# Consumer Rationality in Purchasing Green Products: Profit-motive vs Social-acceptance

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**Abstract.** This study investigates consumer rationality in green product purchases from two perspectives: profit-motive and social-acceptance, using the Stimulus-Organism-Response (SOR) framework and Focus Group Discussion methods. Findings show that profit-motive rationality is shaped by economic experiences like cost savings and government incentives, while social-acceptance is driven by peer influence and the desire for recognition. Theoretical triangulation reveals that high
investment products (e.g., EVs, solar panels) align with Rational Choice Theory, whereas lifestyle products (e.g., reusable bottles) align with Social Identity Theory. The study concludes that green purchasing behavior results from the interplay of economic and social stimuli, highlighting the need for integrated marketing strategies that combine financial appeal with social identity cues to promote sustainable consumption.

**Keywords:** consumer rationality, profit-motive, social-acceptance

## Introduction

Individuals use economic rationality when deciding to buy a product by considering the maximum benefits that can be obtained compared to the costs incurred. According to behavioral economics theory, rational buyers will evaluate various alternative choices based on expected utility and make the most economically profitable decision (Thaler, 2016). In this context, economic rationality means that individuals make purchasing decisions after carefully weighing the costs, benefits, quality, and price of the product to optimize the satisfaction obtained (Kahneman & Tversky, 1979).

However, individuals often face obstacles when considering purchasing decisions for green products because the prices are relatively more expensive than conventional non-green products. Although consumers have awareness and positive intentions towards green products, significant price differences are often a major barrier to purchasing decisions (Joshi & Rahman, 2015). This condition is known as the "green premium" which reflects the additional costs due to sustainable production processes, high-quality materials, or environmental certification, which ultimately creates an economic dilemma for consumers (Gleim et al., 2013).

In addition to price constraints, social pressure also often influences green product purchasing decisions, creating a dilemma for individuals. When individuals observe the trend of green behavior that is increasingly popular in society, the decision to purchase green products tends to be based on motives to gain social acceptance or to avoid negative judgment from their social environment (White, Habib, & Hardisty, 2019). This phenomenon is known as the influence of social norms, which significantly increases the tendency of individuals to purchase green products, even when intrinsic motivation related to the environment is not very strong, so that purchasing decisions are more driven by the desire to be accepted or considered caring by the surrounding environment (Wang, Wong, & Narayanan, 2020).

This study examines a topic that is still not widely discussed and is very relevant in the context of global green norms, namely two basic perspectives on purchasing behavior, namely: (1) Profit motive; and (2) Social-acceptance motivation. Both are the basis for understanding consumer rationality in purchasing green products.

While the formulation of the problem in this study is: (1) How can the purchase of green products be explained using the profit motive perspective? (2) How can the purchase of green products be explained using the social acceptance perspective?

## Theoretical view

### Stimulus-Organism-Response (SOR)

The Stimulus-Organism-Response (SOR) model is a conceptual framework that explains how external stimuli can influence an individual's behavioral response through internal processes such as perceptions, emotions, or attitudes triggered by the stimulus (Wu & Long, 2024). In this framework, stimuli are external elements such as promotions, advertisements, or marketing messages, organisms are cognitive or affective processes that occur within consumers, while responses are actual behaviors such as purchasing a product (Sun & Xing, 2024). SOR provides an in-depth understanding of how external information is received and processed by individuals before resulting in certain actions.

In the context of green product purchasing, the SOR model explains the dynamic interaction between economic and social stimuli and consumers' internal mechanisms in determining purchasing behavior. Offers of discounts or financial benefits from using green products act as stimuli that can increase the perception of economic benefits, while encouraging purchasing decisions (Scheller et al., 2023). Meanwhile, external influences such as social norms, positive reviews, and social recommendations on social media effectively influence consumers' attitudes towards green products, strengthening the organism in the form of positive emotions and feelings of being accepted in social groups, which then influence purchasing decisions (Zhang et al., 2024).

### Profit-motive vs social-acceptance

There are two main perspectives that influence consumer rationality in green product purchasing decisions, namely profit-motive and social-acceptance. The profit-motive perspective emphasizes that consumers tend to make purchasing decisions based on a comparison between the costs incurred and the expected economic benefits, so that the relatively higher price constraints of green products compared to conventional products become the main issue in consumer economic considerations. Meanwhile, the social-acceptance perspective emphasizes the importance of social norms and pressure from the surrounding environment as the main triggers for green product purchasing decisions. This social pressure often causes consumers to ignore economic considerations in order to gain social acceptance and a positive image in the eyes of their community.

The integration of profit-motive and social-acceptance perspectives in the study of consumer rationality is important because, in reality, consumer decisions regarding green products are not entirely based on economic rationality alone, but also involve complex psychological and social dimensions (Nguyen, Lobo, & Greenland, 2023; Perera, 2024). Recent studies show that although consumer awareness of environmental issues has increased, the perceived high cost of green products continues to pose a significant barrier in the decision-making process (Smith & Lee, 2024; Ramírez & González, 2022). On the other hand, the influence of social norms and peer expectations often compels consumers to override price concerns, as they seek social recognition and acceptance through environmentally responsible choices (Kumar & Polonsky, 2023; Zhao & Chen, 2023). For instance, green products are increasingly viewed as status symbols, especially in public consumption settings, where social signaling plays a critical role in shaping behavior (Gladstone & Bellezza, 2024). Thus, the combination of economic and social perspectives is essential to more fully uncover the real-world motivations behind green product purchases.

### Profit-motive in the context of green product

The findings of previous profit-motive studies in the context of green products indicate two forms of profit-motive, respectively: (1) Expectation of decreasing sacrifice value; and (2) Expectation of products with expandable benefit value.

Profit-motive in green product purchasing decisions shows the tendency of consumers to consider economic aspects more than environmental sacrifice value which is generally considered high. This is reinforced by the findings of Scheller et al. (2023) which revealed that financial benefits significantly influence consumer decisions more than environmental benefits, especially when consumers are in the final stages of decision making. In this case, consumers see green products as an option that can reduce long-term costs, thereby reducing the value of economic sacrifice (Cheng et al., 2024). Marketing strategies that emphasize cost savings and economic efficiency are crucial, because consumers tend to be more sensitive to price than long-term environmental benefits (Ahmad Jusoh, 2016).

In addition to reducing the sacrifice value, the profit motive in purchasing green products also creates broader benefits, such as social and psychological benefits. For example, recent research by Gladstone and Bellezza (2024) reveals that green investments like solar panels and heat pumps are increasingly seen as

modern status symbols, with 47% of homeowners viewing eco-friendly home upgrades as a sign of social prestige. This demonstrates how consumers choose higher
priced green products not just for their environmental or economic benefits, but to signal status and identity within their social groups. The value derived from these purchases thus extends beyond tangible gains to include social rewards such as recognition, acceptance, and symbolic distinction.
The findings of Jouzdani and Esfahani (2020) also underline that social acceptance of the use of green products is an important added value that goes beyond the economic aspect. Thus, the profit motive not only reflects direct economic benefits but also includes social and psychological benefits that strengthen the appeal of green products.

**Social-acceptance in the context of green product**
In the context of green products, social acceptance is manifested through attitudes towards green products and acceptance of the similarity between expected normative values and subjective norm values.
Social acceptance in purchasing green products is formed through consumer attitudes that are directly influenced by social interactions in their environment. A study by Chen et al. (2021) found that social influences that emerge through interpersonal interactions significantly shape positive attitudes towards green products, which then drive purchase intentions. This positive attitude is further strengthened by the perception of the usefulness of information and trust in green claims conveyed through social media, which have been shown to contribute greatly to consumers' decisions to choose environmentally friendly products (Zhang et al., 2024). This means that consumer attitudes not only depend on knowledge about the product, but are also greatly influenced by social perceptions of the product.
In addition to forming attitudes, social acceptance also involves the alignment between normative values expected by society and subjective normative values held by individuals. Wang et al. (2021) showed that subjective norms and collectivist values play an important role in creating this alignment, which ultimately strengthens the intention to purchase green products. Likewise, Gomes and Lopes (2024) emphasized that young generations such as Generation Z choose green products because of the match between their personal values and broader social values, such as environmental responsibility and sustainability. Thus, social acceptance is not simply social pressure but is the result of the internalization of normative values that are aligned between individuals and their society, creating conditions conducive to consistent green purchasing behavior.

## Methods
This study adopts a descriptive qualitative paradigm to explore in depth how two distinct motivational constructs—profit-motive and social-acceptance—influence consumer behavior in green product purchasing. To achieve this objective, data were collected through Focus Group Discussions (FGDs), where participants were asked to share their thoughts and experiences regarding environmentally friendly products from both economic and social perspectives (Sun & Xing, 2024). The narratives generated were transcribed and analyzed using Atlas.ti software, starting with the generation of Wordcloud visualizations to identify dominant themes.
Subsequently, the qualitative data were systematically coded and analyzed using Content Analysis and Categorical Analysis to identify emerging behavioral patterns (Cheng et al., 2024). The results were categorized into four main analytical categories: (a) profit-motive as perceived reduction in sacrifice, (b) profit-motive as expanded benefit value, (c) social-acceptance formed through attitudinal alignment, and (d) social-acceptance as convergence between subjective and normative values (Gomes & Lopes, 2024).
To enhance analytical depth and interpretive validity, this study applies a theoretical triangulation approach by interpreting the data through three complementary theoretical lenses: Rational Choice Theory, Social Identity Theory, and the overarching Stimulus-Organism-Response (SOR) framework. This triangulation enables a more nuanced explanation of how different types of green products trigger different forms of rationality—economic or social—depending on the dominant stimuli. High-investment products (e.g., electric vehicles, solar panels) were examined through Rational Choice Theory, while symbolic or lifestyle-oriented products (e.g., reusable bottles, cloth shopping bags) were interpreted through Social Identity Theory. The SOR framework was used to integrate these perspectives by mapping how both economic and social stimuli are processed internally (organism) and expressed in observable purchase behavior (response). This triangulated approach enhances the credibility and multidimensional validity of the study's findings.

## Result and Discussion

### Result

**Narrative-1 "Purchase of electric car"**

Wordcloud Narative-1 shows several central themes as presented in Figure 1. below:


Source: ATLAS.ti

**Figure 1.** Wordcloud Narrative-1

Figure 1 shows the Wordcloud results highlighting words such as *economy*, *vehicle*, *electricity*, *cost*, *savings*, *decision*, *product*, *benefit*, and *expenditure*, which represent the central themes in Narrative-1.

Content analysis of Narrative-1 indicates that the decision to purchase an electric vehicle was driven by economic considerations and long-term profitability. Prominent meaning units in the narrative include considerations of fuel costs, analysis of operational expenses and long-term investment, the presence of government economic incentives, as well as actual experiences of daily operational savings. Moreover, there is a strong belief that green products are not only environmentally beneficial but also carry significant economic value.

Category analysis shows that economic rationality is the primary basis for decision-making, where consumers undergo a rational process—from identifying needs, researching costs, to evaluating offers before making a purchase. In addition, economic incentives such as government subsidies, battery warranties, and free maintenance packages play a significant role in encouraging the purchase decision. After the purchase, post-purchase evaluation in the form of operational cost savings further strengthens consumer perceptions that buying green products is an economically beneficial choice, not merely a pro-environmental act.

The dominant pattern in this narrative emphasizes economic benefits with high frequency, further supported by positive post-purchase evaluations. Overall, content interpretation affirms that the decision to buy green products is primarily influenced by economic motives (profit-motive), backed by data research and convincing empirical experiences. The implication is that green product manufacturers should highlight economic benefits in their marketing, while governments are advised to continue providing economic incentives to enhance the appeal of green products for consumers.

The decision to purchase green products, especially electric vehicles, is significantly influenced by economic rationality (profit-motive), including analysis of operational costs, long-term investment, government incentives, and evaluation of post-purchase economic benefits. This confirms that consumers do not purchase environmentally friendly products solely out of environmental concern, but also because of the tangible financial benefits they yield in the long run (Nguyen et al., 2023; Wang & Zhao, 2024).

The tabulated results of the content analysis, consisting of four main categories along with the emergent coding derived from Narrative-1, are presented in Table 1. below:

Table 1: Main Categories and Emergent Coding Narrative-1

| Main Category | Emergent Coding |
|---|---|
| a) Profit-motive (low perceived sacrifice) | • Significant fuel cost savings.<br>• Lower operational costs compared to conventional vehicles.<br>• Government tax incentives.<br>• Long battery warranty and free maintenance package reducing routine expenses. |
| b) Profit-motive (expanded perceived benefits) | • Profitable long-term investment.<br>• Quick return on investment (less than five years).<br>• Tangible savings on electricity bills.<br>• Minimal vehicle maintenance costs. |
| c) Social-acceptance (shaped through attitudes) | • Awareness that purchasing green products is not just about the environment but a smart economic decision.<br>• Increased openness to buying other green products due to positive economic experiences. |
| d) Social-acceptance (alignment with normative and subjective values) | • Perception that buying an electric vehicle aligns with personal economic values (subjective values) and social expectations for rational consumption behavior (normative values).<br>• Personal beliefs aligned with the economic benefits of green products. |

Table 1. illustrates the evolutionary process from *profit-motive based on low perceived sacrifice* to *expanded perceived benefits*, beginning with the consumer's understanding of direct cost savings—such as reduced fuel and operational expenses, along with government incentives. This initial pragmatic economic awareness gradually enhances consumer recognition of the long-term benefits of green investments, including relatively quick return on investment and minimal maintenance costs of electric vehicles.

This economically driven perspective evolves into a positive consumer attitude, where real-life savings experiences lead to greater openness toward other green products. As a result, purchasing decisions become not only economically rational but also increasingly embedded in personal and social identity. In this context, the electric vehicle plays a key role by providing tangible evidence of savings and economic advantages, reinforcing the alignment between consumers' *subjective values* regarding economic benefits and the *normative values* present in their social environment.

This convergence creates broad social acceptance of green product choices as both a smart economic decision and a socially responsible behavior.

**Narrative-2**

The Wordcloud from Narrative-2 highlights several central themes, as illustrated in Figure 2. below:


Source: ATLAS.ti

**Figure 2.** Wordcloud Narrative-2

Figure 2. highlights the most dominant themes, such as *panel*, *solar*, *electricity*, *economy*, *cost*, *savings*, *decision*, *investment*, *benefits*, and *product*. The decision to purchase green products was primarily based on long-term economic considerations, electricity cost savings, and financial benefits.

Content analysis of Narrative-2 reveals that the decision to purchase solar panels was driven by economic reasoning and long-term profitability. Consumers clearly focused on the potential for electricity cost savings and conducted in-depth analysis regarding the payback period. Economic incentives, such as government subsidies and reduced electricity bills, further reinforced consumers' confidence in their decision—along with considerations related to product quality, equipment warranties, and routine maintenance services.

Category analysis shows that consumers applied economic rationality throughout the decision making process, involving structured stages from product research and cost evaluation to service provider selection. External incentives like subsidies and warranties served as additional motivators that accelerated the purchase decision. Post-purchase evaluation showed tangible outcomes in the form of significantly lower electricity bills and even additional income from selling excess energy back to the grid, which strengthened the perception that green products represent profitable economic investments.

Overall, the narrative pattern indicates that long-term economic benefits were the dominant aspect in the decision-making process, supported by positive post-purchase evaluations. Content interpretation affirms that consumers' decisions to purchase solar panels were more strongly driven by economic gain motives (profit-motive) than by purely environmental concerns. The implication is that solar panel manufacturers and marketers need to explicitly highlight the economic advantages, while governments are advised to continue providing economic incentives to accelerate the adoption of green technologies among the public.

The conclusion from this content analysis is that consumers' decisions to purchase solar panels were predominantly influenced by long-term economic motives, particularly related to potential electricity cost savings, a clear payback period, and external economic incentives such as government subsidies and product warranties. Post-purchase evaluations that show real financial benefits further strengthen the perception that green products are not only appealing for their environmental value, but are also highly rational economic choices (Wang & Zhao, 2024; Singh et al., 2023). Therefore, marketing strategies and government policies should place greater emphasis on economic benefits to accelerate green product adoption in society (Nguyen et al., 2023).

The tabulated results of the content analysis, consisting of four main categories along with the emergent coding derived from Narrative-2, are presented in Table 1.2 below.

Table 2: Main Categories and Emergent Coding Narrative-2

| Main Category | Emergent Coding |
|---|---|
| a) Profit-motive (low perceived sacrifice) | • Significant reduction in monthly electricity bills.<br>• Government subsidies reduce the initial investment cost.<br>• Long-term equipment warranty (10 years) and free maintenance service (3 years) help lower maintenance costs. |
| b) Profit-motive (expanded perceived benefits) | • Clear investment payback potential within less than five years.<br>• Long-term economic benefits through substantial electricity savings (60–70%).<br>• Additional passive income from selling surplus electricity back to the national grid (PLN). |
| c) Social-acceptance (shaped through attitudes) | • New awareness that buying green products is a rational economic decision, not merely for environmental purposes.<br>• Positive attitude toward other green products based on favorable economic. |
| d) Social-acceptance (alignment with normative and subjective values) | • Alignment between actual economic benefits gained (subjective values) and the general societal expectation for rational consumption behavior (normative values).<br>• Positive experiences strengthen personal beliefs that using green products aligns with social norms that value rational economic decisions. |

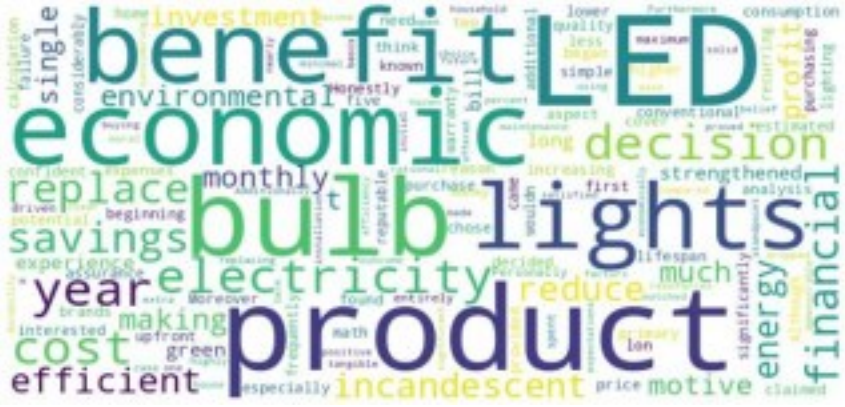
Through the table above, the transformation process of the profit-motive—from *low perceived sacrifice* to *expanded perceived benefits*—in the context of solar panel adoption begins with consumers' understanding of significant reductions in electricity bills, as well as various government subsidies that help ease the burden of initial investment costs. This awareness of early savings gradually evolves into recognition of long-term economic benefits, particularly the clear potential for investment payback within less than five years and the additional passive income generated from selling surplus electricity to the national grid (PLN).

This growing economic awareness progressively broadens consumers' perspectives—not limited to economic calculations alone, but extending into the domain of social acceptance, which shapes positive attitudes toward other green products, supported by real experiences of financial gain. In this process, the solar panel product itself plays a key role, as it provides empirical evidence in the form of cost savings and additional income. This helps bridge the gap between consumers' personal economic values (*subjective values*) and societal expectations regarding rational consumption behavior (*normative values*).

As a result, solar panels are not merely economic instruments, but also serve as social symbols that reinforce sustainable consumption decisions as a widely accepted norm in society.

**Narrative-3**

The Wordcloud from Narrative-3 highlights several central themes, as presented in Figure 3. below.




Source: ATLAS.ti

**Figure 3.** Wordcloud Narrative-3

From this wordcloud, it is evident that terms such as *lamp*, *LED*, *cost*, *economy*, *savings*, and *product* are the main focus of the narrative.

Content analysis of Narrative-3 shows that the decision to purchase LED lights was entirely based on long-term economic considerations and profitability. The consumer clearly identified the potential for monthly electricity cost savings as the primary reason for choosing this product. The decision-making process began with a rational analysis of the higher initial investment compared to conventional bulbs, which could be offset by significant energy savings in less than a year, along with the product's extended lifespan.

Category analysis indicates that economic rationality dominates this narrative, where the consumer consciously evaluates the upfront investment, cost savings, and additional benefits such as warranty and product durability. Economic incentives in the form of a two-year product warranty and long-lasting durability further strengthened the consumer's economic confidence in the purchase decision. Post-purchase evaluation confirmed real economic benefits, including a significant reduction in electricity bills of up to 30 percent and minimal additional maintenance costs.

The content interpretation clearly indicates that the profit-motive is a strong foundation for purchasing green products like LED lights. The practical implication is that manufacturers should explicitly highlight the economic benefits in green product marketing and offer adequate warranties to reinforce consumer confidence. Additionally, governments are advised to continue supporting economic incentive policies so that consumers are increasingly motivated to switch to energy-saving products due to their measurable and proven financial benefits.

The conclusion from this content analysis suggests that the main consumer motivation for purchasing green products like LED lights is driven by long-term economic considerations, particularly related to electricity cost savings, rational initial investment, and long product lifespan. Factors such as warranties and empirical evidence of cost savings further reinforce the belief that green products represent rational economic decisions, rather than decisions based solely on environmental concern (Singh et al., 2023; Wang & Zhao, 2024). Therefore, both producers and governments should emphasize the economic benefit aspect explicitly in marketing and incentive policies to enhance green product adoption in society (Nguyen et al., 2023).

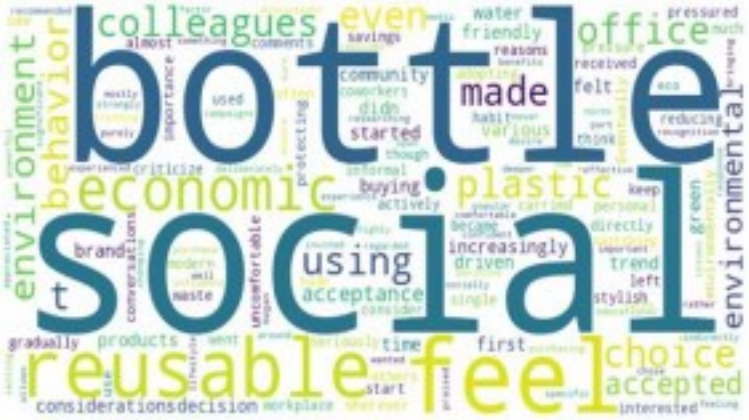
Table 3: Main Categories and Emergent Coding Narrative-3

| Main Category | Emergent Coding |
|---|---|
| a) Profit-motive (low perceived sacrifice) | • Significant reduction in monthly electricity costs (25–30%).<br>• Reduced frequency of bulb replacement due to long lifespan.<br>• Two-year warranty minimizes the risk of additional costs.<br>• Easy installation and minimal maintenance. |
| b) Profit-motive (expanded perceived benefits) | • Potential return on investment in less than one year.<br>• Tangible energy efficiency.<br>• Long-term savings due to high durability.<br>• Maximum economic benefit from the initial LED product investment. |
| c) Social-acceptance (shaped through attitudes) | • Positive attitude that green product decisions can be fully based on economic considerations.<br>• Openness to considering other green products due to positive economic experience with LED lights. |
| d) Social-acceptance (alignment with normative and subjective values) | • Alignment between general expectations for rational consumption behavior (normative values) and personal experience adopting LED lights (subjective values).<br>• Growing personal belief that rational economic decisions also align with social norms that value efficiency. |

The progression of the profit-motive from *low perceived sacrifice* to *expanded perceived benefits* in the context of using LED lights begins with consumer awareness of significantly reduced monthly electricity bills and less frequent bulb replacements due to the long lifespan—reinforced by product warranties that provide added security against maintenance costs. Gradually, this initial cost-saving awareness expands into a broader understanding of more comprehensive economic benefits, such as rapid return on investment, high energy efficiency, and long-term savings due to the product's proven durability. These economic benefits extend beyond financial aspects alone; they also shape consumer attitudes socially, fostering a positive perception that choosing to use green products is a rational economic decision. This perception, in turn, encourages consumers to be more open to adopting other green products. On the other hand, the LED light product itself plays a central role in facilitating this process by offering concrete evidence of efficiency and real economic advantages. As a result, a strong alignment emerges between the consumers' subjective values regarding perceived economic benefits and the normative values of a society that increasingly values efficient and economically responsible consumption decisions.

**Narrative-4**

The Wordcloud from Narrative-4 highlights several central themes, as presented in Figure 4. below.




Source: ATLAS.ti

**Figure 4.** Wordcloud Narrative-4

The key words in Narrative-4 include *bottle*, *social*, *environment*, *friends*, *trend*, and *community*, reflecting that the purchase decision was strongly influenced by social norms, social trends, and the desire for recognition or acceptance from the surrounding community.

Content analysis of Narrative-4 shows that the decision to purchase a reusable bottle was entirely based on social acceptance considerations. The consumer initially had no particular concern for the economic or environmental benefits of the product but was instead driven by the growing social trend in the workplace. Informal social pressure, such as comments and conversations about environmental issues, made the consumer feel uncomfortable continuing to use conventional products, which in turn motivated them to follow their colleagues' behavior in order to gain social recognition.

Category analysis identifies that the decision-making process involved researching social trends and selecting popular products that could enhance feelings of comfort, confidence, and acceptance within the social community. Post-purchase evaluation revealed positive outcomes in the form of appreciation, praise, and inclusion within the social group—reinforcing the decision as a form of social conformity. In this context, the green product was perceived more as a symbol of social identity rather than for its economic or ecological benefits.

Content interpretation clarifies that the decision to buy green products can be effectively driven by the need for social acceptance, rather than purely by economic or environmental motivations. The practical implication is that marketers of green products should pay close attention to and leverage aspects of social trends and identity in their marketing strategies, as these factors have a strong influence on shifting consumer behavior. Awareness of such social pressure can serve as an effective strategy in campaigns to accelerate the adoption of environmentally friendly products.

The conclusion of this content analysis reveals that the consumer's decision to purchase a green product—in this case, a reusable bottle—was predominantly influenced by social acceptance, especially through informal social pressure and the desire to follow trends within the workplace. The purchase decision was primarily based on social motivation, rather than economic or environmental considerations, with post-purchase evaluations showing increased comfort and social acceptance within the consumer's community (White et al., 2024; Zhao & Chen, 2023). Therefore, green product marketers are advised to integrate social trend and group identity-based marketing strategies to more effectively accelerate consumer behavior change toward sustainable lifestyles (Singh et al., 2023).

Table 4: Main Categories and Emergent Coding Narrative-4

| Main Category | Emergent Coding |
|---|---|
| a) Profit-motive (low perceived sacrifice) | • Not explicitly present in the narrative, as the decision was not based on economic benefits or personal cost reduction. |
| b) Profit-motive (expanded perceived benefits) | • Not explicitly present in the narrative, as the decision was not based on extended economic benefits, but rather on social aspects. |
| c) Social-acceptance (shaped through attitudes) | • Felt pressured and uncomfortable for behaving differently from the majority of colleagues.<br>• Felt alienated due to informal comments from peers.<br>• Began seriously considering following the reusable bottle trend as a positive attitude toward the social environment.<br>• Developed openness to other green lifestyle choices. |
| d) Social-acceptance (alignment with normative and subjective values) | • Adopted trending social behaviors to be accepted and appreciated by the community.<br>• Chose products based on popularity and social media trends to gain social recognition.<br>• Experienced acceptance, appreciation, and increased confidence after adopting green products aligned with the surrounding social norms. |

In the context of the decision to use a reusable bottle, the entire process originates from social acceptance, without explicitly involving any profit-motive aspects. Social pressure—manifested through feelings of alienation and discomfort due to behavioral differences with colleagues— served as the primary trigger for the emergence of a positive attitude toward a green lifestyle. At this stage, the consumer was not driven by economic considerations such as cost savings or long-term benefits, but rather by a social need for recognition, appreciation, and acceptance from the surrounding community.

Gradually, this sense of pressure transformed into a deeper awareness of the alignment between personal values (subjective values) and the normative values of the group, where choosing green products popular on social media became a symbol of the desired social identity. In this case, the reusable bottle plays a central role as a medium of social acceptance—not due to its economic function, but because of its ability to embody the integration of prevailing social norms within the community and the individual's aspiration to be positively received in their social environment.

**Narrative-5**

The Wordcloud from Narrative-5 highlights several central themes, as presented in Figure 5. below.


Source: ATLAS.ti

**Figure 5.** Wordcloud Narrative-5

Dominant words such as *straw*, *friends*, *environment*, *social*, *trend*, and *positive* indicate that this purchase decision was strongly influenced by the need for appreciation and acceptance within the social environment—far more than by economic or environmental factors alone. This wordcloud reinforces the idea that social norms serve as a powerful driver of green consumption behavior.

Content analysis reveals that the decision to purchase a stainless-steel straw was primarily driven by the consumer's need for social acceptance within their immediate environment. The consumer felt compelled to buy the green product out of discomfort from not following the emerging social trend among their peers. Social factors such as informal discussions and exposure to social media content on the importance of environmentally friendly behavior played a significant role in influencing this purchasing decision.

Category analysis shows that the consumer's decision was influenced by social conformity, where the product choice was deliberately made to gain social recognition and appreciation. The decision-making process involved searching for products popular on social media in order to meet these social needs. Post-purchase evaluation was very positive, marked by social acceptance and appreciation from peers, which ultimately reinforced the consumer's initial decision to align with prevailing social norms.

This analysis makes it clear that green products are not only valued for their environmental or economic benefits but also serve as social status symbols, important for enhancing an individual's image within a group. The implication is that green marketing strategies should emphasize social trends and status symbolism to more effectively influence consumers. Moreover, social media
based campaigns that actively shape social norms and positive perceptions around green consumption have strong potential to accelerate widespread behavioral change.

In conclusion, the decision to purchase a stainless-steel straw was significantly influenced by the need for social acceptance and conformity to trends within the consumer's immediate social circle. Informal social pressure through peer interactions and media exposure played a crucial role in motivating consumers to align with environmentally friendly behavior. In this case, green products function as effective social status symbols that enhance both acceptance and individual image within the community (White et al., 2024; Zhao & Chen, 2023). Therefore, green marketing strategies grounded in social identity and norm-based approaches should be strengthened to effectively promote the adoption of environmentally friendly products in society (Kumar & Polonsky, 2023).

Table 5: Main Categories and Emergent Coding Narrative-5

| Main Category | Emergent Coding |
|---|---|
| a) Profit-motive (low perceived sacrifice) | • Not explicitly present in the narrative, as the purchase decision was not based on economic considerations or cost-saving benefits. |
| b) Profit-motive (expanded perceived benefits) | • Not explicitly present in the narrative, as there is no indication that the decision was influenced by long-term economic benefits. |
| c) Social-acceptance (shaped through attitudes) | • Felt awkward due to behavioral differences with their social group.<br>• Felt left behind for not yet following the green product trend.<br>• Developed enthusiasm to quickly align with the positive trend in the community.<br>• Became increasingly comfortable engaging in other green behaviors. |
| d) Social-acceptance (alignment with normative and subjective values) | • Desire to gain social recognition by choosing a popular product.<br>• Selection of trendy and appealing product designs to gain acceptance from the social environment.<br>• Received positive appreciation from friends after aligning with group norms perceived as ideal.<br>• Perception that this decision enhanced their social image within their peer group. |

In the context of green product purchasing decisions, profit-motive—whether in terms of low perceived sacrifice or expanded perceived benefits—does not appear at all, indicating that economic factors were not a consideration in the consumer's decision-making. On the contrary, the entire process was driven by social acceptance, beginning with feelings of awkwardness and being left behind due to behavioral differences with their social community. These feelings gradually encouraged the individual to conform in order to gain recognition and social appreciation.

Thus, the consumer's primary motivation was social integration through a popular green product—specifically by selecting a trendy product design to enhance personal image within their social circle. In this case, the product becomes especially significant as it serves as an instrument for affirming the desired social identity, bridging the consumer's subjective value of social acceptance with the normative values upheld by the group. This alignment generates a sense of comfort and enthusiasm, opening the individual up to the broader adoption of green behaviors.

**Narrative-6**

The Wordcloud from Narrative-6 highlights several central themes, as presented in Figure 6. below.


Source: ATLAS.ti

**Figure 6.** Wordcloud Narrative-6

The dominant words in this visualization—such as *bag*, *shopping*, *social*, *environment*, *friends*, *stylish*, and *positive*—underscore the important role that social recognition and acceptance play in the decision to purchase this environmentally friendly product. This word cloud illustrates how social norms, lifestyle trends, and the desire for peer approval can effectively influence and reshape consumption habits (Kumar & Polonsky, 2023; Zhao & Chen, 2023).

This content analysis shows that the consumer's decision to purchase a cloth shopping bag was predominantly driven by the need for social acceptance. The consumer felt compelled to follow the emerging trend in their workplace due to discomfort from using plastic bags, which were increasingly viewed as socially irresponsible. Informal social pressure from daily interactions with peers, along with strong influence from social media platforms, further reinforced the desire to align with the behavior and expectations of their community (Vilkaite Vaitone, Barbosa, & Deshwal, 2024; Wasaya, Lee, & Kim, 2024).

Category analysis indicates that this decision-making process was clearly shaped by social conformity. Consumers deliberately selected products that were not only functional but also fashionable and socially visible to gain appreciation and boost their confidence within peer networks. The post-purchase experience included positive social feedback and emotional reinforcement, which strengthened the perception of the product as a lifestyle symbol rather than just an eco-conscious choice (Perera, 2024; Woldeyohanis, 2024). This confirms earlier findings that green consumption can serve identity and image functions in social settings (Smith & Lee, 2024).

Overall, this analysis suggests that green product adoption in this context was driven more by social motivations—such as recognition, affiliation, and conformity—than by environmental concern or financial logic. These findings align with research showing that social acceptance, peer dynamics, and group identity signaling often outweigh material considerations when consumers make low-cost green product choices (Lee & Park, 2023; Tang & Li, 2023).

The practical implication of these insights is clear: marketing strategies should strategically highlight social approval, lifestyle fit, and symbolic status to encourage adoption of such products. Campaigns that leverage social media influencers, user-generated content, and group affiliation messages can reinforce desirable social norms and speed up behavior change toward sustainable alternatives (Singh, Kumar, & Singh, 2023; Santos, Coelho, & Marques, 2025).

In conclusion, this content analysis affirms that the consumer's decision to purchase a green product like a cloth shopping bag was strongly influenced by the pursuit of social recognition and alignment with community values and lifestyle expectations. Environmental and economic considerations were secondary to the emotional and relational benefits derived from participating in a green consumer identity. Thus, green product marketing grounded in social identity theory and norm-based influence is essential for expanding sustainable consumption, especially for symbolic, lifestyle-driven goods (Nguyen, Lobo, & Greenland, 2023; Su & Wang, 2024).

Table 6: Main Categories and Emergent Coding Narrative-6

| Main Category | Emergent Coding |
|---|---|
| a) Profit-motive (low perceived sacrifice) | • Not explicitly present in the narrative, as there was no economic consideration or cost reduction cited as the primary reason for purchasing the green product. |
| b) Profit-motive (expanded perceived benefits) | • Not explicitly present in the narrative, as the purchase decision was not based on long-term economic benefits or financial gain. |
| c) Social-acceptance (shaped through attitudes) | • Felt uncomfortable due to behavioral differences with the majority of colleagues who used cloth bags.<br>• Informal social pressure from casual conversations and social media prompted feelings of unease.<br>• Positive attitude emerged to quickly follow the trend in order to feel comfortable and socially accepted.<br>• Openness to using other green products after experiencing social acceptance. |
| d) Social-acceptance (alignment with normative and subjective values) | • Chose a stylish, fashionable, and popular shopping bag design to gain appreciation and social recognition.<br>• Received positive responses in the form of praise and appreciation after conforming to normative behavior.<br>• Felt fully accepted and experienced increased self-confidence as consumption behavior was seen as aligned with social norms.<br>• Felt a sense of community in participating in the green lifestyle. |

In the case of purchasing a cloth shopping bag, the consumer's decision was explicitly not influenced by economic considerations (profit-motive), whether in terms of low perceived sacrifice or long-term economic benefits. Instead, the decision was entirely based on social acceptance, which developed through individual attitudes shaped by informal social pressure—
namely, feelings of discomfort caused by behavioral differences with the majority of colleagues, as well as the influence of informal conversations and social media. These factors gradually created a sense of urgency to conform in order to achieve social comfort.
The primary motivation behind the purchase stemmed from the need for social recognition and appreciation, with the consumer actively selecting a stylish, fashionable, and popular bag design as a way to demonstrate alignment between their subjective values and the social norms within their environment. In this process, the cloth bag itself became a crucial social symbol, through which the consumer, by choosing the right design, was able to assert their desired social identity, gain full acceptance, and strengthen self-confidence within a community that increasingly supports collective participation in a green lifestyle.

**Triangulation**
Theoretical triangulation is chosen in this study to provide a more comprehensive and nuanced understanding of consumer decision-making in green product purchases by examining the phenomenon through multiple theoretical lenses (Table 4.7).

Table 7: Theoretical Triangulation

| Narrative | Primary Behavior | Theory 1: Rational Choice Theory (Profit-Motive) | Theory 2: Social Identity Theory (Social Acceptance) | S-O-R Theory Perspective (Integration) |
|---|---|---|---|---|
| **Narrative-1** (Electric Vehicle) | Cost-saving purchase based on fuel/maintenance efficiency | Consumer acts to maximize long-term utility through economic savings (Kahneman & Tversky, 1979) | Weak relevance; social belonging not a driver | Stimulus: Economic info → Organism: Cost analysis → Response: Purchase based on rational economic gain |
| **Narrative-2** (Solar Panel) | Investment in long-term savings & incentives | Decision based on cost-benefit analysis, payback period, and incentives (Barbarossa & Pastore, 2015) | Minimal social influence observed | Stimulus: Incentives & empirical evidence → Organism: Evaluation of return → Response: Financially rational adoption |
| **Narrative-3** (LED Lights) | Choice driven by reduced electricity bills | High rational utility: low investment, fast payback, durability | No social pressure evident | Stimulus: Energy cost concerns → Organism: Cost-benefit perception → Response: LED purchase as an economically sound decision |
| **Narrative-4** (Reusable Bottle) | Purchase triggered by peer behavior | Lacks rational choice elements; economic benefits not considered | Strong conformity to group norms, social recognition as motivator (Tajfel & Turner, 1986) | Stimulus: Peer influence, informal pressure → Organism: Social discomfort → Response: Bottle purchase for social integration |
| **Narrative-5** (Stainless Straw) | Adoption to avoid exclusion and boost social image | Economic considerations absent | Strong social identity formation and status-seeking behavior | Stimulus: Media & peer norm → Organism: Need for approval → Response: Trend-based purchase for acceptance |

| | | | | |
|---|---|---|---|---|
| **Narrative-6** (Cloth Bag) | Trend-driven behavioral change for peer approval | No economic motive present | Identity alignment with environmentally conscious peers | Stimulus: Negative view of plastic → Organism: Misalignment & anxiety → Response: Behavior correction via green product adoption |

Source: Wei et al. (2024) ; Gladstone & Belleza (2024) ; Zhao & Chen (2023) ; Su & Wang (2024)

This theoretical triangulation demonstrates how green product purchasing behaviors are shaped by different motivational logics across narratives. In Narratives 1–3, the dominant theoretical lens is Rational Choice Theory, where consumers act as economically rational agents. They engage in cost-benefit analyses, evaluating operational savings (Narrative 1), long-term investment returns (Narrative 2), and quick payback through efficiency and durability (Narrative 3). These behaviors align closely with the profit-motive, where economic information acts as the stimulus that is cognitively processed by the consumer (organism) to yield a rational, financially sound response. The SOR framework validates this pathway by showing a linear flow: economic stimulus leads to economic reasoning and results in a behavior aimed at maximizing utility. Social Identity Theory is largely irrelevant in these cases, as there is minimal evidence of normative pressure or group conformity influencing the decision-making process.

In contrast, Narratives 4–6 pivot sharply toward Social Identity Theory, where the motivation to purchase green products stems from a desire for social recognition, peer acceptance, and alignment with group norms. Here, rational economic calculations are absent or negligible; the primary driver is the social environment. Informal peer pressure (Narrative 4), identity reinforcement through trends (Narrative 5), and social discomfort due to norm deviation (Narrative 6) all serve as stimuli that trigger emotional and identity-based responses. These responses are consistent with SOR theory, where social stimuli affect the internal state of the consumer (feelings of discomfort, aspiration for acceptance), resulting in behavioral alignment with perceived group expectations. The integration of these theoretical lenses in the SOR model illustrates that green consumer behavior is not monolithic but varies along a continuum of economic rationality and social conformity, depending on the dominant stimulus and product context.

**Discussion**

The Stimulus-Organism-Response (SOR) theory explains how environmental stimuli influence the organism (consumer) in shaping specific purchasing behaviors. In the context of green product purchases, consumer rationality is reflected in how external stimuli—namely economic (profit motive) and social (social-acceptance) information—can trigger a response in the form of green product purchase decisions (Su & Wang, 2024). Consumer rationality toward green products is shaped by two main motivational forces: profit-motive, which focuses on minimizing economic sacrifice (e.g., cost savings, efficiency, incentives) (Nguyen, Lobo, & Greenland, 2023; Wang & Zhao, 2024), and social-acceptance, which emphasizes the alignment between personal social values and societal norms (Kumar & Polonsky, 2023; Zhao & Chen, 2023). In the profit-motive perspective, consumers focus on economic minimization, while in the social perspective, they seek alignment with dominant social norms to gain acceptance.

In the profit-motive context, the formation of consumer rationality occurs through a gradual process from pragmatic values to attitudinal development. These pragmatic values are reflected in real consumer experiences related to operational cost savings, efficient investments, and long-term economic benefits from green products such as electric vehicles or solar panels (Singh, Kumar, & Singh, 2023; Wang et al., 2020). Consumers' empirical experiences in realizing these economic benefits then form positive attitudes, making these pragmatic encounters powerful references for future sustainable purchasing decisions (Ramírez & González, 2022). Thus, profit-motive functions as an internal stimulus that strengthens the belief that green consumption is economically rational and worth adopting consistently (Wei, An, & Liu, 2024).

Conversely, in the social-acceptance context, consumer rationality forms when material profit motive is gradually replaced by social pressures or prevailing societal norms (Lee & Park, 2023; Perera, 2024). In this situation, rationality is no longer driven by tangible economic gain, but by intangible rewards such as social

recognition, improved personal image, and the feeling of being accepted by a broader social environment. Social pressures such as informal comments, social media trends, or group behavioral norms increasingly push consumers to conform to decisions perceived as socially ideal (Wasaya, Lee, & Kim, 2024; Vilkaite-Vaitone, Barbosa, & Deshwal, 2024). Hence, green product purchases become rational because they fulfill social expectations while providing emotional satisfaction in the form of social approval and recognition (Woldeyohanis, 2024).

Critically, the SOR theory provides a deep explanatory framework for how consumer rationality in green product purchasing is formed through both profit-motive and social-acceptance stimuli. In the profit-motive pathway, economic stimuli generate responses in the form of rational actions that seek to maximize economic utility (Nguyen et al., 2023; Nyborg & Rege, 2023). Meanwhile, in the social-acceptance pathway, social stimuli emphasizing normative alignment generate responses aimed at achieving social appreciation (Zhao & Chen, 2023; Kumar & Polonsky, 2023). These two forms of response are not entirely separate but can be complementary depending on the dominant stimuli perceived by the consumer. As such, green purchasing behavior is ultimately the result of a complex interaction between economic and social stimuli, internally processed to determine the extent to which the purchase decision is perceived as rational and justifiable both socially and economically (Smith & Lee, 2024).

The results of the theoretical validation further confirm that green consumption is not solely rooted in utilitarian reasoning, but often emerges from dynamic and context-dependent interactions between external stimuli and internal motivations. For instance, the narratives surrounding high investment products such as electric vehicles and solar panels align strongly with the profit-motive pathway. In these cases, consumers demonstrate high rationality through cost-benefit analysis, return on investment evaluations, and responsiveness to government incentives (Nguyen et al., 2023; Singh et al., 2023). Their behaviors are consistent with classical economic rationality models, where environmental stimuli in the form of financial data are cognitively processed, resulting in behavior that maximizes utility. Here, the SOR model effectively captures the sequence: economic stimulus → rational cognition → purchase decision.

In contrast, for low-investment or lifestyle-oriented products such as reusable bottles, stainless steel straws, and cloth shopping bags, the social-acceptance pathway becomes dominant. These consumers are less concerned with economic value and more influenced by social norms, peer behavior, and perceived identity alignment (Zhao & Chen, 2023; Wasaya et al., 2024). Their behavior is shaped by emotional and normative stimuli—such as discomfort from social exclusion or aspiration to match the identity of their peer group—which are internally processed to generate conformity-oriented responses (Lee & Park, 2023; Perera, 2024). The SOR framework is instrumental in interpreting this process, showing that the organism's emotional response (e.g., anxiety, desire for belonging) is central in bridging external stimuli (e.g., peer trends) with observable consumption behavior. These narratives reinforce the idea that social conformity is often a more immediate and emotionally salient driver of green behavior than long-term financial calculation (Woldeyohanis, 2024).

Moreover, the integration of both profit-motive and social-acceptance in a single theoretical model reflects the multi-dimensionality of green purchasing rationality. Many consumers may simultaneously weigh economic utility and social approval, especially when products carry both functional and symbolic value. For example, consumers may rationalize their purchase of solar panels not only through projected savings but also through the social prestige associated with being environmentally responsible (Nguyen et al., 2023; Wei et al., 2024). This suggests that the SOR model does not merely categorize behavior into binary motivations, but rather captures the fluid interaction between cognitive and affective processing, where both economic and social dimensions may reinforce one another. This holistic view aligns with the evolving nature of sustainability behavior, where rationality is increasingly defined not just by personal benefit, but also by how well actions resonate with shared values and collective identity (Kumar & Polonsky, 2023; Su & Wang, 2024).

## Conclusion and Implication

This study demonstrates that consumer rationality in green product purchasing is shaped through two main perspectives: profit-motive and social-acceptance. From the profit-motive perspective, consumers are rational in the traditional economic sense, as they consider direct financial benefits by minimizing sacrifice, reducing costs, and achieving long-term economic efficiency. Meanwhile, from the social-acceptance perspective, consumer rationality is driven by the need for social approval, peer pressure, and the desire to align personal values with dominant social norms. Both perspectives are triggered by different yet

interconnected external stimuli: pragmatic economic aspects gradually evolve into positive attitudes through empirical experiences, while social pressure predominantly drives consumers toward immaterial rationality in the form of social recognition and enhanced status.

Theoretical triangulation further validates these findings by demonstrating how different types of green products engage different motivational logics. Through the lens of Rational Choice Theory, high-investment and performance-based products such as electric vehicles, solar panels, and LED lights are chosen primarily based on economic reasoning, including cost-efficiency, payback period, and durability. In contrast, Social Identity Theory best explains consumer behavior related to symbolic and lifestyle-oriented products such as reusable bottles, stainless-steel straws, and cloth shopping bags, where the primary drivers are peer influence, social trends, and the need for acceptance. The integration of these theoretical perspectives within the Stimulus-Organism Response (SOR) framework confirms that green purchasing decisions are not the result of a single motivator but emerge from a dynamic interaction between external stimuli and internal processing of both economic and social cues.

Practically, the findings of this research indicate that green product producers and policymakers should design dual-path marketing strategies that address both economic and social motivations simultaneously. For products with tangible economic benefits, such as EVs or solar panels, producers and governments should amplify rational stimuli through extended warranties, subsidies, and messages emphasizing long-term savings. Conversely, for products tied closely to identity and peer influence, such as reusable bottles or cloth shopping bags, campaigns should focus on social trends, lifestyle fit, and visual signaling through social media platforms. This integrated strategy will not only increase the adoption rate of green products but also help embed sustainable consumption as a normative, emotionally resonant, and socially valued behavior within society.

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## APPENDICES

### Narrative-1

When I decided to replace my old car with a new vehicle, economic considerations were the first thing that came to mind. As someone who commutes a fairly long distance to work every day, I realized that fuel costs were one of my biggest monthly expenses. Therefore, the option of an electric vehicle, known for its energy efficiency and low operational costs, began to capture my interest. Although electric vehicles have a higher purchase price compared to conventional gasoline cars, I viewed it as a long-term investment that would be economically beneficial.

I then conducted in-depth research on the differences in operational costs between electric vehicles and gasoline-powered cars. My research revealed that while the upfront cost of an electric vehicle is relatively high, the long-term savings from energy consumption, maintenance costs, and government tax incentives far outweigh those of conventional vehicles. The calculations I made indicated that within less than five years, I could break even on the price difference I paid, and even begin to enjoy significant economic benefits in the form of cost savings.

With that analysis in hand, I started visiting various dealerships to find the best deal. I ultimately chose an electric car that offered an eight-year battery warranty and free vehicle maintenance for the first three years. These incentives were very appealing, as they meant that for the first few years, my maintenance expenses would be almost zero, making the decision even more economically advantageous. In addition, the local government also provided direct subsidies in the form of special discounts for electric vehicle buyers, further reinforcing the economic rationale for my purchase.

After using the electric vehicle for several months, I experienced the economic benefits firsthand. My monthly electricity bill for charging the vehicle was much lower than the amount I used to spend on fuel. Moreover, I no longer had to worry about scheduling regular maintenance like oil changes, which typically added to ongoing operational costs. All of this reaffirmed that my decision to purchase this environmentally friendly product was the right and rational economic choice, given the tangible financial benefits it brought to my everyday life.

Through this experience, I became increasingly convinced that buying green products is not just about caring for the environment, but also a smart economic decision. The profit-motive consideration in choosing an electric vehicle proves that purchasing green products—once thought to be expensive—can, in fact, deliver highly significant long-term economic gains. This experience has made me more open to other green products in the future, as long as economic considerations remain the primary basis for every decision I make.

Wordcloud Narrative-1


Prominent words such as **economic**, **vehicle**, **electric**, **costs**, and **benefits** reflect the core themes of the narrative—highlighting the strong emphasis on economic rationale in the decision to purchase green products.

### Narrative-2

My decision to purchase solar panels for my home was entirely based on long-term economic considerations. Initially, I did not take environmental aspects into account at all when choosing this product. What caught my attention was the potential savings on household electricity costs, especially given the rising electricity rates each year. After reading various reviews and discussing with several friends, I became increasingly convinced that solar panels could offer significant economic benefits, even though the upfront cost was relatively high.

Next, I carefully calculated how long it would take for this investment to reach its break-even point. From the information I gathered, solar panel investments generally become financially beneficial after about 4 to 6 years of usage. A simple calculation I conducted—taking into account government subsidies and estimated reductions in electricity bills—showed that I would break even in about five years. After that, the monthly electricity savings would translate into direct financial gains for our household.

Based on this analysis, I then looked for a solar panel provider that offered the most competitive price while also ensuring good installation quality. After comparing several options, I finally chose a company that offered a ten-year equipment warranty and free routine maintenance for three years. For me, this added warranty and service reinforced the belief that buying solar panels was a rational and economically sound choice.

Now, after almost a year of using solar panels, the economic benefits have become truly tangible. My monthly electricity bill has dropped significantly—by about 60 to 70 percent compared to before. In fact, during some sunny months, the electricity produced by the solar panels exceeded our household needs, allowing me to sell the surplus back to the national grid (PLN), which means passive income for our family. This further solidified my belief that investing in this green product was a very wise economic decision.

From this experience, I realized that the decision to buy green products like solar panels does not always have to be based solely on environmental motivation, but can also be seen as a rational economic decision. The profit-motive in this context has truly proven to yield real long-term benefits. This positive experience has made me more open to considering other green products, as long as their economic benefits are clear and demonstrable.

Wordcloud Narrative-2


Key terms like **economic**, **solar**, **benefits**, **electricity**, **investment**, and **savings** prominently stand out—emphasizing the economic rationale as the core motivation behind green product adoption.

**Narrative-3**

When I first decided to replace the conventional incandescent bulbs in my home with energy efficient LED lights, my primary reason was to reduce the ever-increasing monthly electricity costs. Honestly, at the beginning, I didn't think much about the environmental aspect of this product—I was more interested in its financial benefits. With more efficient electricity consumption, I estimated that I could significantly lower my electricity bills, especially since LED lights are claimed to have a much longer lifespan than regular bulbs.

Before making the purchase, I did a simple analysis of the upfront investment cost and its potential savings. Although the price of a single LED bulb was considerably higher than that of an incandescent bulb, after doing the math, I found that the monthly energy savings could cover the additional cost in less than a year. Moreover, with an LED lifespan of up to five years or more, I wouldn't need to replace bulbs frequently, which would reduce my recurring expenses on lighting. Once I was confident with the economic calculation, I began purchasing LED lights from reputable brands known for quality. I chose a product that came with a two-year warranty, which provided some assurance against product failure. Personally, this decision was entirely driven by profit

motive—how to get the maximum economic benefit from the money I spent. Additionally, the ease of installation and minimal maintenance were extra factors that strengthened my decision.

After nearly a year of using LED lights, the economic benefits have become very tangible. Our household electricity bill has dropped by about 25 to 30 percent compared to before. Furthermore, since replacing all

the bulbs in the house with LEDs, I haven't had to replace a single one, which further reinforces the economic efficiency of this investment. This outcome matched my initial expectations, and I'm very satisfied with the decision from a financial standpoint.

This experience has further strengthened my belief that buying green products can be highly rational economically—not just a moral or environmental choice. In this case, the profit-motive proved to be a solid basis for decision-making, as cost savings and the product's durability offered significant long-term financial benefits. This positive experience has made me more open to considering other green products in the future, as long as their economic benefits are clear and demonstrable.

Wordcloud Narrative-3


Dominant words like **economic**, **LED**, **savings**, **electricity**, **benefits**, and **costs** reinforce the core financial motivations behind the decision.

**Narrative-4**

I was first interested in buying a reusable water bottle not because of economic reasons or personal savings, but because I saw my colleagues at the office actively using them. At that time, almost all of my coworkers carried their own water bottles wherever they went, and gradually, this habit became a social trend in our workplace. It felt uncomfortable for me to keep using single-use plastic bottles while others used environmentally friendly bottles that were modern and stylish.

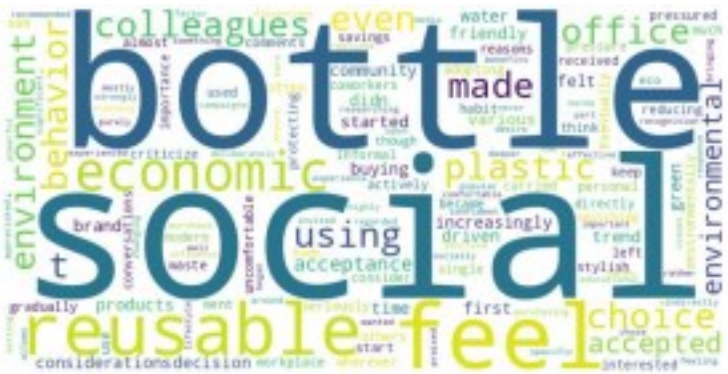
At first, I didn't think much of it, but over time, I started to feel increasingly pressured because I often received comments from colleagues about the plastic bottle I was using. They didn't criticize me directly, but various informal conversations about the importance of protecting the environment and reducing plastic waste made me feel left out if I didn't start adopting their behavior. Eventually, this social pressure made me seriously consider switching to eco-friendly products, even though I hadn't really cared about the issue before.

I then started researching various popular reusable bottle brands that were highly recommended on social media. I deliberately chose a brand that was trending because I wanted to ensure that my choice would be accepted and well-regarded by those around me. This purchasing decision was mostly driven by a desire for social recognition rather than specific considerations of economic or environmental benefits. For me, acceptance in the office environment was the most important factor.

After buying and bringing the reusable bottle to the office, the response from my colleagues was very positive. They praised my choice, and some even invited me to have deeper discussions about other environmental issues. I felt socially accepted and began to feel like a part of a community that cares about the environment—something I had never experienced before. This feeling of acceptance was very powerful and, indirectly, made me feel more comfortable and confident in that social setting.

Through this experience, I realized that the decision to purchase green products can be strongly driven by social acceptance. Trends and social norms turn out to have a significant influence in changing my behavior—more effective, even, than purely educational environmental campaigns. I am now increasingly open to other green lifestyle choices, not because of economic considerations, but more because I feel that such behavior allows me to be accepted and appreciated by my social community.

Wordcloud Narrative-4




Prominent words such as **social**, **acceptance**, **colleagues**, **trend**, and **environment** reflect the dominant influence of **social norms and recognition** as the primary motivation.

**Narrative-5**

My experience of buying a stainless-steel straw for the first time was driven by the social environment around me. One day, while hanging out with friends at our favorite café, I noticed that most of them had brought their own metal straws—some even with unique and eye-catching designs. I felt a bit awkward still using the regular plastic straw provided by the café, especially as my friends enthusiastically discussed the importance of reducing plastic usage for the sake of the environment.

A few days later, as I scrolled through social media, I came across numerous posts from friends about environmental awareness, including calls to stop using single-use plastic straws. I began to feel increasingly left behind, and at the same time, I wanted to be part of this positive trend. Eventually, I started looking into popular stainless-steel straw brands, even comparing designs to ensure I could look stylish and keep up with the social trend.

After selecting a design I found the most trendy and appealing, I decided to purchase a set of stainless-steel straws. My primary motivation was clearly the desire to be accepted by my social circle, rather than purely environmental concerns. When the product arrived, I was excited to show it off at the next gathering, hoping to receive positive reactions and appreciation from my friends.

When I brought my stainless-steel straw to the next get-together, my friends responded very positively. They complimented me and expressed appreciation for my decision to finally join in the environmentally friendly behavior. I felt happy to be more accepted within my social environment, and I began to feel that this was indeed the right decision to improve my social image among my peers.

Overall, this experience helped me understand that the decision to purchase green products can be significantly influenced by the need for social acceptance. Through this process, I realized that social pressure can have a major impact in changing my habits and consumption decisions—often more than economic considerations or the functional benefits of the product itself. I now feel more comfortable adopting other green behaviors, with my main motivation being the desire to remain positively accepted by those around me.

Wordcloud Narrative-5

Prominent words such as **social**, **acceptance**, **friends**, **trend**, **environment**, and **pressure** clearly highlight **peer influence** and **social recognition** as the key drivers. This visualization strengthens the theme of **social conformity in green consumption behavior**.

**Narrative-6**

The first time I bought an eco-friendly cloth shopping bag, it wasn't actually due to personal considerations about economic benefits or environmental impact. At the time, I noticed that nearly all my colleagues at the office had switched from plastic bags to stylish cloth shopping bags— some even chose branded ones to make them look more appealing. Gradually, bringing cloth bags to the supermarket or shopping centers became a popular habit and was seen as a symbol of environmental awareness, as well as a positive lifestyle trend within my social circle.

Initially, I wasn't particularly interested, but over time, I began to feel uncomfortable whenever I went shopping with friends and still used plastic bags. They never directly criticized me, but small conversations about the harmful effects of plastic bags on the environment, along with various social media posts encouraging a more eco-friendly lifestyle, started to make me feel uneasy. Slowly, this social pressure made me feel the need to follow the trend so I could continue to be accepted within my social group.

Eventually, I started looking for popular cloth shopping bags on social media. I deliberately chose a bag design that looked attractive, fashionable, and on-trend, so I would receive positive appreciation from my circle of friends. For me, the main reason for buying the bag was entirely based on the desire for recognition and acceptance from my social community—far more than any internal drive to reduce plastic waste.

After buying the stylish cloth bag, I used it for the first time when out shopping with my friends, and their response was very positive. They praised my choice and said that I had finally joined in

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on a more environmentally responsible lifestyle. Some even asked where they could buy the same bag. This made me feel fully accepted in the community and boosted my confidence in the social setting.

From this experience, I realized that the decision to buy green products can be strongly influenced by the desire for social acceptance. In fact, social acceptance proved to be highly effective in changing my behavior, even though it didn't initially come from personal environmental awareness. Now, I find myself more open to various other eco-friendly products, as I enjoy the sense of togetherness and acceptance from a social environment that also participates in green consumption behavior.

Wordcloud Narrative-6


Key words like **social**, **acceptance**, **friends**, **bag**, **environmental**, and **trend** are prominently featured, emphasizing the central role of **social conformity and peer recognition** in driving green consumption.