Social Responsibility Effects on Consumption

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Abstract

Social Responsibility Effects on Consumption

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This dissertation consists of two essays that examine the role of socially responsible brand behaviour (e.g., cause-related marketing, environmentally friendly products) on consumer evaluations at the brand and the product level. The first essay investigates when and how the expectancy of a CSR (corporate social responsibility) activity—the extent to which the CSR activity deviates from consumers' mental schema regarding brands' CSR activities—influences brand evaluations. Results from four experiments show that unexpected CSR activities improve brand evaluations when there is a brand-based link between the CSR activity and the brand (high CSR fit), but hurt brand evaluations when there is no clear link between the brand and the CSR activity (low CSR fit). These results are driven by the favourability of the elaborations regarding the brand's CSR activity. Furthermore, unexpected CSR activities with high brand-CSR fit are more effective in improving brand evaluations of low-involvement consumers. This essay demonstrates the distinct role of CSR expectancy in influencing brand evaluations. The second essay focuses on socially responsible brand behaviour at the product level and explores how using environmentally friendly products (e.g., a pen or a pair of headphones) influences consumers' enjoyment of accompanying consumption experiences (e.g., writing a letter or listening to music), even if they have not chosen or purchased the product. A series of five experiments in actual consumption settings suggest that using environmentally friendly (vs. conventional) products enhances the enjoyment of accompanying consumption experience and that feelings of warm glow drive this effect. For those consumers who believe that environmental attributes come at the expense of functional product attributes or are futile in helping the environment, the benefits on consumption experience disappears. This essay advances our understanding of how environmentally friendly products influence the actual consumption experience and yields important implications for managers.

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Contributions of Authors

The first essay is co-authored with Drs. Onur Bodur and Bianca Grohmann. The idea was inspired by a joint research project that Drs. Bodur and Grohmann initiated. Dr. Bodur contributed to the conceptual development, the experimental designs, and the preparation of the manuscript. Dr. Grohmann contributed to the conceptual development and the preparation of the manuscript. The second essay is co-authored with Dr. Onur Bodur. He contributed to the conceptual development and experimental design throughout the project, including financial support in data collection. He also contributed to the preparation of the manuscript.

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Introduction

Socially responsible brand behaviour (or corporate social responsibility, CSR; these terms are used interchangeably throughout the course of this dissertation) refers to brands intentions to "improve community well-being through discretionary business practices (Kotler and Lee 2004, 3). Consumers are frequently exposed to information about brands' socially responsible business practices in various forms including, corporate philanthropy (e.g., Sony donating a bulk amount to Boys and Girls Club of America), collaboration with nonprofit (e.g., Toyota partnering with MADD to fight against impaired driving), cause-related marketing (e.g., Kellogg's donating a portion of the proceeds for every box of cereal sold), implementing sustainable business practices (e.g., Ford setting high sustainability standards for its first-tier suppliers), promoting ethical products (e.g., fair trade coffee, organic vegetables), and producing environmentally friendly products (e.g., BIC using recycled materials to produce pens). In the domain of marketing, past research generally shows a positive effect of socially responsible brand behaviour on consumer outcomes (Arora and Henderson 2007; Brown and Dacin 1997; Ellen, Webb and Mohr 2006; Grohmann and Bodur 2014; Menon and Kahn 2003; Sen and Bhattacharya 2001). The current dissertation identifies potential conceptual and practical issues that might have caused conflicting results in the literature at the brand level (essay 1) and product level (essay 2), and aims to document instances where brands can maximize returns on socially responsible brand behaviour.

The first essay, "Benefits of Unexpected CSR: How Brands Can Improve Consumer Responses to CSR Campaigns," studies socially responsible brand behaviour at brand level and investigates the interplay of CSR fit, the degree of relevance between the brand's core business activities and the CSR activity, and consumer elaboration on the brands' CSR activities. Past research on socially responsible brand behaviour identifies CSR fit as a major driver of CSR success as high-fit social responsibility activities (e.g., Toyota partnering MADD), compared to low-fit social responsibility activities (e.g., Kleenex partnering MADD), lead to more favorable consumer outcomes (Ellen et al. 2006; Menon and Kahn 2003; Pracejus and Olsen 2004; Simmons and Becker-Olsen 2006; Sen and Bhattacharya 2001). This stream of research suggests that low-fit CSR activities are at odds with consumers expectations hence trigger elaboration (Simmons and Becker-Olsen 2006). As consumers elaborate on a low-fit CSR activity, they

realize the lack of logical link and question brands' sincerity in running the CSR activity, resulting in negative brand evaluations. High-fit CSR activities, on the other hand, are evaluated favorably at face value (Simmons and Becker-Olsen 2006). This research suggests that it is better if consumers do not elaborate on brands' CSR activities. However, Menon and Kahn (2003) find that when elaboration is triggered experimentally, elaboration (vs. no elaboration) increases social responsibility perceptions of the brand when the CSR fit is high. The paradox remaining to be solved is that, when consumers elaborate on high-fit CSR activities, the brands are evaluated the most favorably, but high-fit CSR activities fail to trigger consumer elaboration. The first essay of this dissertation attempts to solve this problem by introducing the construct of CSR expectancy, defined as the extent to which the CSR activity deviates from consumers' mental schema regarding brands' CSR activities, to the domain of socially responsible brand behaviour. This essay delineates CSR fit from CSR expectancy and operationalizes these construct independently to examine the interplay between CSR fit and CSR expectancy.

The second essay, "The Greenconsumption Effect: How Using Green Products Improves Consumption Experience" explores the effects of socially responsible brand behaviour at the product level and focuses on the influence of environmentally friendly (i.e., green) products on consumer behaviour. Although environmentally friendly products have a positive face value they frequently fail in the marketplace, a phenomena that attracted much attention from marketing scholars (Auger and Devinney 2007; Carrington, Neville, and Whitwell 2010, 2014). Aiming to understand this intention-behaviour gap, recent research finds that presence of green product attributes in a product can backfire (Luchs et al. 2011; Newman, Gorlin, and Dhar 2014). However, this research focuses on the purchase stage and does not consider how actually using the product influences consumer behaviour. The focus of the current essay is novel, because (i) past research in green products has mainly focused on product choice or evaluation, but not the consumption stage, and (ii) past research suggests a negative effect of green attributes on product evaluation or choice (Lin and Chang 2012; Luchs et al. 2011; Newman et al. 2014). In comparison to research that shows a negative effect of environmental attributes at the purchase stage, the current essay predicts a positive effect of using environmentally friendly products (e.g., listening to music, writing a letter) on the accompanying consumption experience (e.g. headphones, pen), because actually using the product would lead to feelings of warm glow due to prosocial associations of environmentally friendly products. Furthermore, this essay seeks

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boundary conditions to this effect. From a managerial standpoint, the second essay offers valuable insights to brands that intend to go green, especially those who market experiences.

Essay 1: Benefits of Unexpected CSR: How Brands Can Improve Consumer Responses to CSR Campaigns

Abstract

This essay investigates when and how the expectancy of a corporate social responsibility (CSR) activity influences brand evaluations. Results from four experiments suggest that unexpected CSR activities, compared to expected CSR activities, improve brand evaluations when there is a logical link between the brand and the CSR activity (high CSR fit), but worsen brand evaluations when there is no clear link between the brand and the CSR activity (low CSR fit). These results are driven by the favourability of the elaborations regarding the brand's CSR activity, suggesting a cognitive process. If consumers process the CSR information affectively, however, unexpected CSR activity enhances brand evaluations even when CSR fit is low. Furthermore, unexpected CSR activities with high brand-CSR fit are more effective in improving brand evaluations of low-involvement consumers. This essay demonstrates the distinct role of CSR expectancy in influencing brand evaluations and shows how brands and nonprofits can benefit from unexpected CSR campaigns.

Introduction

Imagine that Toyota partners with MADD (Mothers Against Drunk Driving) in a corporate social responsibility (CSR) campaign to support the fight against impaired driving and is torn between two execution strategies for the CSR campaign. The first—the traditional approach—consists of increasing awareness to the dangers and consequences of impaired driving through social media and TV commercials. This execution strategy is commonly used by brands and consumers have been frequently exposed to it—making it *expected*. The second execution strategy consists of offering free transportation services at nights in neighborhoods that are populated with bars and clubs. Unlike the former, this execution strategy is rarely employed by brands—making it *unexpected*. Which of these execution strategies varying in expectancy would benefit the brand more than the other? To answer this question, this essay explores the influence of unexpected (vs. expected) CSR campaigns on brand evaluations.

The proliferation of CSR activities exposes consumers to various causes (e.g., fight against women's breast cancer) and execution styles (e.g., donation of a dollar per sale) that are used with varying frequencies across brands. A recent report published by the Committee Encouraging Corporate Philanthropy (CECP) based on 240 brands, including 60 *Fortune 500* brands, documented that in 2012, corporate giving amounted to more than $20 billion, reflecting a 42% increase compared to 2007. An analysis of causes and implementation strategies employed by brands revealed that 82% of total funds dedicated to corporate giving were direct or donation-based cash inducements (e.g., corporate philanthropy or cause marketing), whereas 18% were non-cash support (e.g., product donations, pro bono services). An examination of corporate social responsibility spending by type of cause indicated that 57% of spending was directed toward causes related to education, health, or social services, whereas only 5% involved civic and public affairs. These findings portray inequalities among the support different causes receive. Given that consumers are frequently exposed to CSR activities, and that certain causes and execution styles dominate brands' CSR campaigns, consumers likely develop a mental schema about brands' CSR activities (e.g., brands frequently support the fight against cancer, or donate one dollar per product). However, CSR campaigns do not always match consumers' mental schema regarding brands' CSR activities. For example, in 2014 *McDonald's* Swedish CSR campaign consisted of inserting rolls of plastic recycling bags into ad billboards on the streets

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and trading cans collected by consumers with the aid of these garbage bags against burgers. *McDonald's* offered a free hamburger for ten cans or a Big Mac for 40 cans collected by consumers. In 2011, the ice cream brand *Ben & Jerry's* initiated a corporate social responsibility campaign to promote World Fair Trade Day through Twitter. In this campaign, *Ben & Jerry's* released an Internet browser add-on, which embedded a fair-trade related link into each tweet posted by the user. In 2008, the baby care brand *Pampers* introduced its "One Pack = One Vaccine" cause-related marketing campaign, which funded one vaccination within UNICEF's initiative to eliminate maternal and neonatal tetanus (MNT) in developing countries for each diaper pack sold. These CSR activities are unusual in terms of the cause (*Pampers'* support of tetanus vaccines) or the execution style adopted (*McDonald's* free burgers for cans, *Ben & Jerry's* embedding of links into tweets) and may appear unexpected compared to other CSR activities that match consumers' schema regarding brands' CSR activities (e.g., supporting the fight against cancer). The central question addressed in the current essay is how unexpected (compared to expected) CSR activities influence consumers' brand evaluations, and under what conditions unexpected CSR activities are more effective.

Four experiments show that unexpected (vs. expected) CSR activities enhance brand evaluations when the CSR activity is relevant to a brand's core business activities (i.e., high-fit CSR activity; Menon and Kahn 2003). However, expected (vs. unexpected) CSR activities improve brand evaluations when there is no logical link between the brand and the CSR activity (i.e., low-fit CSR activity; Menon and Kahn 2003). Process evidence suggests a cognitive mechanism: when the fit between a brand's core business activities and the CSR activity is high (low), unexpected CSR activities increase (decrease) the favourability of thoughts and enhance (hurt) brand evaluations. If consumers process the CSR information affectively, however, unexpected (vs. expected) CSR activity enhances brand evaluations even when the CSR fit is low. Finally—and relevant to increasing the reach and impact of CSR campaigns—this essay demonstrates that unexpected CSR activities, relative to expected CSR activities, increase brand evaluations of consumers who have low involvement in brand-related information by enhancing their motivation to elaborate on the CSR activity.

The current essay contributes to the CSR literature in several ways: First, it provides a definition of CSR expectancy, delineates CSR expectancy from CSR fit, and operationalizes fit and expectancy independently. This conceptual and operational distinction allows the

investigation of whether and when unexpected CSR activities outperform expected CSR activities and vice versa. Specifically, the results across four experiments provide empirical evidence that unexpected CSR activities entail benefits that go above and beyond the benefits of high-fit CSR activities documented in past research (Sen and Bhattacharya 2001; Simmons and Becker-Olsen 2006). The impact of unexpected CSR activity on brand evaluation when CSR fit is high is positive and robust. Furthermore, when there is a lack of fit between the CSR activity and the brand, the current essay shows that brands can benefit from designing expected (vs. unexpected) CSR activities to improve brand evaluations. Second, this essay investigates the mechanisms by which CSR expectancy influences brand evaluations. At high levels of CSR fit, unexpected CSR activities induce favorable thoughts about the brand and lead to positive consumer responses. When there is a lack of logical link between the brand and the CSR activity (low CSR fit), unexpected CSR activities lead to less favorable thoughts about the brand and lower brand evaluations. However, when consumers process the CSR information affectively (i.e., when the CSR communication is designed to induce positive affect CSR expectancy) influences brand evaluations through an affect-based mechanism and, importantly, unexpected (vs. expected) CSR activities improve brand evaluations at both high and low levels of CSR fit. Earlier research suggests that the process underlying the effect of unexpectedness can be cognitive (e.g., through elaboration; Heckler and Childers 1992; Karmarkar and Tormala 2010; Lee 2001; Lee and Mason 1999) or affective (through the emotion-amplifying role of surprise; Heilman, Nakamoto, and Rao 2002; Valenzuela, Mellers, and Strebel 2010). The empirical demonstration and the delineation of the cognitive and affective bases of CSR expectancy is therefore noteworthy. In addition to the above theoretical and managerial contributions, unexpected CSR activities can help in attracting greater support for causes that receive less attention and in engaging consumers who are typically less involved in the brand-related information: Current essay demonstrates that a brand's adoption of an unexpected (vs. expected) CSR activity has the potential to overcome the lack of motivation to process CSR information usually associated with low-involvement consumer segments. An unexpected CSR activity increases low-involvement consumers' brand evaluations to the level of high-involvement consumers'—due to the nature of elaborations triggered by such an activity. This finding points to interesting and actionable managerial implications in that it shows that by designing

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unexpected CSR activities that have a high level of fit with the brand's core business activities, a brand can enhance brand evaluations of low-involvement consumers.

Conceptual Background

Expectancy in Consumer Behaviour

Research in consumer behaviour conceptualizes expectancy as the degree of congruence between a stimulus (e.g., product, information, behaviour) and a predetermined schema about that stimulus (Heckler and Childers 1992; Karmarkar and Tormala 2010; Lee 2001; Lee and Mason 1999; Meyers-Levy and Tybout 1989). This line of research suggests that consumers form mental schemas regarding stimuli such as advertisements, product design, and information content. For example, consumers develop product category schemas (Meyers-Levy and Tybout 1989) or expectations regarding the certainty of product reviews provided by experts (Karmarkar and Tormala 2010). According to this schema-based conceptualization of expectancy, stimuli that deviate from consumers' existing schema (i.e., that are unexpected), initiate effortful information processing, which strengthens their influence on attitudes or evaluations (Heckler and Childers 1992; Karmarkar and Tormala 2010; Lee and Mason 1999; Meyers-Levy and Levy 1989). Karmarkar and Tormala (2010), for instance, showed that unexpectedness evoked by a mismatch between source expertise and source certainty (e.g., an uncertain review posted by an expert source or a certain review posted by a novice source) increased degree of elaboration on the information. Consequently, the effect of the processed information on subsequent consumer decision was strengthened.

In the current essay, we employ a consumer schema-based conceptualization of expectancy. Consumers are frequently exposed to brands' CSR activities. We argue that—as a result—consumers form mental schemas about brands' CSR activities. Whereas certain execution strategies (e.g., dollar donation per sale) or certain causes (e.g., women's breast cancer) dominate brands' CSR activities, other execution strategies (e.g., dollar donation per tweet) or causes (e.g., men's breast cancer) are not highly represented among brands' CSR activities. Consequently, a CSR activity that is designed to support a cause or uses an execution style that is not integrated into consumers' existing schema regarding brands' CSR activities (e.g., fight against men's breast cancer) is less expected than a frequently encountered CSR activity that is

integrated into consumers' schema regarding brands' CSR activities (e.g., fight against women's breast cancer). Note that a schema-based conceptualization and associated cognitive processing of schema incongruent information is consistent with past research that shows that consumers evaluate CSR information cognitively (Simmons and Becker-Olsen 2006; Yoon, Gürhan-Canli, and Schwarz 2006). In light of this discussion, we define the expectancy of a CSR activity as the extent to which it deviates from consumers' mental schema regarding brands' CSR activities.

Is Expected Better When It Comes to CSR?

Research in marketing and social psychology suggests that the effect of expectancy is context-dependent. Although positive effect of unexpectedness has been shown in certain domains (e.g., product design, Meyers-Levy and Tybout 1989; promotions, Heilman, Nakamoto, and Rao 2002), positive effect of expectedness is observed in other domains (e.g., new information processing, Markman and Gentner 1997, brand sponsorship, Fleck and Quester 2007). For example, Meyers-Levy and Tybout (1989) show that unexpected (vs. expected) product design leads to improved product evaluations whereas Fleck and Quester (2007) find that expectedness has a positive effect in event sponsorships. In this section, we review research on the influence of unexpectedness in the CSR domain, which suggest that unexpectedness may not always entail positive consequences.

In research regarding the effects of CSR format (cause marketing vs. advocacy advertising) and CSR fit on consumers' social responsibility perceptions, more favorable social responsibility perceptions arose when brands employed cause marketing—presumably because it is a highly expected, typical marketing CSR activity—compared to advocacy advertising (Menon and Kahn 2003). This finding suggests a positive impact of expectancy. Furthermore, CSR fit did not influence consumer perceptions of social responsibility when a cause marketing format was used and elaboration was not experimentally encouraged (Menon and Kahn 2003). This suggests that a cause marketing format is expected in the sense that it is in line with brands' profit orientation and does not induce elaboration. One of the limitations in this research is that expectancy was not explicitly conceptualized, measured, or controlled; therefore expectancy's effect on consumers' responses to CSR activities remained largely unexplored. The current essay operationalizes and measures expectancy associated with CSR activities, and empirically tests its influence on consumers' brand evaluations.

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Relatedly, in research examining CSR fit effects on brand equity, low-fit CSR activities diluted brand equity, whereas high-fit CSR activities enhanced it (compared to a control condition; Simmons and Becker-Olsen 2006). Specifically, low-fit CSR activities resulted in generation of greater number of unfavorable thoughts about the brand, which diluted brand equity (Simmons and Becker-Olsen 2006). The notion of expectancy emerged in the explanation of these results based on the assumption that low CSR fit is unexpected and high CSR fit is expected: The authors conclude that when consumers are exposed to low-fit CSR activities, their unexpected nature induces a greater extent of elaboration (i.e., total number of thoughts). This is in line with earlier research that shows unexpected information triggers elaboration (Heckler and Childers 1992). More importantly, the authors show that the increased elaboration due to low-fit CSR activities leads to negative thoughts about the brand. In other words, low-fit CSR activities increase the extent of elaboration, the total number of thoughts about the brand, however, the resulting thoughts are dominantly negative (negative valence of elaboration) due to lack of logical link between the brand and the CSR activity. High-fit CSR activities, on the other hand, do not encourage further elaborations, but are evaluated at face value, resulting in enhanced brand equity (Simmons and Becker-Olsen 2006). However, the assumption that low-fit (high-fit) CSR activities are unexpected (expected) remained untested. As a result, it is not clear to what extent CSR fit or CSR expectancy influence elaboration and brand outcomes. To address this issue, current essay explores the role of CSR expectancy at different levels of CSR fit and the resulting impact on brand evaluations.

In sum, although expectancy has not been explicitly studied in CSR research, it appears that the negative effect of unexpected CSR is in contrast to the positive effects of unexpectedness reported in other marketing-related domains (Heckler and Childers 1992; Karmarkar and Tormala 2010). One potential explanation for these conflicting findings is that the CSR literature did not assess the effect of expectancy independently of other constructs—such as CSR fit—to isolate and empirically examine its unique role in shaping consumer responses to CSR activities. The current essay distinguishes CSR expectancy from CSR fit, and operationalizes CSR expectancy and CSR fit independently to examine their influence on elaboration and brand evaluations.

CSR Expectancy, CSR Fit, and Elaboration: Can Brands Benefit from Unexpected CSR?

CSR expectancy is the extent to which a CSR activity matches consumers' mental schema about CSR activities brands engage in. Unexpectedness in CSR activities is achieved by using causes or execution strategies that are rarely used in brands' CSR activities, and are therefore not part of consumers' schema about brands' CSR activities. A CSR activity involving a cause or an execution strategy that deviates from consumers' mental schema on brands' CSR activities is unexpected. There is strong evidence that when consumers are exposed to unexpected stimuli, they engage in effortful information processing (Hastie 1984; Heckler and Childers 1992; Karmarkar and Tormala 2010; Lee and Mason 1999). CSR expectancy should influence consumers' elaboration, such that consumers generate more thoughts related to the CSR activity if it is unexpected. Importantly, the influence of consumers' elaboration on brand evaluations depends on favourability of thoughts (i.e., elaboration valence) and not determined merely by the extent of elaborations.

In the CSR domain, CSR fit is defined as the degree of relevance of the CSR campaign to the brands' core business activities (Menon and Kahn 2003; Simmons and Becker-Olsen 2006). High CSR fit is achieved when there is a logical link between brands' core business activities (in terms of products, targeted consumer segments, technologies, associations) and design elements of the CSR campaign (in terms of causes or executions strategies). In other words, CSR fit implies a match between campaign and brand. For example, the fight against men's breast cancer fits well with a brand that markets products geared toward male consumers but fits poorly with a brand that markets products geared toward female consumers. CSR expectancy, on the other hand, implies a match between the campaign (cause or execution) with consumers' mental schema regarding CSR activities. For example, supporting the fight against men's breast cancer is unexpected because consumers are not frequently exposed to such a cause in CSR campaigns, and have not integrated it into their mental schema regarding brands' CSR activities. In sum, whereas CSR fit is a brand-centric fit that is related to the link between the brand and the CSR activity, CSR expectancy is a consumer schema-centric fit that is related to consumers' schema about brands' CSR activity and the brand. The current essay examines the role of expectancy of a CSR campaign independent of CSR fit and predicts an interactive effect of CSR expectancy and CSR fit on consumers' elaborations on a CSR activity and their subsequent brand evaluations.

We propose that when consumers are exposed to an unexpected CSR activity, they will generate more thoughts about the brand. Importantly, how this increase in the number of thoughts about the brand influences brand evaluations is contingent on the overall favourability of the thoughts generated. When there are relatively more favorable (unfavorable) thoughts generated about the brand, the brand evaluation will also improve (suffer). In the current essay, we examine the effect of CSR expectancy at high and low levels of CSR fit because earlier research in CSR shows that CSR fit is a determinant of whether consumers generate more favorable or unfavorable thoughts about a brand (Becker-Olsen, Cudmore, and Hill 2006; Simmons and Becker-Olsen 2006).

Specifically, we predict that an unexpected (vs. expected) CSR activity will improve brand evaluations when there is high fit between the brand and the CSR activity. We expect this effect because when exposed to an unexpected (vs. expected) CSR activity, consumers will elaborate more on the brand and thoughts generated by this elaboration will be favorable. Extending earlier research that has focused on the impact of CSR fit (Menon and Kahn 2003; Simmons and Becker-Olsen 2006), we predict that an unexpected CSR activity will lead consumers (who otherwise would not) to elaborate on a high-fit CSR activity, resulting in a higher number of favorable thoughts about the brand and improved brand evaluations. When there is low fit between the brand and the CSR activity, an unexpected (vs. expected) CSR activity will lead to a greater extent of elaborations (i.e., number of thoughts), however, the increased thoughts will be more unfavorable, leading to worse brand evaluations. Ultimately, elaboration extent (total number of thoughts) and valence (overall favourability of thoughts) generated in response to activities that differ in CSR expectancy and CSR fit should affect consumers' brand evaluations. However, the interactive effect of CSR expectancy and fit will operate through elaboration valence. We formalize these predictions in the following hypotheses:

H1a: An unexpected (vs. expected) CSR activity leads to more favorable brand evaluations when CSR fit is high.

H1b: An unexpected (vs. expected) CSR activity leads to less favorable brand evaluations when CSR fit is low.

H2a: An unexpected (vs. expected) CSR activity leads to higher degree of favorable

elaboration about the brand when CSR fit is high.

H2b: An unexpected (vs. expected) CSR activity leads to lower degree of favorable

elaboration about the brand when CSR fit is low.

H3: The interactive effect of CSR fit and expectancy is mediated by elaboration valence,

such that the conditional effect of CSR expectancy is mediated by the favourability of

thoughts generated about the brand.

Experiment 1

The purpose of experiment 1 was to empirically test whether there is a positive effect of

unexpected CSR on brand evaluations when there is high fit between the brand and the CSR

activity (H_{1a}), and the role of positive elaboration (H_{2a}).

Pretest: Expectancy Manipulation

The purpose of the pretest was to identify two CSR activities that differed in expectancy.

Twenty-five undergraduate students (32% female, median age = 21 years) participated in the

pretest and Caffè Nero—an Italian coffee shop brand that did not operate in the North American

market at the time of the experiment—served as the focal brand ($M_{familiarity}$ = 2.48, SD = 1.76;

significantly lower than scale mid-point (4), $p < .01$). Participants read a cover story about the

brand's CSR activities aimed at improving coffee farmers' living conditions. The pretest

included five CSR activities, presented in randomized order: (1) providing direct financial

support to the families of coffee farmers, (2) providing educational support to coffee farmers, (3)

creating public places with opportunities to socialize among farmers, (4) widening the

technological availabilities of farmers, and (5) providing vaccination for farmers against

Hepatitis B. Participants rated the five CSR activities in terms of perceived expectancy

(Karmarkar and Tormala 2010), on seven-point scales (anchored strongly disagree/strongly

agree). A repeated-measures ANOVA with CSR activities serving as independent variable and

perceived expectancy as the dependent variable revealed that providing vaccination against

Hepatitis B ($M = 5.30$, $SD = 1.37$) was less expected than direct financial support ($M = 4.40$, $SD = 1.42$; $F(1, 24) = 5.28$, $p < .05$, partial $\eta^2 = .18$). Vaccination against Hepatitis B and direct financial support were thus selected as CSR activities to manipulate expectancy.

Method

The experiment was a single factor between-participants design with CSR expectancy manipulated at two levels (unexpected vs. expected). Fifty three undergraduate students (64.2% female, median age = 21 years) completed the experiment in exchange for course credit and were randomly assigned to conditions. Participants first read information about the coffee shop brand Caffè Nero (e.g., date the brand was founded, number of stores), and learned about the CSR activity the brand engaged in. To keep CSR fit high and constant in all conditions, participants were told that the CSR activity of Caffè Nero is designed to improve the living conditions of coffee farmers. The expectancy manipulation consisted of describing an unexpected (vaccinations against Hepatitis B) or expected (financial support) CSR activity. In all experimental conditions, participants were told that Caffè Nero would contribute an initial sum of $50 K, 10% of annual sales proceedings, and 40 employee hours a month to the campaign. Thus, the investment and the effort the brand dedicated to the campaign were identical across conditions. An additional within-participants pretest (n = 24) confirmed that perceived effort of the brand (does not necessitate a lot of company effort/necessitates a lot of company effort), perceived difficulty of implementation (easy/hard to implement), and perceived cost of the campaign to the brand (not at all costly/very costly) did not vary as a function of whether the brand provided vaccination against Hepatitis B or direct financial support (all $ps > .10$).

To assess brand evaluation, we used a three-item brand attitude measure (seven-points scales anchored by good/extremely good, favorable/extremely favorable, positive/extremely positive; $\alpha = .91$). Given that CSR activity generally leads to higher brand evaluations, we used unipolar scales to improve the sensitivity of the scale. Elaboration was measured by asking participants to list the thoughts they had while reading the information about the brand (Cacioppo and Petty 1981). Finally, in order to check for potential confounds, participants rated the effectiveness (In your opinion, how effective is the social responsibility campaign in stopping impaired driving? 1 = not at all, 7 = very much), immediacy (In your opinion, how immediately will the campaign help stop impaired driving? 1 = not at all, 7 = very much), and specificity (In

your opinion, how specific is the campaign in stopping impaired driving? 1 = not at all, 7 = very much) of the CSR activity and provided demographic information.
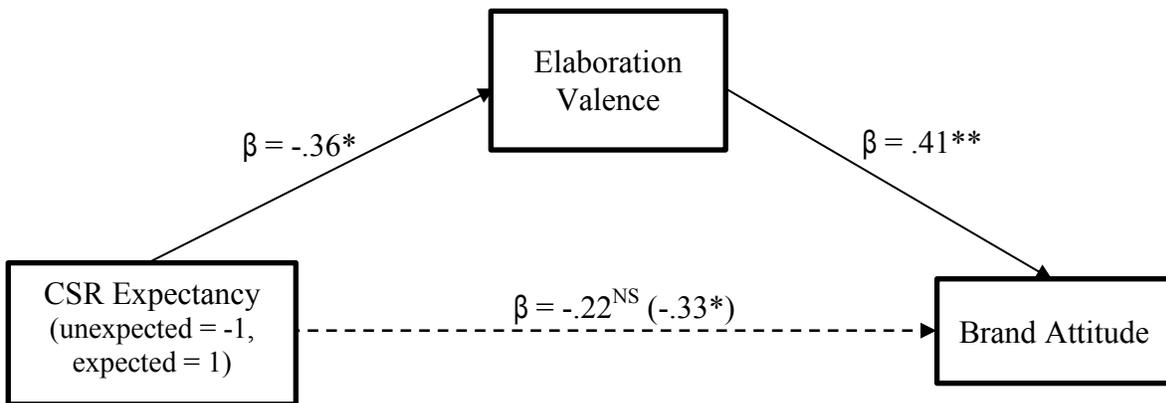
Results

We tested the effect of CSR expectancy on brand attitude in an ANOVA. Results revealed that participants in the unexpected CSR condition (M = 5.72, SD = 1.06) had more favorable attitudes toward the brand compared to those in the expected CSR condition (M = 4.96, SD = 1.23; $F(1, 51)$ = 5.74, $p < .05$, partial η^2 = .10), supporting H_{1a}. Unexpected and expected CSR activities did not differ in effectiveness ($M_{unexpected}$ = 5.15, SD = 1.46 vs. $M_{expected}$ = 4.93, SD = 1.11; $F < .1$; $p > .50$), immediacy ($M_{unexpected}$ = 4.12, SD = 1.24 vs. $M_{expected}$ = 4.30, SD = 1.30; $F < .1$; $p > .50$), or specificity ($M_{unexpected}$ = 4.69, SD = 1.67 vs. $M_{expected}$ = 4.19, SD = 1.21; $F (1, 51)$ = 2.11; $p > .20$).

To examine the mediating role of elaboration, two independent coders who were blind to the hypotheses coded participants' thoughts regarding the brand and the CSR activity into positive, negative, or neutral thoughts. The inter-coder reliability was satisfactory (Cohen's κ = .88), and disagreements were resolved through discussion. We predicted that an unexpected CSR activity would increase the degree of favorable elaboration, leading to a subsequent increase in brand attitude. We operationalized elaboration valence by subtracting the number of negative thoughts from the number of positive thoughts for each participant. A higher score represented more favorable elaboration. Note that when we created a relative positive thought ratio by dividing the difference score by total number of thoughts as the measure of elaboration valence, results were similar. We used this simpler operationalization across experiments as the results with alternative operationalizations were similar. We first examined the influence of CSR expectancy on elaboration valence in an ANOVA, which revealed a main effect of CSR expectancy such that an unexpected (vs. expected) CSR activity lead to more favorable thoughts ($M_{unexpected}$ = 1.73, SD = 1.08, $M_{expected}$ = 1.00, SD = 1.00; $F(1, 51)$ = 6.55; $p < .05$; η^2 = .04), in support of H_{2a}.

Finally, we estimated the indirect effect of CSR expectancy through elaboration valence on brand attitude using PROCESS (model 4; 5,000 bootstrap samples; Hayes 2013). First, the main effect of CSR expectancy on elaboration valence was significant ($M_{unexpected}$ = 1.73, SD = 1.08 vs. $M_{expected}$ = 1.00, SD = 1.00; $F(1, 51)$ = 5.74, $p < .05$, partial η^2 = .11). For brand attitude,

the analysis—with elaboration valence serving as the mediator, CSR expectancy as the predictor—indicated an indirect-only mediation (*indirect effect estimate* = -.15, 95% CI [-.34, -.05]). These results suggest that an unexpected CSR activity improves brand evaluation when CSR fit is high and that this effect is driven by the degree of favourability of elaborations, providing support for H_{1a} and H_{2a}. Figure 1.1 graphically represents the indirect effect of CSR expectancy on brand attitude through elaboration valence.

```
                    ┌──────────────┐
                    │ Elaboration  │
                    │   Valence    │
                    └──────────────┘
        β = -.36*                    β = .41**

┌──────────────────┐                      ┌──────────────┐
│ CSR Expectancy   │   β = -.22^NS (-.33*)│              │
│ (unexpected = -1,│- - - - - - - - - - ->│ Brand Attitude│
│   expected = 1)  │                      │              │
└──────────────────┘                      └──────────────┘
```

Figure 1.1. The indirect effect of unexpected CSR activity on attitude toward the brand through elaboration valence (experiment 1)

Experiment 2

In experiment 2, we operationalize CSR expectancy and CSR fit independently and investigate their interaction effect on brand evaluations as well as the role of elaboration in the underlying process. Keeping the cause and the nonprofit organization identical across conditions (MADD: Mothers Against Drunk Driving), we manipulate CSR expectancy by changing the execution style in the CSR campaign. To manipulate CSR fit, we vary the business domain of the sponsoring brand (i.e., brand-related to driving vs. not). A fictitious brand named "Naylor" was the sponsoring brand in the experiment. The choice of manipulations was based on several pretests.

Pretest 1: Expectancy Manipulation

In order to identify two CSR campaigns that differ in perceived expectancy, we developed six potential CSR campaigns related to MADD (e.g., increasing awareness to risks and consequence of impaired driving through social media, TV commercials, and posters; providing free transportation services at night around neighborhoods populated with bars and clubs), and asked 210 Amazon Mechanical Turk (Mturk) participants to review and evaluate one of six campaigns in a between-participants design. In order to control for inferences regarding the investment of the brand in the cause and the non-profit organization, participants in all conditions were told that a brand that had recently partnered with MADD would provide $3 million to the campaign. Participants rated the perceived expectancy of the campaign (two items: "The brand's CSR campaign is extremely unexpected [extremely surprising]" strongly disagree/strongly agree; r = .89; Karmarkar and Tormala 2010), perceived fit between the brand and MADD (seven items: low fit/high fit, dissimilar/similar, does not make sense/makes sense, not complementary /complementary, atypical/typical, inconsistent/consistent, unrepresentative/representative; α = .90; Simmons and Becker-Olsen 2006), and perceived cost of the campaign to the brand (three items: financial/time/employee commitment to the campaign is not at all significant/very significant; α = .89). All measures were on seven point scales. Two campaigns—providing free transportation services at night around neighborhoods populated with bars and clubs ($M_{unexpected}$ = 3.78, SD = 2.00) and increasing awareness to risks and consequence of impaired driving through social media, TV commercials, and posters ($M_{expected}$ = 2.82, SD = 1.56)—differed significantly in perceived expectancy ($F(1, 203)$ = 4.75, $p < .05$, partial η^2 = .02), but not in perceived fit (5.66 vs. 5.82; $F < .1$) or perceived cost to the brand (5.66 vs. 5.56; $F < .1$).

Pretest 2: Alternative Inferences

In a follow up pretest on Mturk (n= 74) we further tested whether two campaigns vary in effectiveness (In your opinion, how effective is the social responsibility campaign in stopping impaired driving? 1 = not at all, 7 = very much), immediacy (In your opinion, how immediately will the campaign help stop impaired driving? 1 = not at all, 7 = very much) and specificity (In your opinion, how specific is the campaign in stopping impaired driving? 1 = not at all, 7 = very much). Two campaigns did not differ in effectiveness ($M_{unexpected}$ = 4.74, SD = 1.60 vs. $M_{expected}$ = 4.50, SD = 1.35; F < .1; $p > .50$), immediacy ($M_{unexpected}$ = 4.08, SD = 1.75 vs. $M_{expected}$ = 3.71, SD

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= 1.47; F < .1; p > .50), and specificity ($M_{unexpected}$ = 4.72, SD = 1.70 vs. $M_{expected}$ = 4.34, SD = 1.68; F < .1; p > .50). Two campaigns qualified as expectancy manipulations in the main experiment.

Pretest 3: Ruling out Crossover Effects

To verify that the manipulation of one factor does not influence the level of the other factor, we conducted a pretest using a 2 (CSR fit: low, high) × 2 (CSR expectancy: expected, unexpected) between-participants design. A fictitious brand (Naylor) was the sponsoring brand in the pretest. In the high fit condition, Naylor was presented as a manufacturer of commercial vehicles for public transportation. In the low fit condition, Naylor was presented as a manufacturer of office furniture. After the fit manipulation, participants read that Naylor had partnered with MADD in a new CSR campaign. Participants were told that the brand was providing support of $3 million to offer free transportation services at night in the neighborhoods that are populated with bars and clubs (unexpected CSR condition) *or* to increase awareness to risks and consequences of impaired driving through social media, TV commercials, and posters (expected CSR condition). The amount of support stated was identical in all experimental conditions and the manipulations appeared on the same screen. A participant in high fit/low expectancy condition read the following: "Naylor is a manufacturer of commercial vehicles for public transportation. Naylor recently announced its partnership with MADD (Mothers against Drunk Driving), a nonprofit organization whose mission is to stop impaired driving. Specifically, Naylor is providing a support of $ 3 million to offer free transportation services in the neighborhoods that are populated with bars and night clubs."

Ninety Mturk participants (35.6% females, median age = 30, compensation = $.33) participated in the pretest and were randomly assigned to one of the experimental conditions. After reading the CSR information, participants evaluated the perceived expectancy of the campaign and perceived fit with the brand and the nonprofit. Perceived expectancy (r = .88) and perceived fit (α = .98) measures were identical to the first pretest.

An ANOVA with perceived expectancy serving as the dependent variable, and expectancy and fit as independent variables revealed that the expectancy manipulation had the intended effect ($M_{expected}$ = 3.18, SD = 1.69 vs. $M_{unexpected}$ = 4.93, SD = 1.74; F (1, 86) = 23.79, p < .01, partial η^2 = .22). There were no significant main or interaction effects of fit on perceived

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expectancy ($ps > .20$). The fit manipulation also had the intended effect: When the brand Naylor partnered with MADD was presented as a manufacturer of commercial vehicles for public transportation, participants perceived the fit between the brand and the nonprofit as higher ($M_{high\ fit} = 5.62$, $SD = .82$) compared to when the brand was presented as a manufacturer of office furniture ($M_{low\ fit} = 3.50$, $SD = 1.70$; $F(1, 86) = 55.04$, $p < .01$, partial $\eta^2 = .39$). There was no significant main or interaction effect of expectancy on perceived fit ($ps > .50$). Results revealed no crossover effects between the expectancy and fit manipulations.

Main Experiment

The experiment employed a 2 (CSR fit: low, high) × 2 (CSR expectancy: expected, unexpected) between-participants design. The stimuli were identical to those described in pretest 3. One hundred and twenty-three Mturk participants (50.5% females, median age = 29, compensation = $.61) were randomly assigned to one of the experimental conditions. After reading the CSR information, participants evaluated the brand (seven-point scales anchored by good/extremely good, favorable/extremely favorable, positive/ extremely positive; α = .95). We also obtained additional control measures regarding quality (1=low quality, 7 = high quality) and cleverness (1= not clever, 7 = clever) perceptions about the brand. Next, elaboration was measured by asking participants to list the thoughts they had while reading the information about the brand and the CSR activity (Cacioppo and Petty 1981). To test for affective responses to CSR as a possible explanation, we also included measures of affect at the beginning of the experiment ("How do you currently feel at the moment?" on seven-point scales anchored by unpleasant/pleasant, depressed/cheerful, annoyed/content, unhappy/happy, in a bad mood/in a good mood, α = .95) and after participants were exposed to the CSR information ("How did you feel right after you read the CSR information?", seven-point scales anchored by unpleasant/pleasant, depressed/cheerful, annoyed/content, unhappy/happy, in a bad mood/in a good mood, α = .95, adapted from Mehrabian and Russell 1974). Finally, participants provided demographic information.

We predicted that when there is high fit between the brand and the CSR activity, an unexpected (vs. expected) CSR activity will enhance brand evaluation. However, when there is low fit between the brand and the CSR activity the effect of expectancy will reverse. We tested these predictions in an ANOVA with expectancy and fit as independent variables and brand

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evaluation as the dependent variable. The results revealed a main effect of fit ($M_{high\,fit}$ = 6.06, SD = .98 vs. $M_{low\,fit}$ = 5.53, SD = 1.48; $F(1, 119) = 5.08$, $p < .05$, $\eta^2 = .04$). This finding replicates past research that shows high-fit CSR activities improve brand evaluation more than low-fit CSR activities do (Menon and Kahn 2003; Simmons and Becker-Olsen 2006). More importantly, a significant expectancy × fit interaction was observed ($F(1, 119) = 9.27$, $p < .01$, $\eta^2 = .07$). Planned contrasts indicated that in the high fit condition, an unexpected (vs. expected) CSR activity significantly improved brand evaluation ($M_{unexpected}$ = 6.35, SD = .79 vs. $M_{expected}$ = 5.70, SD = 1.07; $F(1, 119) = 4.69$, $p < .05$, $\eta^2 = .04$). In the low fit condition, however, an expected CSR activity improved brand evaluation more than an unexpected CSR activity did ($M_{unexpected}$ = 5.20, SD = 1.79 vs. $M_{expected}$ = 5.87, SD = 1.01; $F(1, 119) = 4.60$, $p < .05$, $\eta^2 = .04$). These results provide support for H_{1a} and H_{1b}. Furthermore, high fit/unexpected CSR condition led to most favorable brand evaluations compared to the average of other conditions (contrast estimate = .82; $F(1, 119) = 11.80$, $p < .01$, $\eta^2 = .09$). Figure 1.2. graphically present the interaction between CSR expectancy and CSR fit.
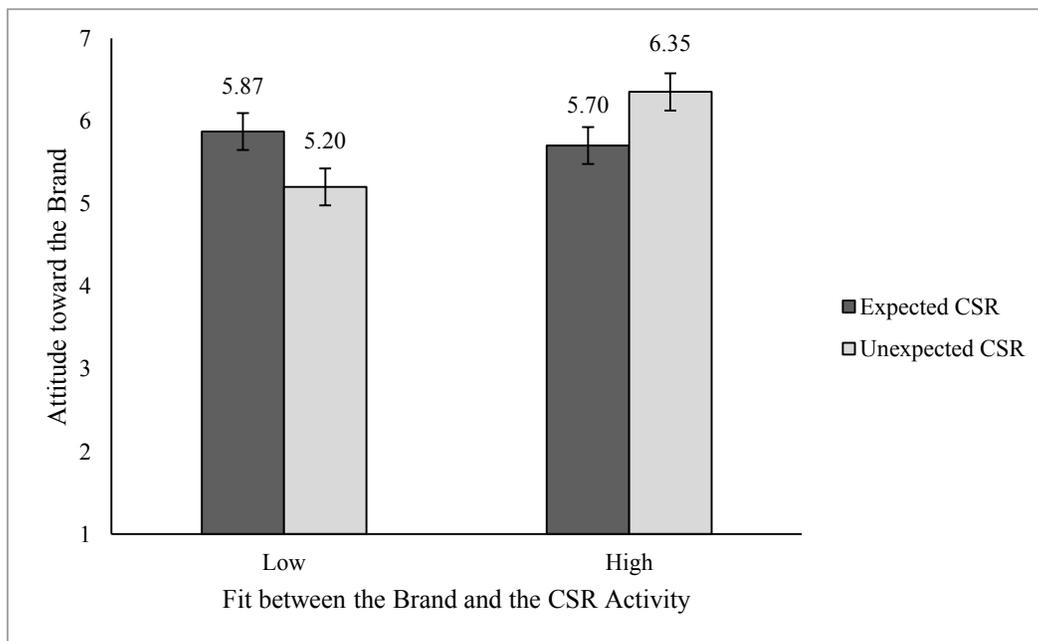
Figure 1.2. Unexpected (expected) CSR activity improves brand evaluations when there is a high (low) fit between the brand and the CSR activity (Experiment 2)

To assess the extent and valence of elaboration, two independent coders who were blind to the hypotheses coded participants' thoughts regarding the brand and the CSR activity into positive, negative, or neutral thoughts. The inter-coder reliability was satisfactory (Cohen's κ = .94), and disagreements were resolved through discussion. We predicted that an unexpected CSR activity would increase (decrease) favorable elaboration at high (low) levels of CSR fit, leading to a subsequent increase (decrease) in brand attitude. We operationalized elaboration valence by subtracting the number of negative thoughts from the number of positive thoughts for each participant. A higher score represented more favorable elaboration. Table 1.1 illustrates sample of responses and respective coding.

Participant Response	Positive	Negative	Neutral	Favorability of Thoughts	Total Number of Thoughts
I am impressed with Naylor. It seems like a very logical way for a company like them to help out society. Naylor partnering with Mothers Against Drunk Driving makes a lot of sense.	3	0	0	3	3
Will they really do what they say? New year's eve, for example. There may be too many people asking for free rides then are available. I believe Naylor's participation will be minimal and questionable even if they really do what they say.	0	2	0	-2	2
I like how Naylor is donating this money to prevent drunken driving accidents. I don't know if they're simply doing it out of the "goodness of their hearts". I assume it's to make their company look better but either way it's a good move.	2	1	0	1	3
It doesn't make a lot of sense for a furniture company to get into the providing rides game, but $3 million is a lot of money, so I'm happy to see them do it.	1	1	0	0	2

| It seems like a great thing they are doing. It will allow less people to drive after drinking and make the roads safer. This makes the company look more appealing. | 2 | 0 | 1 | 2 | 3 |

Table 1.1. Examples of thoughts generated and respective coding (Experiment 2)

First, we examined the influence of CSR fit and CSR expectancy on elaboration valence in an ANOVA, which revealed a main effect of CSR fit ($F(1, 119) = 13.92$; $p < .05$; $\eta^2 = .11$) Specifically, participants in the low CSR fit condition had less favorable thoughts than those in the high CSR fit condition ($M_{\text{low fit}} = .88$, $SD = .84$ vs. $M_{\text{high fit}} = 1.41$, $SD = .75$). This is consistent with research that finds a negative effect of elaboration when the fit between the brand and the CSR activity is low (vs. high; Simmons and Becker-Olsen 2006). More importantly, a significant interaction of CSR fit and CSR expectancy emerged ($F(1, 119) = 18.00$; $p < .01$; $\eta^2 = .13$). When the CSR fit was high, unexpected (vs. expected) CSR activity resulted in more favorable thoughts ($M_{\text{unexpected}} = 1.69$, $SD = .67$, $M_{\text{expected}} = 1.07$, $SD = .70$; $F(1, 119) = 11.37$; $p < .01$; $\eta^2 = .09$). When CSR fit was low, on the other hand, unexpected (vs. expected) CSR activity resulted in less favorable thoughts ($M_{\text{unexpected}} = .62$, $SD = .94$, $M_{\text{expected}} = 1.13$, $SD = .64$; $F(1, 119) = 7.02$; $p < .01$; $\eta^2 = .07$). These results support H$_{2a}$ and H$_{2b.}$

Next, we estimated the conditional indirect effect of CSR expectancy through elaboration valence on brand evaluation using PROCESS (model 8; 5,000 bootstrap samples; Hayes 2013). The analysis—with elaboration valence serving as the mediator, CSR expectancy as the predictor, and CSR fit as the moderator—indicated an indirect-only mediation (*total indirect effect estimate* = -.19, 95% CI [-.35, -.08]). As we predicted, at high levels of CSR fit, the indirect effect of CSR expectancy through elaboration valence was significant and negative (*conditional indirect effect estimate* = -.21, 95% CI [-.37, -.09]), such that unexpected CSR resulted in more favorable thoughts overall (i.e., #positive thoughts - #negative thoughts) and more favorable brand evaluation. However, when CSR fit was low, the indirect effect of CSR expectancy through elaboration valence was significant and positive (*conditional indirect effect estimate* = .17, 95% CI [.03, .39]), such that unexpected CSR resulted in less favorable thoughts overall and less favorable brand evaluation. These results provide support to H$_3$. The results did not change when

total number of thoughts was included in the model as a covariate. The mediation model is represented in figure 1.3.
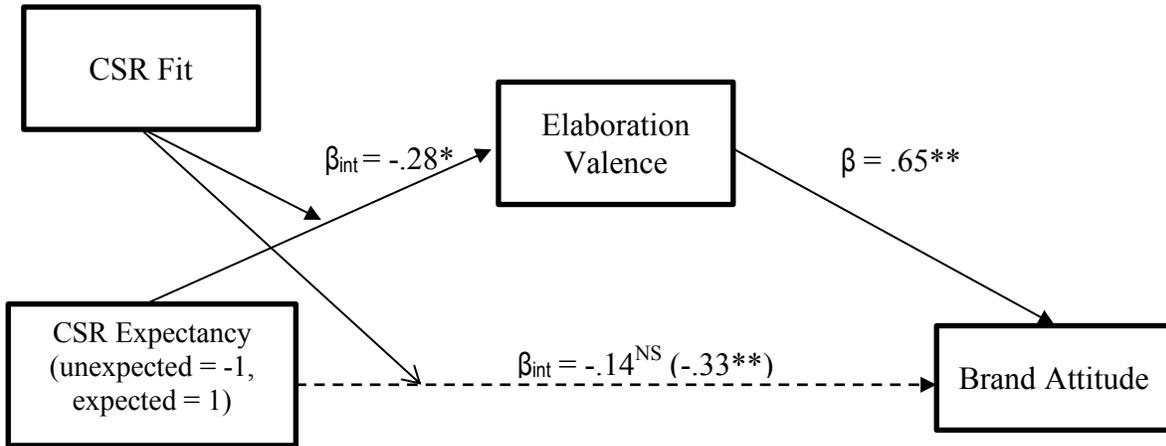
Figure 1.3. Conditional indirect effect of expectancy on attitude toward the brand through elaboration valence.

To delineate the extent and valence of elaboration, we conducted additional analyses. We examined the influence of CSR fit and CSR expectancy on total number of thoughts in an ANOVA, which revealed only a main effect of CSR expectancy ($F(1, 119) = 13.92$; $p < .05$; $\eta^2 = .11$), consistent with our conceptualization: Participants in the unexpected CSR fit condition had a higher number thoughts than those in the expected CSR fit condition ($M_{unexpected} = 2.01$, $SD = .76$ vs. $M_{expected} = 1.55$, $SD = .65$). None of the other effects, including the main effect of CSR fit, were significant. Further, when we tested the mediating role of the extent of elaboration—with elaboration extent serving as the mediator, CSR expectancy as the predictor, CSR fit as the moderator, and brand evaluation as the criterion—using PROCESS, there was no significant indirect effect (*total indirect effect estimate* = -.01, 95% CI [-.07, .01], model 8; 5,000 bootstrap samples). In sum, these results suggest that CSR expectancy leads to a greater extent of elaborations, and that the interactive effect of CSR expectancy and fit is mediated by the valence of elaborations.

We also tested alternative explanations based on quality and cleverness perceptions of the brand. Potentially, the effect of unexpected CSR can operate through perceptions of quality and cleverness: When there is high (low) fit between the brand and the CSR activity an unexpected, compared to expected, CSR activity may improve (decrease) quality and cleverness perceptions

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about the brand and improve brand evaluations. ANOVA results revealed that the CSR fit and expectancy interaction on quality or cleverness perceptions is not significant (both p's > .20). More importantly, none of the indirect effects through cleverness or quality perceptions on brand evaluation were significant (all 95% CIs included 0). These findings suggest that the effect of CSR expectancy on brand evaluation cannot be driven by quality and cleverness perceptions about the focal brand.

Finally, we tested the role of affective responses as an alternative explanation. It is possible that unexpected CSR activity may lead to affective responses which may consequently influence brand evaluation. We operationalized affective responses to CSR information by calculating an affect difference score (post-treatment affect minus pre-treatment affect). Mediation results (PROCESS model 8; 5,000 bootstrap samples; Hayes 2013) revealed that only elaboration valence mediated the conditional effect of CSR expectancy on brand evaluation (*total indirect effect estimate* = -.18, 95% CI [-.35, -.08]). The conditional indirect effect of expectancy through affect was not significant (*total indirect effect estimate* = .001, 95% [-.01, .04]). These results further support an elaboration-based process for the effect of the CSR expectancy.

Discussion

Experiment 2 provides further evidence for a positive (negative) effect of unexpected (vs. expected) CSR activity on brand evaluation when CSR fit is high (low). Overall, an unexpected, high-fit CSR activity resulted in the most favorable brand evaluations. Experiment 2 also highlights the role of elaboration valence: When CSR fit is high (low), an unexpected CSR activity increased (decreased) positive elaborations and subsequent brand evaluations. These findings support H_{1a} to H_3. Results did not support alternative explanations through extent of elaborations, quality perceptions, or cleverness perceptions of the brand. An affect-based explanation to the effect of CSR expectancy was not supported. Although experiment 2 suggests that CSR expectancy generally operates through elaboration, consumers can affectively process CSR information in case CSR communication induce positive affect through design elements (e.g., background music, narratives about the beneficiary). A question remained unanswered is how CSR expectancy influences brand evaluations in case consumers process the CSR

information affectively due to external stimuli. We investigate this possibility further in experiment 3.

Experiment 3

Experiments 1 and 2 demonstrate that the impact of CSR expectancy on brand evaluations is based on elaborations, reflecting a cognitive process. There is evidence in earlier research that unexpectedness enhances the intensity of affective state of consumers (Heilman, Nakamoto, and Rao 2002; Valenzuela, Mellers, and Strebel 2010). Unanticipated events—such as unexpected in-store vouchers or incentives—surprise consumers and amplify the impact of affective responses that accompany the event. Based on this explanation, if CSR communication is designed to induce positive affective responses, the unexpected nature of the CSR activity can further amplify this affective response and lead to more favorable brand evaluations. Given consumers do not elaborate on the CSR information when it is processed affectively, we do not predict an effect of CSR fit. Earlier research shows that in order CSR fit to influence brand evaluations, consumers must elaborate on the CSR information (Menon and Kahn 2003). We test this prediction in experiment 3 using a managerially practical and actionable manipulation.

H4: When consumers are in a state of positive affect, an unexpected (vs. expected) CSR activity will improve brand evaluations.

Method

In experiment 3, we experimentally induced positive affect in all conditions and manipulated CSR expectancy and fit. Experiment 3 was a 2 (CSR fit: low, high) × 2 (CSR expectancy: expected, unexpected) between-participants experiment. The CSR expectancy manipulation was identical to experiment 2. CSR fit manipulation was similar to experiment 2, except we used real brands (Toyota, Kleenex) reflecting automotive and paper tissue categories. We used real brands to enhance external validity. A pretest (n=361) with MTurk participants revealed a higher fit with Toyota than Kleenex (perceived fit with MADD: $M_{Toyota} = 5.65$, $SD = 1.02$, vs. $M_{Kleenex} = 3.33$, $SD = 1.51$; $F(1, 349) = 32.12$, $p < .01$, partial $\eta^2 = .08$), but no significant differences emerged between the brands in brand attitude, brand social responsibility, perceived social

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responsibility, brand equity, perceived quality, competence, and self-brand connection (all ps > .10). We induced positive affect using music following earlier research (Di Muro and Murray 2012; Miranda and Kihlstrom 2005). Specifically, we created a video format of the text-based manipulations and introduced background music to the video clip. The song we used to induce positive affect was Mozart's Piano Sonata in D Minor, which was validated to induce positive affect by Di Muro and Murray (2012).

One hundred and thirty-nine Mturk participants (45.3% females, median age = 30, compensation = $.61) were randomly assigned to one of the experimental conditions and watched a video which induced positive affect, including the fit and expectancy manipulation (see https://youtu.be/U3GuiBt_FTw for a sample manipulation). After watching the video clip, participants reported brand attitude as a measure of brand evaluation (seven-point scales anchored by good/extremely good, favorable/extremely favorable, positive/ extremely positive; α = .95) and provided demographic information.

Results

We predict that an unexpected (vs. expected) CSR activity will improve brand evaluations at high and low levels of CSR fit when consumers are in a state of positive affect. An ANOVA with expectancy and fit as independent variables and brand attitude as the dependent variable revealed a significant main effect of expectancy ($M_{unexpected}$ = 5.84, SD = 1.01 vs. $M_{expected}$ = 5.16, SD = 1.31; $F(1, 135)$ = 11.74, $p < .01$, η^2 = .08), supporting H_4. Neither the main effect nor the interaction effect involving CSR fit was significant ($p > .40$). An unexpected (vs. expected) CSR activity improved brand evaluations when CSR fit was high ($M_{unexpected}$ = 5.71, SD = 1.06 vs. $M_{expected}$ = 5.13, SD = 1.40; $F(1, 135)$ = 4.17, $p < .05$, η^2 = .04) or low ($M_{unexpected}$ = 5.98, SD = .94 vs. $M_{expected}$ = 5.19, SD = 1.22; $F(1, 135)$ = 7.84, $p < .01$, η^2 = .06). Figure 1.4 graphically represent the means.
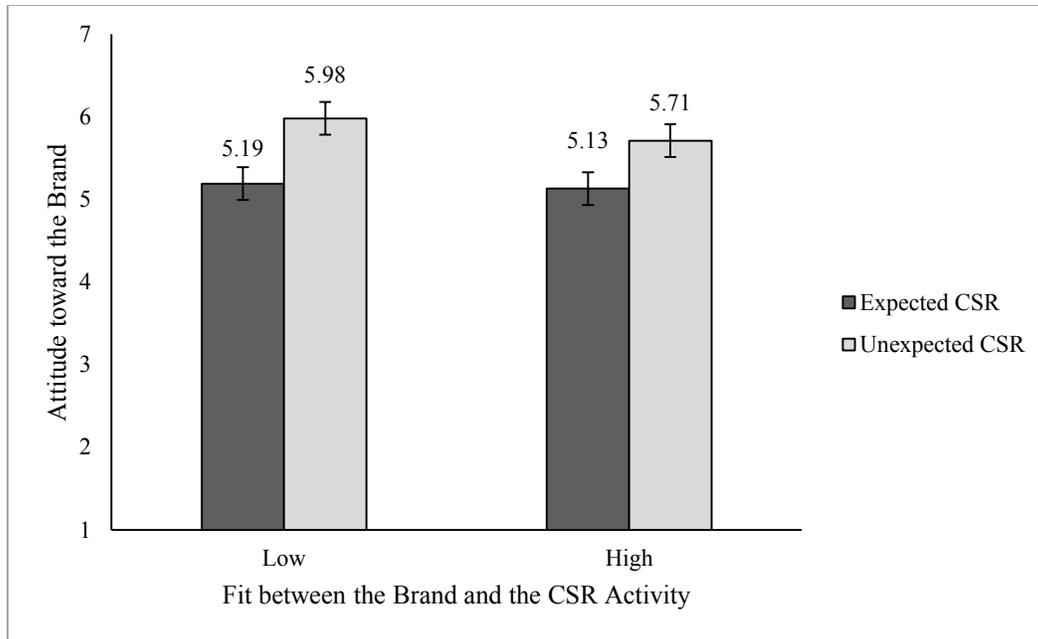
Figure 1.4. Unexpected CSR activity improves brand evaluations in high and low fit CSR activities when positive affect in induced through CSR communication (Experiment 3)

Discussion

In the previous experiments, when CSR activity was presented in plain text, an unexpected (vs. expected) CSR activity improved brand evaluations when CSR fit was high, but worsen brand evaluations when CSR fit was low. The empirical evidence in both experiments suggested a cognitive mechanism, in line with earlier research in CSR. In experiment 3, however, when CSR activity was presented with background music which induces positive affect, we observed a positive effect of unexpected (vs. expected) CSR, regardless of CSR fit. This finding is consistent with past research that suggests that unexpectedness can amplify accompanying emotions (Heilman e al. 2002; Valenzuela et al. 2010) and suggests has managerial implications: In CSR design, brands should strive to identify elements that are likely to put consumers in a state of positive affect to make sure to maximize CSR effectiveness. Experiment 3 presents background music as one design element to induce positive affect.

Experiment 4

Experiment 4 explores whether unexpected CSR activities can be effective in improving engagement of low-involvement consumers in CSR communications of the brand. The literature on attitude formation and change suggests that consumers' motivation to elaborate on information depends on their level of involvement (Petty, Cacioppo, and Schumann 1983). Consumers with low levels of involvement are not motivated to engage in effortful elaboration on CSR activities. An unexpected CSR activity can serve as a tool brands can use to increase the engagement of low-involvement consumer segment in brand's CSR activities. An unexpected and high-fit CSR activity is likely to induce higher levels of positive elaboration among low-involvement consumers, resulting in more favorable brand evaluations when there is high fit between the brand and the CSR activity. Consumers who are highly involved, on the other hand, are motivated to process information and experience attitude formation through a central processing route that entails higher levels of elaboration (Petty et al.1983). This suggests that consumers who are highly involved are already motivated to process information about a brand's CSR activities, regardless of the expectancy of the CSR activity. Hence, we predict that an unexpected CSR activity enhances brand evaluations particularly among consumers with low levels of involvement.

> **H5:** For low-involvement consumers, an unexpected (vs. expected) CSR activity will enhance brand evaluations. For highly involved consumers, expectancy of a CSR activity will not influence brand evaluations.

Method

Experiment 4 is a 2 (CSR expectancy: expected, unexpected) × 2 (involvement: low, high) between-participants experiment. The CSR expectancy manipulations were similar to experiment 3 and CSR fit was high in all conditions. Involvement manipulations were based on Maheswaran and Chaiken (1991) and Sela, Wheeler, and Sarial-Abi (2012). In the high involvement condition, we told participants that their evaluations and opinions will have a direct influence on the social responsibility strategies of Toyota and that they were to imagine being on the market for buying a car for themselves. Participants in the low involvement (baseline) condition did not receive these instructions and received the CSR information only. One hundred and eighty-nine Mturk participants (33.9 % female, median age = 31 years, compensation = $.61) were recruited for

experiment 4. Following involvement manipulation, participants read a CSR scenario with either an expected or unexpected CSR activity and evaluated the brand (bad/good, favorable/unfavorable, negative/positive; $\alpha = .96$). Participants then listed the thoughts they had while evaluating the brand as an elaboration measure. Participants finally answered demographic questions. All measures were on seven-point scales.

Results

We predict that involvement will moderate the relationship between CSR expectancy and brand evaluations. An ANOVA with expectancy and involvement as independent variables and brand evaluations as the dependent variable revealed a significant expectancy $\times$ fit interaction ($F(1, 185) = 4.29$, $p < .05$, $\eta^2 = .02$). Planned contrasts indicated that in the low involvement condition, an unexpected CSR activity enhanced brand evaluations compared to expected CSR activity ($M_{unexpected} = 6.23$, $SD = .73$ vs. $M_{expected} = 5.76$, $SD = 1.12$; $F(1, 185) = 5.67$, $p < .05$, $\eta^2 = .03$). However, in the high involvement condition, brand evaluations did not vary as a function of CSR expectancy ($M_{unexpected} = 6.22$, $SD = .90$ vs. $M_{expected} = 6.12$, $SD = 1.01$; $F(1, 185) < .1$, $p > .50$). These results support H$_5$. Contrast analysis showed that the unexpected CSR/ low involvement condition was not significantly different than any of the high involvement conditions (both p's $> .50$) suggesting that unexpected CSR activities can increase brand evaluations of uninvolved consumers to the same level of those who are involved. The interaction is graphically represented in figure 1.5.
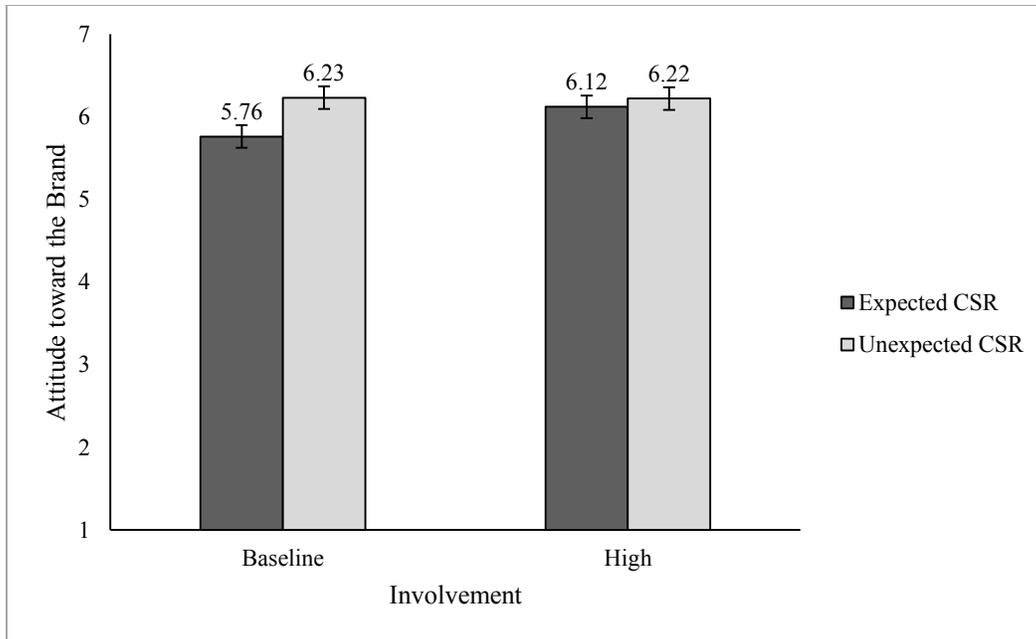
Figure 1.5. Unexpected CSR is more effective when consumer involvement is low (Experiment 4)

Next, we tested the role of elaboration in the underlying process. Two independent coders blind to the hypotheses content analyzed thought protocols as in earlier experiments. Inter-coder agreement was satisfactory (Cohen's κ = .84), and disagreements were resolved by discussion. We tested whether elaboration valence mediated the positive effect of the unexpected CSR for consumers in the baseline condition in PROCESS (model 8; 5,000 bootstrap samples; Hayes 2013). As in previous experiments, we operationalized elaboration valence by subtracting unfavorable thoughts from favorable thoughts. CSR expectancy served as the predictor, involvement as the moderator, elaboration valence as the mediator, and brand evaluations as the criterion. The estimate for the indirect effect of the interaction was significant (*total indirect effect estimate* = .06, 95% CI [.01, .13]), supporting the indirect-only mediating role of elaboration valence on brand evaluations. In the baseline condition, CSR expectancy had an indirect effect through elaboration valence (*conditional indirect effect estimate* = -.09, 95% CI [-.20, -.03]). When involvement was high, however, elaboration valence did not mediate the influence of CSR expectancy on brand evaluations (*conditional indirect effect estimate* = .03, *p* > .05). Figure 1.6 represent the tested model.
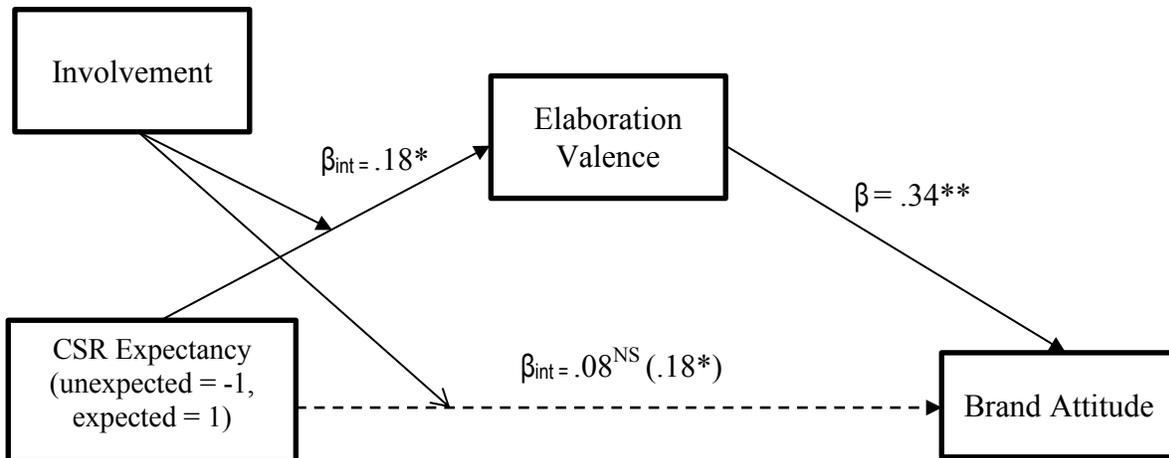
Figure 1.6. Conditional indirect effect if expectancy on attitude toward the brand through elaboration valence (Experiment 4)

We also conducted a mediation analysis with elaboration valence and affect as competing mediators, with affect measures used in experiment 2. The mediation analysis (PROCESS model 8; 5,000 bootstrap samples; Hayes 2013) revealed that only elaboration valence mediated the conditional effect of expectancy on brand evaluations (*total indirect effect estimate* = .05, 95% CI [.01, .11]), but not affect (*total indirect effect estimate* = .003, 95% [-.02, .04]). These results support an elaboration-based process for the effect of the CSR expectancy, when the CSR communication is not designed to induce positive affect.

Discussion

Experiment 4 shows that an unexpected CSR activity is an effective way of increasing the engagement of low-involvement consumers in brand's CSR activity and their brand evaluations: An unexpected CSR activity increased positive elaboration that low-involvement consumers engage in, resulting in improved brand evaluations. This supports H_5. For high-involvement consumers, on the other hand, the expectancy of the CSR activity did not influence brand evaluations. The unexpected/ baseline (i.e., low involvement) condition was not significantly different from any of the high involvement conditions (*p*'s < .05) suggesting that unexpected CSR activities increase brand evaluations of uninvolved consumers to the same level of those who are involved.

In experiment 4, we manipulated incidental brand involvement for experimental control. In a follow up experiment, we revisited the interaction with consumers' involvement with brands' CSR activities as an individual difference variable and obtained similar results. We presented sixty undergraduate students (43.3% female, median age = 21) with the CSR expectancy manipulations used in experiment 1 and measured involvement with brands' CSR activities (three items on 7-point scales, not involving/involving, not interesting/interesting, not relevant to me/relevant to me; $\alpha = .82$; Maheshwaran and Meyers-Levy 1990). When we regressed brand attitude ($\alpha = .96$) on CSR expectancy and CSR involvement ($M = 5.76$, $SD = 1.27$), main effects of CSR involvement ($B = .39$, $p < .01$), CSR expectancy ($B = -1.30$, $p < .05$), and their interaction was significant ($B = .22$, $p < .05$). The nature of the interaction (based on Johnson-Neyman) was similar to experiment 4 findings: Unexpected (vs. expected) CSR activity lead to significantly more favorable brand attitude when CSR involvement was low (<4.42, $B_{JN} = -.32$, $SE = .16$, $p = .05$). At higher levels of CSR involvement, CSR expectancy did not influence brand attitude. Combined, these findings highlight the robustness of the effect of unexpected CSR activities on brand evaluations for consumers who are less involved in brands' CSR activities.

General Discussion

CSR expectancy is the degree to which a CSR activity matches consumers' schema regarding CSR activities brands generally engage in. This essay considers CSR expectancy as an aspect of brands' CSR activities that is independent of CSR fit (i.e., the congruence between the CSR activity and the brand's core business activities; Ellen, Webb, and Mohr 2006; Simmons and Becker-Olsen 2006). Four experiments show that an unexpected (compared to expected) CSR activity enhances brand evaluations when CSR fit is high. In response to an unexpected, high-fit CSR activity, consumers generate more positive thoughts, which in turn enhance brand evaluations. However, when CSR fit is low, an unexpected (compared to expected) CSR activity negatively affects brand evaluations due to more unfavorable thoughts. Moreover, when CSR communication is designed to put consumers in a state of positive affect, an unexpected (compared to expected) CSR activity leads to more favorable brand evaluations regardless of the level of CSR fit. This finding is congruent with the affect-amplifying role of unexpectedness

documented in earlier research (Heilman et al. 2002; Valenzuela et al. 2010) and provides actionable managerial implications in CSR design. Finally, unexpected CSR activities can help in engaging low-involvement consumers. The positive effect of unexpected, high-fit CSR activity on brand evaluations is particularly strong for consumers with low levels of involvement in brand's CSR activities. For this consumer segment, a high-fit but unexpected CSR activity leads to positive elaborations about the brand and enhances brand evaluations. However, for consumers who are intrinsically motivated to process brand-related information, an unexpected CSR activity does not improve elaboration or brand evaluations.

Theoretical Implications

This essay contributes to the literature by introducing the notion of CSR expectancy that is independent of CSR fit, and by demonstrating that consumer responses to brand's CSR activities are determined by the level of CSR expectancy. The current essay provides a nuanced process explanation for the effect of CSR expectancy on brand evaluations. First, when CSR communication is presented in a neutral manner (without an affective component), CSR expectancy leads to increased elaboration and influences brand evaluations cognitively. Research found that increasing the extent of elaboration influences brand evaluations positively when CSR fit is high (Menon and Kahn 2003). However, high-fit CSR activities generally fail to generate high levels of elaboration compared to low-fit CSR activities (Becker-Olsen, Cudmore, and Hill 2006; Simmons and Becker-Olsen 2006). Combined, earlier findings portray a paradox: When consumers elaborate on high-fit CSR activities (vs. no elaboration), brand evaluations are enhanced, but high-fit CSR activities do not generally trigger elaboration. Building on these findings, the current essay demonstrates that high-fit but unexpected CSR activities induce positive elaborations which subsequently enhance consumers' brand evaluations.

Secondly, current essay suggests that CSR fit and expectancy influence different aspects of elaboration: CSR expectancy leads to a greater extent of elaboration, however, the overall favourability of the elaboration is influenced by CSR fit. As a result, when CSR fit is low, an unexpected (vs. expected) CSR activity generates relatively more unfavorable thoughts and leads to worse brand evaluations. When CSR fit is low, expected CSR activities can help in softening the blow to the brand evaluation that low CSR fit introduces.

Thirdly, unexpected CSR activities can especially help in engaging consumers who are

initially not motivated to process information about brands' CSR activities. Results suggest that consumers with low involvement evaluate the brand more favorably after exposure to a high-fit unexpected CSR activity. This finding suggests that unexpected CSR can be a useful tool to improve the effectiveness of CSR communication on elaboration and brand evaluation for a consumer segment that is typically indifferent or dismissive to such information. Earlier research demonstrated that affinity for a sponsored cause (or cause involvement in general) enhances brand attitudes (Barone, Norman, and Miyazaki 2007). Extending these findings, the current essay shows that low-involvement consumers may experience positive reactions to CSR activities—as long as they can be motivated to elaborate on CSR activities. Unexpected CSR activities are an effective means to elicit more positive elaborations regarding CSR from low-involvement consumers.

Finally, when CSR communication puts consumers in a state of positive affect (e.g., through background music), unexpected CSR amplifies the positive affect consumers experience, enhancing brand evaluations regardless of CSR fit. This finding extends earlier research on CSR by showing that inducing affect via CSR communications can mitigate potential negative effects of CSR fit. Furthermore, this essay extends past research on unexpectedness by showing that unexpected information can amplify affect even in a context where consumers do not have a direct benefit. Earlier research on the effect of unexpectedness documented the affect-amplifying role of this construct when consumers have direct benefit (e.g., earning money, having a discount).

Implications for Marketers and CSR Campaigns

This essay has implications for marketers and CSR design. First, in addition to engaging in high-fit CSR activities, brands would be well advised to consider an unexpected cause or unexpected execution style to elicit more positive consumer responses. For example, a brand whose core activities consist of offering products primarily geared toward male consumers (e.g., Wahl, men's grooming products) can achieve high CSR fit by designing a CSR activity that is directed toward men. The brand then has a choice of causes and execution styles it might adopt: It can support an expected (e.g., heart disease affecting men) or unexpected (e.g., men's breast cancer) cause, or use an expected (e.g., donating a certain amount of the sales price per sale; cash donations) or an unexpected (e.g., rewards to spreading the word about the cause on social media)

execution style. The current essay suggests that more positive consumer responses to the brand are likely to arise if the brand chooses to support an unexpected cause or implements an unexpected execution style associated with its campaign. In sum, in the design of CSR activities, it is critical that brands identify causes or execution styles that consumers associate with the brand's core activities (high fit), but do not expect (low expectancy) in order to evoke more positive brand evaluations.

Secondly, unexpected, but high-fit CSR activities have a higher impact in engaging consumer segments who are less involved in brand-related information or brand's CSR activities in general. This indicates that a brand's selection of an unexpected, high-fit CSR activity has the potential to overcome the lack of motivation to process CSR information usually associated with low-involvement consumer segments. In short, introducing unexpected but high-fit CSR activities, improve brand evaluations by increasing favorable elaboration—not observed with high-fit CSR alone—and by engaging consumers who are typically not involved or less involved in brand's CSR activities.

What can marketers do when their brand is engaged in a low-fit CSR activity for any reason? Our findings suggest that expected (vs. unexpected) CSR is more beneficial in this case, as it limits the extent of negative elaboration about the brand. Extending findings regarding negative effects of low CSR fit (Ellen, Webb, and Mohr 2006; Pracejus and Olsen 2004; Simmons and Becker-Olsen 2006), this essay shows that low CSR fit leads to a negative effect of unexpected CSR activities. An alternative strategy that marketers can use is to employ design elements in the communication of CSR to induce positive affect. The current essay demonstrates that an unexpected (vs. expected) CSR activity improves brand attitudes regardless of CSR fit (low or high) when the message is married with background music that induces positive affect. Therefore, brands can benefit from introducing elements that trigger a positive affective state when CSR activity is unexpected, and improve brand evaluations regardless of CSR fit.

Finally, this essay also has implications for non-profit organizations championing causes. Given that one way of eliciting positive consumer responses to a brand lies in its support of high-fit causes that have not received much attention from other brands (and are thus not part of consumers' mental schemas regarding brands' CSR activities), the current findings may provide non-profit organizations advocating previously overlooked causes with a stronger basis for reaching out to brands to engage them in joint sponsorship or cause-related marketing campaigns.

Such partnerships may result in a successful CSR campaign that constitutes a "win-win" situation for brands and non-profit organizations (Lichtenstein, Drumwright, and Braig 2004). The current findings suggest that brands stand to gain from such partnerships with previously untapped causes.

Limitations and Future Research Directions

The current essay is the first demonstration of the effect of CSR expectancy on brand evaluations. It is likely that individual difference variables that affect consumers' motivation to process information moderate the CSR expectancy effect. Experiment 4 indicated that involvement is one moderator, such that CSR expectancy more strongly affects brand attitudes at low levels of involvement. The observed effect of CSR expectancy in experiments where we used unfamiliar brands may also have reduced involvement unintentionally. Although results with familiar brands provided similar findings, future research is necessary to address the role of involvement and other possible moderators. It is possible that consumers' affinity with the cause (Barone, Norman, and Miyazaki 2007), the extent to which consumers develop schemas with regard to brands (Puligadda, Ross, and Grewal 2012), or consumers' skepticism toward marketing communications (Obermiller and Spangenberg 1998) moderate the CSR expectancy effect. Similarly, any limitations placed on the cognitive resources available to process information regarding the CSR activity (e.g., cognitive load; White and Willness 2009) may diminish the magnitude of the effect.

Current essay highlights instances where CSR expectancy has no effect or a negative effect on brand evaluations. Future research is necessary to examine other potential moderators, possibly related to the characteristics of the CSR activity (e.g., effectiveness of the CSR activity), to the brand (e.g., brand reputation, brand's CSR positioning), or the CSR communication that relate to affective states (e.g., use of imagery, identifiable beneficiary, beneficiary reactions). Related to the latter, in the current essay, we use background music to induce positive affect Additional research is needed to understand how other affective states influence CSR communication and how they can be integrated into CSR communication.

We acknowledge that this essay considered the impact of CSR expectancy in a cross-sectional design. Unexpected CSR activities entailed positive brand outcomes, but as causes and execution styles that are unexpected are adopted by brands, they, too, will become part of

consumers' mental schema regarding CSR activities brands engage in. As a result, the expectancy of any given CSR activity is likely to increase over time. This implies that identification of unexpected causes or execution styles is an ongoing process. How quickly unexpected CSR activities are integrated into consumers' mental schemas, and what factors may accelerate this integration (e.g., consumers' familiarity with or market dominance of the sponsoring brand) are important considerations that require further investigation.

Transition from Essay 1 to Essay 2

The first essay examines socially responsible brand behaviour at brand level and introduces CSR expectancy as a construct that triggers elaboration on high-fit CSR activities to amplify their positive effect. Theoretically, this essay delineates CSR fit and expectancy to examine their interactive effects. Managerially, the first essay helps managers improve CSR effectiveness. At this point, a question remains unanswered is how brands can benefit from socially responsible brand behaviour at the product level. Furthermore, the first essay focuses on consumer reactions to socially responsible behaviour at the purchase stage before consumption.

The next part introduces the second essay, The Greenconsumption Effect: How Using Green Products Improves Consumption Experience. This essay examines the influence of using environmentally friendly (i.e., green) products such (e.g., headphones or a pen) on the enjoyment of the accompanying consumption experience (e.g., listening to music, writing a letter). The second essay builds on the first essay on three ways: (i) it examines socially responsible brand behaviour at the product level, (ii) it focuses on the consumption stage rather than purchase stage, and (iii) it aims to understand how socially responsible brand behaviour influences the consumption experience rather than processing of information about socially responsible brand behaviour. Combined together, the two essays offers a package on how socially responsible brand behaviour influences consumer behaviour at different levels (brand, product) of a business and different stages of consumer behaviour (purchase, consumption).

Essay 2: The Greenconsumption Effect: How Using Green Products Improves Consumption Experience

Abstract

In many situations, consumers interact with green products without a deliberate choice to use or purchase the product. This essay explores how using green products (e.g., environmentally friendly pen or headphones) influences consumers' enjoyment of accompanying consumption experiences (e.g., writing a letter or listening to music), even if they have not chosen or purchased the product. The results from five experiments in actual consumption settings show that using green (vs. conventional) products enhances the enjoyment of accompanying consumption experience, referred to as the *greenconsumption effect*. Merely using a green product makes consumers feel good about themselves (warm glow), which enhances the accompanying consumption experiences. For those consumers who believe that green attributes are at the expense of other attributes of the product or futile in helping the environment, the benefits on consumption experience disappears, suggesting a decline in consumer well-being. From a managerial standpoint, the current essay suggests that brands can benefit from going green, in contrast to earlier research that documents potential negative effects of going green, and encourages marketers, especially service providers (e.g., movie theatres), to promote green products that are instrumental in consumer experiences (e.g., environmentally friendly 3D glasses).

Introduction

Green products are products with at least one environmental attribute, for example products made from recycled materials or biodegradable products (Haws, Winterich, and Naylor 2014). Green products are readily available as an alternative to conventional products (products without a disclosed environmental attribute) in various consumer product categories. Many of these green products (e.g., a pair of headphones, gym equipment) come with an accompanying consumption experience (e.g., listening to music, training). Imagine two consumers listening to music: Lily uses a pair of conventional headphones and Emma uses the environmentally friendly version (e.g., produced from recycled materials) of the same model to listen to the same playlist. Will there be a difference in how much Lily and Emma enjoy listening to music? If yes, using which pair of headphones would lead to greater enjoyment of music?

The central question posed in the current essay is whether using green products (e.g., a pair of headphones, a pen, a grip ball) influences the enjoyment of the accompanying consumption experiences (e.g., listening to music, writing an essay, doing a hand exercise). Across five experiments in actual consumption settings, we empirically demonstrate that using green (vs. conventional) products enhances the enjoyment of accompanying consumption experiences. Warm glow feelings that arise from using green products drive this effect (experiments 2 to 5).   We refer to this effect as the *greenconsumption effect*. Specifically, consumers feel good about their selves while using green products (i.e., experience feelings of warm glow, Andreoni 1990), which enhances accompanying consumption experiences. Finally, we identify boundary conditions to the *greenconsumption effect*. The positive effect of green (vs. conventional) products on the enjoyment of accompanying consumption experiences disappears for consumers who believe that green products have negligible impact on the environment (experiment 4) or believe that green products perform inferior to conventional products (experiment 5).

This essay has several theoretical and managerial implications. First, the current essay advances our understanding of how green products—products with at least one environmental attribute—influence consumer behaviour at the *consumption* stage. Although the research on green products examines the drivers of green product purchase (Griskevicious, Tybur, and Van den Bergh 2010; Luchs et al. 2011; Newman, Gorlin, and Dhar 2014; Peloza, White, and Shang

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2013), limited research addresses how using green products influence consumer behaviour at the consumption stage. Furthermore, despite the positive face value of green product attributes, recent research finds that presence of green product attributes in a product can backfire (e.g., Luchs et al. 2011; Newman et al. 2014). However, because earlier research focused only on purchase decision or product evaluation, how using the product influences consumption behaviour is not considered. When product use is considered (Lin and Chang 2012), the results suggest a negative impact of green products. Unlike earlier research that documents detrimental effects of green product attributes, the current essay shows that when the product is actually used, warm glow feelings arise, leading to improved consumption experiences. Extending past research on green products, the current essay documents a positive effect of using green products on accompanying consumption experience.

Second, the current essay shows that merely using green products can elicit warm glow feelings even when individuals are not responsible or accountable for the decision to use the product. To date, warm glow feelings have been documented to arise after a deliberate decision to behave in a prosocial manner such as making a charitable donation (Andreoni 1990), spending money on others (Dunn, Aknin, and Norton 2008), purchasing products that are linked to a cause-marketing program (Andrews et al. 2014; Koschate-Fischer, Stefan, and Hoyer 2012), participation in a green voluntary program (Giebelhausen et al. 2016), or finding out being more environmentally friendly than peers (Taufik, Bolderdijk, and Steg 2015). Extending research on warm glow, the current essay demonstrates that, even if consumers have not chosen or purchased the product, merely using a green product leads to feelings of warm glow.

Third, the current essay documents an unintended consequence of holding negative beliefs about green products on consumer's *own* potential to enjoy the consumption experience, extending earlier research that focused on consequences for brand or product evaluations (e.g., Luchs et al. 2011; Newman et al. 2014). In the current essay (experiments 4 and 5), consumers who held negative beliefs about green products did not enjoy accompanying consumption experiences more with green (vs. conventional) products, suggesting adverse effects on consumer well-being, as they constrain the enjoyment of consumption experiences.

Managerially, the current essay suggests a unique positive effect of green products on accompanying consumption experiences, encouraging companies—especially the experience providers, such as movie theatres, gyms—to go green. For example, a gym may consider

whether to purchase conventional exercise balls or green version of the same equipment. Findings from the current essay suggest that gym should implement the green version of the exercise balls and communicate that information to customers. Different from research that shows potential negative consequences of going green (Lin and Chang 2011; Luchs et al. 2011; Newman et al. 2014), the current essay suggests that firms can increase their investments in green products when the focal interest is consumers' enjoyment of the accompanying experience.

The remainder of the essay is organized as follows. First, we briefly review the past research on the green products and introduce our theoretical framework that leads to our predictions. Next, we present five experiments testing our predictions. Finally, we discuss the theoretical, managerial, and public policy implications of our findings.

Conceptual Background

From a pair of headphones to household cleaning products, gym tools to cars, green versions of conventional products are available to consumers in various product categories. As green products become commonplace, a major issue that received much attention from scholars has been the intention-behaviour gap observed for green products (and ethical products in general; Auger and Devinney 2007; Carrington, Neville, and Whitwell 2010). When asked whether they would purchase green products or not, consumers report they would but this intention is not reflected in their behaviour (i.e., they do not actually purchase the product). In order to address this issue, researchers in marketing and social psychology examined the antecedents of intention-behaviour gap for green products and drivers of green product purchase (Auger and Devinney 2007; Bodur, Duval, and Grohmann 2014; Carrington et al. 2010; Carrington, Neville, and Whitwell 2014; Griskevicious et al. 2007; Gupta and Sen 2013; Luchs et al. 2011; Newman et al. 2014; Peloza et al. 2013). Although a lot is now known about factors related to pre-purchase and purchase stages of green products, our knowledge of how green products influence consumer behaviour at the consumption stage is limited. In an exception, Lin and Chang (2012) examine how green products influence the amount of product consumed. The authors find that green (vs. conventional) products are consumed more in a single usage because consumers think they are less effective compared to conventional products. In order to compensate for effectiveness, then, consumers increase the consumption amount. Focusing on the post-purchase stage, the current

essay examines whether using green (vs. conventional) products enhances the enjoyment of accompanying consumption experiences.

The influence of green products on consumption experience is worth investigating because consumers' interaction with green products is not limited to purchase decision. In many situations, consumers interact with green products without a deliberate choice to use or purchase the product. To illustrate, in movie theatres where 3D screening is available, consumers are given a pair of 3D glasses to watch the movie. In many occasions, these 3D glasses are green products (e.g., produced from recycled products). How would using green products influence the consumption experience? Do consumers enjoy watching a movie more with green (vs. conventional) 3D glasses? The answer to this question is complicated in light of recent research that shows negative consequences of including green product attributes in product design (Luchs et al. 2011; Newman et al. 2014). For example, Luchs et al. (2011) show that gentleness but not strength is associated with green products therefore conventional products are preferred over green alternatives when the benefit sought from the product is strength. In a similar vein, Lin and Chang (2012) demonstrate that consumers perceive green products to be less effective than conventional products. More recently, Newman et al. (2014) demonstrate that going green intentionally (vs. unintentionally), leads to decreased purchase intentions. The authors find that when companies enhance green product attributes intentionally, consumers believe that they reallocate resources from functional attribute enhancement, resulting in decreased product quality perceptions and purchase intentions. These findings point to a potential negative effect of using green products on the enjoyment of accompanying consumption experiences. However, this stream of research focuses on purchase intention only hence do not examine how consumers feel about using a green product and its downstream consequences on the consumption experiences. In order to answer the question how using green products would influence the consumption experience, we draw from research on warm glow, which suggests that engaging in prosocial behaviour leads to feeling good about one's self.

Research on warm glow was first initiated in an attempt to challenge the belief that pure altruism, in other words selfless good deed, exists (Andreoni 1989, 1990). Andreoni (1989, 1990) posits that people feel good about themselves upon a prosocial behaviour such as donating to a charity, which is referred to as feelings of warm glow. Building on the initial research in warm glow, research on socially responsible brand behaviour documents that warm glow feelings arise

after purchasing a product that is linked to a cause marketing program (Andrews et al. 2014; Habel et al. 2016; Koschate-Fischer et al. 2012). For example, Andrews et al. (2014) demonstrate that participants who were presented an option that is linked to a cause reported to experience more warm glow feelings upon purchasing the option compared to those presented with an option without a cause marketing program. Taking this one step further, recent research provides empirical evidence that proenvironmental behaviour also leads to feelings of warm glow (Giebelhausen et al. 2016; Taufik et al. 2015). For instance, Taufik et al. (2015) find that people who learn that they are more environmentally friendly compared to their peers experience feelings of warm glow. Finally, Giebelhausen et al. (2016) show consumers who participate in a green voluntary program of a service provider feels warm glow. For example, the authors find that consumers who participate in a green initiative (e.g., towel reuse) experience warm glow feelings and report higher levels of satisfaction with the service. One thing common in all the research on warm glow is that people consciously make a decision to engage in a prosocial behaviour (e.g., donating to a charity, purchasing a product that is linked to cause marketing, participating in a green initiative). Extending this stream of research, we suggest that merely using a green product will elicit warm glow feelings.

In the current essay, we argue that merely using a green product, a proenvironmental behaviour, will lead to feelings of warm glow. We hence predict that when the green product (e.g., a pair of headphones) has an accompanying consumption experience (e.g., listening to music), the warm glow feelings that arise due to using the green product (vs. conventional product) will enhance the accompanying experience. To revisit the introductory example, we predict that Emma, the consumer who uses a pair of green (i.e., environmentally friendly) headphones to listen to music, will experience warm glow while using the product, hence enjoy listening to music more than Lily, who uses a pair of conventional headphones.

H1: Using a green (vs. conventional) product will enhance the enjoyment of the accompanying consumption experience.

H2: Warm glow feelings that arise due to using a green (vs. conventional) product will mediate the positive effect of using a green product on the accompanying consumption experience.

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We suggest that using green (vs. conventional) products enhances the enjoyment of accompanying consumption experiences because of warm glow feelings that arise from using green (vs. conventional) products. However, we expect that when consumers hold negative beliefs about green products, the positive effect of using green (vs. conventional) products on accompanying consumption experiences would disappear, because such beliefs will inhibit feelings of warm glow. We examine two potential negative beliefs consumers might hold about green products: (1) beliefs about the impact of green products on the environment and (2) resource-synergy beliefs which relate to green product performance. We choose to focus on these two domains of negative beliefs about green products because earlier research clearly documents these two domains: the environmental impact (Mohr, Eroglu, and Ellen 1998; de Paco and Reis 2012) and product performance (Lin and Chang 2012; Newman et al. 2014). In addition, media outlets show significant interest in these potential negative beliefs about green products (Kewalramani and Sobelsohn 2012; Mulvihill 2012; Picardi 2015; Zink and Geyer 2016).

In an attempt to capitalize on favorable consumer attitudes toward socially responsible brand behaviour (Brown and Dacin 1997), companies highlight their sustainable and socially responsible business practices, leading to the rise of greenwashing (Delmas and Burbano 2011; Laufer 2003). Greenwashing refers to deceiving and misleading consumers about companies' socially responsible behaviours (Delmas and Burbano 2011). The concept of greenwashing received significant attention from the media and lay audiences who are the victims of this unethical behaviour (Gelles 2015; Siegle 2016). The green product scandals, such as the Volkswagen emission scandal in September 2015, further strengthen potential negative beliefs about green products (Hotten 2015; Gates et al. 2016). An inevitable outcome of greenwashing and green product scandals is increased skepticism towards green product claims (Mohr, Eroglu, and Ellen 1998; de Paco and Reis 2012; Picardi 2015). We argue that greenwashing practices of companies, scandals related to the green products, and skepticism toward green product claims might push consumers to question the actual environmental impact of green products. By actual environmental impact, we refer to the degree to which the product in reality benefits the environment. When consumers believe that green products have negligible impact on the environment, the proenvironemntal dimension of the product ceases to influence their

evaluations. Therefore, consumers will not experience warm glow feelings while using such products and the accompanying consumption experiences will not be affected. Formally stated:

> **H3:** Using a green (vs. conventional) product will increase the enjoyment of the accompanying consumption experience when green products are believed to impact the environment but not when believed to have negligible impact on the environment.

Another negative belief a consumer might hold about green products pertains to the performance and/or effectiveness of green products (Gupta and Sen 2013; Lin and Chang 2012; Luchs et al. 2011; Newman et al. 2014). For example, Luchs et al. (2011) show that gentleness but not strength is associated with ethical products. In a similar vein, Lin and Chang (2012) find that green products are less effective than conventional products. Finally, Sen and Gupta (2013) suggest that whereas certain consumers believe that investments in ethical product attributes (e.g., green products) synergistically enhance functional benefits of the product, others believe that such investments steal from potential enhancements to functional benefits, referred to as resource synergy beliefs. For instance, Bodur, Tofighi, and Grohmann (2016) show that consumers who believe that investment in ethical product attributes are at the expense of functional benefits of the product do not evaluate brands with such attributes favorably. In the current essay, we expect consumers' resource synergy beliefs to be a boundary condition to the *greenconsumption effect*. When consumers believe that green products perform inferior to conventional products (negative resource synergy beliefs), we do not predict them to experience warm glow feelings while using green products and, therefore, they will not enjoy accompanying consumption experience more with green (vs. conventional) products. Formally stated:

> **H4:** Using a green (vs. conventional) product will increase the enjoyment of the accompanying consumption experience when green products are believed to perform better than or as well as conventional products but not when believed to perform inferior to conventional products.

We test our predictions in five experiments in actual consumption settings. Experiment 1 tests the main prediction that using green (vs. conventional) products enhances the enjoyment of accompanying consumption experiences (H1). Experiments 2 and 3 examine the underlying mechanism of this effect and eliminate potential alternative explanations (H2). Experiments 4 and 5 identify negative beliefs consumers hold about green products (environmental impact, performance) as a boundary condition to the positive effect of using green (vs. conventional) products on accompanying consumption experiences (H3 and H4). In experiment 1, participants listened to music with a pair of headphones (green vs. conventional), in experiments 2, 3, and 5 participants wrote short stories with a pen (green vs. conventional), and in experiment 4, participants did a hand exercise with a grip ball (green vs. conventional). Participants then reported how much they enjoyed accompanying consumption experiences (listening to music, writing a short story, doing a hand exercise). We did not observe any gender effects in any of the experiments and inclusion of gender in the statistical models as a covariate did not change the nature of the results. Hence, gender effects are not further discussed in the experiments.

Experiment 1

Experiment 1 tests whether using a green product (a pair of headphones) enhances the enjoyment of the accompanying consumption experience more than using a conventional product in an actual consumption setting (consumption of music).

Method

Seventy undergraduate students participated in the experiment in exchange for partial course credit (45.7% females; $M_{age} = 21.47$; $SD = 2.69$) and they were told that the research purpose is to understand how consumers evaluate music to eliminate demand effects. After the introduction, participants were asked to use a pair of Sony MDZRX110 headphones that were placed next to the computer screen to continue with the experiment. Next, participants were provided with brief information about the headphones. In the green product condition, in addition to the generic product description, participants learned that Sony uses recycled materials in the production process of the over-ear headphones. In the conventional product condition, participants were not given this piece of information (see appendix A for the stimuli). After reviewing the product

description, participants listened to 45-second excerpts from three songs in a counterbalanced order (*Skin & Heart & Lungs* by Language Room, *All I Can Give to You* by Anna Coogan & North 19, *Hey Young World* by Ruckus Fo'Tet). After listening to each song, participants indicated how enjoyable the song was (1 = not at all enjoyable, 7 = enjoyable), how much they liked the song (1=not at all, 7 = very much) and their likelihood to purchase the song online for $.99 if they had the chance (1 = not at all likely, 7 = very likely).

Results and Discussion

Ten participants who failed to follow the instructions (e.g., fast-forwarded or skipped through the songs) or experienced a technical problem while listening to the songs were removed from the data leaving a sample of sixty undergraduate students for the analyses (43.3% females; $M_{age} =$ 21.53, $SD = 2.80$). Results when those participants retained had a similar pattern.

We predicted that participants who listened to the songs with the green headphones will enjoy the experience more than those who listened to the songs with the conventional headphones. A repeated-measures ANOVA with songs as the within-participants factor, product type as the between-participants factor, and enjoyment as the dependent variable provided support to this prediction: Participants in the green product condition ($M = 4.64$, $SD = .84$) enjoyed listening to the songs more than those in the conventional product condition ($M = 4.09$, $SD = 1.02$; $F(1, 58) = 5.33$, $p = .025$, $\eta_p^2 = .084$). We observed a main effect of song ($F(2, 57) =$ 24.94, $p < .01$, $\eta_p^2 = .47$) such that participants enjoyed listening to *Skin & Heart & Lungs* ($M =$ 5.30, $SD = 1.32$) more than *All I Can Give to You* ($M = 3.28$, $SD = 1.82$) and *Hey Young World* ($M = 4.52$, $SD = 1.67$). This finding is not relevant to our prediction and it does not influence the results. All the pairwise comparisons among three songs were statistically significant (all *p*'s < .01). More importantly, the interaction of songs and product type was not significant ($F < .1$; $p > .80$), indicating that enjoyment did not vary as a function of product type among songs. Figure 2.1 represents the means.

We then tested whether participants in the green product condition liked the songs more than those in conventional product condition using a repeated-measures ANOVA with songs as the within-participants factor, product type as the between-participants factor, and liking of the song as the dependent variable. Results revealed a significant main effect of product type such that participants in the green product condition ($M = 4.48$, $SD = .74$) liked listening to the songs

more than those in the conventional product condition ($M = 3.83$, $SD = .95$; $F(1, 58) = 8.58$, $p < .01$, $\eta_p^2 = .129$). The main effect of songs was significant ($F(2. 57) = 27.41$, $p < .01$, $\eta_p^2 = .49$), however, the interaction of songs and product type was not significant ($F < .1$, $p > .70$), and therefore not discusses further. Figure 2.1 represents the means.

Finally, we examined whether listening to songs with a pair of green (vs. conventional) headphones increased participants' likelihood to purchase the songs online for $.99. A repeated-measures ANOVA with songs as the within-participants factor, product type as the between-participants factor, and purchase likelihood as the dependent variable revealed that participants who listened to the songs with the green headphones ($M = 2.72$, $SD = 1.11$) had a higher likelihood to purchase the song online than those who listened to the songs with the conventional headphones ($M = 2.01$, $SD = 1.03$; $F(1, 58) = 6.61$, $p = .013$, $\eta_p^2 = .102$). Once again, the main effect of songs emerged ($F(2. 57) = 11.68$, $p < .01$, $\eta_p^2 = .17$) but the interaction of song replicates and product type was not significant ($p > .20$). These results suggest that in addition to an increase in enjoyment and liking of the songs, using green (vs. conventional) products enhances consumers' likelihood to purchase the experiential good, the song. Figure 2.1 represents the means.

Experiment 1 shows that using green (vs. conventional) products enhances the enjoyment of accompanying consumption experiences. Specifically, in experiment 1, participants who listened to songs with a pair of green headphones enjoyed listening to and liked the songs more than those who used a conventional counterpart. Moreover, the increase in consumers' enjoyment of and liking of the experience was reflected on their likelihood to purchase the experiential good: participants in the green (vs. conventional) product condition reported a higher likelihood to purchase the songs they listened to during the experiment. Though these results reveal a positive effect of green products on the enjoyment of the accompanying experiences, experiment 1 does not investigate the mechanism of this effect which is addressed in experiment 2.
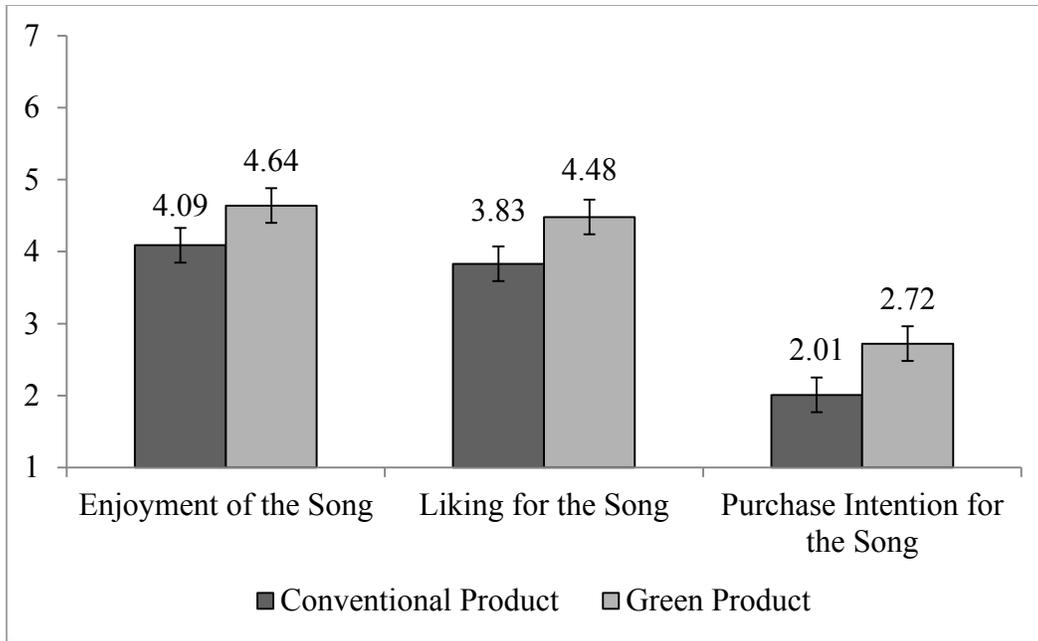
Figure 2.1. Using green (vs. conventional) products enhances the enjoyment, liking, and purchase intentions of the accompanying consumption experience (Experiment 1)

Experiment 2

The purpose of experiment 2 is threefold. First, we test whether the positive effect of using green (vs. conventional) products on the enjoyment of accompanying consumption experiences is due to the feelings of warm glow that arise from using green products. Second, we explore whether the positive effect of using green (vs. conventional) products on the enjoyment of accompanying consumption experiences is contingent on the extent to which the experiences are boring or fun. Finally, we examine an alternative positive contagion explanation for the positive effect of using green (vs. conventional) products on the enjoyment of accompanying consumption experiences.

Law of contagion suggests that there is a transfer of essence between two sources when they touch each other (Rozin and Nemeroff 1990). When a source with positive or negative associations touches another object, the positive or negative essences of the source are transferred to the target object and remains with it. For example, male consumers evaluate a t-shirt more favorably after it's touched by an attractive female salesperson compared to a control condition where no one touches the t-shirt (Argo, Dahl, and Morales 2006). In a similar vein, one can argue that consumers experience warm glow feelings after touching a green product because

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green products are a source of positive essence. However, this is an unlikely explanation because the positive contagion effects documented in the past research manifests when the source object has an observable positive essence to be transferred such as attractiveness (Argo et al. 2006). As the environmentally friendly qualities of the product are not observable, we do not expect contagion manipulation to influence our results.

In experiment 2, participants were invited into the lab to write two short essays, one on a boring topic and another one on a fun topic, and contagion (i.e., touch) was either allowed or interrupted. If the law of contagion explains the positive effect of the green (conventional) product on the enjoyment of accompanying consumption experiences, then we should not observe a diminishing effect or no effect at all when participants do not touch the green product.

Method

One hundred and fifty three undergraduate students participated in experiment 2 in exchange for partial course credit (58.2% females; $M_{age} = 23.69$, $SD = 5.63$). The experiment employed a 2 (product type: conventional, green) × 2(contagion: interrupted, allowed) × 2(nature of the experience: boring, fun) mixed design. Product type and contagion were manipulated between-participants and nature of the experiment was manipulated within-participants. The experiment consisted of two ostensibly unrelated parts. In the first part, participants were told that they were to evaluate a pair of vinyl gloves. Every participant wore a pair of vinyl gloves and asked to keep them on until they were told to remove them. Then, participants were instructed to move the mouse from one corner to another on the computer screen with the gloves and evaluated how comfortable the gloves are as a filler measure. Next, half of the participants were asked to remove the gloves for the upcoming part whereas the other half kept the gloves. Note that if the contagion theory accounts for the increase in the enjoyment of the accompanying consumption experience in green (vs. conventional) product condition, the effect should dissipate when the gloves are kept on (contagion interruption). Earlier research shows that having gloves on indeed interrupts contagion and eliminates contagion effects (Eskine, Novreske, and Richards 2013). In the second part of the experiment, a cover story told participants that the researchers are interested in gender differences in handwriting. Participants were given a sheet of paper and a pen to write two short essays. In the green product condition, participants were told that the pen was produced using recycled materials. In the conventional product condition, participants did

not receive this information (see appendix B for the stimuli). After reviewing the product description, participants were informed about the topics for the two short essays they were to write. A pretest with forty Amazon Mechanical Turk participants revealed that describing how one spends her spare time ($M = 5.75$, $SD = 2.34$) is perceived as a more fun topic to write a short essay on than describing how one prepares for a final exam ($M = 3.70$, $SD = 2.22$; $t_{39} = 4.28$, $p < .01$). In the experiment, participants were given about 5 minutes to write each short story and the order of topics was counterbalanced. After writing each short essay, participants reported how much they enjoyed it (1 = not at all, 9 = very much). Having finished writing two short essays, participants reported the extent to which they felt warm glow on four items used in the past research to measure warm glow ("I felt good about using this pen," Andrews et al. 2014, "I am happy with myself that I used this pen," Nunes and Schokkaert 2003, "It made me feel good about myself to use this pen," Arora and Henderson 2007, "Using this pen made me have a warm feeling in my chest," Schnall, Roper, and Fessler 2010; scale: 1 = strongly disagree, 9 = strongly agree). The items loaded on a single factor and showed high internal consistency ($\alpha = 92$), hence averaged to form a warm glow index.

Results and Discussion

Seventeen participants who failed to follow the instructions (e.g., did not remove the gloves when asked to do so, wrote an essay on an unrelated topic) or had a physical condition that might influence the enjoyment of consumption experience (e.g., injured finger) were removed from the data, leaving a sample of hundred and thirty six undergraduate students for the analysis (59.6% females; $M_{age} = 23.58$, $SD = 5.67$). Results when those participants retained had a similar pattern.

The central hypothesis of the current essay is that using green (vs. conventional) products enhances the enjoyment of accompanying consumption experiences because consumers feel warm glow while using green products. An ANOVA with nature of the experience (fun vs. boring) as the within-participants factor, product type, contagion, and order of essays as between-participants factors, and enjoyment as the dependent variable supported this prediction: Participants who used the green pen ($M = 5.45$, $SD = 2.11$) enjoyed writing short essays more than those who used the conventional pen ($M = 4.41$, $SD = 2.07$; $F(1, 128) = 7.91$, $p < .01$, $\eta_p^2 = .058$). No other main effects (including contagion) or interactions were significant.

We examined the effect of using green (vs. conventional) products on fun and boring experiences. Results from the same ANOVA revealed a positive effect of green (vs. conventional) product on enjoyment of writing short essays emerged in both fun topic (M_{green} = 5.60, SD = 2.38 vs. $M_{conventional}$ = 4.44, SD = 2.27; $F(1, 128)$ = 8.02, $p < .01$, η_p^2 = .06) and boring topic (M_{green} = 5.31, SD = 2.11 vs. $M_{conventional}$ = 4.39, SD = 2.22; $F(1, 128)$ = 5.67, p = .019, η_p^2 = .044). This result suggests that consumers enjoy experiences more when using a green (vs. conventional) product independent of the nature of the experience. Figure 2.2 graphically display the means.
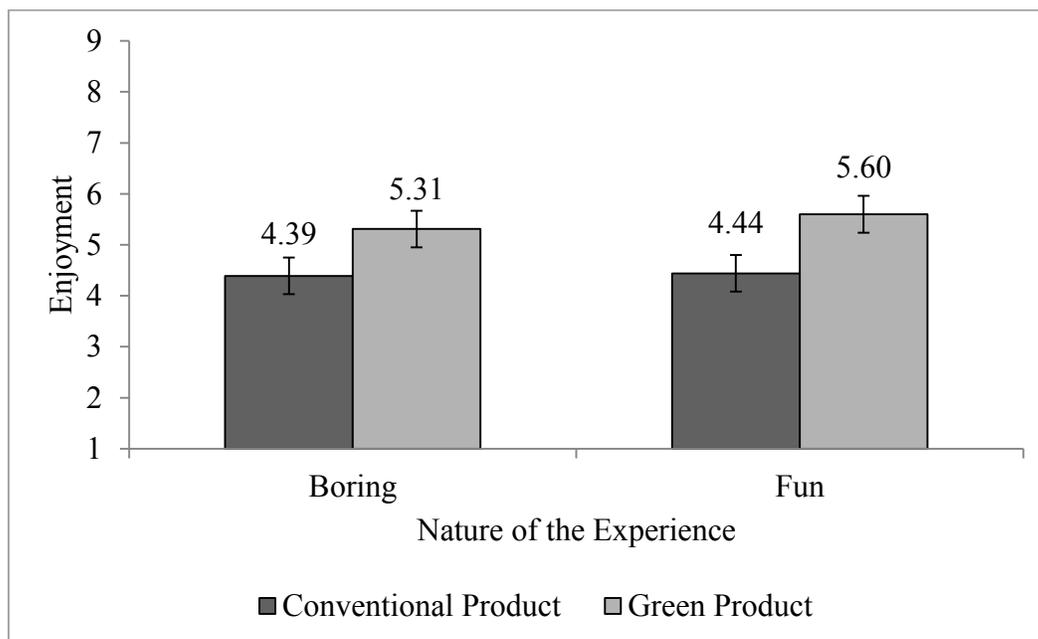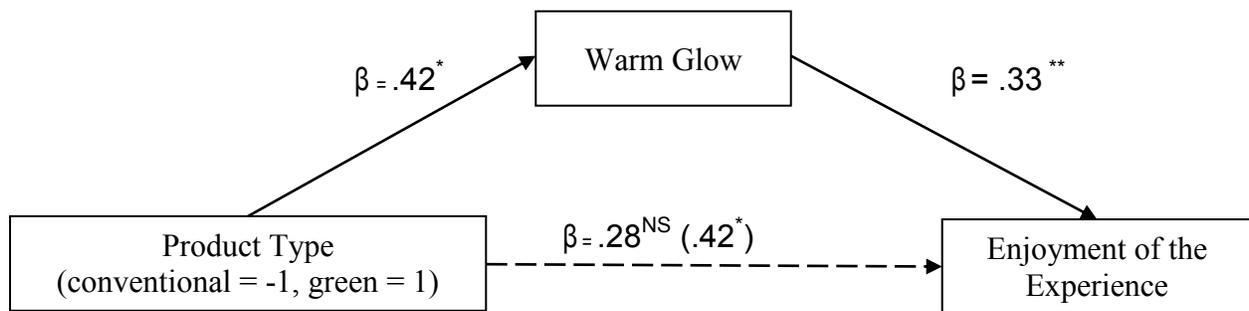

Figure 2.2. Using green (vs. conventional) products enhances the enjoyment of fun or boring accompanying consumption experiences (Experiment 2)

We further examined the role of contagion by testing the effect of product type when contagion was interrupted and allowed. A contagion theory account would be eliminated if the positive effect of green (vs. conventional) product is observed independent of contagion. Results revealed that participants enjoyed writing short essays more with the green (vs. conventional) product when contagion was allowed (M_{green} = 5.59, SD = 2.35 vs. $M_{conventional}$ = 4.57, SD = 2.21; $F(1, 128)$ = 3.99, p = .048, η_p^2 = .031) or interrupted (M_{green} = 5.32, SD = 1.81 vs. $M_{conventional}$ = 4.26, SD = 1.94; $F(1, 128)$ = 3.93, p = .05, η_p^2 = .03). Furthermore, the product type did not

interact with contagion ($F < .01$, $p > .90$). These findings suggest that contagion theory cannot account for the positive effect of green (vs. conventional) products on enjoyment of accompanying consumption experiences.

Finally, we tested whether consumers enjoy experiences more when consumed with green (vs. conventional) products because of the warm glow of using green products. We pooled the enjoyment ratings for fun and boring topics and collapsed the data on contagion and order in testing the indirect effects. A mediation analysis with 5,000 bootstrap samples (Hayes 2013) indicated a significant positive main effect of product type (contrast coded: conventional = -1, green = 1) on the warm glow ratings ($\beta = .42$, $SE = .17$; $t = 2.46$, $p = .015$) and controlling for product type, warm glow ratings had a significant positive effect on enjoyment of writing short essays ($\beta = .33$, $SE = .09$; $t = 3.68$, $p < .01$). The direct effect of product type on the enjoyment of experience was no longer significant once the warm glow ratings were introduced in the model ($\beta = .28$, $SE = .18$; $t = 1.60$, $p > .10$), whereas the indirect effect of product type on enjoyment of experience through warm glow ratings was significant, suggesting an indirect-only mediation ($\beta_{indirect} = .13$, $SE = .07$, 95% CI = [.04; .31]). Figure 2.3 graphically represents the indirect effect of warm glow.

Figure 2.3. Warm glow feelings from using a green product mediates the effect of product type (green vs. conventional) on the enjoyment of experiences (Experiment 2)

Experiment 2 further demonstrates the positive effect of using green (vs. conventional) products on the enjoyment of accompanying consumption experiences in an alternative consumption setting and further investigates the underlying process. Specifically, experiment 2 demonstrates that the positive effect of using green (vs. conventional) products on enjoyment of the accompanying consumption experiences is driven by warm glow feelings that arise from using

green products. The experiment further tests the robustness of the effect and shows that, regardless of whether the experience is fun or boring, using green products enhances the enjoyment of accompanying consumption experiences. Finally, an alternative explanation based on law of contagion is eliminated in experiment 2.

Experiment 3

The purpose of experiment 3 is to investigate an alternative explanation for the *greenconsumption effect*: positive halo explanation. The positive halo explanation would argue that the positive effect observed in the green product condition in the first two experiments is due to presenting participants with an additional positive product attribute compared to the conventional product condition, and not due to the nature of the attribute (environmental friendliness of the product). Although it is unlikely to observe a warm glow effect with the presence of any positive product attribute, we nevertheless test this alternative explanation empirically by comparing a green product with an alternative control condition in which the product is presented with a positive attribute.

Method

　　Pretests. We ran two pretests to identify the positive product attribute to be included in the control condition. First, a pretest with forty-five participants (44.4% females; M_{age} = 20.93, SD = 1.60) revealed that among various positive attributes pretested, two attributes, "Recipient of the Most Practical Product of the Decade Award" and "Produced from Recycled Materials" are perceived equally important for a pen ("How important do you think is it for a pen to receive the most practical product of the last decade award [to be produced from recycled materials?" scale: 1= not at all, 7 = very much, M_{green} = 4.78, SD = 1.65 vs. $M_{practical}$ = 4.32, SD = 1.62; $F(1, 43)$ = 2.67, p > .30). Furthermore, participants reported that the inclusion of these two attributes in a pen would increase its value equally ("How much do you think inclusion of this attribute [most practical or produced from recycled] would increase the value of this pen?" scale: 1 = not at all, 7 = very much, M_{green} = 4.43, SD = 1.83 vs. $M_{practical}$ = 4.23, SD = 1.51; $F(1, 43)$ < .1, p > .60).

　　A second pretest with seventy three undergraduate students (49.3% females; M_{age} = 21.58, SD = 2.66) confirmed that two attributes make the pen equally appealing (1= not appealing, 7 =

appealing; M_{green} = 4.44, SD = 1.50 vs. $M_{practical}$ = 4.08, SD = 1.83; $F(1, 71) < .1, p > .30$) and equally improve the functional benefits of the pen ("In your opinion, how much does the inclusion of this attribute improve the functional benefits of this pen?", scale: 1 = not at all, 7 = very much; M_{green} = 3.33, SD = 2.40 vs. $M_{practical}$ = 4.14, SD = 2.41; $F(1, 71)$ = 2.03, $p > .10$). The perceived quality of the pen also did not vary as a function of the attribute (1=inferior, 7 = superior; M_{green} = 4.67, SD = 1.39 vs. $M_{practical}$ = 4.27, SD = 1.33; $F(1, 71)$ = 1.55, $p > .20$). Finally, the two attributes did not differ in how much they would help participants express their identity (three items: "helps me communicate my self-identity," "helps me express myself," "helps me identify myself", scale: 1 = not at all, 7 = very much, α = .95, M_{green} = 2.39, SD = 1.65 vs. $M_{practical}$ = 2.05, SD = 1.33; $F(1, 71) < .1, p > .30$).

Main Experiment. Sixty eight undergraduate students participated in this single factor experiment (attribute type: green vs. practical) in exchange for partial course credit (48.5% females; M_{age} = 20.93, SD = 2.17). As a cover story, participants were told that the researchers are interested in gender differences in handwriting and were given pen and paper to write short-essays. In the green attribute condition, participants were told that the pen was produced from recycled materials. In the practical attribute condition, the pen was presented as the recipient of "The Most Practical Product of the Last Decade" award (see appendix B for the stimuli). After reviewing the product description, participants were given five minutes to write a short essay on how they spend their spare time and reported how much they enjoyed writing the short essay (1 = not at all, 9 = very much). Finally, the participants reported warm glow feelings they experienced while writing the short essay on the same items used in experiment 2 (α = .92).

Results and Discussion

Three participants who failed to follow the instructions (e.g., did not write a short-essay) were removed from the data, leaving a sample of sixty five undergraduate students for the analysis (49.2% females; M_{age} = 20.95, SD = 2.18).

An ANOVA with attribute type as the independent variable and enjoyment as the dependent variable revealed that participants who wrote the short essay using the pen with the green attribute (M = 5.55, SD = 2.14) enjoyed the experience more than those who used the pen that is presented as the recipient of the most practical pen award (M = 4.41, SD = 2.13; $F(1, 63)$ = 4.58, p = .036, η_p^2 = .068).

We then tested the indirect effect of warm glow feelings in a mediation analysis with 5,000 bootstrap samples (Hayes 2013). Results indicated a significant positive main effect of attribute type (contrast coded: practical = -1, green = 1) on the warm glow ratings ($\beta = 1.59$, $SE = .47$; $t = 3.36$, $p < .01$) and controlling for attribute type, warm glow ratings had a significant positive effect on enjoyment ($\beta = .54$, $SE = .13$; $t = 4.29$, $p < .01$). The direct effect of attribute type on the enjoyment of experience was no longer significant once the warm glow ratings were introduced in the model ($\beta = .28$, $SE = .51$; $t = .58$, $p > .50$), whereas the indirect effect of attribute type on enjoyment of experience through warm glow ratings was significant, suggesting an indirect-only mediation ($\beta_{indirect} = .85$, $SE = .34$, 95% CI = [.32; 1.73]).

Experiment 3 replicates the *greenconsumption effect* on the enjoyment of accompanying experiences and eliminates a positive halo explanation as the green attribute was compared to an equally appealing, important positive attribute. These results suggest that the positive effect observed in previous experiments cannot be driven by positive attribute added to a pen but is unique to green attributes. An indirect-only mediation through warm glow feelings arise while using the green product provided further support to our theoretical framework. Figure 2.4 graphically represents the indirect effect of warm glow.
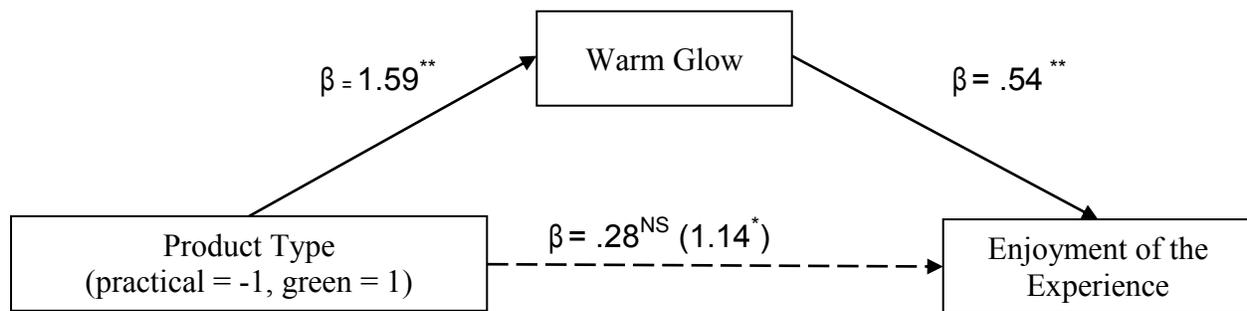
Figure 2.4. Warm glow feelings from using a green product mediates the effect of product type (green vs. practical) on the enjoyment of experiences (Experiment 3)

Experiment 4

Experiment 4 tests whether negative beliefs about green products serve as a boundary condition to the *greenconsumption effect* on the enjoyment of accompanying consumption experiences. In experiment 4, we focused on one domain of negative beliefs: beliefs about the environmental

impact of green products. The product used in the experiment was a grip ball and the accompanying consumption experience was a hand exercise.

Method

One hundred and ninety undergraduate students participated in the experiment in exchange for partial course credit (54.7% females; $M_{age} = 21.75$, $SD = 3.53$). The experiment employed a 2 (product type: conventional, green) × 2 (environmental impact of green products: negligible, baseline) between-participants design. To manipulate the beliefs about environmental impact of green products, participants in the negligible impact condition were presented with a fictitious research report on the environmental impact of green products:

> "In today's marketplace, environmentally friendly products are widely available to consumers in a range of product categories. A question that weighs on consumers' minds is how effective are environmentally friendly products in protecting the environment. In other words, to what extent consumption of environmentally friendly products benefits the environment.
>
> A research published in last month's *Science* magazine shed light on this question. John Barnett, a Stanford University scholar and a member of the research team stated that environmentally friendly products have negligible impact on environmental issues like resource depletion, pollution, or global warming. The author concludes: "Although environmentally friendly products are produced with the best intention and are actually produced with environmental concerns, these efforts fall short of significantly benefiting the environment."

After reading the fictitious research findings, participants in the negligible impact condition completed a set of filler measures about the information presented and were directed to an ostensibly unrelated experiment, which is the second part of the experiment. Participants in the baseline condition did not receive any information about green products and started directly with the second part. In the second part, participants were presented with a set of hand exercises which they were told would help prevent wrist and hand injuries from repetitive keyboard usage. Next, participants were given a grip ball and reviewed the product description on the screen (see

appendix C for the stimuli). In the green product condition, participants were told that the grip ball was produced using environmentally friendly materials. Participants in the conventional product condition did not receive such information. Having reviewed the product description, participants were asked to do four hand exercises. Each exercise included written and visual instructions (see appendix C for a sample exercise). Every exercise was followed by enjoyment ratings (1 = not at all, 9 = very much). Four enjoyment ratings showed high internal consistency ($\alpha = .84$) and experimental manipulations did not vary as a function of exercises thus ratings were averaged to create an enjoyment index. Finally, participants reported the extent to which they feel warm glow while using the hand grip on a four-item warm glow index ($\alpha = .89$), as in experiments 2 and 3.

Results and Discussion

Nine participants who failed to follow the instructions (e.g., did not do the hand exercises properly) or had a physical condition that might influence the enjoyment of experience (e.g., injured finger or wrist) were removed from the data, leaving a sample of hundred and eighty one undergraduate students for the analyses (54.1% females; $M_{age} = 21.75$, $SD = 3.55$). Results when those participants retained had a similar pattern.

An ANOVA testing the effects of product type, environmental impact of green products, and their interaction on enjoyment revealed a significant interaction ($F(1, 177) = 6.53$, $p = .011$, $\eta_p^2 = .036$). In the baseline condition, participants who used the green product ($M = 6.21$, $SD = 1.38$) enjoyed the hand exercise more than those who used the conventional one ($M = 5.25$, $SD = 1.63$; $F(1, 177) = 7.44$, $p < .01$, $\eta_p^2 = .040$). However, among participants who were told that the environmental impact of green products is negligible, the enjoyment of the exercise did not vary as a function of product type ($M_{green} = 5.16$ vs. $M_{conventional} = 5.47$; $F(1, 177) < .1$, $p > .30$). More importantly, enjoyment ratings in the baseline condition with the green product ($M = 6.21$, $SD = 1.38$) were significantly higher than all three remaining experimental conditions (all p's $< .05$), whereas other conditions did not differ significantly from each other. Figure 2.5 visually depicts the interaction.
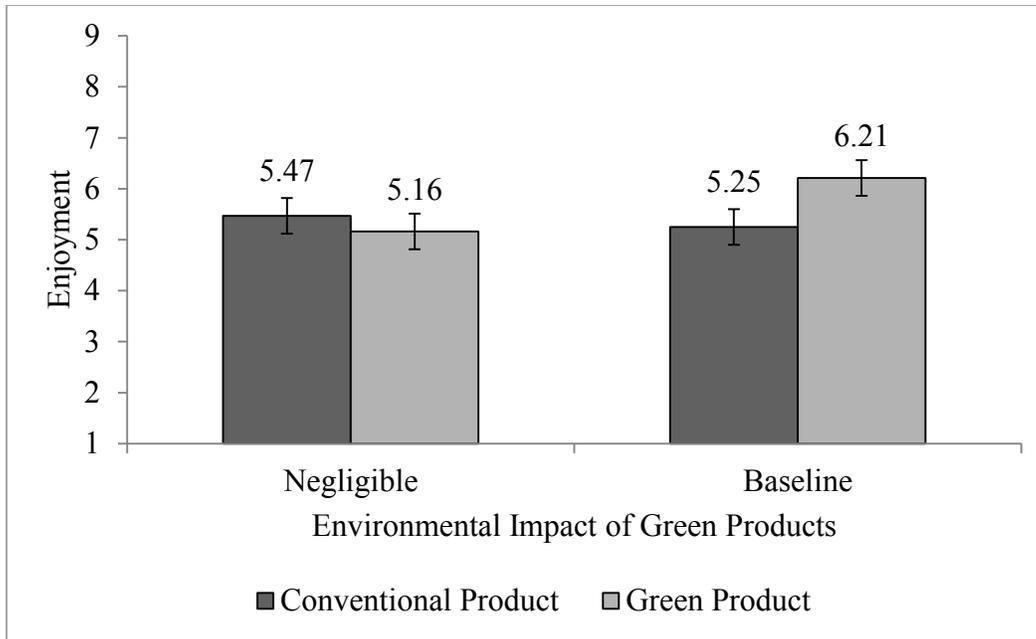
Figure 2.5. The effect of using green (vs. conventional) products on the enjoyment of accompanying consumption experiences as a function of beliefs about the environmental impact of green products (Experiment 4)

Next, we tested whether warm glow of using the green product drives the observed interaction effect. We predict that in the negligible impact condition, participants will no longer feel warm glow from using the green product. In the baseline condition, however, warm glow of using the green (vs. conventional) product should mediate the effect of using green (vs. conventional) products on enjoyment. In support of our predictions, in the baseline condition, a significant indirect effect of warm glow was observed ($\beta_{indirect}$ = .28, *SE* = .11, 95% CI [.07, .52]). More importantly, the direct effect of product type in the baseline condition disappeared (β_{direct} = .20, *SE* = .14; *p* > .10). In the negligible impact condition, on the other hand, the indirect effect of warm glow was absent ($\beta_{indirect}$ = -.06, *SE* = .12, 95% CI [-.30, .16]). Finally, the indirect effect of the highest order interaction was significant ($\beta_{indirect}$ = .17, *SE* = .08, 95% CI [.03, .34]), whereas the direct effect of the interaction was no longer significant when the warm-glow measure was introduced in the model (β_{direct} = .15, *SE* = .10; *p* > .10). These results suggest that the extent to which consumers feel warm glow from using green products underlies the positive effect of green (vs. conventional) products on the enjoyment of accompanying consumption experiences.

Experiment 4 shows the positive effect of using green (vs. conventional) products on the enjoyment of accompanying consumption experiences with a hand exercise and identifies an important boundary condition: when participants were told that green products have negligible impact on the environment, the positive effect of using green (vs. conventional) products on the enjoyment of accompanying consumption experience disappeared. Results of experiment 4 further reveal that the positive effect of using green (vs. conventional) products on the enjoyment of accompanying experiences is driven by warm glow.

Experiment 5

Experiment 5 explores a second domain of negative beliefs about green products as a boundary condition to the *greenconsumption effect*: green product performance beliefs (H4). We predict that consumers who believe that green products perform as well as or better than conventional products will enjoy accompanying consumption experiences more with green (vs. conventional) products. However, consumers who believe that green products perform inferior to conventional products will not enjoy accompanying consumption experiences more with green (vs. conventional) products.

Method

Seventy-four undergraduate students participated in experiment 5 in exchange for partial course credit (50% females; $M_{age} = 20.95$, $SD = 1.83$). The experiment was a short-essay writing task. A cover story told participants that the researchers are interested in gender differences in handwriting, as in experiments 2 and 3. We provided participants with a pen and a sheet of paper, and asked them to write a short-essay on how they spend their spare time. In green product condition, participants were told that the product was produced from recycled materials. In the conventional product condition, participants did not receive this piece of information (see Appendix B). Next, participants wrote the short essay, and reported their enjoyment (1 = not at all, 9 = very much) and warm glow they experienced while using the pen (4-items as in previous experiments; α = .91). Finally, participants completed the 5-item resource-synergy beliefs scale (α = .90; Gupta and Sen 2013), which measures the extent to which consumers believe that attributes related to social responsibility take away from functional attribute enhancements (e.g.,

"Socially responsible behaviour by brands is often accompanied by inferior product offerings," "When brands focus on social responsibility, the quality and performance of their products suffer," scale: 1 = strongly disagree, 9 = strongly agree). Lower scores on the scale reflect beliefs that green products perform as well as conventional products.

Results and Discussion

An ANOVA testing the effect of product type on enjoyment revealed that participants who wrote the short-essay with the green pen ($M = 5.63$, $SD = 2.19$) enjoyed the experience more than those who used the conventional pen ($M = 4.58$, $SD = 2.06$; $F(1, 72) = 4.49$, $p = .038$, $\eta_p^2 = .059$), replicating the effect we found in previous experiments.

Next, we explored the interaction of product type and performance beliefs. First, we tested whether product type influenced participants' performance beliefs. An analysis of variance with product type as the independent variable and performance beliefs as the dependent variable confirmed that product participants used did not influence their performance beliefs ($F < .1$, $p > .90$). We then regressed enjoyment scores on product type, performance beliefs ($M = 3.77$, $SD = 1.75$), and their interaction. The regression analysis revealed a main effect of product type ($\beta = .52$, $SE = .24$; $t = 2.19$, $p = .03$) and, more importantly, a significant interaction between product type and performance beliefs ($\beta = -.33$, $SE = .14$; $t = -2.43$, $p = .018$). Based on the continuous measure of the moderator, we analyzed the nature of the interaction between product type and performance beliefs using the Johnson-Neyman technique (Spiller et al. 2013). Results of the Johnson-Neyman analysis revealed that using a green (vs. a conventional) product enhanced enjoyment of the accompanying experience when participants' performance beliefs score was less than or equal to 3.90 ($B_{JN} = .48$, $SE = .24$; $p = .05$), but not for those with higher scores. This finding suggests that the stronger the participants believe that green product perform inferior to conventional products, the *greenconsumption effect* on enjoyment dissipates. Figure 2.6 graphically presents the interaction.
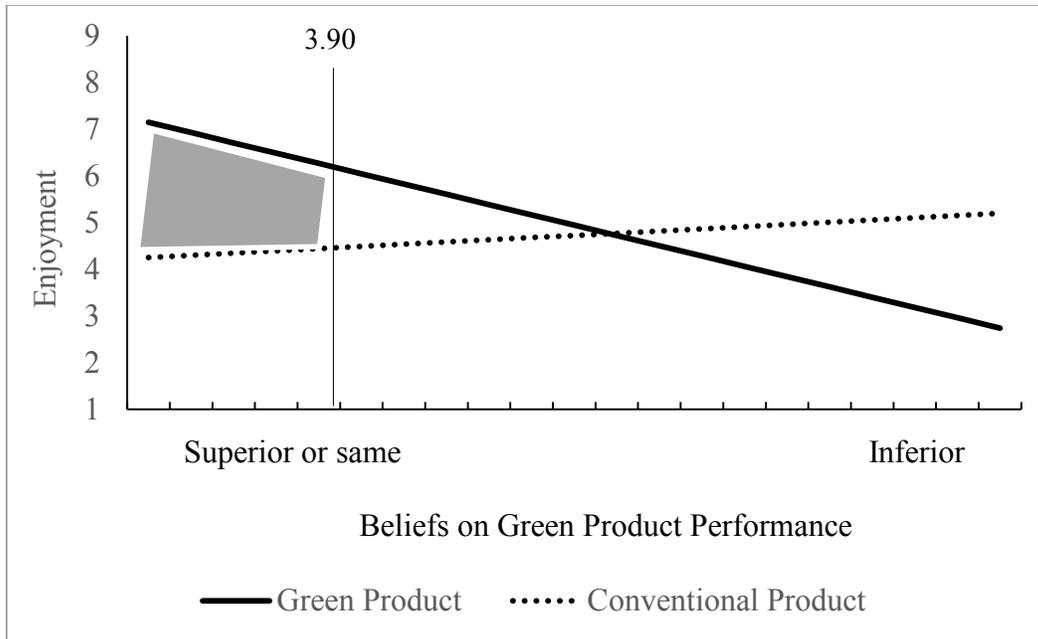
Figure 2.6. The effect of using green (vs. conventional) products on the enjoyment of accompanying consumption experiences as a function of beliefs about the green product performance (Experiment 5)

Next, we tested whether warm glow feelings that arise from using the green product underlies the observed interaction. A mediation analysis with the bootstrapping technique (model = 8, 5000 bootstrap samples, Hayes 2013) revealed that for participants who believe that green products perform as well as conventional products (-1 SD), warm glow feelings mediate the effect of product type on enjoyment ($\beta_{indirect}$ = .59, SE = .23, 95% CI [.23, 1.15]). The direct effect of product type, on the other hand, was not significant when warm glow measure is included in the model (β_{direct} = .52, SE = .34, p > .10). However, warm glow feelings did not mediate the effect for participants who believe green products perform inferior (+1 SD) to conventional products ($\beta_{indirect}$ = .11, SE = .18, 95% CI [-.18, .50]). Finally, the indirect effect of the highest order interaction was significant ($\beta_{indirect}$ = -.14, SE = .08, 95% CI [-.33, -.008]), whereas the direct effect of the interaction was no longer significant once the warm glow measure was introduced in the model (β_{direct} = -.20, SE = .13; p > .10). These results suggest that negative performance beliefs about green products indeed interrupt the warm glow feelings that arise from using green products and serves as a boundary condition.

These results of experiment 5 point to the importance of individual differences among consumers' green product performance beliefs. Participants who believe that green products perform as well as conventional products enjoyed the accompanying consumption experience more with the green (vs. conventional) product. However, enjoyment of the accompanying experience did not vary as a function of product type (green vs. conventional) for participants who hold the belief that green products perform inferior to conventional products.

General Discussion

The current essay advances our understanding of how using green products influences the enjoyment of accompanying consumption experiences. Across five experiments in actual consumption settings, we show that using green products (e.g., a pair of headphones produced from recycled materials) enhances the enjoyment derived from accompanying consumption experiences (e.g., listening to music) compared to using conventional products (e.g., a pair of conventional headphones). We find that warm glow feelings that arise while using green products drive the positive effect of green (vs. conventional) products on accompanying consumption experiences. Finally, we report two boundary condition for the positive effect of the green (vs. conventional) products on the accompanying consumption experiences. First, we show that if consumers believe that green products have negligible impact on the environment, they do not feel warm glow when using green products, thus do not enjoy the accompanying consumption experiences more with green (vs. conventional) products. Second, we find that consumers who believe that green product performance is inferior to conventional products do not enjoy accompanying consumption experiences more with green (vs. conventional) products.

One question that arises from the current essay is whether consumers have insight to the positive effects of green products on their accompanying consumption experiences. To explore this further, in a follow up single-factor (product type) experiment, we asked participants to imagine listening to their favorite song with a green or a conventional headphone (between-participants). If consumers do predict enjoying the accompanying experience (music consumption) more with green product (green headphones), then this finding would suggest that consumers do have an insight into the *greenconsumption effect*. Eighty-four undergraduate students drawn from the same population as the presented experiments first indicated the song

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that they would like to listen to most at that moment. On the next screen, participants were presented with the product description of a pair of headphones (green or conventional headphones, identical to experiment 1). Then, participants were asked to imagine listening to the song they wrote down with the pair of headphones presented to them and report how much they would enjoy listening to the song (1= not at all, 7 = very much). Results revealed no significant difference in the projected enjoyment of listening to music between green and conventional product conditions (M_{green} = 5.80, SD = 1.25 vs. $M_{conventional}$ = 5.86, SD = 1.32; $F(1, 82) < .1$, $p > .80$). This result suggests that consumers do not expect to enjoy experiences more with green products, compared to conventional products, yet results of five experiments suggest that they do enjoy the accompanying experiences more during actual consumption. We next discuss the theoretical, managerial, and public policy implications of our findings.

Theoretical Implications

The current essay provides five important theoretical implications. First, the current essay examines an understudied dimension of green products, namely the effect of green products on the consumption experience. Although previous research in marketing offers valuable insights about the drivers of green product purchase or consumers' perceptions about green products (Bodur et al. 2015; Carrington et al. 2014; Griskevicious et al. 2010; Haws et al. 2014; Luchs et al. 2011; Newman et al. 2014; Peloza et al. 2013; Pickett-Baker and Ozaki 2008, see McDonagh and Prothero 2014 for a review), interestingly the literature is almost mute on the post-purchase effects of green products on consumer behaviour (see Lin and Chang 2012 for an exception). Considering the fact that consumers interact with green products above and beyond purchase stage, it is important to understand how green products influence consumption experiences. Furthermore, recent research on green products hints to a possibility that green products might have a negative influence on the consumption experiences as consumers have certain associations with green products. (Lin and Chang 2011; Luchs et al. 2011; Newman et al. 2014). Unlike recent research that shows potential detrimental effects of green product attributes (Lin and Chang 2011; Luchs et al. 2011; Newman et al. 2014), the current essay presents a positive effect of green products on the consumption experience and extends research on green products.

Second, the current essay shows that merely using green products—even without a deliberate decision to use one—leads to warm glow feelings. Extent research on warm glow

documents the phenomena upon engaging in a good deed by choice. For example, warm glow is documents the phenomena upon engaging in a good deed by choice. For example, warm glow is documented as an outcome of making a charitable donation (Andreoni 1990), spending money on others (Dunn et al. 2008), purchasing products that are linked to a cause-marketing program (Andrews et al. 2014; Koschate-Fischer et al. 2012), participating in green voluntary programs (Giebelhausen et al. 2016), or finding out being more environmentally friendly than peers (Taufik et al. 2015). The current essay extends research on warm glow by showing that even when individuals are not responsible or accountable for the decision to use the product, consuming green products leads to warm glow.

Third, the current findings document that negative beliefs consumers hold about green products might end up hurting the consumers by preventing additional enjoyment that can be derived from accompanying consumption experiences. Although previous research on green products heavily focused on negative beliefs consumers hold about green products (Gupta and Sen 2013; Lin and Chang 2012; Luchs et al. 2011; Newman et al. 2014; Pickett-Baker and Ozaki 2008), this stream of research links negative beliefs about green products to brand or product related outcomes such as purchase intention or product choice. The current essay shows that consumers who have negative beliefs about green products do not enjoy accompanying consumption experiences as much as those who do not hold such negative beliefs. In other words, negative beliefs about green products hold consumers back from exploiting an opportunity to enjoy accompanying consumption experiences more. The current findings suggest that negative beliefs about green products not only influence brand-related outcomes unfavorably, but also consumer well-being.

Fourth, current essay contributes to research in consumer well-being by showing that certain experiences that enhance consumer well-being (e.g., exercising, Moisio and Beruchashvili 2010) are enjoyed more when consumed or practiced with green (vs. conventional) products. It is likely that when such experiences are enjoyed more than usual, there is a higher chance that the behaviour (e.g., exercising) would be repeated or become a habitual behaviour. Hence, the current essay, although indirectly, suggests using green products as an aid to improve consumer well-being.

Finally, findings from the current essay contributes to research on experiential goods (Bhattacharjee and Mogilner 2014; Nicolao, Irwin, and Goodman 2009; Tully, Hershfield, and Meyvis 2015; Van Boven and Gilovich 2003). This stream of research mostly focuses on when

consumers prefer experiential goods over material goods (Tully, Hershfield, and Meyvis 2015; Van Boven and Gilovich 2003) or factors that influence happiness from experiences (Bhattacharjee and Mogilner 2014; Nicolao, Irwin, and Goodman 2009). The current essay suggests that the nature of the product used to consume the experiential good influences the purchase intention of the experiential good. Specifically, in the first experiment, participants who listened to songs with a green (vs. conventional) product had higher intentions to purchase the song online for $.99. This finding suggests that the nature of the intermediary product (e.g., a pair of headphones, green vs. conventional) which is used to consume an experiential good (e.g., music) is an antecedent to purchase intention of experiential goods and extends research on drivers of the experiential goods.

Managerial Implications

Findings from the current essay have managerial implications. First, unlike recent research that documents potential negative effects of going green (Lin and Chang 2012; Luchs et al. 2011; Newman et al. 2014), the current essay shows that when it comes to products that are used to consume experiences, brands can benefit from going green. Through promoting green versions of the products that are used to consume experiences, brands can enhance consumers' enjoyment of the experiences. Furthermore, the current essay suggests the increased enjoyment due to using green products is reflected on the purchase intention of the experiential good. For instance, in the first experiment, participants had a higher likelihood to purchase the song (i.e., the experiential good) more when they used a green (vs. conventional) product to listen to music. This suggests that in addition to improving consumers' enjoyment of experiences, brands can increase consumers' intention to purchase experiential goods by promoting green products.

Second, the current essay has important implications for experience providers. To illustrate, a movie theatre chooses between offering recycled (i.e., green) or conventional 3D glasses, a gym chooses between implementing eco-friendly (i.e., green) or conventional gym tools, an Asian restaurant chooses between bamboo (i.e., green) or conventional chopsticks. Even after the experience provider chooses the green version of the product, she needs to decide whether or not to communicate that piece of information. The current essay advices experience providers to go green and communicate the environmental attribute effectively to consumers as it would enhance consumers' enjoyment of the offered experience.

Third, our findings offer valuable insights for retailers that offer public product trials in stores. For example, many record sellers have offer consumers to listen to recently released albums in-store with the headphones provided by the retailer. Many consumer electronics retailers do have public product trials in store. Our findings suggest that introducing green products in these public trials to consume experiences, retailers can enhance consumers' enjoyment of the experience, which might lead to purchase decision.

Finally, the current essay suggests brands to ensure consumers about green product performance to improve consumers' enjoyment of experiences. For example, Luchs et al. (2011) show that highlighting how strong the product is on the packaging attunes negative beliefs about green product performance. In marketing green products that are instrumental to consume experiences, we recommend companies to highlight the superior performance of the product.

Public Policy Implications

The current essay offers implications for public policy makers. An important public policy goal in today's world is to encourage consumers to engage in activities that enhance individual and societal well-being (Dolan and White 2007; Seiders and Petty 2004). Examples of such activities are exercising and using public bike sharing programs (e.g., CitiBike). For example, public policy makers can install environmentally friendly bikes (e.g., bikes made by recycled materials) rather than conventional bikes to public bike sharing programs, and communicate this information to customers. Our research suggests that this would improve the enjoyment consumers derive from biking. As a result, consumers would be more willing to pick a bike in their next trip instead of taking other means of transportation. The current essay suggests that through introduction of green products public policy makers can enhance consumers' enjoyment of experiences and turn an incidental behaviour into a habitual one. To illustrate, in experiment 4, participants who did a hand exercise with a green gym tool enjoyed the exercise more than those who used a conventional one. This suggest that through offering green products to consume publicly available experiences, public policy makers can enhance people's enjoyment of exercising, which might increase the frequency of exercising.

Finally, the current essay highlights the importance of managing consumer beliefs about green products for consumer well-being above and beyond brand or product evaluations. The current essay shows that socially irresponsible behaviour pertaining to green products (e.g.,

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green product scandals) might have negative consequences for consumer well-being. This finding suggests enforcing strict regulations against greenwashing and deceptive green product promotion. By having regulations against greenwashing and deceptive green product promotion, public policy makers can prevent socially irresponsible brand behaviour pertaining to green products, attuning negative consumer beliefs about green products.

Concluding Remarks

Brands use social responsibility activities to fulfill their societal obligations (Brown and Dacin 1997). This dissertation is purposed to identify important theoretical and managerial issues about socially responsible brand behaviour at the brand and product level and to offer solutions. Overall, the two essays advance our understanding of the impact of socially responsible brand behaviour on consumer evaluations and offer valuable managerial insights to brands at the brand and the product level.

The first essay, "Benefits of Unexpected CSR: How Brands Can Improve Consumer Responses to CSR Campaigns," introduces CSR expectancy and examines its interplay with CSR fit. This essay shows that unexpected CSR activities, CSR activities that deviate from consumers' schema about brands' CSR activities, enhance brand evaluations compared to expected CSR activities when there is a logical link between the brand and the CSR activity (i.e., high CSR fit). However, expected CSR activities improve brand evaluation more than unexpected CSR activities when there is no logical link between the brand and the CSR activity. Elaboration underlies these effects: Unexpected CSR activities, compared to expected, increases elaboration on the CSR activity. As consumers elaborate on a high (low) fit CSR activity, they realize the (lack of) logical link between the brand and the CSR activity and infer that the brand is sincere (insincere) in running the CSR activity, resulting in more (less) favorable brand evaluations. The unexpected (vs. expected) CSR activities enhances brand evaluations regardless of the level of fit between the brand and the CSR activity when consumers process CSR information in a context that elicits positive affect. In such a context, unexpectedness amplifies the positive affect, enhancing brand evaluations and CSR fit does not have an effect as consumers do not elaborate on the CSR activity enough to realize a presence or lack of logical link between the brand and the CSR activity. Finally, unexpected CSR activities are especially effective in increasing brand evaluations of low-involvement consumers to the level of high-involvement consumers.

The second essay, "The Greenconsumption Effect: How Using Green Products Improves Consumption Experience," examines how using environmentally friendly products (e.g., headphones, a grip ball) influences the enjoyment of the accompanying consumption experiences (e.g., listening to music, doing a hand exercise). Results from five experiments reveal that using

environmentally friendly products, compared to their conventional counterparts, increases the enjoyment of the accompanying consumption experience. Feelings of warm glow drive this effect: Due to prosocial associations of environmentally friendly products, consumers feel good about using them, which enhances the accompanying consumption experience. This essay provides boundary conditions to the positive effect of using environmentally friendly (vs. conventional) products on the enjoyment of the consumption experience: If consumers believe that environmentally friendly products have negligible impact on the environment (i.e., if prosocial associations of the product is neutralized) or if consumers believe that environmentally friendly products are inferior to conventional products (i.e., hold a negative attitude toward environmentally friendly products), the positive effect of using environmentally friendly products on the accompanying consumption experience disappears.

Overall the two essays complement each other to offer insights on the influence of socially responsible brand behaviour at the brand and the product level. Theoretically, this dissertation resolves the CSR fit and elaboration paradox: Building on earlier research that shows that elaboration on high-fit CSR activities enhances brand evaluations but high-fit CSR activities fail to trigger consumer elaboration naturally (Menon and Kahn 2003; Simmons and Beckler-Olsen 2006), the current dissertation introduces CSR expectancy and examines its interactive effect with CSR fit. It shows that unexpected CSR in terms of execution strategy or the selected cause induces elaboration on the CSR activity and if the CSR fit is high, brand evaluations are maximized. Furthermore, this essay extends earlier research on CSR fit by demonstrating that positive affect induced through CSR communications such as the background music, the negative effects of low CSR fit it mitigated. Finally, this essay shows that CSR expectancy is an effective means to increase brand evaluations of low involvement consumers. The second essay, allows a deeper understanding of how environmentally friendly products influence consumer behaviour at the stage of consumption, a stage that is not much studied in earlier research (Lin and Chang 2012). Unlike research that suggest potential negative effects of environmental attributes (Luchs et al. 2011; Newman et al. 2014), the second essay shows a positive effect of environmental attributes at the consumption stage. The second essay further extends earlier research on warm glow by demonstrating that warm glow feelings may arise due to mere use of the product, even when individuals are not responsible or accountable for the decision to use the product. Finally, this essay documents boundary conditions to the greenconsumption effect:

Resource-synergy beliefs and inferences about environmental impact of green products. For those consumers who believe that green attributes are at the expense of other attributes of the product or futile in helping the environment, the benefits on consumption experience disappears.

This dissertation offers managers guidelines on how to improve the consumer reactions to socially responsible brand behaviour. At the brand level, the current dissertation suggests considering unexpected execution strategies or causes in designing a CSR activity, when there is a logical link between the brand and the CSR activity, instead of designing generic CSR activities for the sake of doing CSR. This dissertation finds that high CSR fit combined with unexpected CSR maximizes the brand evaluations. However, if a brand is engaged in a low-fit CSR activity, using expected CSR activities are useful in minimizing the detrimental effects of low CSR fit. Furthermore, this dissertation suggests that inducing positive affect with CSR communications would allow brands to exploit the positive effect of the unexpected CSR regardless of CSR fit. Finally, unexpected CSR activity combined with high CSR fit is an effective tool to enhance low-involvement consumers brand evaluations to the same degree as high-involvement consumers. At the product level, the current dissertation encourages brands to go green especially if they are offering products that are instrumental in consuming experiences. For example, the current essay would suggest a movie theatre to offer recycled 3D glasses, a gym to offer green gym equipment, a coffee shop to use recycled paper cups or a record store to install environmentally friendly headphones in their stores for public product trials. The current essay also suggests offering green alternatives of products in product sampling.

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Essay 2: Stimuli Used in Experiment 1

Green Product Condition

Sony HiFi Over-Ear Headphones ♻

Treat your ears to dynamic audio playback, comfortable cushioned ear pads, and an intuitive design that lets you settle in for an extended listening experience. Enjoy deep bass beats complemented with crisp cinema-quality sounds, ensuring that you have a memorable audio escape.

- Ear-conscious design to ensure comfort during extended listening periods

- Cushioned ear pads that keep you comfortable

♻ Sony uses recycled materials in the production process of these over-ear headphones

Conventional Product Condition

Sony HiFi Over-Ear Headphones

Treat your ears to dynamic audio playback, comfortable cushioned ear pads, and an intuitive design that lets you settle in for an extended listening experience. Enjoy deep bass beats complemented with crisp cinema-quality sounds, ensuring that you have a memorable audio escape.

- Ear-conscious design to ensure comfort during extended listening periods

- Cushioned ear pads that keep you comfortable

Appendix B

1. **Essay 2: Stimuli Used in Experiments 2 and 5**

Green Product Condition	Conventional Product Condition
BIC Eco-Friendly Round Stic Pen Provides consistent, smooth writing Lightweight round barrel eco friendly — This pen is produced from recycled materials without consuming additional earth resources.	**BIC Round Stic Pen** Provides consistent, smooth writing Lightweight round barrel

2. **Essay 2: Stimuli Used in Experiments 3**

Green Product Condition	Practical Product Condition
BIC Eco-Friendly Round Stic Pen Provides consistent, smooth writing Lightweight round barrel eco friendly — This pen is produced from recycled materials without consuming additional earth resources.	**BIC Round Stic Pen** Provides consistent, smooth writing Lightweight round barrel Consumer Reports — This pen is the recipient of "The Most Practical Product of the Last Decade" award

Appendix C

1. Essay 2: Stimuli Used in Experiment 4

Green Product Condition	Conventional Product Condition
SPRI Eco-Friendly Power Grip Ball Strengthens hands and forearms. Helps prevent and heal injury from repetitive keyboard usage. Specially designed to allow easier grip. eco friendly — This power grip ball is produced using environmentally friendly materials.	**SPRI Power Grip Ball** Strengthens hands and forearms. Helps prevent and heal injury from repetitive keyboard usage. Specially designed to allow easier grip.

2. Essay 2: Sample Hand Exercise Instructions in Experiment 4

Exercise 1

Place the grip ball on top of your palm.
Softly squeeze the grip ball using four fingers from little finger to index finger, while leaving out the thumb.
Hold it for about 5 seconds.
Do the same with the other hand.

Replicate the above sequence two more times (in total do three sets).