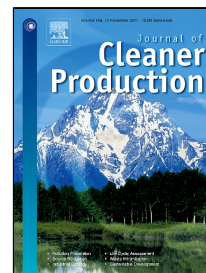


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The role of green customers under competition: a mixed blessing?

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Highlights

- We examine the role of green customers under competition.
- Green customers are characterized by the size and the premium for green products.
- An enlarging size intensifies the competition and may hurt two manufacturers.
- An increasing premium may temper the competition and benefit two manufacturers.
- The existence of green customers benefits all customers but may hurt the environment.

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