Why Consumers Buy Green Products? a Utility Theory Perspective

Andrew Smith, Nottingham University Business School, UK
Jun Luo, Nottingham University Business School China
Martin J Liu, Nottingham University Business School China
Ruizhi Yuan, Nottingham University Business School China

This research investigates the influence of perceived green value (PGV) on consumers’ purchase intention with the decision making criteria derived from utility theory. The pilot-test data confirmed the multi-dimensional construct of PGV, and the significant mediating effects of acquisition and transaction utilities on the relationship between PGV and purchase intention.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1017381/volumes/v42/NA-42

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
Why Consumers Buy Green Products? A Utility Theory Perspective

Ruizhi Yuan, Nottingham University Business School China
Martin J Liu, Nottingham University Business School China
Andrew Smith, Nottingham University Business School, UK
Jun Luo, Nottingham University Business School China

This research investigates the influence of perceived green value (PGV) on consumers’ purchase intention with the decision making criteria derived from utility theory. The pilot-test data confirmed the multi-dimensional construct of PGV, and the significant mediating effects of acquisition and transaction utilities on the relationship between PGV and purchase intention.

B-girls and B-boys: Cultural Production and the Hip-Hop Dance Subculture

Jia Zheng, George Mason University, USA
Laurie Meamber, George Mason University, USA

The research examines the hip-hop dance subculture with implications for extending our knowledge of cultural production within arts communities of production/consumption. Findings suggest that cultural production within this artistic community is conflicted and fragmentary, and that commodification is embraced to allow the subculture and art to flourish.