

Visual Presentation of Green Products: Contrast Effect on the Perception of Conventional Products

Natacha Kahan

Université Libre de Bruxelles, Solvay Brussels School of Economics & Management

Virginie Bruneau

Université libre de Bruxelles

Catherine Janssen

Solvay Brussels School of Economics and Management - Université libre de Bruxelles

Cite as:

Kahan Natacha, Bruneau Virginie, Janssen Catherine (2024), Visual Presentation of Green Products: Contrast Effect on the Perception of Conventional Products.

Proceedings of the European Marketing Academy, 53rd, (119576)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



Visual Presentation of Green Products: Contrast Effect on the Perception of Conventional Products

Abstract

This research explores the impact of green products presentation on perceptions of conventional products in the retail environment. A pilot study reveals that presenting green products separately rather than mixed with conventional products significantly decreases the perceived sustainability of conventional products, as it highlights their unsustainable nature. Our results show that this is only the case when consumers do not perceive green products as a greenwashing attempt of the brand. Our research thus challenges the widespread assumption that brands should clearly highlight their green products in the retail environment, by emphasizing the potential negative consequences that such practices may have on the perceptions of their conventional products in the same assortment. The study contributes to green brand extension literature and extends the scope of research on in-store displays of green products, emphasizing the need for a holistic approach to the entire brand assortment.

Subject Areas: *Consumer Behaviour, New Product Development and Launch, Product Categorization, Product Management, Retailing*

Track: Product and Brand Management