

When Does Using Green Products Enhances the Enjoyment of Consumption Experiences?

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Abstract

This research examines the positive effect of using green products on the enjoyment of consumption experiences and the boundary conditions to this effect. The results from five experiments that involve consumption behavior show that using green (vs. conventional) products generally increases the enjoyment of accompanying consumption experience. However, this effect disappears for consumers who believe that (a) green products have negligible impact on the environment or (b) green products are inferior to conventional products in terms of performance. Extending past research, the results demonstrate that the positive effect of using a green product on the enjoyment of consumption experience positively translates into consumers' evaluation of the product that is instrumental in the consumption experience as well as the experiential good or service. From a managerial standpoint, the current research identifies when brands and experience providers benefit from adopting green products and the boundary conditions to this benefit.

Keywords: *Sustainable consumption; Green products; Consumption experience*

Track: Consumer Behaviour