

# Research Talk

## Dr. Rebecca Beech

Coventry University

### “Consumers’ Drive to Share Knowledge Within a Green Clothing Online Community: Exploring the Roles of Hedonic, Functional, Psychological and Social Participatory Benefits”

The widespread development of the internet has led to the ubiquitous nature of communication between consumers, with the subsequent creation of online communities. As a result, online communities have become a haven of activity that encompasses the sharing of knowledge between consumers. Previous studies determine the importance of understanding consumers’ knowledge sharing online, due to a variety of advantageous outcomes that can have implications for marketers. Despite the abundance of insightful conversations and behaviours displayed by consumers within an online community, there is still a limited academic and managerial understanding about what drives consumers’ knowledge sharing within an online community. This research explores: what roles do hedonic, social, functional and psychological participatory benefits play within consumers’ knowledge sharing within a green clothing online community on Twitter. The context of the exploratory study is green clothing: a topic that has been gaining traction and importance within academia and industry alike. The research contributes to future work exploring the interplay between knowledge sharing and the positive impacts on consumers’ green conscience and behaviour. A qualitative research design, entailing online observations, two focus groups and 20 semi-structured interviews was undertaken.

*Rebecca Beech is Lecturer in Business Management at the Coventry University. Her research interests include knowledge sharing, online communities, digital research methods, sustainable consumption, pro-environmental behaviour, and sustainable fashion. Rebecca Beech has completed her PhD in 2020 with the title: Understanding Knowledge Sharing in an Online Community: Within the Context of Green Clothing.*

Date	Time	Room
December 8 <sup>th</sup> 2021	12:00 - 14:00 h	Zoom (mail to <a href="mailto:markstones@uni-bremen.de">markstones@uni-bremen.de</a> )