

The influence of consumer concern about global climate change on framing effects for environmental sustainability messages

Christopher L. Newman

University of Mississippi

Elizabeth Howlett and Scot Burton

University of Arkansas

John C. Kozup

Villanova University

Andrea Heintz Tangari

Wayne State University

It is becoming increasingly evident that current patterns of consumption are not sustainable in the long term. Clearly, the need to persuade consumers to adopt more sustainable lifestyles has never been more urgent. The present research contributes to our understanding of the effects of message framing by considering the potential moderating influence of consumer concern about global climate change within the context of sustainable consumption. The results of two experiments demonstrate that the US consumer's level of concern for the message-specific issues moderates the strength of the framing effect; effects are larger when concern about climate change is low. In addition, when concern is low, more negative framing and a prevention focus have more favourable persuasive effects. The implications of these findings for consumer welfare and public policy are discussed.

Sustainability is achieved when all people on Earth can live well without compromising the quality of life for future generations.

(Jucker 2003)

Environmental sustainability continues to be an issue of considerable interest to marketing managers, non-profit organisations, government agencies and consumers around the world. It is becoming increasingly evident that current patterns of consumption are not sustainable in the long term; the world's natural resources are being rapidly depleted while environmental damage accumulates. This is especially true with respect to the United States. Although only accounting for 4.6% of the world's population, the United States consumes over 33% of the world's resources (Cassara 2007). Clearly, the need to persuade US consumers to adopt more sustainable lifestyles has never been more urgent.

In order to accomplish this goal, marketers, non-governmental organisations (NGOs) and policy makers alike need a better understanding of how sustainability claims presented in the context of advertising affects consumers' product evaluation and choice processes. Several key findings from the marketing literature have important implications for this research. First, *product sustainability* is a somewhat confusing and nebulous construct; many consumers have difficulty when asked to describe the concept of sustainability (Dobson 2000; Sonneveld *et al.* 2005). Second, if a product's environmental sustainability is considered at all during evaluative and choice processes, it is generally not the primary attribute that influences consumers' product evaluations (e.g. Sammer & Wüstenhagen 2006; Vermeir & Verbeke 2008). For example, when purchasing food products, taste, price and convenience are important considerations (Glanz *et al.* 1998). Similarly, safety, performance and style are key product features when consumers evaluate automobiles (Roberts & Urban 1988). However, there are other contexts in which sustainability plays a more prominent role in consumers' evaluative processes. For example, within the household cleaners and laundry detergent product categories, product sustainability seems to be of greater consumer concern (Schuhwerk & Lefkoff-Hagius 1995). Other sustainability-related issues, such as the growth of 'green' retailers and manufacturers, as well as consumers' willingness to pay higher taxes for government support of environmental initiatives, are also receiving increased research attention (Rapert *et al.* 2010). Therefore, there are some unique characteristics associated with the concept of sustainability that provide an opportunity to make an important contribution to the existing advertising literature, especially regarding the influence of message framing on public support of sustainability-related initiatives.

The theoretical framework of this research extends prior research in the advertising literature that has addressed framing effects. More specifically, although a considerable body of literature has explored the relationship between how a message is framed and its persuasiveness, there are still some uncertainties regarding potential boundary conditions. In fact, an assortment of different moderating factors has been proposed in order to help explain differences in the persuasiveness of negatively versus positively framed issue-related messages. The present research contributes to our understanding of the effects of message framing by considering the potential moderating influence of consumers' level of concern within the context of sustainable consumption. The first study investigates the moderating influence for differences between positive and negative frames while the second study considers similar differences in effects of promotion-focused versus prevention-focused framed messages.

Background and hypotheses

Overview of framing effects

The following three general types of framing effect have been identified: attribute framing, risky choice framing and goal framing (see Pinon & Gambaro 2005 for a review). In the first case, conceptually equivalent information pertaining to a specific attribute can either be presented in a positive frame (e.g. the glass is half full, the ground beef is 85% lean) or in a negative frame (e.g. the glass is half empty, the ground beef is 15% fat). Attribute framing effects have been demonstrated across a variety of domains and in a number of different contexts (e.g. Levin & Gaeth 1988; Krishnamurthy *et al.* 2001; Armstrong *et al.* 2002; Druckman 2004). Typically, positively framed messages are more persuasive than negatively framed messages, perhaps because they generate a greater number of positive associations (Levin *et al.* 1998).

In the case of risky choice framing, which is primarily derived from the stream of research developed by Tversky and Kahneman (e.g. Tversky & Kahneman 1981, 1986; Kahneman & Tversky 1982), options differ in terms of their described level of risk. For example, consider the two different ways the risky choice outcomes are presented in the classic Asian flu scenario (e.g. Fischhoff *et al.* 2006). In the positive frame, Option A will save 200 people; if Option B is chosen there is a 1/3 chance that 600 people can be saved and a 2/3 chance that no one will be saved. In the negative frame, 400 people will die in Option A and there is a 1/3 probability that no one will die and a 2/3 chance that 600 will perish with Option B. Although the options are clearly the same in both the negative and positive frames, Option A is preferred in the positive frame while Option B is preferred in the negative frame.

The third type of framing effect is goal framing, and it is this type of effect considered in our research addressing environmental sustainability. Goal framing involves the presentation of information relating to the consequences of an action; a persuasive appeal can emphasise either the benefits associated with an action or the costs associated with inaction. Stated differently, a positive message frame emphasises the favourable outcomes of the action, whereas the negative frame emphasises the unfavourable outcomes resulting from non-compliance. Goal framing is a popular type of advertising technique, and it is frequently employed in health-related communications.

For example, in a study of health-related behaviours, Rothman and Salovey (1997) discuss how mammography can be presented as either a gain from action ('If you get a mammogram, you take advantage of the best method for early detection of breast cancer') or a loss from inaction ('If you don't get a mammogram, you fail to take advantage of the best method for early detection of breast cancer'). An extensive number of studies have demonstrated that losses loom larger than gains (e.g. Weinberger *et al.* 1981; Kanouse 1984; Chang & Lee 2010). In other words, losses have greater motivating power than gains (Rothman & Salovey 1997; Krishnamurthy *et al.* 2001). However, prior research has also shown that, in some specific circumstances, positive messages are more persuasive than negative messages, while in other circumstances framing seems to have little influence (Mackie *et al.* 1990).

Regulatory focus theory is particularly helpful in better understanding potential message framing effects. According to this framework, consumers adopt either a promotion focus or a prevention focus during goal pursuit (Higgins 1998). With a promotion-focused orientation, consumers are more sensitive to the presence or absence of positive outcomes. On the other hand, consumers with a prevention-focused orientation are more sensitive to the presence or absence of negative outcomes. While goal framing and regulatory focus are similar in scope, they are indeed separate concepts. For example, Lee and Aaker (2004) examined the perceived compatibility between gain/loss frames (i.e. goal framing) and promotion/prevention concerns (i.e. regulatory focus) by varying the benefits of grape juice to create either a promotion frame (energy producing) or a prevention frame (reduces the risk of heart disease). They showed how regulatory focus moderated the effectiveness of message frames, concluding that gain frames were more effective when the message emphasised promotion concerns, whereas loss frames were more persuasive when the message emphasised prevention concerns. This research demonstrated that regulatory focus is not only an innate individual difference variable, but that it can also be artificially manipulated through the use of promotional messages (Aaker & Lee 2001; Lee & Aaker 2004). Additional research has also shown that persuasiveness of the message seems to be greatest when the message framing is consistent with the individual's regulatory focus (Kees *et al.* 2010) and prior perceptions (Chan 2000), although research has also shown that incongruences between affective tone and message framing in advertisements can also be effective (Veer & Pervan 2008).

There are several potential explanations for this finding, and this has led to somewhat different conceptualisations for framing effects. Some researchers have suggested that framing effects can be attributed to a lack of attention (Xia & Monroe 2009), while others have suggested that the biasing effects of framing could be eliminated if consumers simply made more thoughtful decisions (Levin *et al.* 2000; Leboeuf & Shafir 2003). Framing effects are also considered cognitive biases, associated with the adoption of heuristics that simplify the decision-making process. Prior research has shown that cognitive biases are moderated by several different individual differences, such as overconfidence (West & Stanovich 1997) and confirmation proneness (McKee & Stuckler 2010). Consistent with this research, we suggest that the effects of message framing are likely to be influenced by issue-related concern, an individual difference variable known to significantly influence decision-making processes. Issue concern seems to be one key aspect of motivation; higher concern is associated with greater information processing motivation (Petty *et al.* 1983; Cheng & Wu 2010).

The moderating role of consumer concern on framing effects

Environmental concern is defined in the marketing literature as a general or global attitude with indirect effects on behaviour through behavioural intentions (Van Liere & Dunlap 1981; Gill *et al.* 1986; Zimmer *et al.* 1994) or more simply as a strong positive attitude towards preserving the environment (Crosby *et al.* 1981; Minton & Rose 1997). Since framing effects have been shown to have the greatest influence when involvement

is low (Wright & Goodwin 2002; Cheng & Wu 2010), we suggest that framing effects should have less influence on decision outcomes when concern is relatively high. That is, consumers who are concerned and involved with an issue such as global climate change are expected to put forth the effort necessary to attend to and carefully evaluate the persuasive message. This, in turn, should make these more concerned consumers less susceptible to framing effects. We expect this relationship to hold both when messages are framed in terms of positive versus negative outcomes and when messages are either promotion-focused or prevention-focused. Specifically, Study 1 addresses the moderating role of consumers' level of concern about climate change for positive versus negatively framed outcomes. Study 2 then extends results to promotion-prevention framing, a context that differs from Study 1, and therefore extends the conceptual breadth of the postulated effects. H1 and H2 follow.

- H1:** Concern about the consequences of global climate change moderates the effects of message framing on the sustainable consumption likelihood measures. When concern is low, a negative message frame is more persuasive than a positive message frame. Specifically, when concern is low, the likelihood of (a) voting for legislation that supports environmental sustainability initiatives, (b) buying environmentally friendly products, and (c) practising environmentally sustainable consumption is higher when a negative (rather than positive) message frame is used. However, when concern is high, the effect of message framing is reduced.
- H2:** Concerns about the consequences of global climate change moderate the effects of regulatory message focus on the sustainable consumption likelihood measures. When concern is low, a prevention (promotion) focus is more (less) persuasive. Specifically, when concern is low, the likelihood of (a) buying environmentally friendly products and (b) practising environmentally sustainable consumption is higher for prevention framing. When concern is high, the effect of message framing is reduced.

Study 1

Pilot study

The initial step of the research process was to determine, across a broad representative sample of consumers, the overall level of concern associated with global climate change to assure there was adequate variance in concern for tests of H1 and H2. As part of a larger study, members of a nationwide internet research panel served as participants. Data were collected from 504 respondents; ages ranged from 18 to 82 with a mean age of 41. Approximately 45% (55%) of the sample were male (female). In order to determine consumers' level of concern regarding climate change, the following three questions were asked: 'Environmental problems are of great concern to me personally'; 'Human activity is

one of the major causes of global warming'; 'Global warming is a "real" and serious issue.' Responses were measured on a seven-point scale with endpoints of 'strongly disagree' (coded as a '1') and 'strongly agree' (coded as a '7'). Items were summed and then divided by the total number of items; this mean score ranged from 1 to 6.67 and reflects consumers' overall level of environmental concern.

The results indicate that 65% of respondents were above the midpoint (4) on the scale (35% of consumers at, or below, the scale midpoint). Furthermore, approximately 40% of the consumers had mean scores of 5 or above while roughly 15.5% had scores of 3 or below. Although these findings do indicate that the majority of consumers are at least somewhat concerned about the effects of global climate change, clearly the level of concern varies considerably across the population, suggesting that the general distribution for this construct is appropriate for use as a potential moderator in our predictions.

Sample and procedure

Seventy-one adult consumers enrolled in evening classes at a private university in the eastern United States served as subjects. Partial course credit was awarded for participating in the study. Upon entering the classroom, participants were handed a pack containing the instructions, experimental stimulus and dependent measures. The mock print ad was separate from the rest of the materials; this permitted participants to view the ad while answering the questionnaire items. Upon completion of the study, which took approximately 10 minutes, packs were collected and class commenced.

Experimental design and stimuli

The design was a 2 (advertising message frame: negative vs positive) \times 2 (subjective concern: high vs low) between-subjects factorial. Thus, four different conditions were utilised in the experiment. Knowing that pictures in print advertisements are especially effective in arousing behavioural intentions and that text is more effective in conveying information (Decrop 2007), both the visual aspects of the ad and the message in the text were manipulated to create the positive and negative framing effects. The purpose of the advertisement was to encourage consumers to support a hypothetical bill that promotes environmental sustainability. The specific call to action was as follows: 'Contact your representative in the House today and voice your support for HR 7668, "The National Sustainability Act" introduced in Congress. The objective of this bill is to establish multidisciplinary sustainability education, research, and outreach programs.' The text in the copy was presented in either a positive or a negative frame. In the positive frame, the message stressed the favourable benefits associated with environmental sustainability. In the negative frame, the message stressed the consequences of *not* being environmentally sustainable. In the positive frame, a bright blue and green earth sat atop a bright green leaf, while in the negative frame, an orange-red earth was in the foreground while a factory emitting smoke was in the background. Examples of the positive and negative framed ads are shown in the Appendix. Whereas message framing was a manipulated factor, two

items measured participants' subjective concern regarding the consequences of global climate change. Specifically, participants considered how serious a threat global climate change is to humans, in general, and responded on two scale items (endpoints very serious/not at all serious and a great deal/not at all). Participant scores ranged from 1.33 to 7, with a mean of 5.50. The items were reverse coded; higher (lower) values indicate higher (lower) levels of concern.

Dependent measures

Three dependent measures were of interest. The first measure assessed the likelihood of buying environmentally friendly products. The second and third measures assessed the likelihood of voting for legislation that supports sustainability initiatives and the likelihood of behaving in an environmentally sustainable manner. All three of these sustainable consumption likelihood measures were assessed by two seven-point items with endpoints very likely/not at all likely and very probable/not probable. All measures demonstrate adequate levels of reliability ($\alpha > 0.80$). While the three dependent measures were significantly correlated, the overlap in variance explained for these three measures was less than 0.45. All items were reverse coded so that higher values indicate higher likelihoods.

Results

Analysis of variance results for tests of H1 are shown in Table 1.¹ While there is a main effect of concern for two of the three dependent variables, the proposed moderating role of concern is significant for (a) voting for legislation that supports sustainability initiatives ($F(1,67) = 5.10, p < 0.05$), (b) buying environmentally friendly products ($MF(1,67) = 6.17, p < 0.05$), and (c) practising environmentally sustainable consumption ($F(1,67) = 4.76, p < 0.05$). Plots for these interactions are shown in Figure 1.

When concern regarding the effects of global climate change is low, the likelihood of voting for legislation that supports environmental sustainability initiatives ($M = 5.46$ vs $M = 4.68, p < 0.05$), buying environmentally friendly products ($M = 5.5$ vs $M = 4.71, p < 0.05$) and practising environmentally sustainable consumption to live more sustainably ($M = 5.81$ vs $M = 5.13, p < 0.05$) is higher (lower) when a negative (positive) message frame is used. However, when concern regarding the effects of climate change is high, the effects of the message frame are reduced. That is, while the likelihoods of voting for legislation that supports environmental sustainability initiatives ($M = 5.54$ vs $M = 6.13$), buying environmentally friendly products ($M = 5.5$ vs $M = 6.12$), and practising environmentally sustainable consumption ($M = 5.54$ vs $M = 6.00$) appear somewhat higher (lower) when a positive (negative) message frame is used, none of these differences reaches statistical significance. These results support H1.

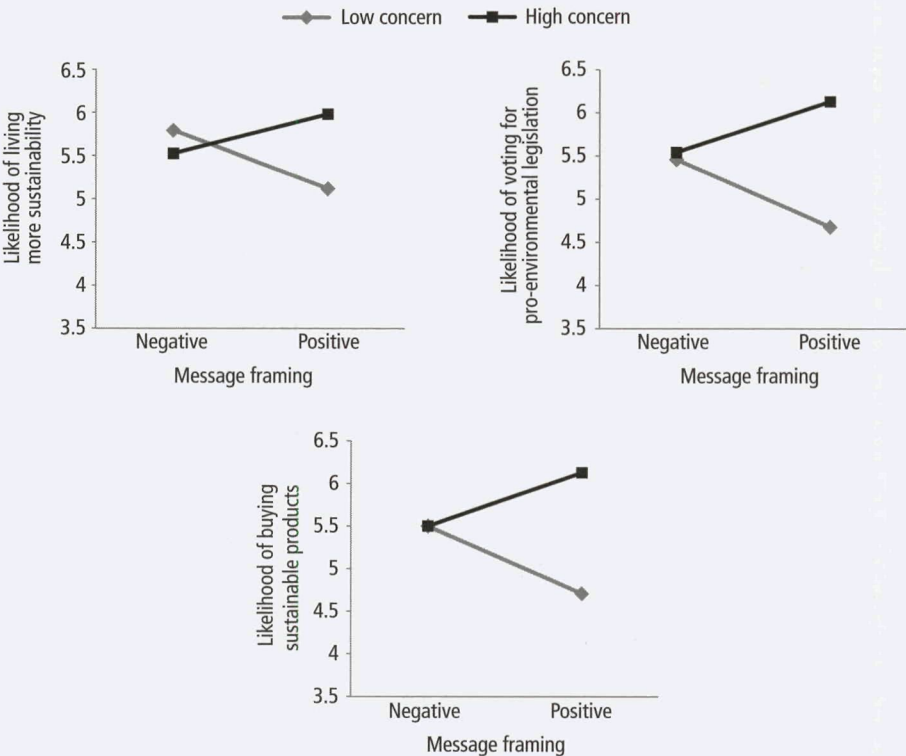
¹ We also performed a series of hierarchical regressions using concern level as a continuous variable and the interaction term between the (continuous) concern variable and the message framing condition measures. Results of these regressions were almost identical to the ANOVA results in this paper: the concern by message framing interactions were significant (all $p < 0.05$) for the likelihood of living more sustainably ($\beta = -0.249$), the likelihood of buying sustainable products ($\beta = 20.260$) and the likelihood of voting for pro-environmental legislation ($\beta = -0.225$).

Table 1: Study 1 – effects of message framing and concern level on likelihood to live more sustainably, buy sustainable products and vote for pro-environmental legislation

Independent variables	Dependent variables: univariate <i>F</i> values		
	Likelihood of living more sustainably	Likelihood of buying sustainable products	Likelihood of voting for pro-environmental legislation
Main effects			
Message framing (MF)	0.18	0.07	0.09
Concern level (CL)	1.34	6.17*	6.36*
Interaction effects			
MF × CL	4.76*	6.17*	5.10*

**p* < 0.05

Figure 1: Study 1 – the moderating influence of subjective concern on message framing effects



Discussion

Study 1 addressed the moderating role of concern across positive vs negative framed sustainability messages. As indicated in Figure 1, when concern is high, message framing makes little difference and the means for the sustainability-related dependent variables are high (e.g. 5.5 and above on a 7-point scale). However, for those with lower levels of concern it appears clear that the negatively framed message has a stronger, more favourable influence than the positively framed message. While this general pattern of results would seem to have implications for various constituencies, prior to considering such implications we address the robustness of this moderating effect for preventive vs promotion-framed messages in advertisements.

Study 2

Sample and procedure

As noted above, the purpose of Study 2 was to extend findings to a promotion versus prevention framing ad context and test H2. Forty-one students enrolled in marketing classes at a public university located in the south-central United States served as subjects. Procedures used were similar to those for Study 1. Participants were presented with a packet containing the instructions and experimental materials (the mock print advertisement stimulus, dependent measures and requests for demographic information). The stimulus ad again was separate from the rest of the materials in the booklet, and this enabled participants to view the advertisement while responding to the questionnaire items.

Experimental design and stimuli

The design was a 2 (regulatory focus: promotion vs prevention) \times 2 (subjective concern: high vs low) between-subjects factorial. Either a promotion-focused message or a prevention-focused message was presented to consumers. The main headline of the advertisement encouraged consumers to 'Go Green'. Directly beneath the headline, either a promotion-focused or a prevention-focused message was presented. In the promotion condition, the message stated 'Enjoy a healthier natural environment', while in the prevention condition, the message stated, 'Prevent an unhealthy natural environment.' In the left sidebar, the main copy in the advertisement was as follows: 'It seems like everyone is talking about sustainability these days. Want to do more than just talk? Go Green.'

The following three statements were offered in the promotion condition: 'Promote reforestation. Breathe cleaner air. Nurture the planet.' In the prevention condition, three prevention-focused messages were presented: 'Prevent deforestation. Avoid ozone depletion. Protect the planet.' The picture used in the advertisement, a single tree in a field of green grass, with a lovely blue sky, was consistent across regulatory focus conditions. Whereas message regulatory focus was a manipulated factor, subjective concern regarding the issue of global climate change was measured using the items previously used in Study 1. A median split categorised respondents into two groups: those who are

concerned or unconcerned about the consequences of global climate change. Participant scores ranged from 1 to 7, with a mean of 4.76. The items were reverse coded; higher (lower) values indicate higher (lower) levels of concern.

Dependent measures

Two measures assessed the likelihood of environmentally sustainable behaviours. Specifically, consumers indicated how likely they were to (a) live more sustainably and (b) buy environmentally friendly products on two items with endpoints very likely/not at all likely and very probable/not probable. These items were reverse-coded; higher values, higher likelihoods. Correlations between the two items were satisfactory for both measures ($p < 0.01$).

Results

Analyses of variance results used to test H2 are found in Table 2.² While the main effect of concern is significant (higher concern is associated with a positive effect on the sustainability dependent variables), the interaction effects also are significant. Specifically, findings show that the likelihood of buying more environmentally friendly products ($F(1,37) = 5.02, p < 0.05$) and the likelihood of living more sustainably ($F(1,37) = 6.63, p < 0.05$) are both significant and offer initial support for H2. As shown in the plots in Figure 2, when concern regarding the effects of global climate change is low, the likelihood of buying more environmentally friendly products ($M = 5.25$ vs $M = 3.90, p < 0.05$) and living more sustainably ($M = 5.00$ vs $M = 3.60, p < 0.05$) is higher (lower) when a prevention (promotion) focused message is used. Also, as shown in the plot in Figure 2, the differences in the framing effects are reduced when concern regarding the effects of climate change is high. Similar to Study 1, the promotion focus results in slightly higher means but the differences do not approach significance ($p > 0.10$ or higher). Thus, the pattern of results supports H2. When concern about the issue is low, prevention-orientated messages are more persuasive than promotion-orientated messages, but when subjective concern is high, framing effects have little influence.

Discussion

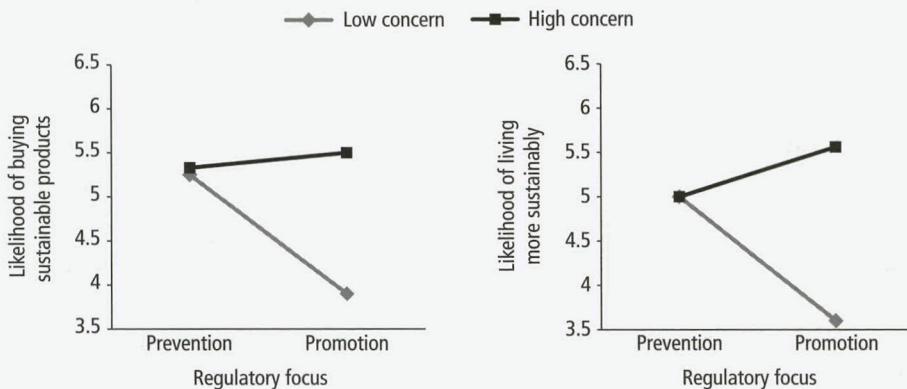
Our primary purpose was to examine the potential effects of message framing on public support and consumer intentions for global sustainability-related initiatives. We analysed these effects between varying levels of respondent concern for message-specific issues and concluded that, in both contexts, the framing effects were larger for respondents with low concern than for respondents with high concern. While the main effect of concern is significant for two of the three dependent variables in Study 1, findings indicated that negative

² We performed another series of hierarchical regressions using concern level as a continuous variable and the interaction term between the (continuous) concern variable and regulatory focus condition measures. Results of these regressions were almost identical to the ANOVA results: the concern by regulatory focus interactions were significant (both $p < 0.05$) for the likelihood of living more sustainably ($\beta = 0.426$) and the likelihood of buying sustainable products ($\beta = 0.364$).

Table 2: Study 2 – effects of regulatory focus and concern level on likelihood to live more sustainably and buy sustainable products

Independent variables	Dependent variables: univariate <i>F</i> values	
	Likelihood of living more sustainably	Likelihood of buying sustainable products
Main effects		
Regulatory focus (RF)	1.21	3.05*
Concern level (CL)	6.63**	6.18**
Interaction effect		
RF × CL	6.63**	5.02**

* $p < 0.10$; ** $p < 0.05$

Figure 2: Study 2 – the moderating influence of subjective concern on regulatory focus framing effects

framing is more effective than positive framing (Levin *et al.* 1998) in promoting sustainable behaviour. Specifically, when relative concern is low, these framing differences are reduced compared to when relative concern is high among respondents. The means in Study 2 extend these results by demonstrating that prevention messages are more effective than promotion messages for motivating sustainable behaviour when concern for the issue is low. Again, when that concern is high, differences in the effects of the preventive vs promotion message framing are more likely to be minimised and evaluations are very favourable.

After having determined the level of concern with the global issue at hand (climate change) to vary across the population, these studies speak directly to the importance of message framing – especially in terms of motivating sustainable consumer intentions and motivating support for associated public policies. In general, results indicate that promoting the potential consequences of inaction more strongly affect sustainable consumer intentions than the potential consequences of taking action. In other words, it seems that

consumers respond more strongly to a reactive than proactive approach to sustainable behaviour, and that the manner in which relevant messages are communicated to consumers significantly affects their evaluations and intentions.

This research offers several potential implications for various constituencies, including NGOs, consumer welfare advocates and marketers promoting sustainability initiatives. From a consumer welfare standpoint, our results provide a better understanding of how to effectively promote initiatives based upon the level of respondent concern. More specifically, we showed how framing influences the likelihood of voting for pro-environmental initiatives and intention to live more sustainably, in general. To influence the segment of the population that is less concerned, framing is important, and a negative and/or prevention frame appears to produce the more favourable effects. From a marketing standpoint, results show how consumers' levels of concern with the focus of a sustainability-related advertising message affect how the message is received and, subsequently, how consumers react to that message. Therefore, the manner in which a manager chooses to frame an advertising message affects consumer intentions to purchase more environmentally friendly products and practise more environmentally sustainable consumption, in general. In summation, understanding consumers' level of concern with certain issues allows the benefits and consequences of consumer responses to associated messages to be more effectively articulated.

Conclusion

Our results highlight the need for marketers and consumer welfare advocates to better understand the level of consumer concern and involvement with message-specific issues, especially when they are as complex and controversial as is the issue of climate change and sustainability efforts. While a great deal of previous goal framing research has been conducted for individual consumer-level behaviours (e.g. personal health-related communications), these studies present unique, more collective contexts (e.g. global climate change and related sustainability initiatives) in which to further address the effects of goal framing. To that end, future research should focus on the effects of framing across varying levels of issue complexity and controversy. Such research could address effects across levels of personal and group involvement by using more diverse adult consumer samples and larger sample sizes to further strengthen and build upon the generalisability of these current findings (with samples that ranged in age from 24 to 47). Additionally, other individual difference variables such as consumer knowledge and consumer altruism should be examined in order to facilitate our understanding of the factors that underlie consumer concern, and therefore, consumer responses to strategically framed consumer welfare and marketing messages. Studies may also address the effects of prior knowledge about sustainability on the effectiveness of message framing, given that certain types of frame may be more suitable for more or less knowledgeable consumers. Lastly, the effects of these framing effects on actual sustainable behaviour should be measured since there is often a gap between sustainability attitudes and intentions (Vermeir & Verbeke 2004), and intentions and behaviour (Kollmuss & Agyeman 2002).

Appendix

Study 1 stimuli: positive framing

What does SUSTAINABILITY mean?

Sustainability means healthier people, healthier business profits, and a healthier planet.



With sustainable individual, government, and business practices, imagine the benefits for your children and future generations.

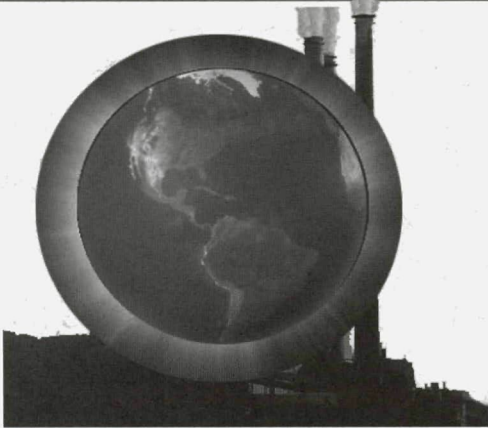
Contact your Representative in the House today and voice your support for HR 7668, "The National Education Sustainability Act" introduced in Congress. The objective of this bill is to establish multidisciplinary sustainability education, research, and outreach programs.



Study 1 stimuli: negative framing

What does SUSTAINABILITY mean?

Sustainability means healthier people, healthier business profits, and a healthier planet.



Without sustainable individual, government, and business practices, imagine the consequences for your children and future generations.

Contact your Representative in the House today and voice your support for HR 7668, "The National Education Sustainability Act" introduced in Congress. The objective of this bill is to establish multidisciplinary sustainability education, research, and outreach programs.



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About the authors

Christopher L. Newman is an assistant professor, Department of Marketing, School of Business Administration, at the University of Mississippi. His research focuses on package information provision and processing, as well as sustainability and corporate social responsibility issues. He has published in the *Journal of Business Research* and the *American Journal of Health Promotion*, among others.

Elizabeth Howlett (PhD, Duke University) is a marketing professor in the Department of Marketing, Sam M. Walton College of Business, at the University of Arkansas-Fayetteville. Elizabeth Howlett (formerly Creyer) has research expertise in the area of consumer health and welfare issues with a particular emphasis on nutrition-related issues. She has published in the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Applied Social Psychology*, *American Journal of Public Health*, *Journal of Retailing*, *Journal of Public Policy & Marketing*, *Journal of Consumer Affairs*, *Organizational Behavior and Human Decision Processes* and the *Journal of Behavioral Decision Making*.

Scot Burton is Distinguished Professor and Wal-Mart Chair, Department of Marketing, Sam M. Walton College of Business, University of Arkansas. His research interests include consumer health and welfare concerns in promotion-related contexts. His research has appeared in marketing, psychology and health journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Applied Psychology*, *American Journal of Public Health*, *American Journal of Health Promotion*, *OBHDP*, *Journal of Retailing*, *Journal of Public Policy & Marketing*, *Journal of Advertising*, *Journal of Advertising Research* and others.

John C. Kozup is Associate Professor of Marketing in the Department of Marketing, College of Business, at Villanova University, and founding director of the Villanova University Center for Marketing and Public Policy Research. His research interests lie in the areas of information processing, particularly consumers' evaluation of product claim and risk communications in the pharmaceutical, health and financial services arenas.

His work has appeared in such journal outlets as *Journal of Marketing*, *Journal of Public Policy & Marketing*, *OBHDP*, *Journal of Consumer Affairs* and *Psychology & Marketing*. He has twice served as the Co-chair for the Marketing and Public Policy Conference.

Andrea Heintz Tangari is an assistant professor in the Department of Marketing, School of Business Administration, at Wayne State University. Her research interests include product labelling, message framing and information provision issues relating to consumer health and welfare issues. Her research has been published in the *Journal of Public Policy & Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Advertising* and the *Journal of Consumer Affairs*.

Address correspondence to: Christopher L. Newman, assistant professor, Department of Marketing, School of Business Administration, University of Mississippi, 325 Holman Hall, University, MS, 38677.

Email: clnewman@olemiss.edu

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