How much thinking is sufficient for green demarketing to work?

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What’s green demarketing?

Three main types of green demarketing can be differentiated in the literature, each pertaining to a different type of consumption reduction behaviours that interventions seek to encourage.

How does it work? What makes it more effective?

Use of marketing strategies and techniques to reduce demand for a product or service, underpinned by and resulting in greater environmental sustainability

Please refer to the colours to read the theoretical model in relation to my research questions:

- **How cognitive processing affects appeal’s persuasiveness?**
  Based on the Elaboration Likelihood Model (Cacioppo and Petty, 1984)

- **How motivation, opportunity and ability moderate its elaboration?**
  Based on the Motivation-Opportunty-Ability Model (ölander and ThØgersen, 1995)

- **What’s the place of appeal scepticism?**
  Based on dispositional consumer scepticism Chaudhary et al, 2019)

Experiments pending! Keep in touch @qornik