

**ENGAGING CONSUMERS WITH ENVIRONMENTAL SUSTAINABILITY
INITIATIVES: CONSUMER GLOBAL-LOCAL IDENTITY AND GLOBAL BRAND
MESSAGING**

WEB APPENDIX

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Web Appendix A

ENVIRONMENTAL RESEARCH ON MESSAGING EFFECTIVENESS OF REGULATORY

FOCUS AND/OR CONSTRUAL FRAMES

Table A-1. Environmental Messaging and Effectiveness of Regulatory Focus Frames

References	Effective regulatory focus frame	Outcomes
Davis (1995)	Loss (compatible with Prevention)	Loss (vs. gain) with proximal temporal construal message frame motivates individuals to engage in environmentally-responsible behavior, i.e., recycling, conservation, and green shopping.
Spence and Pidgeon (2010)	Gain (compatible with Promotion)	Gain (vs. loss) message frame results in more positive attitudes toward climate change mitigation and increased perceptions of the severity of climate change.
White, MacDonald, and Dahl (2011)	Gain (compatible with Promotion)	Gain (vs. loss) message frame with abstract (concrete) processing style enhances recycling intentions.
Gifford and Comeau (2011)	Motivational (compatible with Promotion)	Motivational (vs. sacrifice) message framing leads to greater climate change engagement.
Newman, Howlett, Burton, Kozupm, and Tangari (2012)	Prevention	When concern for climate change is low, prevention (vs. promotion) environmental message frame increases the likelihood of buying more environmentally friendly products and living more sustainably.
Ku, Kuo, Wu, and Wu (2012)	Prevention	Prevention (vs. promotion) green message frame enhances perceived product attractiveness and purchase intention.
Bullard and Manchanda (2013)	Prevention	Prevention (vs. promotion) message frame about environmental product results in a better perceived product positioning in the market, i.e., likelihood of selling well, becoming a bestseller, and beating major leading brands.
Lee and Oh (2014)	Gain (compatible with Promotion) and Loss (compatible with Prevention)	Gain (loss) environmental message frame with a high (low) level construal (i.e., spatial and temporal distance) is proposed to enhance consumer processing fluency.
Chang, Zhang, and Xie (2015)	Gain (compatible with Promotion) and Loss (compatible with Prevention)	Gain (loss) with distant (proximal) temporal construal message frame in green ads results in a more positive brand and ad attitudes.
Nisbett and Strzelecka (2017)	Promotion	Promotion (vs. prevention) message frame is more persuasive in generating volunteering in a conservation context.
Krpan and Basso (2021)	Promotion	Promotion (vs. prevention) message frame results in greater support for social change towards sustainable economy.

Table A-2. Environmental Messaging and Effectiveness of Spatial and Temporal Construal Frames

References	Effective spatial construal frame	Effective temporal construal frame	Outcomes
Spatial construal			
Spence and Pidgeon (2010)	Distant		Spatially distant (vs. proximal) message frame about climate change results in the perception that climate change is more severe, leading to an increased positive attitude toward climate change mitigation.
Scannell and Gifford (2011)	Proximal		Spatially proximal (vs. distant) message frame predicts climate change engagement.
Temporal construal			
Spassova and Lee (2013)		Distant and Proximal	Temporally distant (proximal) message frame results in the more positive brand and ad attitudes in individuals with independent (interdependent) self-view.
Bashir et al. (2014)		Proximal	Temporally proximal (vs. distant) message frame about climate change consequences is more effective in enhancing pro-environmental behavioral intentions at the time of the survey and pro-environmental behavior reported a week after.
Arnocky, Milfront, and Nicol (2014)		Distant	Distant (vs. proximal) temporal message frames activate future mindset resulting in increased environmental concern and pro-environmental behavioral intentions.
van der Wal, van Horen, and Grinstein (2018)		Proximal	Proximal (vs. distant) temporal message frame results in more consumers donating to an environmental non-profit organization and higher levels of donations among those who donated money.
Reczek, Trudel, and White (2018)		Proximal	Proximal (vs. distant) message frame about eco-friendly products increases their appeal to consumers.
Spatial and temporal construal			
Spence, Poortinga, and Pidgeon (2012)	Proximal	Proximal	Spatially and temporally proximal (vs. distant) message frame about environmental threats results in a greater concern of climate change and preparedness to act on climate change.
Jones, Hine, and Marks (2017)	Proximal	Proximal	Proximal (vs. distant) space and time congruent message frames increase climate change concern and intentions to engage in mitigation activities.

Web Appendix B

PRELIMINARY STUDY: TEXTUAL ANALYSIS OF ENVIRONMENTAL MESSAGING ON WEBSITES OF GLOBAL AND LOCAL BRANDS

Table B-1. Preliminary Study: LIWC Dictionary

REGULATORY FOCUS					
Promotion Focus			Prevention Focus		
Accomplish*	Excite*	Obtain*	Accurate*	Fail*	Risk*
Achieve*	Expand*	Optimistic	Afraid	Fear	Safe*
Advance*	Fast	Progress*	Anxiety	Lose*	Secure*
Adventure*	Gain*	Promote*	Avoid*	Oblige*	Stabile*
Aspire*	Grow*	Speed	Care*	Ought	Thoughtful*
Attain*	Hope*	Success*	Compassion*	Pain	Threat*
Bold	Ideal	Support*	Conserve*	Preserve*	Vigilance
Desire*	Improve*	Swift	Defend*	Prevent*	
Eager	Increase*	Toward	Duty	Protect*	
Earn*	Inspire*	Velocity	Escape*	Reassure*	
Encourage*	Momentum	Wish*	Evade*	Responsible*	
SPATIAL CONSTRUAL			TEMPORAL CONSTRUAL		
Distant	Proximal		Distant	Proximal	
Africa*	America*		All over	Already	
All Over/Univers*	Borough/Municipal		By the time	Always/Ever	
All-Around	Citizen*		Future	Annual	
Antarctica	City		In 2 (or more) years	Around	
Arctic	Close by/Nearby		Later	At the moment/Now/Current	
Asia*	Community/Neighborhood		Next decade	Every day/week/year	
Australia*	Country/National		Next years	Immediately	
Continent*	County		Remote	Never	
Cosmopolitan	District		Some time	Next month/year	
Earth/Planet	Domestic/Native		Someday	Often	
Europe*	Here		Then	Present	
Everywhere	Home/Hometown		2020 (or later)	Recent*	
External	Inland			Seldom	
Faraway	Internal			So Far/up to now	
Foreign	Local			Sometimes	
Globe*	Region*			Soon	
Import	Resident*			This time/year	
Intercontinental	State			Today	
International	Town*			Tomorrow	
Latin America*	United States/U.S./USA			Usually	
South America*	Urban			Yet	
World*					

* Includes all stemmed words, i.e., words created with changes to a word's form, including prefixes, suffixes; the adding of count (pluralizing); the expression of verb tense; and other transformations from a core or base term.

Web Appendix C

STUDY 1. PRETESTS FOR GLOBAL-LOCAL IDENTITY PRIME AND PROMOTIONAL MESSAGE FRAMES

Pretest of Global-Local Identity Prime

Appendix C-1 presents our global-local identity prime, developed based on past research (Zhang and Khare 2009). We conducted a pretest of our global-local identity prime with 190 U.S. Amazon MTurk workers (60% females, $M_{\text{age}} = 39$). Each participant was randomly assigned the global or local identity prime condition. Our global (local) prime included three tasks: 1) participants read an informational piece on Global (Local) citizenship and about a Think Global (Think Local) movement for at least 30 seconds of locked-in screen time (Gao, Mittal, and Zhang 2020; Zhang and Khare 2009), 2) participants write three points from the informational piece that describe what it means to be a global (local) citizen, and 3) participants unscramble three scrambled global (local) phrases from the informational piece. To assess the effectiveness of the global-local identity priming, participants responded to three items (“For the time being, I am mainly thinking that...,” “At this moment, I feel that...,” “On the top of my mind right now are thought in agreement with saying...” with the anchor points: 1 = I am a local citizen; 7 = I am a global citizen; $\alpha = .97$, Zhang and Khare 2009). Results indicate the global identity (anchored at 7) was higher in the global condition ($M = 4.31$) and local identity (anchored at 1) was higher in the local condition ($M = 3.49$, $F(1, 188) = 9.40$, $p < .001$). We used this three-task global-local identity prime in all studies.

Appendix C-1. Global-Local Identity Prime Stimuli

GLOBAL
citizenship

LOCAL
citizenship

In a recent article, a team of researchers from the University of Oxford, UK, discussed the phenomenon of GLOBAL (LOCAL) citizenship.

A GLOBAL (LOCAL) citizen is someone who identifies with the GLOBAL World (his/her local community) rather than with his(her) local one (with the global World), and whose actions contribute to building this community values and practices.

GLOBAL (LOCAL) citizenship in large part is made possible through taking part in the GLOBAL (LOCAL) events, through participation in the GLOBAL (LOCAL) economy, and through being a part of the Think GLOBAL (LOCAL) Movement, which encourages people to take a GLOBAL (LOCAL) perspective on their daily lives.

Specifically, Think GLOBAL (LOCAL) means that you identify with the following behaviors:

- You belong to the whole World (local community)
- You are a global citizen (local citizen)
- You always think globally (think locally)
- You hold a global viewpoint (local viewpoint)
- You care about knowing global events (local events)
- Your heart belongs to the whole World (local community)
- You believe you are connected with the rest of the World (your local community)

Priming reinforcements

1. Please, identify three points from the text you've just read that describe what being a GLOBAL (LOCAL) citizen means to you.

2. Please, put the following sentences about the behaviors corresponding to the Think GLOBAL (LOCAL) Movement description in an order that makes sense (words in the following sentences were presented in random order):

- I belong to the whole World (local community)
- I am a global citizen (local citizen)
- I always think globally (locally)
- I hold a global viewpoint (local viewpoints)
- I care about knowing global events (local events)
- My heart belongs to the whole World (local community)
- I believe I am connected with the rest of the World (my local community)

Pretest of the Messaging Stimuli with Regulatory Focus and Distant Spatial Construal

To pretest the message stimuli designed to manipulate promotion (prevention) regulatory focus with a distant spatial construal, we recruited Prolific workers ($n = 81$, 47% female, $M_{\text{age}} = 33$). Participants were randomly assigned to either the promotion or prevention message condition and read promotional information for a new global sustainable fashion brand, *ECOTrend*, that had a promotion (prevention) manipulation with references to the distant spatial frame (world, globe) (Appendix C-2). Subsequently, participants responded to two manipulation check questions assessing the regulatory focus of *ECOTrend*'s promotional campaign: 1 = saving nature, conserving life/ 7 = supporting nature, promoting life ($r = .76$), and then seven [prevention (1) versus promotion (7)] manipulation check questions to assess participant thoughts: "When reading about *ECOTrend*'s promotional campaign, your thoughts were focused on...": saving nature/ supporting nature, conserving life/promoting life, decreasing a negative impact/increasing a positive impact, conservation/growth, preserving the world/improving the world, protecting the environment/supporting the environment, decreasing environmental risks/promoting environmental prosperity. We averaged the seven items ($\alpha = .96$) to assess the manipulation of promotion-prevention.

Both promotion/prevention manipulations were successful. Participants in the promotion condition reported that the message focused on promoting life/supporting nature ($M = 5.00$), whereas those in the prevention condition reported the message focused on saving nature/conserving life ($M = 2.63$, $t(79) = 5.71$, $p < .001$). Similarly, participants in the promotion condition were focused on promotion and growth ($M = 4.78$), and those in the prevention condition focused on prevention and protection ($M = 2.88$, $t(79) = 6.00$, $p < .001$). In subsequent studies, we used a one item manipulation check measure ("The focus of the campaign is on 1 =

saving nature, conserving life/ 7 = supporting nature/promoting life). Additionally, consistent with holding spatial construal constant across conditions, participants reported that the focus of the campaign was global (1 = local, people in your community/ 7 = global/people around the world; $M = 6.22$, with no significant difference across conditions $t(79) = 1.45, p > .05$).

Web Appendix D

STUDY 2a. POTENTIAL MEDIATING VARIABLES

Environmental mindset (Davis, Le, and Coy 2011). Our six-item environmental mindset scale ($\alpha = .96$) was adapted from the willingness to sacrifice for the environment (Davis et al., 2011) and the general sacrifice mindset scale (Gao et al., 2017).

1. I feel the need to give things up that I like doing if they harm the environment.
2. I am willing to give up my personal benefits to help conserve the natural environment.
3. I believe sacrifice for environmental protection is a great virtue.
4. I feel the urge to do the necessary things for environmental prosperity, even if I'm not thanked for my efforts.
5. Doing what is best for the environment is essential in achieving long-term goals for oneself and for society.
6. I am willing to take on responsibilities to do what is best for the natural environment.

Individualism (Singelis 1994)

The following two items were taken from Singelis (1994) scale to measure consumer individualism.

1. I enjoy being unique and different from others in many respects.
2. I'd rather say "no" directly than risk being misunderstood.

Collectivism (Singelis 1994)

The following two items were taken from Singelis (1994) scale to measure consumer collectivism.

1. It is important for me to respect decisions made by the group.
2. I often have the feeling that my relationships with others are more important than my own accomplishments.

Table D-1. Study 2a: Mediation Analyses: Environmental Mindset, Individualism, and Collectivism

	B [95% CI]	SE	t
Environmental Mindset			
Global-local identity	.35 [.05, .65]	.15	2.29*
R ²		3%	
Individualism			
Global-local identity	.29 [.04, .54]	.13	2.31*
R ²		2%	
Collectivism			
Global-local identity	-.12 [-.42, .18]	.15	.80
R ²		0%	
Consumer Engagement with the Environmental Sustainability Initiative – Written Essay^a			
<i>Direct effects</i>			
Global-local identity	.05 [-.18, .28]	.12	.42
Environmental mindset	.26 [.17, .35]	.05	5.59***
Individualism	-.07 [-.18, .04]	.06	1.20
Collectivism	.05 [-.08, .10]	.05	.24
<i>Indirect effect</i>			
Via environmental mindset	.09 [.02, .18]*	.04	
Via individualism	-.02 [-.07, .01]	.02	
Via collectivism	.00 [-.03, .01]	.01	
R ²		11%	
Consumer Engagement with the Environmental Sustainability Initiative – Recommended Upcycled Products^b			
<i>Direct effects</i>			
Global-local identity	-.21 [-.74, .31]	.27	.81
Environmental mindset	.76 [.55, .97]	.11	7.06***
Individualism	.03 [-.22, .28]	.13	.22
Collectivism	.21 [.00, .42]	.11	1.96*
<i>Indirect effect^a</i>			
Via environmental mindset	.27 [.04, .53]*	.12	
Via individualism	.01 [-.08, .12]	.05	
Via collectivism	-.03 [-.14, .03]	.04	
R ²		19%	

Web Appendix E

STUDY 3a. PRETEST AND PROMOTIONAL MESSAGE FRAMES

Pretest of the Messaging Stimuli with Regulatory Focus and Temporal Construal Frames

To pretest the message stimuli designed to manipulate promotion (prevention) regulatory focus with a spatially distant and temporally proximal construal, we recruited Prolific workers ($n = 80$, 45% females, $M_{\text{age}} = 33$). Participants were randomly assigned to either the promotion or prevention condition and read information for a fictitious global brand of sustainable home appliances, *ECOHome*, that had a promotion (prevention) manipulation with and spatially distant and temporally proximal message frames (Appendix E-1). As in the stimuli pretest in Study 1, participants responded to questions about the focus of the message information (two items, $r = .80$) and the focus of their thoughts upon reading the information (seven items, $\alpha = .95$).

In the promotion condition, participants reported the campaign was promoting life/supporting nature ($M = 4.26$); in the prevention condition, participants reported the campaign was focused on saving nature/conserving life ($M = 2.40$, $t(78) = 4.51$, $p < .001$). Similarly, participants' thoughts were focused on promotion and growth in the promotion condition ($M = 4.47$) and on prevention and protection in the prevention condition ($M = 3.40$, $t(78) = 3.64$, $p < .001$). Additionally, consistent with our manipulation, participants reported that the focus of the campaign was temporally proximal (1 = immediate, short term/7 = distant, long term, $M = 2.73$) and spatially distant (1 = local, people in local community/7 = global, people around the world, $M = 5.90$, with no significant difference between conditions $t(78) = .26$, $p > .05$).

Appendix E-1. Messaging Stimuli with Regulatory Focus and Temporal Construal Manipulations



ECOHome: support (protect) the environment and improve (preserve) the World of the FUTURE (TODAY)!

ECOHome is a multinational eco-friendly home appliances company that develops innovative products across the Globe and acts responsibly toward our planet Earth, creating a better World (preserving the World) of the FUTURE (TODAY).

ECOHome takes steps in both the manufacturing and functionality of our appliances to increase our positive impact (to decrease our negative impact) on the environment all over the World. Improved energy and water efficiency (reduced energy and water waste) (all products qualify for high Energy Star ratings), extensive use of recycled materials, great quality of product materials ensure not only high-quality products (and avoiding the use of non-ecofriendly and low-quality materials not only protect from quality products) but also provide support (decrease risks) to our FUTURE (PRESENT) environment.

ECOHome is oriented to make a long-term (immediate) change for our environment. To achieve this, ECOHome has committed to three sustainability objectives by the end of 2030 (2018) (within the next decade (within this year):

- Plant (Save) 60,000 (5,000) trees by the end of 2030 (2018) across the Globe!
- Ensure (Protect) access to affordable, reliable, and sustainable energy for 1,200 (100) families in need Worldwide by the end of 2030 / 2018!
- Provide (Preserve) 120,000 (10,000) gallons of safe drinking water to children all over the World by the end of 2030 (2018)!

Appendix E-2. Consumer Engagement with Environmental Sustainability Initiative

**Global Environment Day by ECOHome
"Improving the world of the FUTURE"**

**Global Environment Day by ECOHome
"Improving the world of TODAY"**

**Global Environment Day by ECOHome
"Preserving the world of the FUTURE"**

**Global Environment Day by ECOHome
"Preserving the world of TODAY"**

ECOHome takes initiative in creating the Global Environment Day "Improving (Preserving) the World of the FUTURE (TODAY) On this day ECOHome will inspire people to earn money that they will use to achieve (to reassure execution) their sustainability objectives by the end of 2030 (2018).

You have an opportunity to monetize your time for a good cause with ECOHome, and donate time to participate in the Global Environment Day "Improving (Preserving) the World of the FUTURE (TODAY)" here and now. You can choose how much time you would like to donate today, and you'll be asked to complete a simple task that will take the exact amount of time specified.

Note, you will NOT get paid for the time you spend on this task, but ECOHome will dedicate 10 cents a minute of your donated time to one of their sustainability objectives to promote environmental prosperity (to decrease environmental risks) in the World of the FUTURE (TODAY).

In case, you do not want to donate any time, you can click on 0, and opt-out of donating your time.

Web Appendix F

STUDY 3b. PROMOTIONAL MATERIALS STIMULI FOR ASSESSING THE MEDIATING EFFECT OF EAGERNESS TO ACT



ECOTrend is a multinational eco-friendly fashion company that merges vibrant style with sustainable practices toward our planet Earth, creating a better World of TODAY.

ECOTrend takes steps to increase the positive impact on the environment all over the World. Increased use of renewable resources and determination to eco-friendly and high-quality materials not only ensure product quality but also provide support to our PRESENT environment.

ECOTrend is oriented to make an immediate change for our environment. To achieve this, ECOTrend has committed to three sustainability objectives by the end of 2021 (within this year):

- Plant 5,000 trees by the end of 2021 across the Globe!
- Ensure access to affordable, reliable, and sustainable energy for 100 families in need Worldwide by the end of 2021!
- Provide 10,000 gallons of safe drinking water to children all over the World by the end of 2021!

Supporting the Earth of TODAY has never been easier - choose ECOTrend!

Web Appendix G

STUDY 3c. PRETEST OF EAGERNESS TO ACT MANIPULATION

One hundred and forty Amazon Prime MTurk Workers (final $n = 135$ [5 dropped due to failed manipulation checks], 51% females, $M_{\text{age}} = 44$) participated in a pretest to assess our stimuli designed to manipulate eagerness to act. First, participants were primed with global identity (Zhang and Khare 2009; $\alpha = .94$, $M = 4.20$, $SD = 1.87$), and then randomly assigned to either the enhanced eagerness ($n = 64$) or decreased eagerness ($n = 71$) condition, in which they read the corresponding messaging about eagerness (not eagerness) to take environmentally responsible actions (Appendix G-1). Subsequently, participants engaged in a writing task where they provided three reasons for why they would/would not (consistent with the manipulation condition) be eager to act in an environmentally responsible way. Finally, they answered our manipulation check questions related to their feelings of eagerness [(1 = not at all/7 = very much), modified from Study 3b: “At the moment, I feel that I am...an environmentally responsible action: “eager to engage in,” “enthusiastic to take,” “looking forward to taking,” “involved in taking,” “ready to support”] ($\alpha = .97$). An independent-samples t-test indicated the successful manipulation of eagerness: participants in the enhanced eagerness condition were more eager to take an environmentally responsible action ($M = 5.53$) than those in the decreased eagerness condition ($M = 4.33$, $t(133) = 4.88$, $p < .001$).

Appendix G-1. Manipulation of Eagerness to Act

When people think about environmental sustainability, many talk about how being eager and enthusiastic to take environmentally responsible actions can be beneficial/(how they don't think their actions can have an impact).

In a previous study, individuals shared the following [eager/not eager] comments:

- I am (not) eager to engage in environmentally responsible actions to help (because they won't help) re-establish balance in nature!
- I am (not) enthusiastic about environmental actions, and I am ready, willing, and able to make changes for the health of our natural environment! (because my personal actions will have little impact on the health of our natural environment.)
- I am actively (not) involved with environmental sustainability to make life better for everyone! (because by myself, I cannot really make a strong positive impact.)
- I am ready to support environmentally responsible actions so that we reduce waste, recycle, and reuse products for the benefit of our natural resources! (I don't make it a priority to reduce waste, recycle, and reuse products because I am only one person, and my actions don't matter.)
- I am (not particularly) eager to behave in an environmentally responsible way and to purchase environmentally friendly products! (because they cost more.)
- I am enthusiastic about environmental sustainability and feel the energy, spirit, and intensity of responsible environmental actions! (I do not put a lot of energy behind environmental sustainability because it just doesn't matter so much to me.)

Now that you have read what others reported as their reasons for why they feel eager (not eager) to take environmentally responsible actions, please provide three reasons why you personally would be (not) eager to act in an environmentally responsible way. You can state the reasons listed above or add your own.

I am (not) eager to act in an environmentally responsible way because:

Reason 1:

Reason 2:

Reason 3:

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