

Not All Green in Equal:

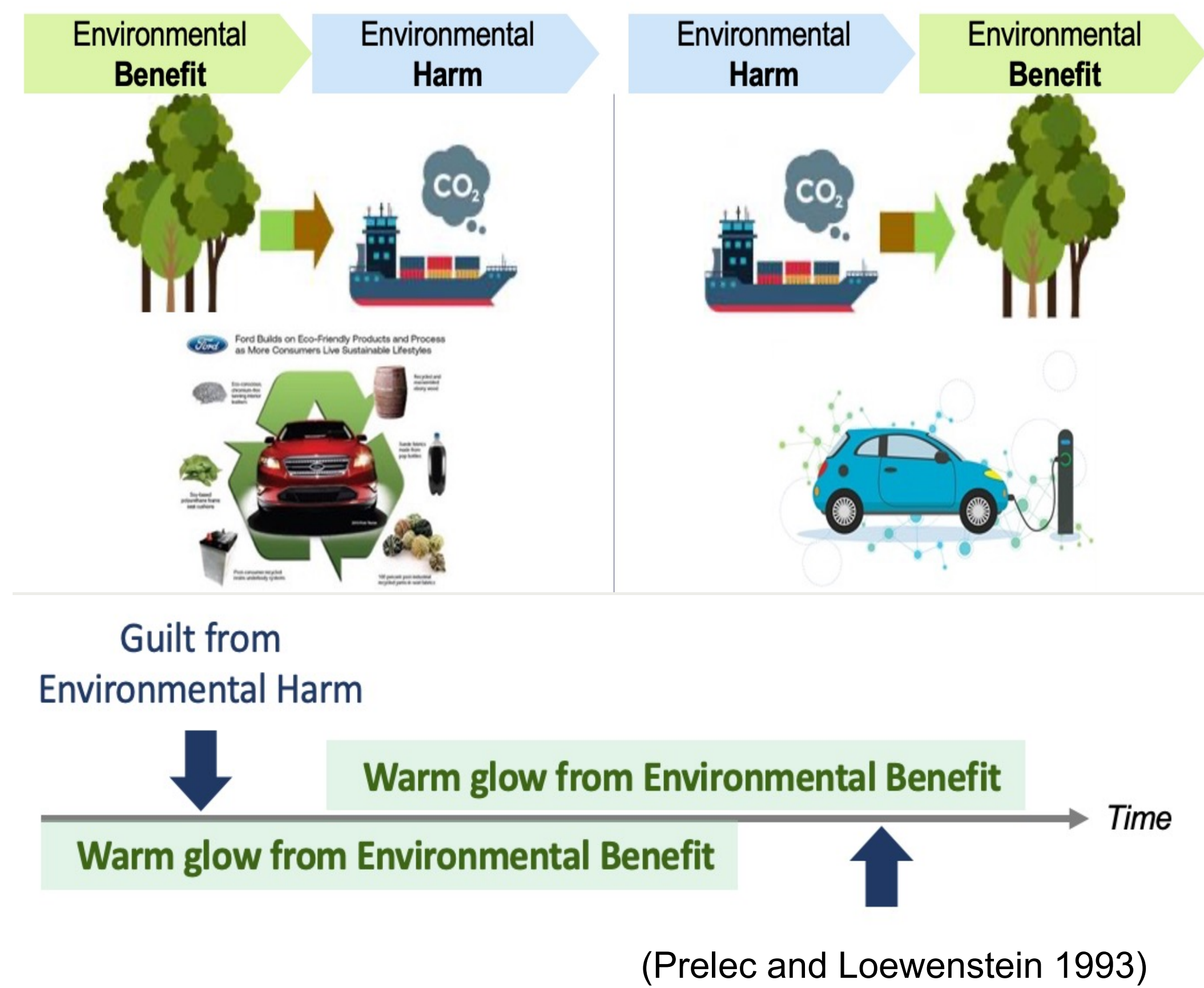
The order of Environmental Harm and Benefit Matters

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Summary

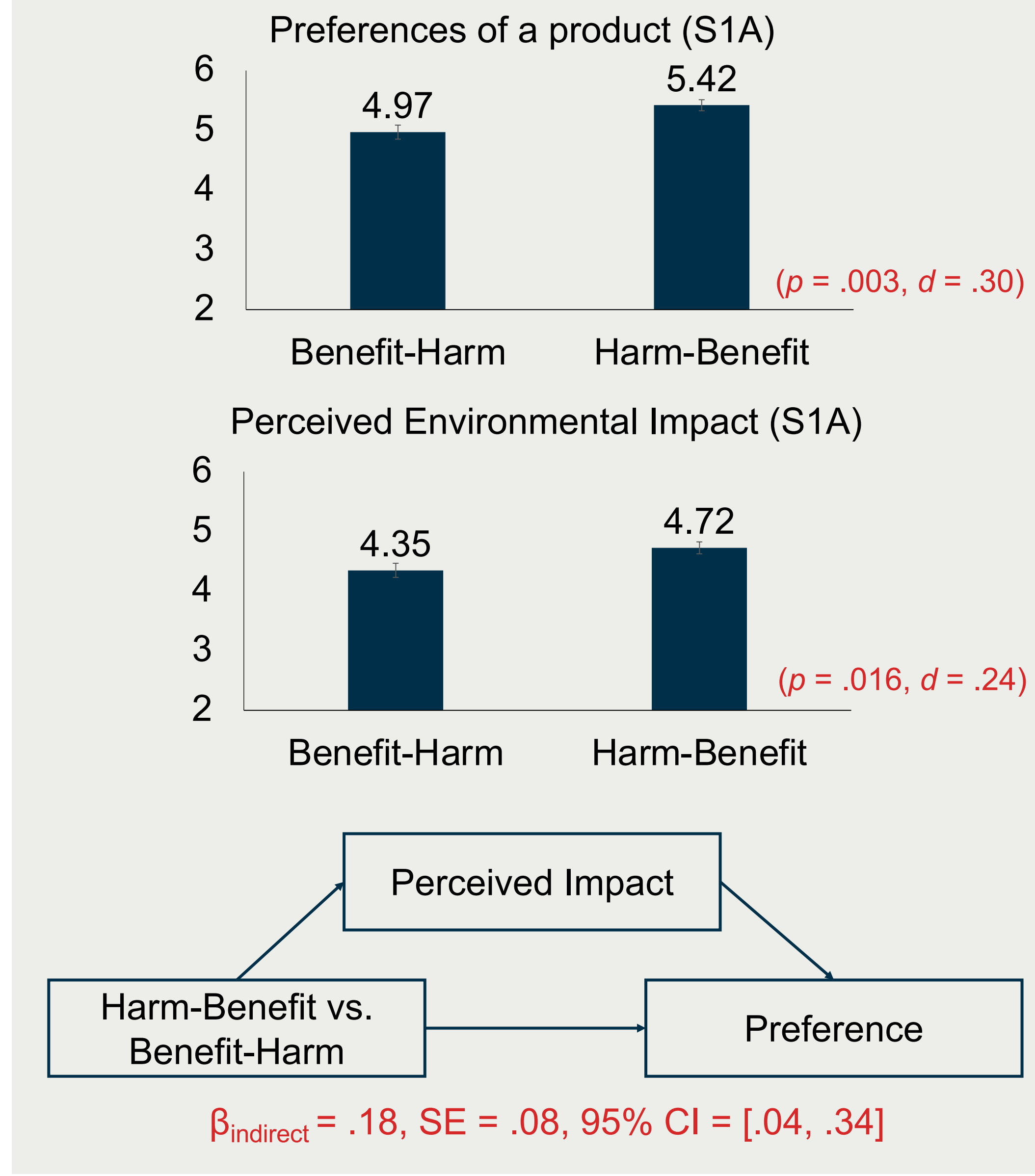
- People have systematic bias in evaluating green products.
- People prefer a green product more when it offers environmental benefits after (vs. before) harm, even when actual net impact to the environment is held constant.
- This effect is driven by greater perceived impact when the benefit occurs after (vs. before) harm.
- As people with stronger motivation wish to have even greater impact to the environment, individual motivation for sustainability moderates the effect of order.



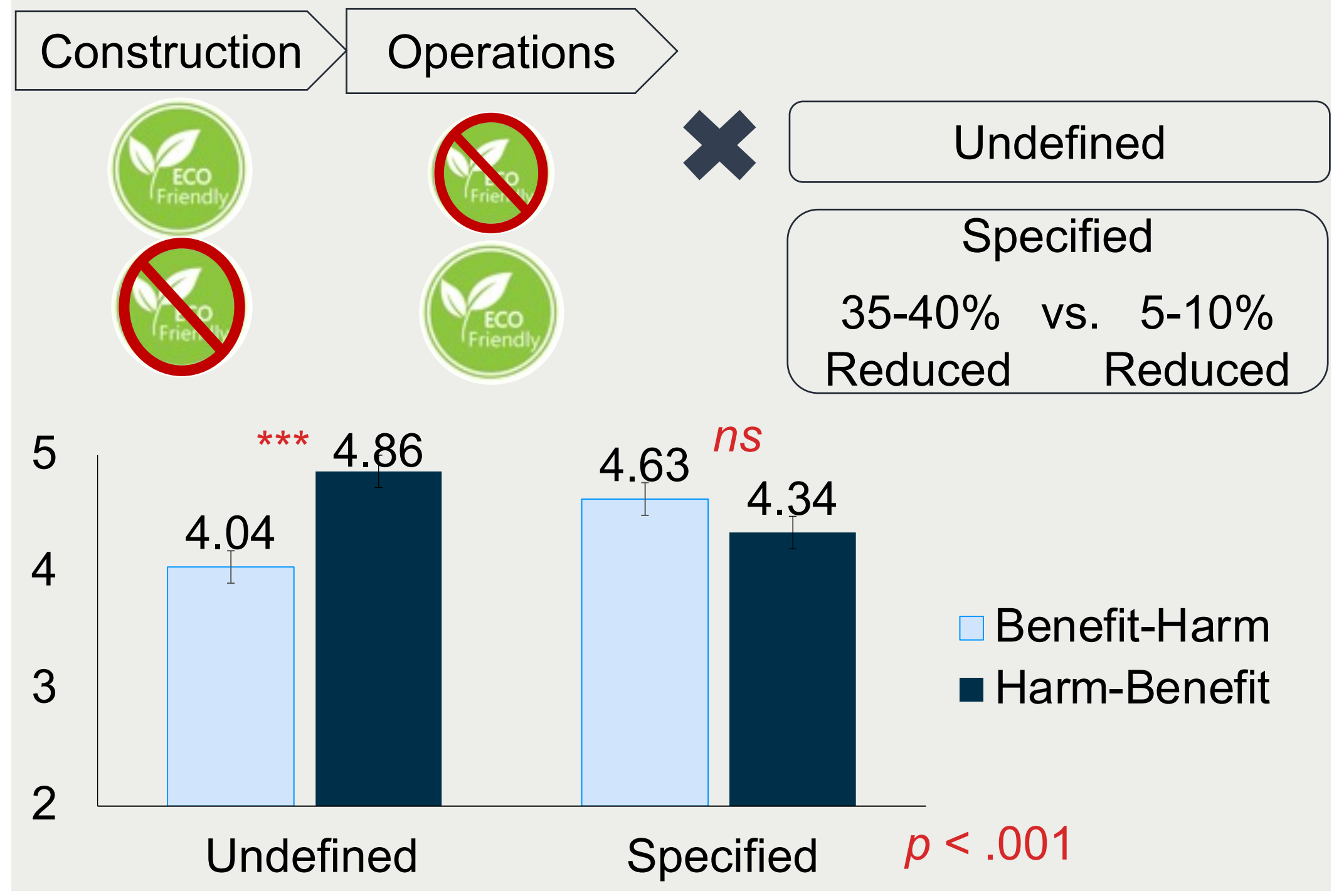
Studies

	Product Domain	Timeframe, Relationship	Net Environmental Impact
1A	Carbon offset program	Short, Causally linked	Constant
1B	TV	Manufacturing, Independent	Constant
2	Carbon offset program	Short, Causally linked	Constant
3	Hotel	Product Lifecycle, Independent	Undefined vs. Specified
4	Car, Hotel	Product Lifecycle, Independent	Undefined

Studies 1-3



Study 4



Study 5

