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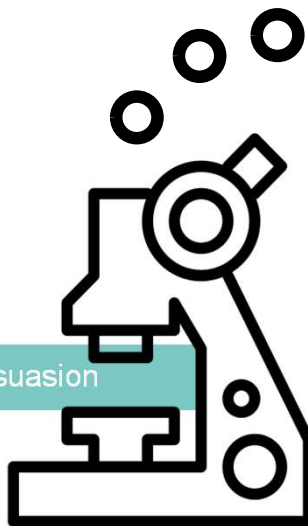
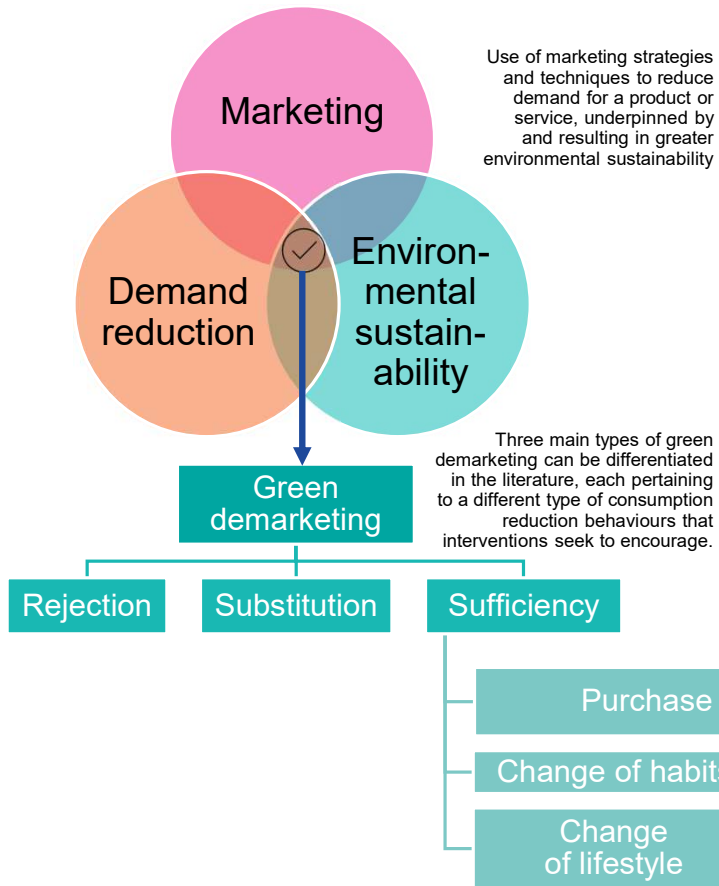
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How much thinking is sufficient for green demarketing to work?

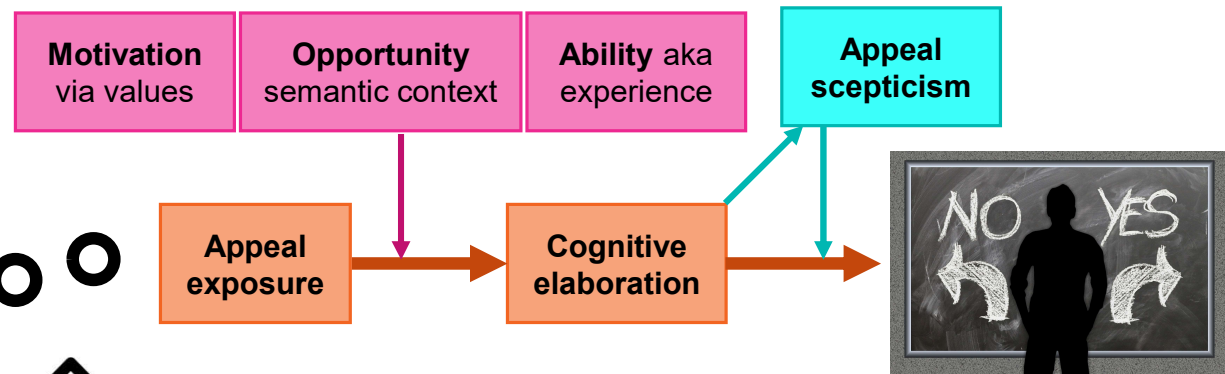
Kornelia Korzec, FBL, The Open University, supervisors: Gordon Liu and Carmen Mal

What's green demarketing?



Icon created by Tim Bolears from Noun Project

How does it work? What makes it more effective?



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