

Helping consumer to choose the sustainable option in an online customisation task

Abstract

In order to reduce climate change, sustainability must be improved in many industries. One way to accomplish this aim is to influence consumers by means of nudging in order to choose more sustainable products in online customisation choices. We investigated whether the lateral presentation of products from left to right or from right to left, and using a status-quo default option, influence sustainable choices of make-up products. A pilot study has been conducted in order to obtain background information on make-up choices. Next, an online, quantitative experiment has been conducted in which 330 women together made 1,094 hypothetical make-up product choices. Making the sustainable option the default resulted in more sustainable choices than making unsustainable products the default. The left–right versus right–left presentation of products did not significantly influence consumer choices. Furthermore, higher educated people and those finding sustainability important relatively often chose a sustainable make-up product. People frequently wearing make-up and those finding a low price important relatively often chose an unsustainable make-up product.