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# Leverage Legacy to Drive Sustainable Consumption

*ABSTRACT*: Long time horizons and social distance have traditionally been viewed as key psychological barriers to sustainable consumption. We suggest that these challenges can be turned into opportunities by making salient long-term goals and motives, thus shifting preferences between the present self and future others. Across four studies, we tested whether individuals' motivation to leave a positive legacy can be leveraged to promote a range of sustainable attitudes and consumer behaviors. In a pilot study, we found that individual differences in legacy motivation were positively associated with pro-environmental behaviors and intentions.  In subsequent experiments, we show that priming legacy motivation increases donations to environmental and public health charities, enhances pro-environmental beliefs and behavioral intentions, and increases demand for sustainable purchases. Follow-up work explores domain-specificity, underlying mechanisms, and boundary conditions of this effect, as well as its applicability among residential utility customers in a large-scale field trial. Taken together, these results indicate that legacy motives may influence sustainable consumption by reducing the disproportionate attention usually placed on present relative to future personal and societal costs and benefits.  This work has the potential to aid the development and implementation of effective marketing strategies to support conservation efforts, particularly with respect to consumer response to and demand for sustainable products and services.