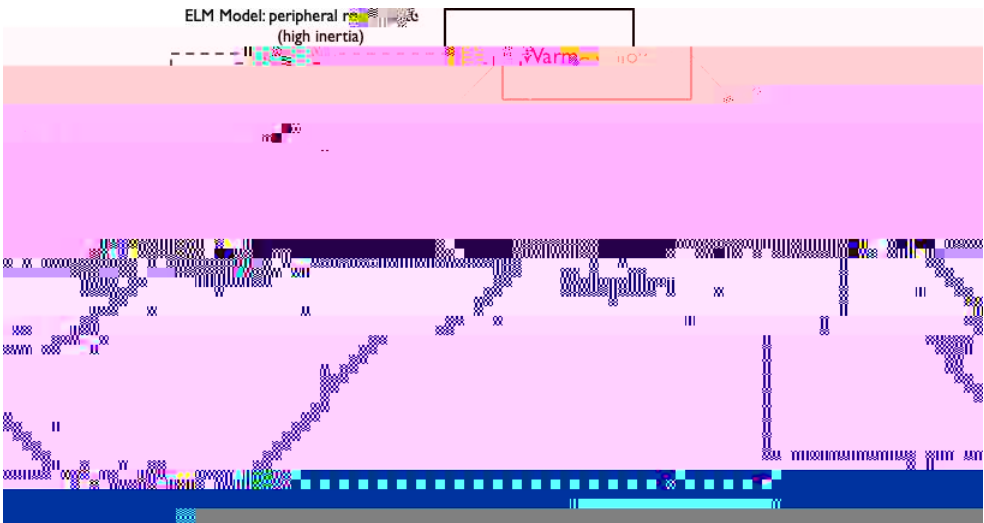


Figure 2 Willingness to adopt for different scenarios in Study 1

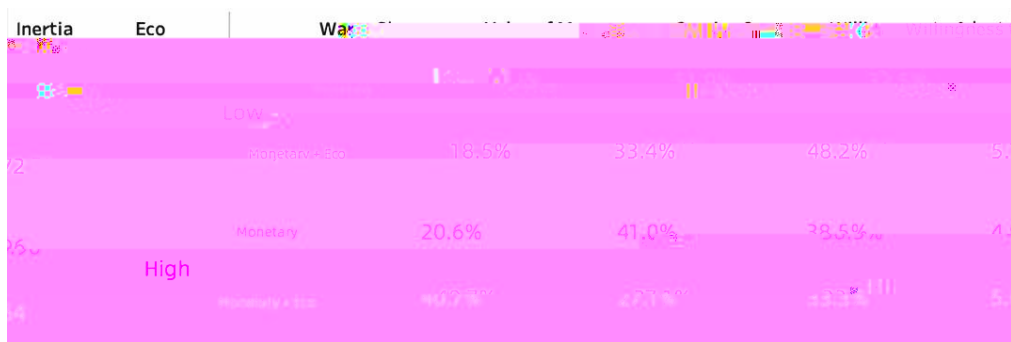
2.2. Study 2: Sources of Consumer Inertia

In Study 2, we recruited 310 participants from the United States via Prolific, segmenting them into current users or non-users of eco-friendly energy plans. Participants rated their agreement with statements about service concerns, price perceptions, trust, and social norms on a 7-point Likert scale. These statements were designed to measure perceptions of each dimension, as detailed in the full paper (Zhong and Li 2024).

We also collected open-ended responses from participants regarding their willingness to switch with or switching to eco-friendly energy plans. Ordinary Least Squares (OLS) regression was employed to analyze the impact of these dimensions on willingness to choose eco-friendly energy plans, using the model specified in Equation 1:

$$Y = \quad + \textit{Price} +$$

Category	Warm Glow	Value of Money
(Probability)	(37.9%)	



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Lambrecht A, Skiera B (2006) Paying too much and being happy about it: Existence, causes, and consequences of tariff-choice biases. *Journal of Marketing Research* 43(2):212-223.

Olsen MC, Slotegraaf RJ, Chandukala SR (2014) Green claims and message frames: how green new products change brand attitude. *Journal of Marketing* 78(5):119-137.

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