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Data Article

Data to assess the mediation effect of perceived responsibility for environmental damage on the relationship between moral identity and green consumption



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ABSTRACT

This Data in Brief article is for Study 3 in the manuscript # J EVP-2018-140 (“The Impact of Moral Identity on Consumers’ Green Consumption Tendency: The Role of Perceived Responsibility for Environmental Damage”). It examines whether responsibility for environmental damage mediates the relationship between moral identity and green consumption. The data was collected using lab experiment. Participants were randomly assigned to moral-identity-activated condition and moral-identity-not-activated condition. The choice of eco-friendly product relative to conventional counterpart was measured. Responsibility for environmental damage was measured through a six-item scale. 65 American undergraduate students took part in the experiment. Data was analyzed employing SPSS. Logistic regression and mediation analysis were used as statistical tool of analysis.

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Specifications table

Subject area	Psychology
More specific subject area	Consumer behavior, green consumption, moral identity
Type of data	Table
How data was acquired	Experiment
Data format	Raw
Experimental factors	Sample consisted of undergraduate students from a major university in the U.S.
Experimental features	Moral identity is manipulated; Green consumption is measured through eco-friendly product choice relative to conventional counterpart; Responsibility for environmental damage is measured through a six-item scale
Data source location	United States
Data accessibility	Data is included in this article

Value of the data

- This data provides information on eco-friendly product choice relative to conventional counterpart and responsibility for environmental damage across moral-identity-activated condition and moral-identity-not-activated condition using American sample.
- The effect of moral identity on green consumption can be compared with the effect of moral identity on other prosocial behavior.
- The effect of moral identity on green consumption can be compared with other cultures or countries.
- The mediation effect of responsibility for environmental damage can be compared with other mediation effect.

1. Data

The data comprised experiment data on eco-friendly product choice relative to conventional counterpart and responsibility for environmental damage across moral-identity-activated condition and moral-identity-not-activated condition, manipulation checks and demographics. Moral identity refers to a structured cognitive schema of moral values, goals, traits and behavioral scripts [1]. It was manipulated using the handwriting task. After writing their stories, participants completed a manipulation check for moral identity, using the question “How much does the story you wrote in the handwriting task reflect how you see yourself as: (1) a student, (2) a member of an organization, (3) a moral person, and (4) safety conscious?” (1 = not at all; 7 = very much so). Perceived responsibility for environmental damage was measured through a six-item scale adapted from previous research [2]. Green consumption refers to the extent to which consumers consider the impact of their own behavior on the environment when they purchase, use, or dispose of products, and try to minimize the negative impact and maximize the positive impact on the environment [3]. Green consumption was measured using eco-friendly notebook choice relative to conventional notebook. Participants were asked to make a choice between notebook Option 1 and Option 2. Option 1 was with more sheets and larger, while Option 2 was more eco-friendly. Finally, participants responded to demographic questions, including gender and age.

Manipulation checks reveal that compared with participants in the moral-identity-not-activated condition ($M = 4.47$), those in the moral-identity-activated condition indicated that their stories were more reflective of how they saw themselves as moral people ($M = 5.82$; $t(48) = 3.26$, $p < .01$). However, the extent to which participants saw themselves as students, members of an organization,

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