

ABSTRACT

Title: Closing the Green Gap: What can the retailer do inside the store?

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Abstract: Consumers with pro-environmental attitudes are willing to pay more for green products. However, these purchase intentions are not always translated into actual shopping behavior. We argue that this Green Gap, i.e. the difference between intentions and behavior, can be closed by retailers informing the consumers inside the store. Eye-tracking experiments with 66 respondents show that retailers can raise the Green Premium by: (1) influencing consumers' green purchase intentions, (2) offering a green product assortment, and (3) signaling green products and orienting customers inside the store. However, the Green Premium is reduced when retailers display misleading product packaging.

Keywords: in-store marketing, green consumer behavior, eye-tracking