

Green Conspicuous Consumption: The Effects of Green Marketing Strategies on Consumers' Behavior

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Abstract

This thesis explores the probability of people in Austria buying green products conspicuously. It focuses on the effects of green marketing tools such as green/bio/eco labels on the consumer purchasing behaviour and the feelings involved after buying such products. Nowadays, instead of assuming more responsibilities to solve issues such as the social gap, global warming, species extinction or resource exploitation, many people limit themselves to drink fair traded coffee, eat local meat, or buy hybrid cars to feel better. Ironically, individuals are now responsible for solving the world's problems through consumption and companies are, of course, eager to help by offering a very extensive line of products.

After formulating and testing several hypotheses, it is clear that green products can potentially signal high social status and their consumption is not necessarily related to environmental concerns. However, in Austria, the probability of green conspicuous consumption varies depending on gender, age, profession etc. Besides the empirical research performed in this study, extensive collections of literature regarding green consumption and conspicuous consumption have been considered for the results. Moreover, the study evaluates the effect of green marketing strategies on people's consumption behaviour and provides an overview of their preferences between regular products and products containing green/bio/eco labels.