

**`Greenwashing`
Deceptive Business Claims of
Ecological-Friendly Marketing
Strategies of Different Airlines in
the Star Alliance Group**

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

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Submitted to Lidija Lalicic

Hannah Kermer

1311020

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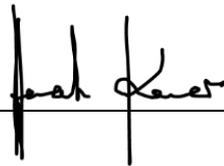
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Abstract

In recent years, there has been a growing importance in ecological-friendly marketing strategies within the airline industry. Environmental safe advertisement is an idiom which comprises many factors identified as positive initiatives or greenwashing. The thesis, investigates the airlines of Star Alliance and addresses their contribution to environmental friendly marketing strategies or deceptive claims of green initiatives. Therefore, the data of 28 member airlines and the Star Alliance Group were analyzed as well as illustrated in graphs and tables to better understand each associates position in the Star Alliance Group. The research was based on theoretical data collection of deductive content analysis. Therefore, three research questions were developed and acknowledged to better understand the issue targeted in this paper. This thesis is directed to the objective customers of the aviation industry especially of Star Alliance and its member airlines. In order to support the overall understanding of the air transportation industry, environmental concerns of today's society were discussed. Additionally, airlines within the Star Alliance Group were identified to demonstrate their attitude towards environmental sustainability, through the use of CSER certificates and slogans as well as green advertisement initiatives. The main results of this paper are that six signals of greenwashing of Star Alliance member airlines have been inspected. Furthermore, the differences of big, middle sized and small airlines contribution to a safe earth or to deceptive claims of environmental friendly strategies have been identified. The principle outcome of this thesis is that big airlines compared to middle sized and small airlines contribute most to greenwashing through their big marketing campaigns and the pressure of society. Moreover, all airlines contribute to greenwashing, no matter how big their advertisement initiatives are, they still pollute the air through the use of kerosene. In conclusion, although all associate airlines contribute to environmental sustainability, they contribute as well to greenwashing through deceptive environmental friendly marketing claims.