



Toward Changing Consumption Habits: The Identifiable Victim Effect May Help Promote Healthier, More Ecological, and More Ethical Choices

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Animal-based diets come at a high cost to human health, the environment, and the well-being of animals. In a recent study, we aimed to promote concern for farm animals among omnivores by leveraging the identifiable victim effect—a well-documented phenomenon whereby presenting a single, identifiable victim evokes more compassion and helping behavior than presenting anonymous or statistical victims. We tested whether this effect could be extended to farm animals as victims, particularly among omnivores who may have a personal stake in the outcome (i.e., the slaughter of farm animals). Moreover, given their dietary habits and consumer support of the meat industry, omnivores may be perceived as complicit in the harm done to these animals. Across three experiments, we found that omnivore participants were more likely to support and express willingness to act to save farm animals from slaughter when a single identifiable victim (e.g., a calf presented with a name and photo) was shown, compared to a group of unidentifiable victims. Furthermore, we found that feelings of sympathy toward the identified animal and ambivalence toward meat consumption mediated this effect. This research—particularly the encouraging role of ambivalence toward meat in enhancing the identifiable victim effect—offers insights that may contribute to shifting consumption habits toward dietary choices that are healthier, more sustainable, and more ethical to animals.

The Impact of Nudges on Promoting Pro-Environmental Behavior Among Ultra-Orthodox Jews: The Case of Single-Use Disposable Tableware

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Single-use plastics, such as disposable tableware (DTW), provide high convenience and low cost to consumers but carry significant environmental consequences. One promising approach for reducing such consumption is the use of behavioral green nudges. This study explores the effectiveness of nudges in reducing DTW use among Israel's Haredi community, which is characterized with high levels of DTW consumption. Using a sample of 450 respondents, we conducted a discrete choice experiment (DCE) presenting participants with alternatives for reducing DTW use, such as avoiding DTW on one, two, or three days per week. Two types of nudges were tested: framing (emphasizing the environmental impact) and social norms (describing what others are doing). The study also integrated latent constructs like environmental attitudes and social conservatism to better understand variation in responses. The results show that 29% of the participants chose to avoid DTW one day per week, 14% two days, and 11% three days. Both types of nudges had statistically significant effects on behavioral intentions, with framing demonstrating the strongest effect. These findings suggest that even in traditional, faith-based communities—where environmental behavior is often overlooked or deprioritized—well-designed nudges can effectively promote pro-environmental choices.

Encouraging Sustainable Fashion Consumption through Choice Architecture: Field Evidence

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This study examines approaches to increasing sustainable fashion consumption, given the considerable environmental and social harms linked to the industry. Field experiments were conducted in collaboration with Dizengoff Center, one of Israel's largest shopping malls, to assess the influence of choice architecture (nudges) on consumer behavior. The research evaluated which retail-level interventions most effectively promoted sustainable purchasing, willingness to pay a premium, and alignment with statements concerning the climate crisis and sustainable fashion. The interventions tested included information provision, enhanced accessibility to sustainable alternatives, and appeals to social identity, analyzed alongside demographic variables and green self-identity. Results indicate that expanding the availability of sustainable alternatives is the most effective strategy for influencing purchasing behavior, though information and social norm interventions also demonstrated meaningful effects. Across all groups, participants reported difficulty distinguishing between sustainable and non-sustainable products and doubted the sustainability of their purchases. The findings highlight the need for policies aimed at improving the accessibility and credibility of sustainable fashion options.

Keen to advocate green: How green attributes drive product recommendations

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As the environmental crisis deepens, the call for research on sustainable consumption and advocacy grows louder. While some research indicates at a “spillover effect”, where eco-friendly behaviors trigger further green actions, findings in this regard are largely inconsistent. Seeking to address these gaps, our research suggests that spillover effects emanate from the enhanced consumption experience and elevated self-perception that result from green consumption. Specifically, the use of eco-friendly products enhances the overall consumption experience, fosters a heightened environmental self-perception, and unveils an uncharted spillover effect: the propensity to advocate for green products. Across a sequence of four studies, we illustrate how individuals who use products with green attributes, in contrast to non-green alternatives, display a stronger tendency to advocate for these products. We reveal that this phenomenon is mediated by an enhanced consumption experience, subsequently strengthening individuals’ self-perception as environmentally conscious. Additionally, we unveil the moderating influence of consumers’ perceived autonomy in the consumption decision-making process. Our findings suggest that consumers who believe they autonomously choose to use green products, tend to evaluate their experiences more positively, embrace a stronger green self-perception, and are keener to recommend these products, in contrast to those who are compelled to use them.

Sustainable Luxury – Conceptualization and Consumer Response

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As sustainability gains prominence, luxury brands increasingly incorporate sustainable attributes into their offerings. However, existing research presents an inconsistency in how consumers react to these efforts, highlighting the need for a deeper understanding of the factors influencing consumer perceptions. This research addresses the multi-dimensional definition of sustainability and examines variation in consumer perceptions of luxury products as a factor of the applied sustainable attribute (e.g., production from recycled materials, emphasis on employee welfare, production processes that emit minimal pollution, fair trade, etc.). The current research explains these inconsistencies in consumer responses by developing a framework for classifying sustainability attributes into three sustainability dimensions: product, production, and social. Factor analysis and two laboratory experiments support this classification and demonstrate how these dimensions differently affect consumer responses. Results show that luxury products emphasizing product and production sustainability dimensions elicit more positive consumer responses compared to those emphasizing the social dimension.