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Goal-driven evaluations of sustainable products

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Propositions

part of the dissertation

“Goal-driven evaluations of sustainable products”

Goda Perlaviciute

1. People evaluate sustainable products positively if they think that these products enable them to pursue their goals, whereas they do not evaluate them positively (or even evaluate them negatively) if they do not perceive these products as suitable for their goal pursuit (this thesis).
2. Sustainable products are most likely to be evaluated positively if pro-environmental goals are strong in a situation *and* if these products are seen as suitable for attaining these goals (this thesis).
3. The relative strength of goals in a situation depends on individual values and situational cues that activate these values (this thesis).
4. Values can be seen as overarching goals that are more or less chronically activated. Goals in a given situation are likely to be relatively stronger if people strongly endorse relevant values (this thesis).
5. Once people make a goal-based judgement of a product, the valence of this judgement can cause a halo effect and colour evaluations of various (other) product characteristics, even evaluations of characteristics that are unrelated to the goal (this thesis).
6. Trying to change people’s evaluations of specific product characteristics may be ineffective if these characteristics are not very important to people given their values and merely result from a goal-driven halo effect.
7. Strong biospheric values may create a stable and reliable basis for positive evaluations of many sustainable products. This implies that long-term sustainable interventions should focus on strengthening biospheric values in society and on activating these values by means of situational sustainability cues.
8. Hard work and persistence can help finalise a PhD thesis, but the devotion of supervisors and support from colleagues determine whether it can be enjoyed.
9. Activities like running and preparing lunch for colleagues are driven by gain and normative goals but have strong hedonic consequences.
10. “Whatever it is you’re seeking won’t come in the form you’re expecting” (Haruki Murakami, *Kafka on the Shore*).