

Perceived Customer Value from an Ecological Perspective: Conceptual Thoughts, Qualitative Findings and Proposed Research Agenda

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Abstract

A multitude of studies have shown certain value dimensions (functional, economical, emotional and social) having crucial explanatory power in purchase decision-making. Furthermore, due to increasing public environmental concerns, ecological issues in purchase decision-making are important more than ever. While various studies on the general environmental concern perspective of consumers exist, empirical knowledge on how the ecological facet of consumption integrates into other value dimensions is still scarce. The present paper proposes a research agenda to fill this gap in previous marketing research. We present conceptual thoughts and discuss first findings of a qualitative study. Conclusions derived from this qualitative stage indicate directions for further quantitative research.

Keywords: perceived value, loyalty, ecological value, green consumption