

# Conflict of consumers' materialistic and green values: causes and consequences

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## **Abstract**

The theoretical research on value conflict is sparse in green consumer behavior and consumer materialism theory. The purpose of the research is to synthesize and provide a comprehensive overview of consumers' materialistic and green value conflict causes and consequences. We begin by defining the materialistic and green value conflict. Next, we explore the main possible causes and consequences of materialistic and green value conflict. Finally, we present the conceptual model that is based on cognitive theory and balance theories. Managers can use our conceptual framework to understand what causes impact value conflict and what consequences it has for consumers'.

**Keywords:** *Value conflict, materialistic values, green values*