

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

MESSAGING

Ekaterina Salnikova

PostDoc Fellow
Aarhus University
Aarhus BSS
Fuglesangs Allé 4
8210 Aarhus, Denmark
Tel: +45 20 72 7964
Email: eks@mgmt.au.dk

Yuliya Strizhakova

Associate Professor of Marketing
Rutgers University
School of Business – Camden
227 Penn Street
Camden, NJ 08102, USA
Tel: 856.225.6920
Email: ystrizha@rutgers.edu

Robin A. Coulter

VOYA Financial Fellow and Professor of Marketing
University of Connecticut
School of Business
2100 Hillside Road, Storrs, CT 06269-1141
Tel: 860.655.4470
Email: robin.coulter@uconn.edu

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Abstract

Environmental sustainability is a common practice of global brands, with 90% of the top 100 Interbrand global brands making statements about environmental efforts on their websites. In this research, we explore how a consumer's global-local identity can affect consumer engagement with a global brand's environmental sustainability initiative. Specifically, we examine consumer engagement in response to environmental messaging based on regulatory focus, spatial construal, and temporal construal. We theorize and find, across six experimental studies, that consumers with a strong global identity are more engaged with environmental sustainability initiatives when messaging includes frames congruent with their global identity, specifically promotion frames coupled with distant spatial frames and with proximal temporal frames. For consumers with a local identity, these regulatory and construal messaging frames do not impact consumer engagement with environmental sustainability initiatives. Consumer environmental mindset mediates the effect of global-local identity on consumer engagement with environmental sustainability initiatives when such congruent frames are used, and consumer eagerness to act provides additional process explanation for the asymmetric spatial (distant) and temporal (proximal) construal effects. Our findings have significant implications for the design of global brand and environmental policy messaging, particularly for consumers with a strong global identity.

Keywords: global identity, local identity, global brand, engagement, environmental sustainability, construal, regulatory focus

With the growing damaging effects of pollution and waste on the environment (Kunig 2020), engaging in environmental sustainability has become a common practice of global brands. Notably, the vast majority of global brands are making statements of environmental commitment and regularly making the top 100 list of environmentally sustainable brands by Corporate Knights (Todd 2020). Our preliminary study, a textual analysis of websites of the top 100 global brands (Interbrand 2018), indicates that 90% of global brands make statements about environmental sustainability. Paradoxically, although consumer polls (e.g., Nielsen 2018) report that the vast majority (80% to 90%) of consumers worldwide expect multinational firms to engage with environmental sustainability, consumer concern for the environment has flattened (Gonzalez-Arcos, Scaraboto, and Sandberg 2021; Saad 2020). Thus, global brands are in a unique position to fortify consumer engagement with the environment and many have taken action. For example, Apple asks users to submit their pictures of the planet for the “Earth - Shot on iPhone” initiative, Colgate’s #EveryDropCounts initiative encourages consumers to share the hashtag as a pledge to save water, and Nestlé’s #GenerationRegeneration campaign advocates benefits and sharing of having a plant-based or a flexitarian diet as a way of combating climate change threats. Despite these efforts, global brands struggle to identify effective messaging to engage consumers with their environmental initiatives (Townsend and Niemtzw 2015; White, Hardisty, and Habib 2019; Zammit-Lucia 2013), and these gaps in communication contribute to consumers’ reluctance to purchase environmentally friendly products (The Conference Board 2020).

Within the global marketplace, global brands are major ideoscapes and communicative forms of globalization (Askegaard 2006), and consumers have not only a local national (geographically proximal) identity but also a global (geographically distant) identity as they

relate to the global world (Arnett 2002). Importantly, prior research highlights that understanding consumer cultural identities, particularly global-local identity, is critical to explaining consumer responses to brands (Strizhakova, Coulter, and Price 2012; Zhang and Khare 2009). Specifically, Zhang and Khare (2009) establish that consumers with a strong global (vs. local) identity express more interest in global brands. To date, global marketing research and environmental sustainability research have yet to fully explore consumer global-local identity as a key factor in understanding consumer responses to environmental sustainability efforts of global brands (Gürhan-Canli, Sarial-Abi, and Hayran 2018).

In this multi-method research, we focus on a global brand's environmental messaging and its effectiveness for engaging consumers with a global-local identity. As noted, we initially conducted a textual analysis of 100 global and 100 local brand websites and found that current environmental messaging employs regulatory focus (promotion/prevention) and spatial (local/global) and temporal (near/far term) construal message frames. With this background, we draw upon regulatory focus (Higgins 1998) and construal level (Trope and Liberman 2010) theories to hypothesize that global brand message frames that are congruent with global identity, promotion frames coupled with asymmetric (i.e., distant spatial and proximal temporal) construal frames, are particularly effective in increasing the engagement with environmental sustainability initiatives by those with a strong global identity. Six experimental studies provide evidence for the effectiveness of these congruent message frames and for the theoretical underpinnings that explain how global brands can align message frames to engage consumers who have a global identity with their environmental sustainability initiatives.

We make important contributions to theory and research at the intersection of global-local consumer identity, global branding, and environmental sustainability. First, our work

extends research on global-local identity within the context of environmentalism and global branding (Bartsch et al. 2016; Ng and Basu 2019; Strizhakova and Coulter 2013) and also offers refinements to construal theory (Trope, Liberman, and Wakslak 2007) and the theory on framing effects (Tversky and Kahneman 1981), particularly with regard to asymmetric spatial (distant) construal and temporal (proximal) construal message frame effects. Second, building upon growing research on consumer global-local identity and consumer mindsets (Gao, Mittal, and Zhang 2020; Gao, Zhang, and Mittal 2017; Yang et al. 2019), we advance global-local identity theory by establishing the link between global identity and a consumer's environmental mindset (Davis, Le, and Coy 2011), with the latter serving as a significant process explanation for our established global-local identity and message frame interaction effects on consumer engagement with environmental sustainability initiatives. Further, for consumers with a global identity, we demonstrate that eagerness to act (Dessart, Veloutsou, and Morgan-Thomas 2016; Fitzmaurice 2005; Seibt and Förster 2004) has explanatory power for the asymmetric effectiveness of spatially distant and temporally proximal construals. Finally, our work provides managerial insights for global brands and environmental policy makers by contrasting current environmental sustainability messaging with congruent regulatory focus and construal message frames to effectively engage consumers with a global identity and by demonstrating that consumer engagement (Harmeling et al. 2017; Pansari and Kumar 2017; Schmitt, Skiera, and Van den Bulte 2011) can be a useful strategy and vital metric in the environmental domain.

THEORETICAL FOUNDATION

Consumer Global-Local Identity

Globalization invokes a broadened perspective on our social world, causing wide-ranging effects on consumers' identity construction. As the global and local worlds co-mingle, clash, and

integrate, individuals often navigate multiple identities, belief systems, and cultural values (Tomlinson 2007). Specifically, in this global world, consumer identities can be expressed as global, local, or some combination of the two, constantly in flux and fueled by global information flows, international travel, and global brands and related discourses (Arnett 2002). Consumers with a global identity associate more closely with people around the world rather than those in their local community, whereas those with a local identity relate more to people in their local community (Zhang and Khare 2009).

Although consumer identities may appear to be stable, they are sensitive to situational cues, and they can influence consumer information processing and consumption choices (Oyserman 2009). Consequently, research has both manipulated and measured global-local identity and examined how these two identities individually or collectively have impacted consumer outcome variables. For example, experimental research has used situational priming tasks to make global or local identity more accessible, demonstrating a variety of effects on global-local product preferences and consumption choices (e.g., Gao, Zhang, and Mittal 2017; Nie et al. 2019, 2021; Zhang and Khare 2009; see Table 1 for a summary of these studies and details). Researchers measuring global identity have established its positive relationships with consumer interest in global brands and their corporate social responsibility (CSR) campaigns (Strizhakova, Coulter, and Price 2012; Westjohn, Singh, and Magnusson 2012). Importantly for our work, research has established that consumers with a global (vs. local) identity are attracted to global brands and their messages because of convergent thinking focused on the global aspects of their identity and the brand (Ng, Faraji-Rad, and Batra 2021).

Table 1

Primed Global-Local Identity with Outcome and Mediator Effects

References	Outcome	Mediator
Zhang and Khare (2009)	Global (local) identity is linked to a preference for global (local) products. Identity accessibility moderates these effects.	None tested
Tu, Khare, and Zhang (2012)	Global (local) identity predicts consumer preference for global (local) products.	None tested
Lin and Wang (2016)	Global (local) identity predicts more positive attitudes toward code-switched (non-code-switched) advertising.	Advertising involvement
Gao, Zhang, and Mittal (2017)	Local (vs. global) identity decreases price sensitivity.	Sacrifice mindset
Ng and Batra (2017)	Global (local) identity predicts positive attitudes toward promotion (prevention)-framed advertising messages.	Abstract –concrete mindset
Yang, Ma, Arnold, and Nuttavuthisit (2018)	Global identity predicts purchase intention of luxury products.	Function, individual, and social value of luxury products
Ng and Basu (2019)	Global (local) identity predicts greater (lower) support for environmentally friendly products.	Feeling of personal responsibility
Nie, Janakiraman, Yang, and Zhang (2019)	Global (local) identity predicts preferences for renting (purchasing) products.	Settler-traveler mindset
Yang, Sun, Lalwani, and Janakiraman (2019)	Local (vs. global) identity has a stronger association with price-perceived quality associations.	(Dis)similarity mindset and perceived quality variance
Gao, Mittal, and Zhang (2020)	Local (vs. global) identity is associated with a female (male) identity that in turn influences price sensitivity.	Sacrifice mindset mediates effects of identity incongruence on price sensitivity.
Ng, Faraji-Rad, and Batra (2021)	Global (vs. local) identity predicts preferences for global (local) brands when consumers experience certainty. Preferences are reversed when consumers experience uncertainty.	Convergent (divergent) thinking style
Nie, Yang, Zhang, and Janakiraman (2021)	Global (vs. local) identity predicts preference for access-based consumption.	Consumption openness and settler-traveler mindset

Within the globalization and environmentalism dialogue, several researchers have argued that consumers with a strong global identity have concerns about the environment because they can easily relate to one unifying global cause of protecting the planet's environment. For

example, Grinstein and Riefler (2015) argue for and find that cosmopolitan (i.e., more culturally open) consumers are more concerned about the environment and express stronger environmental tendencies, and Strizhakova and Coulter (2013) demonstrate that a strong global identity is associated with environmentally friendly behaviors. Further, Ng and Basu (2019) document that global identity predicts consumer preferences for environmentally friendly products. However, with global brands increasingly attentive to environmental sustainability, research has yet to explicate individual consumer characteristics and message components that engage consumers with environmentalism (White, Habib, and Hardisty 2019). In the following section, we propose specifics of message frames to better engage consumers who have a global (vs. local) identity with environmental sustainability initiatives.

Global-Local Identity and Environmental Message Frames

We ground our research in two well-established theories of consumer psychology, regulatory focus theory and construal level theory. Regulatory focus theory (Higgins 1998) distinguishes two principles that consumers adopt when pursuing goals, a promotion focus (i.e., approaching pleasure) and a prevention focus (i.e., avoiding pain). When used in messaging, promotion focus is associated with growth/accomplishments, frequently cited in CSR messages (metaphorically, “bloom” frames; Gamache et al. 2015; Mathur et al. 2013) which stimulates willingness to initiate action for improvement (Higgins 1998; Higgins and Spiegel 2004). Alternatively, prevention focused messages are linked to irrevocable climate change consequences and avoidance of the “doomsday” (i.e., “gloom” frames). Construal level theory (Trope and Liberman 2010) proposes that individuals construe and relate to various events at a higher/distant (more general, indirectly experienced, abstract) level or at a lower/proximal (more

specific, directly experienced, concrete) level. These construal levels are referred to as psychological distance from the reference point of “self, here and now...in time, space, social distance, and hypothetically” (Trope and Liberman 2010, p. 440).

Researchers examining environmental messages have drawn upon these theories and empirically examined the effectiveness of regulatory focus and construal frames. Our review of relevant literature documents that environmental messaging does not converge on a unifying strategy. Rather, both promotion and prevention message frames can result in positive environmental attitudes and intentions (Web Appendix A, Table A-1). Further, although both proximal and distant spatial and temporal environmental messages frames are effective in facilitating favorable consumer attitudes and actions (Web Appendix A, Table A-2), the asymmetric construal message frames of spatially proximal (i.e., geographically close area) but temporally distant (e.g., future risks and threats of climate change) are frequently used (Spence, Poortinga, and Pidgeon 2012).

In developing our hypotheses, we draw upon work by Higgins (1998), Oyserman (2009), and Trope and Liberman (2010) to argue that the effectiveness of various message frames in persuading consumers to engage with an environmental sustainability initiative depends on the congruency of these frames with a consumer’s global-local identity. Across multiple studies, researchers have established that messaging that is congruent with a person’s identity is more effective because it results in greater attention, greater processing fluency, and increased comprehension of the presented information (Gao, Mittal, and Zhang 2020; Lee, Keller, and Sternthal 2010; White, MacDonnell, and Dahl 2011). In our context, we suggest that message frames congruent with global (vs. local) identity which have underlying aspects of globalness, global branding, and environmental issues as global concerns will be most effective. Next, we

address the linkages between global (local) identity and three messaging frames: regulatory focus, spatial construal, and temporal construal.

First, several researchers have theorized and empirically laid the groundwork for linking promotion-prevention regulatory message frames to global-local identity. For example, Friedman and Förster (2001) and Förster and Higgins (2005) theoretically argue and find that promotion focus is associated with a more global processing style because of the link between promotion and more abstract, higher-level processing style. In contrast, prevention focus is associated with a more local processing style because of the link between prevention and more concrete, lower-level processing. Ng and Batra (2017) extend this perspective to incorporate consumer global-local identity as an important antecedent to the processing of regulatory focus frames. They demonstrate that global (local) identity leads to more abstract (concrete) processing (e.g., thought elicitation), the elicitation of promotion (prevention) goals, and more favorable responses to promotion (prevention) messages. Following on these theoretical and empirical works, we expect that a global brand's environmental message that has a promotion (vs. prevention) frame will be more effective in generating consumer engagement for those with a strong global identity.

With regard to global-local identity and spatial construal message frames, we draw upon construal level theory (Trope and Liberman 2010) and related empirical work. Theoretically, we speculate that concerning environmental issues, consumers with a strong global (vs. local) identity are more focused on the larger, more abstract, and more distant from one's spatial point of reference; that is, they are more focused on the global world. In contrast, those with a local identity have a narrower, more concrete, and spatial point of reference closer to one's geographic focus of interest. Empirical work appears to support this reasoning. More specifically, Grinstein and Riefler (2015) document that cosmopolitan consumers (who typically are more global) react

more favorably to cause-related campaigns framed around spatially distant (vs. proximal) causes, and Strizhakova and Coulter (2019) report that more (vs. less) nationalistic consumers are more positive about domestic (vs. foreign) firms engaged with proximal (vs. distant) causes.

Interestingly, Russell and Russell (2010) find that consumers with a global identity are more positive about CSR campaigns when these campaigns support not only geographically distant places, but also proximal communities.

Finally, with regard to global-local identity and temporal construal message frames, the straightforward extension of construal level theory is that global (local) identity is linked to more abstract (concrete) processing styles, implying that temporally distant (proximal) message frames would be most effective. However, within the context of environmental sustainability initiatives, White, Habib, and Hardisty (2019) propose that temporal proximity (vs. distance) is more effective in increasing environmental actions, and environmental research demonstrates that environmental payoffs become less desirable when they are framed as temporally distant (Bashir et al. 2014; Hardisty and Weber 2009). Particularly for consumers with a global (vs. local) identity who have stronger environmental concerns and a stronger desire to change the state of the environment for the better (Strizhakova and Coulter 2013), we posit that a message that focuses on a more immediate change (i.e., uses a proximal vs. distant temporal construal frame) is more congruent with their values and beliefs, and hence more likely to engage them with an environmental sustainability initiative. Importantly, research also has associated promotion messaging effectiveness with temporally proximal (i.e., immediate) action (Higgins and Spiegel 2004; Ng and Batra 2017; van Horen, van der Wal, and Grinstein 2018).

Collectively, our theoretical perspective argues for a global brand's environmental message frames to be congruent (i.e., use a promotion focus with spatially distant, but temporally

proximal construals) when trying to engage consumers with a global identity. We argue that this congruent message framing allows for easier processing by consumers with a strong global identity and that this multi-faceted message will result in increased engagement with environmental sustainability initiatives. Although our congruent message includes asymmetric construals (i.e., distant spatial and proximal temporal) which could be interpreted as incongruent, research has demonstrated the effectiveness of asymmetric effects across different types of construal (Kim, Zhang, and Li 2008; Schill and Shaw 2016; Zhang and Wang 2009). Our hypotheses are built around the interactive effects of global identity and regulatory promotion, distant spatial construal, and proximal temporal construal message frames. Because the aforementioned message frames are not congruent with a local identity, we do not expect these relationships to hold for individuals with a strong local identity. We posit:

H1: Consumers with a global identity will be more engaged with a global brand's environmental sustainability initiative when the message is promotion (vs. prevention) focused and framed around distant (vs. proximal) spatial construal (H1a) and proximal (vs. distant) temporal construal (H1b).

Process Explanations of Global-Local Identity and Messaging Effects

Our theorizing suggests that a consumer's environmental mindset and eagerness to act provide process explanations for the relationships between global-local identity and the effectiveness of our hypothesized environmental message frames. We address each in turn.

A consumer's environmental consciousness, mindset, and values have received significant attention in research focused on environmentalism. Specifically, the environmental mindset is a belief about "taking into consideration the well-being of the environment, even at

the expense of immediate self-interest, effort, and costs” (Davis, Le, and Coy 2011, p. 259). Similarly, Haws, Winterich, and Naylor (2014, p. 377) conceptualize green consumption values as a consumer’s “tendency to express the value of environmental protection through one’s purchases and consumption behaviors.” As might be expected, these environmentally conscious individual difference variables are important predictors of consumer pro-environmental behaviors (White, Habib, and Hardisty 2019). We speculate that a consumer’s environmental mindset is likely to be activated when a consumer’s identity is congruent with the messaging frames resulting in greater attention, processing fluency, and comprehension of the presented information (Gao, Mittal, and Zhang 2020; Lee, Keller, and Sternthal 2010; White, MacDonnell, and Dahl 2011). Within the context of our hypothesized promotionally-focused, spatially distant message effects, we expect this congruency and activation of the environmental mindset for consumers with global identity because thoughts about oneself as a part of one global world are congruent with thoughts about one global planet and its environment (i.e., spatially distant and abstract entity). We posit:

H2: When exposed to a global brand’s promotion-focused, spatially distant message frames, consumers with a global identity will have a stronger environmental mindset which will increase engagement with the global brand’s environmental sustainability initiative.

Eagerness, an emotional commitment to act, is often associated with one’s enthusiastic and strong desire to move forward (Fitzmaurice 2005) and has been proposed as an important precursor to behavioral engagement (Dessart, Veloutsou, and Morgan-Thomas 2016; Fitzmaurice 2005; Seibt and Förster 2004). Specifically, researchers argue and find that promotion-focused message frames elicit feelings of eagerness because of the accessibility of positivity and ideals embedded in these messages, and these feelings of eagerness prompt action

(Pham and Avnet 2004; Seibt and Förster 2004). Further, promotion (vs. prevention) messages are particularly effective for consumers with a global (vs. local) identity (Ng and Batra 2017). Recently, Basu and Ng (2020) find that promotion- (vs. prevention-) focused consumers are more susceptible to proximal temporal message frames because their beliefs, values, and processing style are congruent with eagerness to act. Consistent with reasoning offered by White, Habib, and Hardisty (2019), we propose that temporal proximity (vs. distance) is more likely to create feelings of eagerness to act, which should increase their engagement with environmental sustainability initiatives. We posit:

H3: For consumers with a global identity, eagerness to act will mediate the effect of environmental mindset on engagement with a global brand's environmental sustainability initiative when a promotion-focused message is used with spatially distant and temporally proximal construal frames.

PRELIMINARY STUDY: MESSAGING PRACTICES BY GLOBAL AND LOCAL BRANDS

To understand current environmental messaging practices by global and local brands, we examined the websites of Interbrand's top 100 global (Interbrand 2018) and 100 local brands (we initially identified 150 local brands in the Mid-Atlantic metropolitan area by searching online and local business directories; 118 had websites, from which we randomly selected 100 brands). Two independent coders reviewed each brand's website for the presence/absence of an environmental sustainability statement and downloaded statements. Then, the first two authors after a preliminary review of the content of the statements leveraged past research (Allen, Eilert, and Pelozo 2018; Gamache et al. 2015) to develop a LIWC coding dictionary for message frames: regulatory (promotion, prevention), spatial construal (proximal, distant), and temporal construal (proximal, distant). Using our LIWC dictionaries (Web Appendix B, Table B-1) and

LIWC 2015 (Pennebaker et al. 2015), the first two co-authors individually analyzed the texts of the global and local brands' environmental statements calculating the percentages of words corresponding to specific messaging frames.

As noted in the introduction, a significantly greater percentage of global (90%) than local (35%) brands had an environmental sustainability statement on their website (z -score = 8.03, $p < .001$). For the brands that had environmental statements, the length of the environmental sustainability statement was significantly longer for the global (243,751 words, $M = 2,574$, $SD = 2,324$) than the local (9,507 words, $M = 273$, $SD = 243$, $t(123) = 5.83$, $p < .001$) brands. With specific attention to the regulatory message frames, we find no difference in the use of prevention and promotion words by global and local brands. Specifically, for global brands, promotion words account for 1.09% ($n = 2,657$) and prevention words account for .93% ($n = 2,267$) of total words ($z = 1.13$, $p = .26$); for local brands, promotion words account for .86% ($n = 82$) and prevention words account for .90% ($n = 86$) ($z = .30$, $p = .76$). In relation to spatial construal, global brands have a balanced treatment of the World, everywhere (distant = .78%) and America, domestic (proximal = .59%; $z = 1.62$, $p = .10$), whereas local brands use more proximal (1.25%) than distant references (.49%; $z = 5.64$, $p < .001$). Finally, with regard to temporal construal message frames, both global [proximal (.41%)/distant (.16%); $z = 3.31$, $p < .001$] and local [proximal (.39%)/distant (.06%); $z = 4.80$, $p < .001$] brands have more temporally proximal (this year, currently) than distant (future, in five years) references.

With the preponderance of global brands having environmental sustainability statements on their websites, our six experimental studies address global brands with attention to assessing our hypothesized interaction and mediating effects. The website message wording from the

textual analysis was instrumental in developing our experimental stimuli. In the Discussion, we address how our experimental results align with current message practices by global brands.

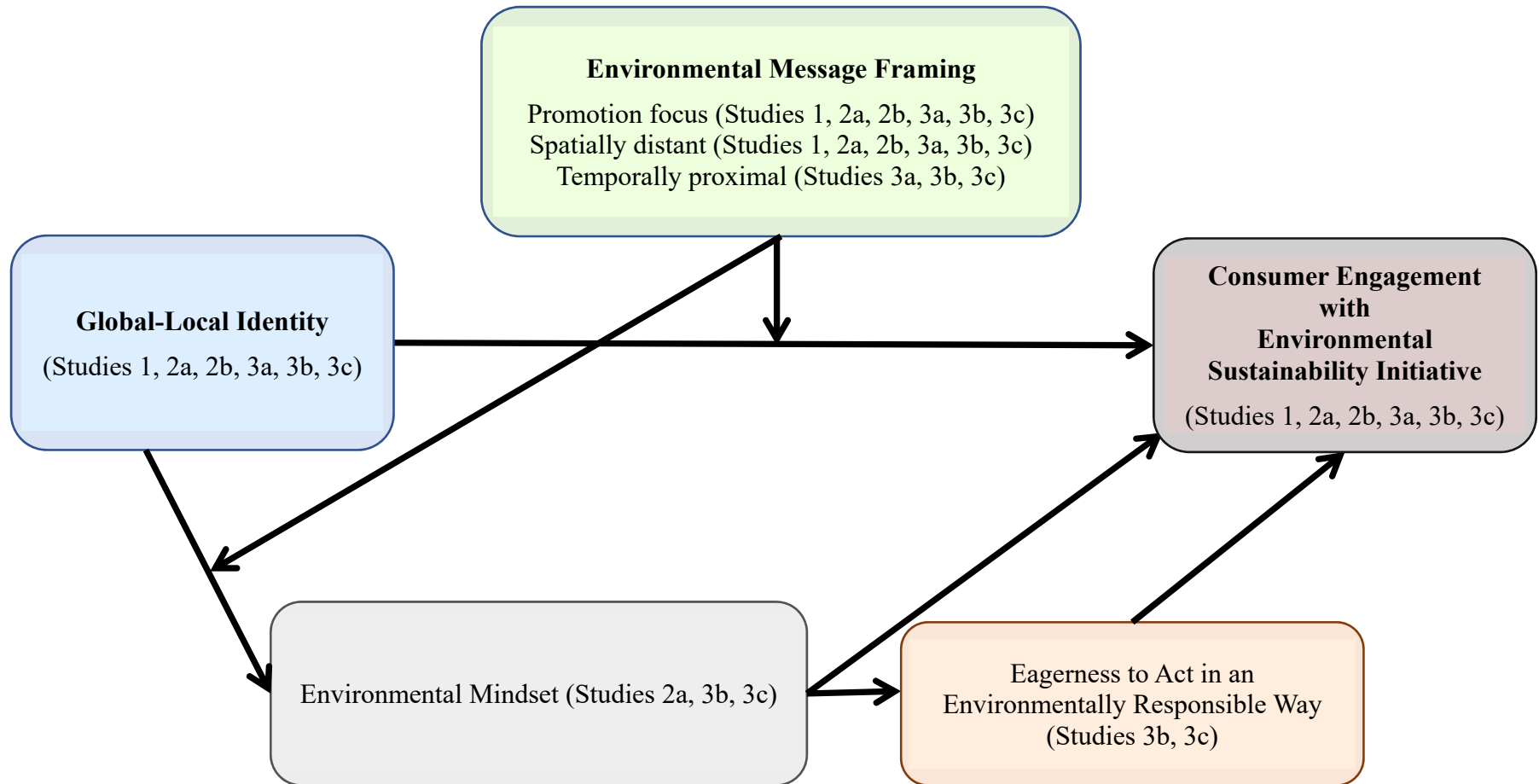
CONCEPTUAL MODEL AND OVERVIEW OF EXPERIMENTAL RESEARCH

Figure 1 presents our conceptual model integrating consumer global-local identity, regulatory focus and construal message frames, hypothesized mediating factors, and consumer engagement with environmental sustainability initiatives. Study 1 examines H1a, the interaction effects of global-local identity and regulatory focus and spatial construal message frames on consumer engagement with a global brand's environmental sustainability initiative. Studies 2a and 2b focus on global identity, examining H2, environmental mindset as a process explanation for the effectiveness of promotional focus and spatially distant construal messages on consumer engagement with the environmental sustainability initiative. Studies 3a, 3b, and 3c test H1b, the interaction effect of global-local identity and regulatory focus and temporal construal message frames, on consumer engagement with the environmental sustainability initiative, holding distant spatial construal constant. Studies 3b and 3c concentrate on global identity and test H3, consumer eagerness to act as a process explanation for the proposed asymmetric spatial and temporal construal effects, holding promotion focus constant.

Our six experimental studies followed similar procedures. First, participants were primed with a global or local identity and completed the global-local identity manipulation check (Zhang and Khare 2009, Web Appendix C). Next, they read a fictitious global brand's environmental message which manipulated regulatory focus (promotion/prevention of environmental practice) and the geographic environmental concern (spatial construal: proximal-local/distant-global), or time to address the concern (temporal construal: proximal-by the end of the year/distant-by the

Figure 1

Conceptual Framework: Global-Local Identity, Message Framing, and Consumer Engagement with Environmental Sustainability Initiatives



next decade). The specific independent variables and manipulations are detailed in each study, and Table 2 documents the successful manipulation of all independent variables across all studies. Our environmental message manipulations used fictitious clothing and home appliance global brands, and manipulation checks substantiate that study participants perceived them as global brands (means range from 4.42 to 6.53; 1 = local community/7 = people around the world). Across the studies, we used two dependent measures of consumer engagement with the environmental sustainability initiative: 1) number of words in the essay participants wrote about the environmental sustainability initiative described in the experiment, and 2) recommendations for the brand's upcycled products. Panel workers from MTurk Prime, MTurk panel, and Prolific participated in one data collection; at the end of the survey, participants provided their gender and age and read a debrief statement about the purpose of the research. Consistent with the promise to participants, the authors made a financial donation to an environmental charity for each study.

Table 2
 Manipulation Check Results Across Studies ^a

	Study 1 (n = 417)	Study 2a (n = 275)	Study 2b (n = 235)	Study 3a (n = 482)	Study 3b (n = 113)	Study 3c (n = 118)
Global-Local Identity^b						
Global identity	4.12	4.22	4.89	4.12	5.09	4.69
Local identity	3.37	3.17	3.24	3.15	NM	NM
F-test	13.80***	3.38***	181.64***	85.53***		
Regulatory Focus^c						
Promotion	5.93	5.52	5.97	5.95	5.09	5.37
Prevention	2.78	NM	NM	2.89	NM	NM
F-test	481.09***			468.40***		
Spatial Construal^d						
Proximal	1.46	3.17	1.62	NM	NM	NM
Distant	6.78	5.43	6.45	5.87	5.23	6.25
F-test	2878.95***	12.68***	673.42***			
Temporal Construal^e						
Proximal	NM	NM	NM	3.54	2.41	1.59
Distant	NM	NM	NM	6.34	NM	NM
F-test				63.35***		

NM – Not manipulated; *** $p < .001$

^a Across studies, all independent variables were successfully manipulated ($p < .001$), with no other main or interaction effects being significant ($p > .05$).

^b Global-local identity manipulation check 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 (Zhang and Khare 2009). Cronbach’s alpha ranged .90–.99 across studies.

^c Regulatory focus (prevent/promotion) manipulation check: “The focus of the message is on...”: 1 = saving nature, conserving life, 7 = supporting nature, promoting life.

^d Spatial construal (proximal/distant) manipulation check: “The campaign focus is on...”: 1 = local, benefiting people in my local community, 7 = global, benefiting people around the world.

^e Temporal construal (proximal/distant) manipulation check: “The campaign focus is...”: 1 = immediate, short-term, 7 = temporally distant, long-term.

***STUDY 1: GLOBAL-LOCAL IDENTITY AND REGULATORY FOCUS AND SPATIAL
CONSTRUAL MESSAGE FRAMES***

In Study 1, we test H1a and examine how consumers with a global or local identity respond to a global brand's environmental messaging using regulatory focus and spatial construal frames. Pretests conducted to validate our manipulations of global-local identity (Zhang and Khare 2009) and regulatory focus message frame are included in Web Appendix C.

Procedures, Manipulations, and Measurement

We recruited 514 U.S. Amazon MTurk workers (final $n = 417$ [97 failed attention checks], 63% females, $M_{age} = 38$) who were randomly assigned to one of eight conditions in a 2 (global-local identity: global vs. local) x 2 (regulatory focus message frame: promotion vs. prevention) x 2 (spatial construal message frame: distant vs. proximal) between-subjects experiment (see Appendix for stimuli and the written essay prompt). Participants first read the global or local identity prime and then read information about a new global sustainable fashion brand, *ECOTrend*, with promotion (prevention) focus and distant (proximal) spatial message frames. The regulatory focus frame was manipulated by the brand's slogan (promotion: "Support Nature, Promote Life!" and prevention: "Save Nature, Conserve Life!") and reinforced throughout the text; spatial construal was manipulated in the text (distant: "world;" proximal: "local community") as the geographic beneficiary of the environmental sustainability initiative. The visual image for the new global sustainable fashion brand was constant across conditions. Next, participants read a message about *ECOTrend*'s initiative for Environment Day (framed in congruence with the experimental conditions) and were offered to engage with the initiative in real time by writing an essay, "what sustainability means to you." The instructions stated that for each minute of their participation, *ECOTrend* would contribute 10 cents to a non-profit

environmental charity. Participants were paid their Amazon rate regardless of their participation in the writing task. In this and all subsequent studies, consumer engagement with the environmental sustainability initiative was assessed by the number of words in their essay, ln-transformed because of the skewness of the data (Kolmogorov-Smirnov tests across studies: $p < .001$; $M = 2.29$, $SD = 1.65$, range [.69, 5.78])¹.

Results

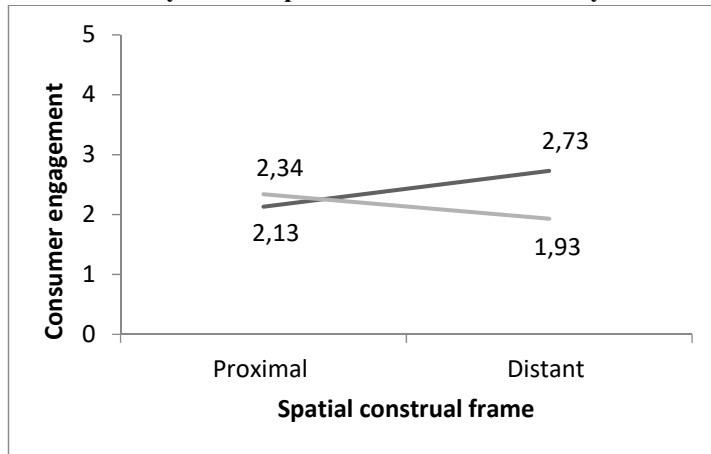
To test H1a, we ran moderated regression analyses (Model 1, PROCESS; Table 3) on participants primed with a global identity ($n = 204$). Consistent with H1a, we find a significant regulatory focus by spatial construal message frame interaction. Spotlight analyses (Spiller et al. 2013) indicate a significant interaction effect of promotion focus and distant spatial message frames for consumer engagement with the global brand's environmental sustainability initiative ($B = .61$, 95% CI[.01, 1.20], $t(201) = 2.02$, $p = .05$, $R^2 = 15\%$, Figure 2-Panel A). Specifically, participants with a strong global identity are more engaged when the message uses a promotion (vs. prevention) frame coupled with a global-distant (vs. domestic-proximal) spatial frame; the main effects of regulatory focus and spatial construal are not significant ($p > .05$). Also, consistent with our theorizing, we observe no significant main or interaction message frame effects on consumer engagement with the global brand's environmental sustainability initiative for participants primed with a local identity ($n = 213$; Figure 2-Panel B).

¹ We also measured consumer engagement with the environmental sustainability initiative as time in seconds spent on writing the essay and analyzed it as an alternative dependent measure across studies. Results were substantively similar to the results for the number of words written in the essay.

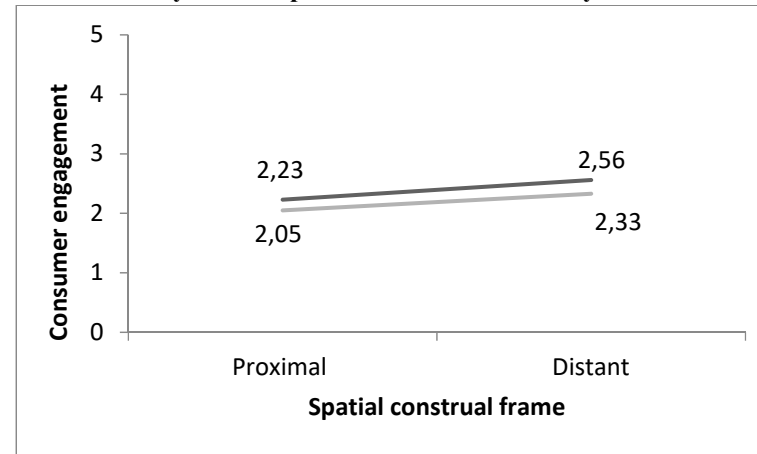
Figure 2

Study 1 and Study 3a: Regulatory Focus and Construal Message Frame Interaction Effects

Panel A: Study 1 Participants with a Global Identity

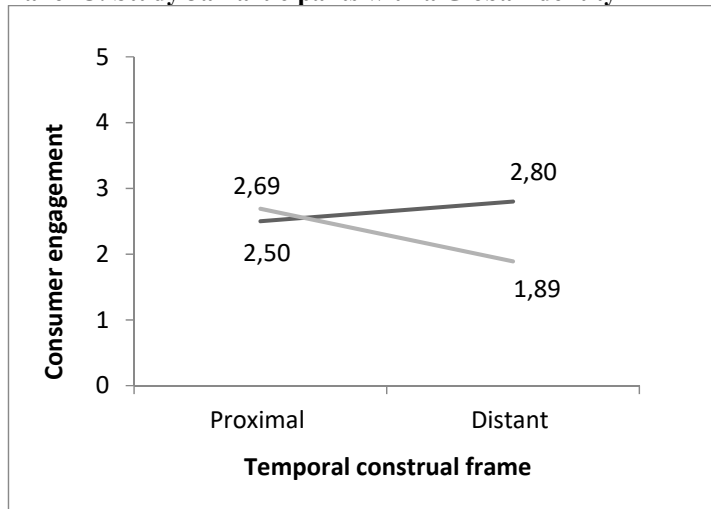


Panel B: Study 1 Participants with a Local Identity

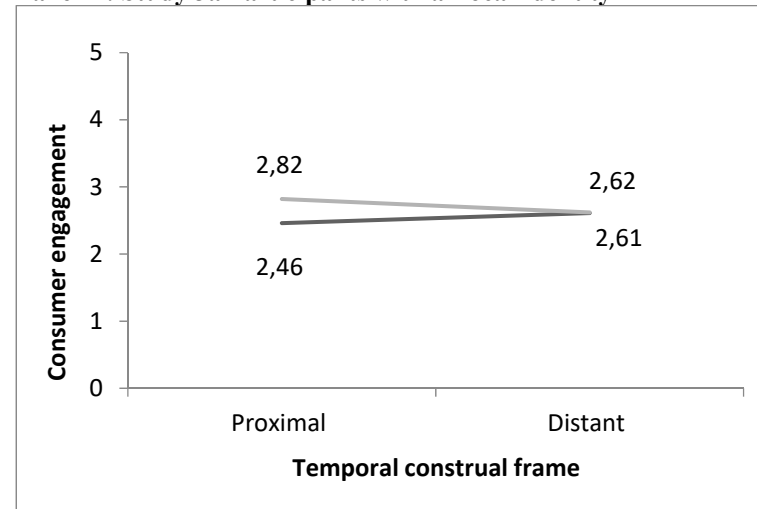


— Promotion focus
— Prevention focus

Panel C: Study 3a Participants with a Global Identity



Panel D: Study 3a Participants with a Local Identity



Note: Consumer engagement was log-transformed. Same letter superscripts indicate significant differences in means ($p < .05$).

Table 3

Study 1: Global-Local Identity and the Effects of Environmental Message Regulatory Focus and Spatial Construal Frames on Consumer Engagement with Environmental Sustainability Initiative

Global-Local Identity	B [95% CI]	SE	t
Global identity (n = 204)			
Consumer engagement with environmental sustainability initiative – written essay ^a			
<i>Main effects</i>			
Promotion focus	.29 [-.13, .72]	.22	1.35
Distant spatial construal	.12 [-.31, .54]	.22	.55
<i>Interaction effect</i>			
Promotion focus - distant spatial construal	1.01 [.16, 1.87]	.43	2.34*
	R²	15%	
Local identity (n = 213)			
Consumer engagement with environmental sustainability initiative – written essay ^a			
<i>Main effects</i>			
Promotion focus	.12 [-1.20, 1.43]	.67	.17
Distant spatial construal	.21 [-1.12, 1.54]	.67	.31
<i>Interaction effect</i>			
Promotion focus - distant spatial construal	.06 [-.78, .90]	.43	.14
	R²	16%	

* $p \leq .05$

^a Written essay word count (ln-transformed) for global/local identity (range: .69–5.78).

To summarize, consistent with H1a, consumers with a strong global identity (the likely target of the global brands) are more engaged with environmental sustainability initiatives when there is congruency between the promotion (i.e., growth, achievement) frame and the distant (i.e., world, planet) spatial frame. These regulatory focus and construal message frames do not impact engagement with a global brand's environmental sustainability initiative for consumers with a local identity.

STUDY 2: ASSESSING ENVIRONMENTAL MINDSET AS A PROCESS EXPLANATION

In Study 2, we evaluate consumer environmental mindset (H2) as a process explanation for the effectiveness of promotion-focused and spatially distant message frames to engage consumers with global (vs. local) identity with a global brand's environmental initiatives.

Study 2a: Mediating Role of the Environmental Mindset

In Study 2a, we build on findings from Study 1, that individuals with a strong global identity are best engaged by a global brand's environmental message that couples promotion and spatially distant message frames, and we evaluate environmental mindset (H2) as a process explanation for this effectiveness². We add recommendations for the global brand's upcycling program as a second dependent measure of consumer engagement with the environmental sustainability initiative.

Procedures, Manipulations, and Measurement. We recruited 300 U.S. Amazon MTurk workers (final $n = 275$ [25 failed attention checks], 62% females, $M_{\text{age}} = 43$) who were randomly assigned to either the global or local identity condition. We followed Study 1 procedures and measures: participants were: 1) primed with global or local identity, 2) read promotional materials about *ECOTrend* (Appendix) that used promotional focus and distant spatial construal message frames, and 3) then read about *ECOTrend's* initiative for organizing the Global Environment Day and completed the written essay; ln-words $M = 3.34$, $SD = .98$, range [.69, 5.69]). Next, participants read about *ECOTrend's* new upcycling program Reuse-Your-Clothes, which creates new products from recycled clothing items, and were asked to recommend products (from a list of eleven, e.g., bedding, garments, water bottles, toys) that *ECOTrend* can

² Per the review team's suggestions, we included consumer individualism (two items, $M = 5.33$, $SD = 1.06$, $r = .34$, Web Appendix D) and collectivism (two items, $M = 4.6$, $SD = 1.25$, $r = .56$, Web Appendix D) as alternative process explanations. Neither the individualism nor the collectivism is a significant mediator (Web Appendix D, Table D-1).

make for this upcycling program. The average number of products recommended across conditions was 3.85 (SD = 2.39). Environmental mindset was measured by six items (derived from Davis, Le, and Coy 2011; M = 5.27, SD = 1.25, $\alpha = .96$, Web Appendix D).

Results. Consistent with H2, mediation regression analyses (Model 4, PROCESS; Table 4) indicate that environmental mindset is a significant mediator of the effect of global-local identity on consumer engagement with the environmental sustainability initiative, measured both as ln-words written in the essay (B = .09, 95% CI [.02, .18], SE = .04, $R^2 = 11\%$) and recommendations for the upcycling program (B = .27, 95% CI [.04, .53], SE = .12, $R^2 = 19\%$; Table 4).

Table 4

Study 2a: Global-Local Identity and Environmental Mindset Mediation Analyses Results

	B [95% CI]	SE	t
Environmental Mindset			
Global-local identity	.35 [.05, .65]	.15	2.29*
R ²		3%	
Consumer Engagement with Environmental Sustainability Initiative – Written Essay^a			
<i>Direct effects</i>			
Global-local identity	.03 [-.19, .25]	.11	.27
Environmental mindset	.25 [.16, .34]	.04	5.62***
<i>Indirect effect</i>			
Via environmental mindset	.09 [.02, .18]*	.04	
R ²		11%	
Consumer Engagement with Environmental Sustainability Initiative – Recommended Upcycled Products^b			
<i>Direct effects</i>			
Global-local identity	-.25 [-.77, .27]	.27	.94
Environmental mindset	.81 [.69, 1.01]	.10	7.78***
<i>Indirect effect^a</i>			
Via environmental mindset	.27 [.04, .53]*	.12	
R ²		19%	

* $p \leq .05$; ** $p \leq .01$; *** $p \leq .001$

^a Written essay word count (ln-transformed) for global/local identity (range: .69–5.78)

^b Number of products recommended for *ECOTrend's* upcycling program.

Study 2b: Mediation of Environmental Mindset in Congruent versus Incongruent Spatial Frames

Study 2b assesses the effectiveness of a promotion-focused message frame, contrasting the mediation effect of a consumer's environmental mindset for a congruent (distant) versus incongruent (proximal) spatial frame to engage consumers who have a strong global identity with a global brand's environmental sustainability initiative (H1a and H2).

Procedures, Manipulations, and Measurement. We recruited 250 MTurk Prime workers (final $n = 235$ [15 failed attention checks], 61% females, $M_{\text{age}} = 45$) and randomly assigned them to a condition in a 2 (global-local identity: global vs. local) \times 2 (spatial distance message frame: distant vs. proximal) between-subjects experiment; the promotion message frame was constant across conditions. We followed procedures reported in Study 1 (except when otherwise stated). Participants were primed with global or local identity and read promotional materials for the fictitious global sustainable fashion brand, *ECOTrend*, with a promotion message frame and a distant or proximal spatial message frame (Appendix). Participants engaged with *ECOTrend*'s environmental sustainability initiative framed in congruence with the spatial construal condition (Global vs. Local Environmental Day) by writing an essay (ln-words $M = 2.94$, $SD = 1.59$, range [.69, 5.83]) and recommending products for *ECOTrend*'s Reuse-Your-Clothes initiative ($M = 4.14$, $SD = 2.28$). Finally, participants completed the environmental mindset measure ($M = 5.47$, $SD = 1.13$, $\alpha = .92$)

Table 5

Study 2b: Global-Local Identity and Message Frame Effects on Consumer Engagement with Environmental Sustainability Initiative

	B[95% CI]	SE	t
Environmental Mindset			
Global (vs. local) identity	-.80 [-1.74, .15]	.48	1.65 [†]
Spatial construal	-.83 [-1.74, .09]	.47	1.78 [†]
Interaction	.56 [-.03, 1.16]	.30	1.85 [†]
R ²	2%		
Consumer Engagement with the Environmental Sustainability Initiative – Written Essay^a			
<i>Direct effects</i>			
Global (vs. local) identity	-.36 [-1.64, .92]	.65	3.18 ^{***}
Environmental mindset	.28 [.11, .46]	.09	3.18 ^{***}
Spatial construal	-.70 [-1.94, .55]	.63	1.10
Interaction	.37 [-.45, 1.18]	.41	.87
<i>Index of moderated mediation</i>	.16 [.01, .41] [*]	.10	
<i>Indirect effects</i>			
Proximal spatial	-.07 [-.24, .03]	.07	
Distant spatial	.09 [.01, .26] [*]	.07	
R ²	6%		
Consumer Engagement with the Environmental Sustainability Initiative – Recommended Upcycled Products^b			
<i>Direct effects</i>			
Global (vs. local) identity	-.17 [-1.95, 1.62]	.90	.18
Environmental mindset	.60 [.36, .84]	.12	4.86 ^{***}
Spatial construal	.20 [-1.53, 1.93]	.88	.23
Interaction	.24 [-.89, 1.37]	.57	.43
<i>Index of moderated mediation</i>	.34 [.01, .79] [*]	.20	
<i>Indirect effects</i>			
Proximal spatial	-.14 [-.45, .09]	.13	
Distant spatial	.19 [.03, .52] [*]	.20	
R ²	12%		

[†] $p \leq .10$; ^{*} $p \leq .05$; ^{**} $p \leq .01$; ^{***} $p \leq .001$

n = 235

^a Written essay word count (ln-transformed) for global/local identity (range: .69–5.78)

^b Number of products recommended for *ECOTrend's* upcycling program.

Results. To assess H1a, we ran moderated mediation regression analyses (Model 8, PROCESS; Table 5) that indicated significant moderated mediation indices for our engagement measures (ln-words: $B = .16$, 95% CI[.01, .41], $SE = .10$; upcycling recommendations: $B = .34$, 95% CI[.01, .79], $SE = .20$). Mediation analyses indicate that when participants read the environmental message framed about the world (spatially distant), global identity strengthened environmental mindset, and environmental mindset increased consumer engagement with the global brand's environmental sustainability initiative (indirect effect for ln-words: $B = .09$, 95% CI[.01, .26], $SE = .07$, $R^2 = 6\%$; upcycling recommendations: $B = .19$, 95% CI[.03, .52], $SE = .20$, $R^2 = 12\%$). However, when participants read the environmental message framed domestically (spatially proximal), environmental mindset was not a significant mediator.

Results of Studies 2a and 2b demonstrate that when global brands use message frames congruent (i.e., promotion, spatially distant) with global identity, environmental mindset mediates the relationship between global-local identity and consumer engagement with the global brand's environmental sustainability initiative. When the spatial construal frame is incongruent (i.e., proximal) with global identity, global identity does not activate the environmental mindset.

STUDY 3: EFFECTS OF GLOBAL-LOCAL IDENTITY AND REGULATORY FOCUS AND TEMPORAL CONSTRUAL MESSAGE FRAMES

Based on findings from our first three experimental studies, Study 3 holds distant (globe, world) spatial construal constant and examines how consumers with global-local identity respond to a global brand's environmental messaging using a regulatory focus and temporal construal message frames. In Study 3a, we test H1b, which hypothesizes that consumers with a global identity are more engaged with an environmental sustainability initiative when the global

brand's message frames have a promotion (vs. prevention) focus and proximal (vs. distant) temporal construal. In Studies 3b and 3c, we test H3 and examine eagerness to act (both measured and manipulated) as an additional process explanation for the effects of a consumer's environmental mindset on consumer engagement with an environmental sustainability initiative. Web Appendix E provides our stimuli and manipulation pretest results.

Study 3a: Global-Local Identity, Regulatory Focus, and Temporal Construal Message Frames

Procedures, Manipulations, and Measurement. We recruited 574 MTurk Prime workers (final $n = 482$ [92 failed attention checks], 53% females, $M_{\text{age}} = 37$) randomly assigned to one of eight conditions in a 2 (global-local identity: global vs. local) x 2 (regulatory focus message frame: promotion vs. prevention) x 2 (temporal construal message frame: distant vs. proximal) between-subjects experiment. Participants first read the global or local identity prime and then information about a fictitious global brand of sustainable home appliances, *ECOHome*. The temporal construal manipulation was consistent with the industry practices based on environmental website statements; the wording of the slogan and the message in the proximal temporal condition included: "the world of today" and "by the end of the year," and in the distant temporal condition included: "the world of the future" and "by the end of 2030". Participants then had an opportunity to write an essay framed in congruence with the regulatory focus and temporal construal conditions (ln-words: $M = 2.53$, $SD = 1.56$, range [.69, 5.69]).

Table 6
Study 3: Global-Local Identity and Message Frame Effects on Consumer Engagement with Environmental Sustainability Initiative

Study 3a	B[95% CI]	SE	t
Global Identity (n = 229) Consumer engagement with environmental sustainability initiative – written essay			
<i>Direct effects</i>			
Promotion focus	-0.41 [-0.81, -0.02]	.20	2.07*
Distant temporal construal	-0.25 [-0.65, .15]	.20	1.24
<i>Interaction effect</i>			
Promotion focus - distant temporal construal	-1.00 [-1.79, -0.21]	.40	2.50*
R ²		17%	
Local Identity (n = 253) Consumer engagement with environmental sustainability initiative – written essay			
<i>Direct effects</i>			
Promotion focus	-0.19 [-0.55, .17]	.18	1.03
Distant temporal construal	-0.01 [-0.36, .33]	.18	.08
<i>Interaction effect</i>			
Promotion focus - distant temporal construal	.35 [-0.34, 1.04]	.35	.99
R ²		16%	
Study 3b (Global Identity; n = 113)	B[95% CI]	SE	t
Eagerness to Act			
Environmental mindset	.22 [.17, .28]	.03	8.14***
R ²		37%	
Consumer Engagement with Environmental Sustainability Initiative – Written Essay			
<i>Direct effects</i>			
Environmental mindset	.02 [-0.28, .31]	.14	.17
Eagerness to act	1.17 [.40, 1.94]	.39	3.01*
<i>Indirect effect</i>	.26 [.08, .48]	.14	
R ²		12%	
Consumer Engagement with Environmental Sustainability Initiative – Recommended Upcycled Products			
<i>Direct effects</i>			
Environmental mindset	.05 [-0.42, .52]	.24	.52
Eagerness to act	1.77 [.47, 3.06]	.65	2.71**
<i>Indirect effect</i>	.40 [.18, .71]	.13	
R ²		10%	

* $p \leq .05$; ** $p \leq .01$; *** $p \leq .001$

Results. Consistent with H1b, moderated regression analyses (Model 1, PROCESS; Table 6) on participants primed with a global identity ($n = 229$) document a significant regulatory focus by temporal construal interaction on consumer engagement with the global brand's environmental sustainability initiative. Spotlight analyses (Spiller et al. 2013) indicate significant interaction effects of promotion focus and proximal temporal frame ($B = -.70$, 95% CI[-1.23, -.17], $SE = .27$, $t = 2.62$, $p = .01$, $R^2 = 17\%$) and prevention focus and distant temporal frame ($B = -1.31$, 95% CI[-1.45, -.36], $t(222) = 3.26$, $p = .004$, $R^2 = 17\%$) on consumer engagement (Figure 2-Panel C). Specifically, participants with a global identity are more engaged with environmental sustainability initiative when the distant spatial message is coupled with a promotion frame and a proximal temporal frame, as well as when it is coupled with a prevention frame and a distant temporal frame. We observed no significant main or interaction message frame effects on consumer engagement with the environmental sustainability initiative for participants primed with a local identity ($n = 253$, Figure 2-Panel D).

To summarize, consumers with a strong global identity are more engaged with a global brand's environmental sustainability initiative that presents distant (global) spatial frames and discusses improvement and creation of a better world (i.e., promotion focus) within temporally proximal frames (today, current year). Although not hypothesized, a prevention focus with distant spatial and temporal frames also engages consumers with a global identity.

Study 3b: Eagerness to Act as a Serial Mediator with Environmental Mindset

In Study 3b, we focus only on consumers with a global identity and test H3, which posits that a global consumer's eagerness to act is an explanatory mechanism that mediates the effect of environmental mindset on consumer engagement with an environmental sustainability initiative when promotional focus, spatially distant and temporally proximal message frames are used.

Procedures, Manipulations, and Measurement. We recruited 120 Amazon MTurk workers (final $n = 113$ [7 failed attention checks], 44% females, $M_{age} = 39$) who were first primed with a global identity and were then presented with materials about a fictitious global sustainable fashion brand, *ECOTrend* (Web Appendix F); message frames were held constant: promotion regulatory focus (“support the environment” and “improve the world”), proximal temporal construal (“the immediate change,” “by the end of this year”), and distant spatial construal (i.e., world, globe). Participants read instructions similarly framed with a promotion focus, proximal temporal construal, and distant spatial construal and were invited to write an essay (ln-words, $M = 2.64$, $SD = 1.41$, range [.69, 5.06]). Next, participants made recommendations for *ECOTrend*'s upcycling Reuse-Your-Clothes initiative ($M = 3.53$, $SD = 2.34$). Then, participants reported eagerness to participate in the *ECOTrend*'s sustainability initiative (Dessart, Veloutsou, and Morgan-Thomas 2016; Fitzmaurice 2005; 1 = not at all/7 = very much, “How did you feel when engaging with *ECOTrend*'s Environmental Day? “eager,” “interested,” “enthusiastic,” “looking forward to it,” “involved,” “ready to support;” $M = 5.38$, $SD = 1.47$, $\alpha = .96$), and responded to the environmental mindset measure ($M = 5.42$, $SD = 1.12$, $\alpha = .92$).

Results. Consistent with H3, mediation regression analyses (Model 4, PROCESS; Table 6) indicate that environmental mindset leads to stronger eagerness to act which leads to more engagement with the environmental sustainability initiative (ln-word: $B = .26$, 95% CI [.08, .48]. $SE = .14$, $R^2 = 12\%$; recommendations: $B = .40$, 95% CI [.18, .71]. $SE = .13$, $R^2 = 10\%$). When consumers with a strong global identity view messages framed around promotion focus with spatially distant and temporally proximal frames, they not only develop a stronger environmental mindset, but also stronger eagerness to act leading to greater engagement with the environmental sustainability initiative.

Study 3c: Moderation-of-Process with a Blockage Manipulation for Eagerness to Act

Our goal in Study 3c is to further examine H3 by using a mediation through the moderation-of-process approach. Similar to Study 3b, we focus only on consumers with a global identity and examine the mediating role of eagerness to act when these consumers are exposed to a message with a promotion focus, spatially distant construal, and temporally proximal construal (H3). We used the moderation-of-process with a blockage manipulation design, which is appropriate for serial mediation and continuous independent variables (Pirlott and MacKinnon 2016; Spencer, Zanna, and Fong 2005). We measured environmental mindset and manipulated (enhanced/decreased) eagerness to act in an environmentally responsible way.

*Procedures, Manipulations, and Measurement*³. We recruited 141 U.S. Prolific workers (final $n = 118$ [12 removed due to failed attention checks], 88% females, $M_{\text{age}} = 28$) who were first primed with a global identity and then were randomly assigned to enhanced (decreased) eagerness conditions. They read about reasons people are (are not) engaged with environmental sustainability and wrote three reasons why they are (are not) personally eager to engage with environmental sustainability (Web Appendix G). Next, participants completed the eagerness to act measure used in Study 3b which served as a manipulation check ($\alpha = .89$). They were presented with the materials about a fictitious global sustainable fashion brand, *ECOTrend*. Promotion focus, distant spatial construal, and proximal temporal construal frames were held constant across conditions. Participants were invited to engage in *ECOTrend*'s Environmental Day by writing an essay (ln-words, $M = 3.17$, $SD = 1.43$, range [.69, 5.78]), and finally, completed the environmental mindset measure ($M = 5.62$, $SD = .86$, $\alpha = .88$).

³ We separately collected data on a different sample of U.S. Prolific workers ($n = 114$, [16 removed due to failed attention checks], 82% female, $M_{\text{age}} = 31$) where we manipulated eagerness to act and presented brand messaging at the temporally distant level. Although the eagerness to act manipulation was successful ($M = 5.61$ vs. $M = 5.19$, $t(111) = 2.07$, $p = .04$), we found no significant main or interaction effects of environmental mindset and eagerness to act on consumer engagement with the initiative ($p > .10$).

Results. We successfully manipulated eagerness to act in an environmentally responsible way ($M_{\text{eagerness enhanced}} = 5.84$ vs. $M_{\text{eagerness decreased}} = 5.27$, $t(115) = 3.51$, $p < .001$). To test H3, we ran a moderated regression analysis (Model 1, PROCESS), and found a significant main effect of environmental mindset ($B = -.29$, 95% CI $[-.02, .60]$, $t(115) = 1.86$, $p = .07$) and a significant interaction effect between environmental mindset and the eagerness to act manipulation ($B = -.67$, 95% CI $[-1.29, -.06]$, $t(115) = 2.16$, $p = .03$). Results of spotlight analyses (Spiller et al. 2013) are consistent with the moderation-of-process with a blockage manipulation; the mediating effect of the environmental mindset on consumer engagement with an environmental sustainability initiative becomes non-significant (i.e., is blocked) when eagerness to act is enhanced ($B = .49$, 95% CI $[-.51, .43]$, $SE = .23$, $t(115) = .17$, $p = .87$), but remains significant in the condition where the mediator is not blocked ($B = -.51$, 95% CI $[-.23, 1.04]$, $SE = .20$, $t(115) = 3.09$, $p = .003$). Thus, consistent with H3 and Study 3b, when consumers with a global identity view an environmental message that uses a promotion focus with spatially distant but temporally proximal frames, eagerness to act mediates the effect of environmental mindset on consumer engagement with the environmental sustainability initiative.

DISCUSSION

Multinational corporations and global brands embrace environmental sustainability for its competitive advantage and added financial value (Katsikeas, Leonidou, and Zeriti 2016), and we find that 90% of the top 100 global brands (vs. 35% of 100 local brands) make environmental statements on their websites. Global marketing and branding research points to a lack of attention to consumer characteristics as an important consideration in understanding consumers' lack of engagement with environmental sustainability (Gürhan-Canli, Sarial-Abi, and Hayran 2018; Huang and Rust 2011). Our research addresses this gap and provides insights into global

branding research by focusing on how a consumer's global-local identity impacts their responses to messaging frames used by global brands. Given flattening environmental concerns among consumers (Gonzalez-Arcos, Scaraboto, and Sandberg 2021; Saad 2020), we focus on environmental sustainability initiatives by global brands that encourage an immediate behavioral response through engagement. We position our research at the intersection of the global-local identity, regulatory focus, and construal level theories, and address concerns about the weak theoretical grounding of environmental research (Connelly, Ketchen, and Slater 2011).

Our research draws several theoretical implications for global-local identity, global branding, and environmental sustainability research. First, our research has strong theoretical implications by highlighting the importance of consumer global-local identity in engaging consumers with environmental sustainability initiatives. Although prior research has provided preliminary insights into positive relationships between consumer global identity and environmental concerns (Strizhakova and Coulter 2013), as well as their positive responses to environmentally-friendly brands (Ng and Basu 2019), we demonstrate that this relationship is not straightforward. Specifically, a consumer's global (vs. local) identity is an important consideration in determining how a consumer responds to a global brand using varying message frames in its communications. Because of the global focus of their identity, brand origin, and environmentalism, consumers with a global identity are more responsive to message frames that are congruent (vs. incongruent) with their broader world beliefs and values.

To address how global brands should create environmental sustainability messaging that appeals to consumers with a global identity, our research leverages two theoretical paradigms – regulatory focus and construal level theories. Prior environmental sustainability research proposes the importance of congruence between regulatory focus and construals (Park and Ryu

2018; White, Habib, and Hardisty 2019); yet, research has not considered the role of consumer characteristics, such as consumer's global-local identity. Our work brings the theoretical lenses of regulatory focus theory and construal level theory to global-local identity research, and our findings provide empirical evidence for the importance of considering consumer global identity and specific message frames to engage these consumers with environmental sustainability initiatives. Additionally, our work has implications for construal level theory (Trope, Liberman, and Wakslak 2007; Zhang and Wang 2009) given that we theoretically argue for asymmetric distant spatial construal and proximal temporal effects. Consumers with a global identity are more likely to engage with environmental sustainability initiatives when the message frames are congruent with a global identity, specifically when promotion (e.g., growth, prosperity) message frames are used with spatially distant (e.g., globe, world) and temporally proximal (e.g., today, by the end of the year) message frames. Our results also indicate that a prevention focus message frame coupled with distant (spatial and temporal) frames can also result in consumers with a global identity having increased engagement with an environmental sustainability initiative. Our research reinforces the importance of acknowledging that spatial and temporal construal effects need not be consistently proximal or distant but rather theoretically derived based on, for example, consumer characteristics, brands/products, and situational contexts.

Our work offers insights into process explanations for the effect of consumer global-local identity on engagement with environmental sustainability initiatives by demonstrating that environmental mindset mediates the effects of global identity on consumer engagement with environmental sustainability initiatives, but only when regulatory focus and spatial message frames are congruently abstract, i.e., a message has promotion and spatially distant frames. Our work also indicates that consumer eagerness to act provides an explanation for the asymmetric

effects of spatially distant but temporally proximal construal message frames. Hence, our research has implications for understanding the effects of consumer characteristics (e.g., global-local identity), mindsets (e.g., environmental), and emotional states (e.g., eagerness to act) in the context of environmental messaging by global brands.

Finally, we bring theoretical propositions about consumer engagement (Harmeling et al. 2017) in the context of global brands and environmental sustainability initiatives. Our findings have implications for environmental sustainability research by establishing the importance of consumer engagement. Moreover, because consumer responses to environmental sustainability are biased by social desirability and ceiling effects, our work broadens the portfolio of measures assessing consumer responses to environmental sustainability initiatives.

Managerial and Policy Implications

Given the plateauing of consumer environmental concerns (Saad 2020) and the emerging consumer resistance to government-imposed pro-environmental policies (Gonzalez-Arcos, Scaraboto, and Sandberg 2021), both environmental policymakers and global brand managers have opportunities to more effectively engage consumers with environmental efforts. With attention to consumer engagement with environmental sustainability initiatives as an ultimate outcome, our research provides several important insights. First, we report on the current state of global brand environmental messaging strategies and contrast global brand practices with our experimental findings. Although both promotion and prevention frames are present in global brand environmental messaging (based on our preliminary study), the “gloom” of the environmental discourse is inconsistent with the generally “blooming” promotion-focused corporate CSR discourse (Gamache et al. 2015). Additionally, although global brands do not

have a unifying distancing strategy in their spatial references of environmental sustainability efforts, they do consistently use temporally proximal message frames. Given that consumers with a strong global identity are more likely to be the primary target market of global brands (Strizhakova, Coulter, and Price 2012; Zhang and Khare 2009) and are more involved with environmental efforts (Ng and Basu 2019; Strizhakova and Coulter 2013), both environmental policymakers and global brand managers would benefit from taking advantage of promotion-focused, spatially distant, and temporally proximal message frames.

Second, we urge environmental policymakers and global brand managers to consider consumer global-local identity and its congruence with their message frames in developing environmental communications. Our results support that promotion-focused (e.g., enhance, improve), distant spatial (e.g., globe, planet), and proximal temporal (e.g., today, this year) message frames engage consumers with a global identity in environmental efforts. These message frames activate not only a stronger environmental mindset but also eagerness to act in an environmentally responsible way (which we both measured and manipulated as a process variable). Interestingly, if environmental efforts are related to more distant future projections, prevention frames are more effective in engaging consumers with a global identity. We encourage environmental policymakers and global brand managers to strategically develop environmental communications given their objectives, target market, and the use of message frames congruent with the target market's identity.

Finally, both policymakers and global brand managers need to be cognizant that presenting information about their environmental sustainability (e.g., on the websites) is not a unique advantage. To embrace the "green" component effectively, environmental policymakers and global brands need to actively engage with consumers via interactive task-based experiential

initiatives and awareness campaigns. Examples include signing a petition to support wildlife, pledging to use fewer natural resources, or participating in competitions dedicated to environmental protection. By implementing these, both environmental organizations and global brands may also initiate spill-over pro-social effects encouraging other pro-environmental behaviors, thereby stimulating consumer concern and engagement with climate-based and environmental efforts.

Directions for Future Research

We approached our research from the globalization and global branding perspective that has “global” at the center of cultural identity, branding, and environmentalism. However, many multinational firms have localized strategies with a portfolio of local brands, and many companies operate only locally, serving specific communities. We have provided some preliminary insight into local brand’s environmental commitments in our textual analyses; although we were careful to identify a sample of local brands via a grounded research approach, one could argue that this process lacks strong internal validity. Additional research is needed to examine environmental commitments by local brands and effective message strategies for local brands, businesses, and not-for-profit organizations, taking into consideration possible moderating effects of global-local identity. Relatedly, we focused on global brands in two consumer durable product categories (home furnishings and clothing), and opportunities exist for evaluating environmental messaging effects for a wider range of products and services, many of which have a more local audience. We used two engagement measures; however, other forms of engagement, including social media campaigns, are also important to investigate. Further

research could concentrate efforts on messaging and the societal effect of environmental sustainability initiatives, such as water conservation or reducing food waste.

Our work focused on spatial and temporal construals, demonstrating their asymmetric effects in relation to environmental messaging for global brands. Examination of other construal (e.g., social and hypothetical) domains within the global brand initiative context is also warranted. For example, we speculate that social construal message frames when considered at the level of global versus local community would have effects similar to spatial construal effects. Future research might tap into other aspects of the social construal (e.g., demographically and psychographically defined social groups) and temporal construal (e.g., determining distancing effects based on specific time periods).

Our research has focused on environmental sustainability and initiatives from the perspective of global brands. In the context of marketing for a better world, worldwide social issues, such as education, health, and hunger, deserve additional attention (e.g., Mathur et al. 2013). For these broadly defined global social issues, we expect that our hypotheses about global brands and environmental issues would apply. For more localized concerns (e.g., malaria, ethnic conflicts), local identity may be more important, and hence different message frames may be more effective. Overall, research on the congruence of consumer global-local identity and message frames around global-local social issues and various sustainability aspects is warranted.

CONCLUSION

As environmental sustainability becomes increasingly critical, brand managers and environmental policymakers must be cognizant of effective strategies to engage and re-engage consumers with environmental sustainability initiatives. Our findings document that those consumers with a strong global identity react favorably to global brands that engage the “bloom”

(and avoid the “gloom”) environmental sustainability discourse with spatially distant, yet more actionable temporally proximal construal message frames. Further investigation is needed to understand how to engage consumers with a local identity and also how to engage both global and local identity consumers with local brands. Importantly, both multinational firms and firms with a more localized footprint need to engage all individuals in the discourses surrounding the mounting environmental challenges locally and around the world.

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APPENDIX

Study 1: Messaging Stimuli with Regulatory Focus and Spatial Construal Manipulations

ECOTrend: SAVE NATURE, CONSERVE LIFE!

ECOTrend: SUPPORT NATURE, PROMOTE LIFE!



ECOTrend is an ethical, eco-friendly fashion company, which merges vibrant styles with sustainable and fair trade practices in an effort to increase the positive impact (to reduce the negative impact) on global (local) environment and working conditions around the World (in your local community).

ECOTrend is committed to supporting (to preventing) pro-environmental behaviors, increasing (reducing) the use of renewable resources, and moving towards (moving away from non) eco-friendly practices like using organic cotton and recycled materials. ECOTrend goes above and beyond to make environmentally conscious and totally trendy clothing and accessories.

In addition, ECOTrend provides (avoids) fair wages and full-time employment to the artisans and farmers that grow organic cotton around the World (in your local community).

By buying ECOTrend clothing and accessories, you can make a difference for Planet Earth by enhancing the abundance (decreasing the waste) of natural resources, in turn accomplishing environmental prosperity (subsiding environmental risks) across the Globe (around you).

Going green has never looked so stylish!

Choose ECOTrend! SUPPORT (SAVE) Nature, PROMOTE (CONSERVE) Life!

Study 1: Consumer Engagement Stimuli

Global Environment Day by ECOTrend! Local Environment Day by ECOTrend!

ECOTrend takes initiative in creating the Global (Local) Environment Day. On this day ECOTrend will inspire people to earn money for charity by completing different tasks on their website. In turn, ECOTrend will donate money to a global (local) charity promoting environmental prosperity (subsiding environmental risks) around the World (in your local community).

You have an opportunity to monetize your time for a good cause with ECOTrend, and donate time to participate in the Global (Local) Environment Day 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 ECOTrend will donate 10 cents a minute of your donated time to the global (local) charity promoting environmental prosperity (subsiding environmental risks) around the World (in your local community). In case, you do not want to donate any time, you can click on 0, and opt-out of donating your time for a good cause.