Getting Gold by Going Green: The Importance of Fitting the Message to the Mindset

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Firms today are ever-increasing the number of “green” products they offer; however, industry leaders have noted that many consumers still weigh their personal needs above those of society when making purchase decisions. In three studies, we demonstrate that a consumer’s mindset (abstract vs. concrete) and how the product is positioned (offering benefits to the self vs. the greater good) have an interactive effect on consumer preferences for green goods. We believe this research addresses an important practical question and makes a meaningful theoretical contribution.