













Driving Pro-Environmental Choice

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$$g_p < g_e, g_r$$

Results & Discussion (cont.)

- green gift card.
- environmental attitude.

Increased accessibility coupled with an existing green mental structure drives green choice.



Fig. 3. Likelihood of choosing Greenhome.com by task type and NEP score. Error bars represent SE. A logistic regression revealed a main effect of task type such that those who engaged in a green task were more likely to choose the green gift card than those who engaged in a non-green task (p < .001). The effect of NEP was non-significant, but critically and as predicted, the interaction of task type and NEP was significant p = .05.

Conclusions

- green choices.



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Accessibility presumes activation of an *existing* green mental structure, which subsequently influences preference for the

New Ecological Paradigm (NEP) Scale – A measure of pro-

Findings imply a two-stage framework that is key to motivating pro-environmental choice: fostering eco-minded attitudes and subsequently triggering those constructs in real-time.

 \succ Linking these two approaches more directly is an important, and perhaps overlooked, piece to the puzzle of promoting

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