How much thinking is sufficient for green demarketing to work?
Kornelia Korzec, FBL, The Open University, supervisors: Gordon Liu and Carmen Mal

What’s green demarketing?
Use of marketing strategies and techniques to reduce demand for a product or service, underpinned by and resulting in greater environmental sustainability.

How does it work? What makes it more effective?

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.

Motivation via values
Opportunity semantic context
Ability aka experience
Appeal scepticism

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-Opportunity-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