

# Chattering Green Product: Impact of Green Product's Meaningfulness on Word of Mouth

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**W**ord of mouth has a huge impact on consumer behavior. To diffuse successfully, research of word of mouth is essential in green product field. So, I have demonstrated that purchasing green products is perceived as meaningful, so consumers who purchase green products are more likely to share things about green products. Namely, meaningfulness mediates the effect of purchasing green products on willingness to share.

## Theoretical Background

### Prosocial value of green products

- Green products are made for social benefits.
- But consumers infer intended green products have inferior quality (Newman et al 2014).
- So when consumers buy green products, their purchase perceived as sacrificing their selfish benefits to social benefits.
- Therefore, buying green products can be perceived as prosocial behavior and altruistic behavior (Griskevicius et al 2010).

### Meaningfulness

- Meaningfulness would be both emotionally and cognitively evaluation of whether one's life has value and purpose.
- Meaning is important to impose stability on the flux of life. Meaningfulness is presumably much more broadly involved with what activities express and reflection the symbolic self
- Several of them is probably related to contributing to the welfare of others or other culturally valued activities (Baumeister et al. 2013).
- Individuals want to believe that they are in a meaningful existence (Pyszczynski et al. 2004)
- Social interaction is essential for meaning. W
- When people are socially excluded, they perceived themselves as nonexistent and unmeaningful (Williams 2001).

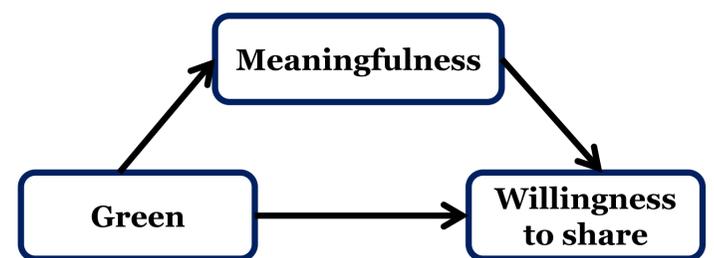
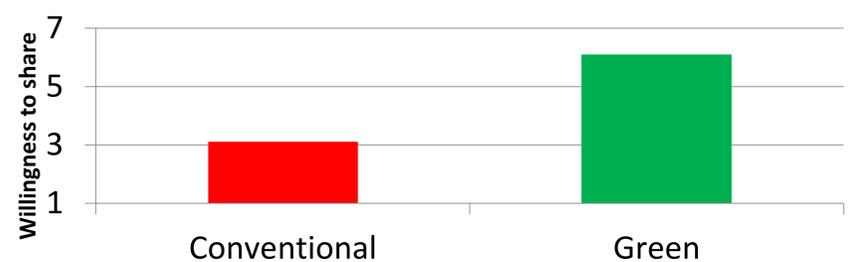
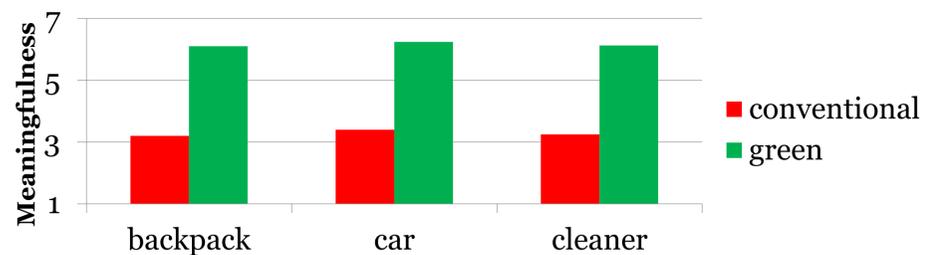
### Word of Mouth

- Recently, social network services (SNS) such as the facebook and twitter have been developed, and interpersonal communication have been activated.
- Word of mouth can influence on consumer behavior significantly.
- Word of mouth can diffuse product awareness product awareness and encourages people to try things (Van den Bulte & Wuyts 2009).
- Bughin et al. (2010) argued that "word of mouth is the primary factor behind 20 to 50% of all purchasing decisions...and...generates more than twice the sales of paid advertising" (p.8).
- Consumers are more likely to share things for self-enhancement.
- Self-enhancement is one of fundamental motivation of human (Fiske 2001).
- Consumers want to be perceived positively and try to present themselves in ways that gain such impressions.
- What people talk about influences on how others see them and how they see themselves (Berger 2014).
- Therefore consumers have tendency to share things that make them look positive rather than negative (Chung & Darke 2006; Henning-Thurau et al. 2004; Sundaram et al. 1998) and seem to be special, or gain status (Dichter 1966; Engel et al. 1993; Rime 2009).
- Consumer have tendency to share things to communicate specific identities, both to themselves and others (Berger 2014).
- People presumably share things that they have certain characteristics, knowledge, or expertise in a particular domain, and people talk to signal who they would like to be (Chung & Darke 2006; Packard & Wooten 2013)

## Hypotheses

- H1:** Purchasing green products is perceived as meaningful.  
**H2:** Consumers who purchase green products are more likely to share things about green products than consumers who purchase conventional products.  
**H3:** Meaningfulness mediates the effect of purchasing green products on willingness to share

## Expected Results



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