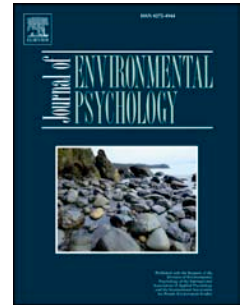


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What is green worth to you? Activating environmental values lowers price sensitivity towards electric vehicles

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Research Highlights

- Pro-environmental values can be activated by external visual stimuli.
- Activated values motivate consumers to spend more on electric vehicles.
- Value activation is ineffective when product attributes are inadequate.
- Individual value centrality moderates effects of environmental value activation.

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