

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Go Fast or Go Green? How Green Product Purchases Influence Consumer Preferences for Delivery Speed

By

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Date : 14 Apr 2026 (Tue)
Time : 10:30 am – 12 noon
Venue : N001, PolyU

Abstract

Delivery speed has become a defining feature of modern e-commerce, with ever-faster options (e.g., same-day, next-day delivery) setting consumer expectations. Yet this acceleration comes at substantial environmental and financial costs. This research identifies a novel pathway to temper the preference for speed through offering sustainable product options. Across seven preregistered studies, including decisions in a custom-built online store and a choice-based conjoint experiment, we show that purchasing green products makes consumers more likely to prefer slower delivery options. We test three theoretically distinct accounts for this effect: activation of environmental consideration, self-perception theory, and impatience reduction. The evidence consistently supports the activation account: whereas consumers typically overlook the environmental impact of delivery choices, buying a green product activates environmental consideration and prompts them to reflect on the environmental cost of faster versus slower delivery options. In line with this mechanism, even without a green purchase, people still shift towards slower delivery when a) a reminder nudge activates environmental consideration or b) the slower option is explicitly framed as more environmentally friendly. These findings reveal how sustainable purchases can influence downstream decisions by activating broader environmental concerns and offer practical strategies for encouraging more sustainable logistics.

Prof. David J. Hardisty is the SMEV Chaired Associate Professor of Marketing & Behavioural Science at UBC Sauder School of Business at The University of British Columbia. At UBC, he is the interim director of the Interdisciplinary Biodiversity Solutions (IBioS) research cluster, and co-founder of the Decision Insights for Business and Society (DIBS) group. He is an Associate Editor at the *Journal of Marketing Research* and the *Journal of Consumer Psychology*, and he is the webmaster of the *Society for Judgment and Decision Making*. He studies consumer sustainability decisions and financial decisions. In his free time, he enjoys hiking, games, and writing bios about himself in the third person.

All interested are welcome.



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