



# How Can We Reduce Consumer Resistance to Sustainability Interventions in Retail Stores? Moderating Roles of Culture, Personality, Customer Loyalty, and Marketing Efforts

*Craig, Janell; Park, Jieun*

*Monte Ahuja College of Business, Cleveland State University, Cleveland, OH*



## Abstract

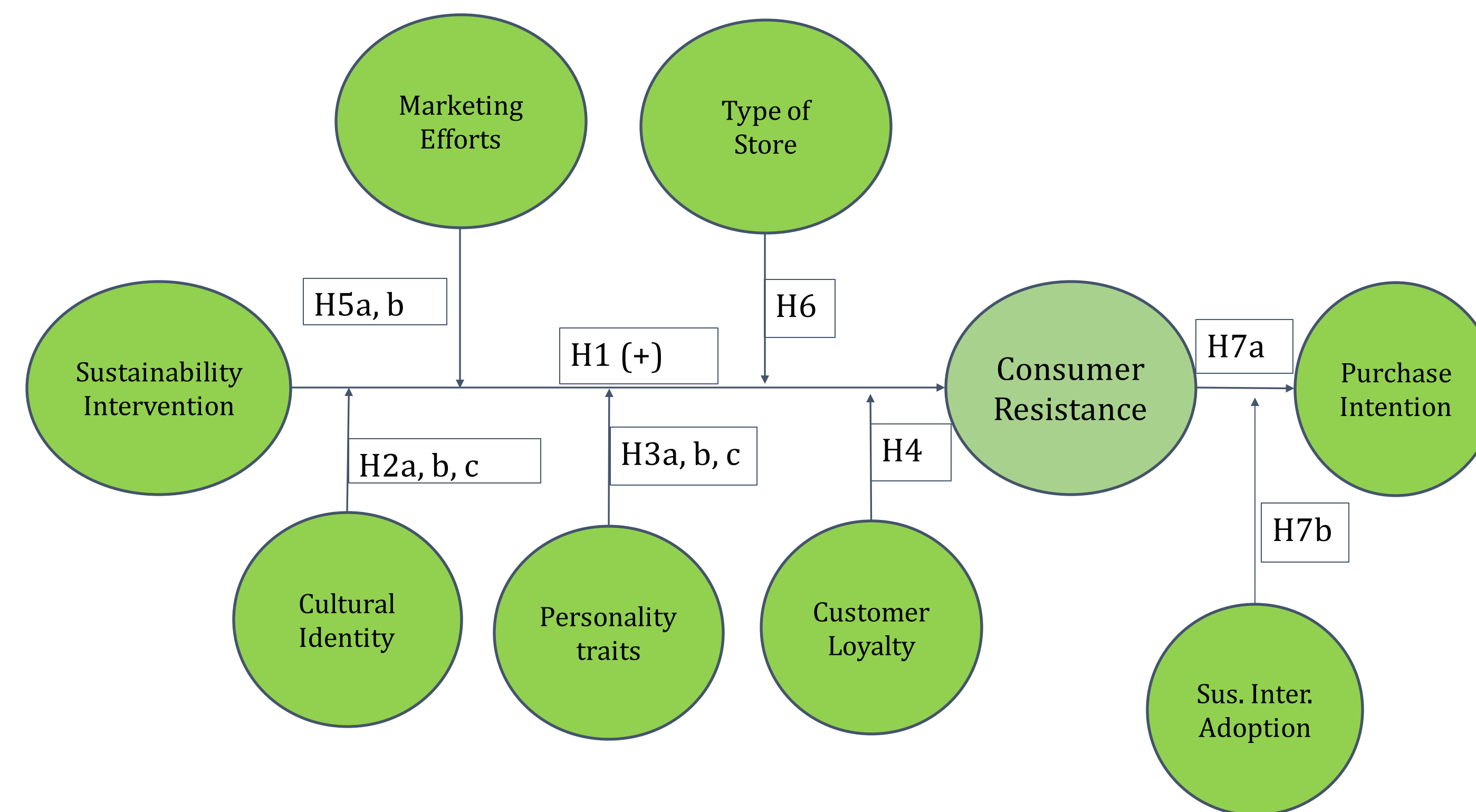
Consumer resistance in the retail industry has had a major impact on the success rate of sustainability interventions. Limited research on consumer resistance to sustainability intervention creates a research gap that we are attempting to fill. We propose that marketers can reduce consumer resistance to sustainability interventions in the retail industry by implementing the following moderates which suggest that the relationship between consumer resistance and sustainability will differ based upon the type of store, marketing efforts, personality traits, cultural identity, and customer loyalty. With this research, our goal or main purpose is to understand how to reduce the negative effects or outcomes from consumer resistance when implementing a sustainable intervention in the retail grocery industry.

## Introduction



This research will add to the little that is currently known about sustainability interventions and its correlation or relationship with consumer behavior in marketing. This research could be very beneficial to help marketers understand the best practices for implementing sustainability interventions in their companies or organization while reducing consumer resistance.

## Methods



## Measures

- **Collectivism (Individualism)** (Leonidou, et al., 2019)
- **Long-term vs. Short-term Orientation** (Diallo et al., 2021)
- **Indulgence vs. Restraint** (Heydari et al., 2021)
- **Openness** (Leonidou, et al., 2019)
- **Agreeableness** (Leonidou, et al., 2019)
- **Conscientiousness** (Leonidou, et al., 2019)
- **Customer Loyalty** (Troebbs et al., 2018)
- **Marketing Efforts** (Kwak, 2006)
- **Consumer Resistance** (Gonzalez-Arcos, 2021) (Trautwein and Lindenmeier, 2019) (Claudy et al., 2015)
- **Intention to Purchase more items/products in a retail store** (Gonzalez-Arcos et al., 2021)
- **Sustainability Intervention Adoption** (Gonzalez-Arcos et al., 2021)



## Results

H1	Sustainability interventions have a positive relationship with consumer resistance.
H2a	Consumers from long term orientation cultures will have less consumer resistance to intervention in comparison with consumers from short term orientation cultures.
H2b	Customers from collectivistic cultures will have less consumer resistance to sustainability interventions in comparison with consumers from individualistic cultures.
H2c	Consumers from restraint cultures will have less consumer resistance to intervention in comparison with customers from indulgence cultures.
H3a	Consumers who have a high level of openness personality trait will be less resistant to sustainability interventions.
H3b	Consumers who have a high level of conscientious personality trait will be more resistant to sustainability interventions.
H3c	Consumers who have a high level of agreeableness personality trait will be less resistant to sustainability interventions.
H4	Consumers who have a high level of loyalty in the retail stores will be less resistant to sustainability interventions.
H5a	The store's email communication can reduce a level of consumer resistance to sustainability intervention.
H5b	The store's social media communication can reduce a level of consumer resistance to sustainability intervention.
H6	Consumers who shop at a high-end retail store vs low end retail store will be less resistant to sustainability interventions
H7a	Consumers with a high level of consumer resistance are more likely to show a lower level of purchase intention
H7b	When consumers adopt the sustainability intervention to purchase paid plastic bag, they are likely to purchase more items from the retail store.

Figure 1: Hypothesis derived from Literature review.

## Conclusion

We propose that retail stores can reduce consumer resistance to interventions by implementing marketing efforts to support consumers, understanding consumers' cultures, developing trust, and understanding personality traits and economic class demographics of consumers.

## Acknowledgments

I would like to thank my mentor Dr. Park and the McNair research institute for their funding and contribution to this research study.