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A master thesis about the effect of firm language on customers' purchase intention.

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Preface

In front of you lies the master thesis ‘The effect of firm language on customers’ purchase intention’. It has been written to fulfill the Master’s programme in Business Administration at Radboud University. I would like to thank my supervisor, Prof. Dr. B. Hillebrand for his guidance and support during this process. Besides, I would also like to thank all the participants who contributed in the experiment. Lastly, I want to thank my family and friends for their support and motivation. Completing my master thesis was not possible without their help.

Abstract

It often occurs that organizations make commitments in their language while failing to commit to it. The language that is regularly used in such false claims is also called inclusive language. On the other hand, organizations that act in line with their promises use a different type of language, namely exclusive language. Previous studies showed that inclusive language in organizational claims lead to deceptive stakeholders. This research extends previous studies by investigating the effect of both inclusive and exclusive language on customers' purchase intention. Besides, the degree of customers' environmental awareness is studied in order to investigate whether participants with a high degree of environmental awareness can see through organizational false green claims. An experiment is conducted in order to investigate the hypothesized effects. In total 209 participants completed the experiment, whereas 97 participants were exposed to an exclusive scenario and 112 were exposed to an inclusive scenario. The data was analyzed by means of AN(C)OVA. The hypotheses were not supported. Besides the hypothesized effects, a direct positive effect occurred from participants with a high degree of environmental awareness on purchase intention compared to participants with a low degree of environmental awareness. Furthermore, several additional analyses were conducted. The results of the additional analyses indicated that the perceived realness of a green claim can be viewed as a prominent factor to influence customers' purchase intention. To conclude, organizations that make false green claims might not be always detected by customers, since this research showed non-significant results. However organizations should still be careful in their formulations when making green claims considering the extreme consequences.

Keywords: Green claims, organizational language, inclusive language, exclusive language, purchase intention, environmental awareness, sustainability

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Chapter 1: Introduction

1.1. Research question

Sustainability is becoming more important in today´s society; a single Google search on sustainability alone delivers over 800 million results and a single search on Google Scholar delivers over 4 million results. This amount of results shows the importance of sustainability in today's society. The term sustainability is difficult to clarify, because of its complex and disparate origin (Purvis, Mao & Robinson, 2017). This shows the need for an explicit explanation about the term sustainability. According to Molan, Janoušková & Hák (2012), three pillars for sustainability have been introduced by the World Summit on Sustainable development in 2002. The three pillars consist of social, environmental and economic and symbolize the motto "People, Planet, Prosperity" (Molan et al., 2012). In this research, the term sustainability refers to the environmental pillar. This means that organizational sustainability claims in relation to the environment are studied.

The importance of sustainability is also rising within organizations. For instance, managers are becoming aware that sustainability needs to be taken into account in the business operations. As a result, managers are changing organizational goals (Lange, Busch & Delgado-Ceballos, 2012). In addition, the business policies are changing, which implies that organizations adopt sustainable policies (Lange et al., 2012). Established literature shows two important streams to understand the reason why organizations decide to adopt sustainable policies (Lange et al., 2012). The first stream explains the influence of external drivers, which includes for example the pressures from stakeholders (Kassinis & Vafeas, 2006). Whereas the second stream explains the influence of internal drivers, such as implementing pollution preventing technologies (Aragón-Correau & Sharma, 2003). However, the adoption of sustainability policies occurs often without changing the organizational practices (Crilly, Hansen & Zollo, 2016). As a result, the organizational claims do not correspond with the organization´s behavior. The discrepancy between organizational structures and their ongoing activities is also called decoupling. This specific form of decoupling is referred to as greenwashing, whereby companies divulge positive environmental actions while they cover negative ones (Marquis, Toffel & Zhou, 2016). Subsequently, stakeholders might be misled and the organization creates a positive impression of overall environmental performances (Marquis, 2016). An example of a decoupling organization is Volkswagens' diesel scandal. Volkswagen did not comply with environmental regulatory restrictions concerning the expel

of gases of their cars, which resulted in a manipulative outcome (Mansouri, 2016). In other words, Volkswagen lied about their compliance with regulatory demands. The scandal resulted in serious financial consequences for Volkswagen (Mansouri, 2016). Besides, the Volkswagen scandal had a negative impact on the image of Volkswagen, but most importantly, on the health of the customer (Mansouri, 2016). The Volkswagen scandal also led to a decrease in customer trust, due to the gap between promises and practices at Volkswagen (Mansouri, 2016). The previously described example shows the serious consequences an organization faces when found guilty of greenwashing.

Crilly et al. (2016) found that decoupling and non-decoupling organizations differ in their language style, in particular in their linguistic structure. A distinction is made between inclusive and exclusive types of languages. Inclusive language indicates less specific, more vague terms, provides a more open-ended view of responsibilities and is likely used to express exaggerations and grand claims (Crilly et al., 2016). Inclusive language is mostly used by decoupling organizations (Crilly et al., 2016). On the other hand, non-decoupling organizations often communicate through exclusive language, which is a type of language that is used to specify what something is and what it is not (Crilly et al., 2016). More specifically, exclusive language contains more nuance by highlighting the compromises and trade-offs in claims (Crilly et al., 2016). Inclusive and exclusive language will be mentioned as "type of language" in this research.

Stakeholders appear to interpret organizational green claims differently (Crilly et al., 2016). As a result of this, stakeholders might be misled by false claims. This is caused due to stakeholders' differences in abilities (e.g. in terms of scope of focus and level of understanding), willingness to critically evaluate firms' claims and actual practices. These differences in abilities lead to different interpretations about organizational green claims (Crilly et al., 2016). The cognitive-linguistic perspective explains this, by proposing that there is a relationship between language and speakers' mental representations (Hart, 2014). This perspective not only has implications for the organizational green claims, but also how stakeholders interpret these (Hart, 2011). Established literature shows that linguistic structure sheds light on how people categorize phenomena (Crilly et al., 2016).
Crilly et al. (2016) mainly studied the effect of types of language on non-market stakeholders. More specifically, institutional intermediaries (e.g. regulators and non-governmental organizations) and other socio-political actors (e.g. governments and unions).

The remaining stakeholders are investors, suppliers and customers, which represent fewer than 7% of the total amount of stakeholders (Crilly et al., 2016). This indicates that there is a limited understanding about how customers respond to exclusive versus inclusive language used in organizational communication about environmental statements. The aim of this research is to examine the influence of language type concerning sustainability claims on the purchasing behavior of customers.

There are different behaviors of customers which can be influenced by firms. This research focuses on the purchase intention of customers in relation to organizational green claims. Purchase intention is defined as "An individual's conscious plan to make an effort to purchase a brand" (Spears & Singh, 2004, p. 56). This implies that it actually reflects the future buying behavior of the customer (Keller, 2011; Kakkos, Trivellas & Sdrolias, 2014). According to Chen and Lee (2015), environmental claims have a positive influence on the purchase intention of customers. However, this has not been studied with types of language (inclusive vs. exclusive) as independent variable.

The reason why environmental claims have a positive influence on customers´ purchase intention can be explained by the Means-Ends Conceptualization of Components of Advertising Strategy (hereafter: MECCAS model), which is developed by Reynolds and Gutman (1988). The purpose of applying this model is to translate the insights obtained in the consumer decision-making process in order to adjust/create an advertising strategy (Reynolds & Craddock, 1988). The MECCAS model is based on the means-end theory. The means-end theory is built on the assumption that customers buy and use products depending on their personal values (Manyiwa & Crawford, 2002). The purpose of the theory is to gain insight in consumers' decision-making process (Reynolds et al., 1988).

Reynolds et al. (1988) developed five characteristics for the MECCAS model, namely: "driving force," "leverage point," "executional framework," "consumer benefits," and "message elements" (Reynolds et al., 1988). Established literature shows that message elements help in explaining why green claims have a positive influence on purchase intention (Chen et al., 2015). Therefore, this characteristic can be interpreted as most relevant to discuss for this research. Message elements can be defined as corporate communication that is communicated verbally or visually (Chen et al., 2015). Various types of communication are included, for instance: communication about products, services or business activities (e.g. green business projects). Organizations make use of message elements in order to differentiate themselves from competitors, which in turn may have a positive influence on the purchase

intention of customers (Chen et al., 2015).
Message elements contain specific statements (f.e. attributes, consequences, or features about business practices) that can be communicated verbally or visually and could be evaluated by consumers when making purchase decisions (Chen et al., 2015). Therefore, the organizational green claims have the intention to stimulate the consumers' purchase interests (Chen et al., 2015; Molina-Murillo & Smith, 2008).

As indicated previously, sustainability and thus the environment is a rising topic on a societal, organizational and individual level. This implies that customers are also getting more aware of their purchasing behavior in relation to the firms' sustainability claims.
The definition of environmental awareness for this research is the degree to which a person is oriented towards concern for the environment (Lin & Chang, 2012). Customers differ in their degree of environmental awareness. According to Chen et al. (2015) customers with a high degree of environmental awareness that are exposed to green claims will have a higher intention to purchase that product or service. Since customers with a high degree of environmental awareness buy such products more often, it is expected that they have a more critical attitude towards green claims. In addition, they will acknowledge when green claims contain vague language. Therefore, green claims which contain inclusive language are expected to have a smaller impact on the purchase intention of customers who have a high degree of environmental awareness.

The aim of this study is to examine the relationship between the type of language used by organizations in their green claims on the purchase intention of customers. The second goal of this research is to examine how environmental awareness moderates the effect between types of language and purchase intention. This leads to the following research question:

How does the type of language of an organizational green claim affect the purchase intention of the customer, and how is this effect moderated by the environmental awareness of the customer?

1.2. Theoretical relevance

This research studies the effect of organizational language on customers. Crilly et al. (2016) studied the linguistic effects mainly on institutional intermediaries (e.g. regulators and non-governmental organizations), to examine why stakeholders are misled by organizational language. One of the limitations of their study is that it fails to explain how customers react to organizational languages. Therefore, this research aims to fill that knowledge gap. This research extends the research by Crilly et al. (2016), by making use of different respondents and studying the effect on a different variable, namely: purchase intention of customers. Much uncertainty still exists about the relationship between linguistic effects on customers and their purchase intention. Therefore, this research will contribute to the field of Marketing.

Another knowledge gap that this study aims to fill is how customers' environmental awareness moderates the effect between types of language and purchase intention. Chen et al. (2015) already showed that organizational green claims do have a significant effect on the purchase intention of consumers who have a high degree of environmental awareness. However, no distinction is made between inclusive language and exclusive language in the green claims. This distinction is of importance, because both types of languages may cause different responses from customers. Due to the scope of this thesis, one independent (type of language), one dependent (purchase intention) and one moderating variable (environmental awareness) is used.

1.3. Managerial relevance

Stakeholders show different reactions when being exposed to exclusive language and inclusive language about organizational green claims (Crilly et al., 2016). In this research, type of language (inclusive and exclusive) is studied on purchase intention. Purchase intention is considered as an important business tool. Organizations could measure or evaluate products, services or the organization as a whole akin to purchase intention.

The effect of two different types of languages (inclusive and exclusive language) is studied on purchase intention. The unit of analysis from Crilly et al. (2016) represents a small group of consumers. Therefore, this research aims to extend the study of Crilly et al. (2016) by focusing on a larger unit of analysis. This study will help organizations manage to meet consumer needs because customers are seen as key stakeholders for organizations. The distinction that is made between types of language provides organizations concrete information about what a message should contain or not. Knowing which type of language has the best effect on customers' purchase intention can be valuable information for organizations. If the type of language has a negative impact on the purchase intention of the customer, this can induce the organization to reorganize their communication towards customers about sustainability. More specifically, organizations can decide to improve the formulation of their green claims, as a result to increase the purchase intention of consumers.

1.4. Structure of the thesis

The structure of this research is as follows; Chapter 2 provides a detailed description of the theory used, the constructs are described in detail. In chapter 3 the methodology is explained, the results are discussed in chapter 4. Chapter 5 includes the conclusions, discussion, implications, limitations and suggestions for future research.

Chapter 2: Theoretical background

The second chapter is structured as follows, first the cognitive linguistic perspective is discussed. Second, types of language and purchase intention is discussed. Both variables provide a hypothesis. All hypotheses combined prove an answer on the research question. Finally, the conceptual model is shown.

2.1. Cognitive linguistic perspective

The cognitive linguistic perspective proposes that there is a relationship between language and speakers´ (organizations) mental representations (Hart, 2014). The grammar which is used by an organization can influence the way how people categorize phenomena (Crilly et al., 2016). Grammar is also used to guide communication in a particular direction through the choices which speakers make (Hart, 2014). For organizations it can be useful, to use the right words in order to persuade people and to present themselves in the best verse (Mills, 1940; van Leeuwen, 2008).

The cognitive-linguistic perspective has implications both for how firms communicate their goals and how stakeholders interpret organizational efforts (Hart, 2011). It affects both how claims are communicated and how claims are perceived (Hart, 2011). Distinct cognitive processes underlie the differences in how thoughts are structured, expressed and what the context contains (Tenbrink & Freska, 2009). The structure of the language is more difficult to manipulate than the content of what is said (Ireland & Pennebaker, 2010). Therefore, deception comes more in a linguistic structure rather than content (Crilly et al., 2016). More specifically, the language that is used by organizations affect customers more (in terms of deception) than the actual subject.

Part of the cognitive linguistic perspective which is used in this research is the inclusive and exclusive language (hereafter: type of language). Crilly et al. (2016) describe that inclusive and exclusive language can be used to distinguish a claim of an organization, but also to influence people. The type of language can influence the interpretation of the stakeholder (Crilly et al., 2016).

2.2. Type of languages

Studies about organizational language are not new, organizational languages have been studied in many different areas. The wide variety of studies is partly due to the different organizational communication styles. Organizations communicate every day, for instance, to react to a complaint, to spread a new marketing campaign or to communicate internally with their employees. This research focuses on the type of language of an organization, namely the inclusive and exclusive forms of language. The forms of languages by firms are perceived differently by stakeholders (Crilly et al., 2016). This is explainable by the cognitive-linguistic perspective (Crilly et al., 2016). Paragraph 2.2.1 explains what the cognitive linguistic perspective contains.

2.2.1. Exclusive language and inclusive language

Inclusive and exclusive language are two extremes, this also applies to organizational green claims. Exclusive language is used to specify what something is and what it is not (Crilly et al., 2016). When making claims about sustainability, "exclusive language consists mainly of conjunctions, prepositions, and negotiations, such as "versus," "but," "only," "not," "if"" (Crilly et al., 2016, p.711). To conclude, "Exclusive language makes distinctions between ideas, by contrasting concepts, qualifying statements and providing caveats" (Crilly et al., 2016, p.711). An example of a message that contains exclusive language is: *Our core business is to contribute to sustainable development by reducing our pollution. If possible, we strive to remain profitable.* This example shows that the organization is specific about their priorities. The words "if possible" indicate that it is about exclusive language. By analyzing such messages, a person can indicate whether an organization uses exclusive language or not.

In contrast, inclusive language here refers to "a second category of words, mainly conjunctions, prepositions, and some adverbs, including "and," "additionally'"" (Crilly et al., 2016, p.711). Messages that contain inclusive language lack focus and are more vague compared to messages which include exclusive language (Crilly et al., 2016). Inclusive language may contain words such as "all," and "also", making statements sound "nice" towards the stakeholders (Crilly et al., 2016). An example of a message that contains inclusive language is: *Our core business is to contribute to sustainable development by reducing our pollution. In addition, we strive to remain profitable.* This example shows that inclusive language is more vague and that there is a lack of specification.

Crilly et al. (2016) has shown that inclusive language can fool the stakeholders who have a lower expertise on sustainability. This can be explained, because customers are prone to exaggerations and grand claims in organizational language. Thus, customers who are exposed to inclusive language may be sensitive to it (Crilly et al., 2016). This indicates that the purchase intention of customers increases more when being exposed to inclusive language instead of exclusive language.

To conclude, the type of language will be studied on customers' purchase intention. Crilly et al. (2016) established a similar study, however the unit of analysis by Crilly et al. (2016) represents a small group of customers. This implies that there is a small understanding about the behavior (purchase intention) of customers in relation to type of language. The unit of analysis for this research only consists out of customers, this thesis extends the study from Crilly et al. (2016).

2.3. Purchase intention

Purchase intention has been studied from many different perspectives, but most researchers indicate that price, product and service quality can be seen as the main drivers for purchase intention (Mirabi, Akbariyeh & Tahmasebifard, 2015). Customers´ intention to buy is an important indicator for an organization to measure the chance that a customer will buy a product. The higher the purchase intention, the greater the desire to buy a product (Ling & Magnati, 2013; Schiffman & Kanuk, 2000). In this research, customer purchase intention is studied on firm level and is defined as: "an individual's conscious plan to make an effort to purchase a brand" (Spears, et al., 2004, p. 56).

Many organizations make use of green advertising in their marketing strategy due to consumers' growing concern over the environment (Chen et al., 2015). Organizations communicate green claims to target consumers and to use their needs as business opportunities. (Karna, Ahonen & Hansen, 2001). Examples of green claims vary from overall corporate image campaigns (e.g. highlighting a firms environmental performance) to an eco-friendly attribute of a new product (Iyer & Banerjee, 1993). The contributions of green claims to consumers' purchase intention have been confirmed in previous studies. An explanation for this positive influence can be explained by the MECCAS model, which is based on the means-end theory. Larsen et al. (2001) explain that means-end theory describes the individual consumers' associations between product attributes, their consequences and the consumers'

personal values. This implies that the outset of the MECCAS model is the individual customer. One of the characteristics of the MECCAS model is the message element. Message elements contain specific attributes, consequences, or features that can be communicated verbally or visually and could be evaluated by consumers when making purchase decisions (Chen et al., 2015). Customers evaluate such message elements on their personal values (Chen et al., 2015). Since people are getting more aware of the environment, it is assumable that organizational green claims have a positive influence on customers' intention to purchase (Chen et al., 2015; Biedenweg, Monroe & Oxarart, 2011).

However, the message elements of the MECCAS model do not make a distinction between inclusive or exclusive language. This research does make that distinction. This is of importance, because established studies showed that exaggerations and grand claims (inclusive language) may affect consumers' behavior positively. (Crilly et al., 2016; Chen et al., 2015). However, green claims must be recognized as realistic for customers, otherwise customers show negative behavior. For example, Davis (1993) studied that green claims that were perceived as realistic led to positive perceptions of the product and organization, while unrealistic claims (vague language) led to negative perceptions. This example can be compared to the inclusive and exclusive language, whereas the claims which were perceived as realistic refer to the exclusive language, and the unrealistic claims refer to the inclusive language.

To conclude, messages that contain green claims will influence customers' purchase intention positively. The assumption is that the purchase intention for customers who are exposed to inclusive language is higher than exclusive language, as long as the green claim is perceived as realistic. To answer this issue, the following hypothesis is formulated:

H1: Inclusive language in green claims leads to a higher purchase intention than exclusive language.

2.4. Environmental awareness

The environment is one of the three pillars of sustainability. “The term environmental awareness has a broad meaning; it implies knowledge about the environment, but also attitude, values and necessary skills to solve environment-related problems” (Sungupta, Das & Maji, 2010, p.2). Environmental awareness can be perceived as the initial step leading to the ability to carry on responsible citizenship behavior (Sungupta et al., 2010). In this research, the term ‘environmental awareness’ will be used in its broadest sense to refer to a persons’ knowledge, attitude, values about the environment towards an organization.

Customers are getting better aware of the importance of the environment, this transformation is due to several factors (Biedenweg et al., 2011). An example of such a factor is that education is reformed in such a way that it also contains environmental elements, (Biedenweg et al., 2011). This educational reformation helps to explain that people are getting better aware of issues associated with the environment (Birdsall, 2013). The increasing awareness also leads to different standards from the customers when buying a product (Galbreth et al., 2013). To be more precise, customers who have a high degree of environmental awareness may be willing to buy products that only have been produced from eco-friendly material. However, this example shows that environmental awareness has a direct effect on the purchase intention of the customer. The aim of this thesis is to study the effect of consumers´ environmental awareness, as a moderating effect from the type of language on purchase intention. The assumption is that consumers who have a high degree of environmental awareness are less sensitive for green claims and for the inclusive type of language used through green claims. The explanation for this assumption is that such customers are more aware of the environment, and have more experience in buying environmental products. This is in contrast to customers who have a low degree of environmental awareness. In other words, when a green claim is exposed to a customer with a high degree of environmental awareness, the customer is less likely to be influenced by grand claims and vague terms (inclusive language). On the other hand, when customers with a high degree of environmental awareness are exposed to a green claim that contains exclusive language, the purchase intention will decrease less. Since customers with a high degree of environmental awareness have more experience and thus better knowledge about green claims that contain exclusive language. The differentiation in purchase intention only occurs when customers have a high degree of environmental awareness. This implies that the purchase intention from customers with a low degree of environmental awareness will not change.

To conclude, the following hypothesis is formulated:

H2: The purchase intention of customers with a high degree of environmental awareness will decrease more than customers with a low degree of environmental awareness when being exposed to exclusive language.

The hypothesis addresses the importance of environmental awareness, What can be learned from that is that when customers educate themselves about sustainability, they are less influenceable for false claims by any organization.

2.5. Conceptual model

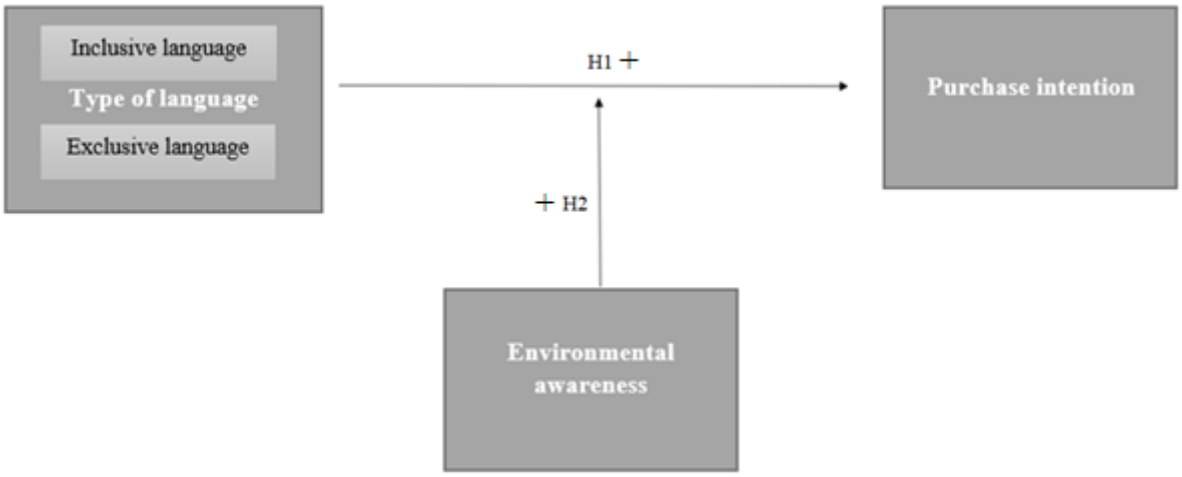

Figure 1. Conceptual model

Chapter 3: Methodology

Chapter 3 is concerned with the methodology used for this research. The paragraphs are structured as follows: experimental design, sample, pilot studies, operationalization, scales, research ethics and data quality.

3.1. Experimental design

The objective of this research is to identify the effects of inclusive and exclusive language on the purchase intention of the customer. Additionally, environmental awareness is studied as a moderating effect on the link between the type of language and purchase intention.

In order to examine the causal links between type of language in relation to the purchase intention of customers, an experiment was conducted. To make a distinction between inclusive and exclusive language, participants were exposed to an exclusive sustainability claim or an inclusive sustainability claim from a fictional clothing firm. This research used a between-group approach, i.e. that each participant is exposed to one of the conditions (Field, 2018). Besides, all participants contributed to the experiment once (Field & Hole, 2003). Which type of language was shown to the participant was randomized by the survey software. Selecting all participants at random was important to isolate the effects of the manipulation (Field et al., 2003), namely type of language. Both groups of the manipulation (inclusive and exclusive) were equally represented, this is important to draw fair conclusions (Hair, Black, Babin & Anderson, 2019).
The experiment was held online, which has the advantage that participants can complete the experiment at their own convenience and at their own pace (Vennix, 2019). Besides, the data was directly added to a central database, for that reason, it was not necessary to process it manually afterwards (Vennix, 2019).

3.2. Sample

The sample of this study consisted out of Dutch fashion consumers. A consumer is an individual who purchases goods and/or services for personal use. Assumed was that every participant met this criteria. The experiment was conducted in Dutch, so a good understanding of the Dutch language was needed in order to participate in the experiment. Besides, fashion in general is increasingly under the spotlight as a significant contributor to global environmental and social issues (Kozlowski, Bardecki & Searcy, 2012). For that reason,

organizations try to differentiate by committing themselves to the environment (Kim & Hall, 2015).

To generalize the results and make adequate statements about the Dutch fashion customers, a sample was drawn (Vennix, 2019). The sampling method for this research was convenience sampling. This is a type of non-probability sampling in which people are sampled simply because they are considered as "appropriate" data for the researchers (Sedgwick, 2013). Besides, the snowball method was applied, this sampling method was being used to increase the frequency of the participants (Jong & Ommeren, 2002). According to Hair et al. (2019) the minimum amount for participants (when conducting an experiment) should be 20, preferably 30 per cell. This experiment has two groups, which implies that at least 40, but preferably 60 participants were required. However, the data was collected by four researchers, thus recruiting participants required less effort. Therefore, the aim was to collect 200 participants.
Participants were recruited through several social media channels, namely: LinkedIn, WhatsApp, Facebook and Instagram. The argument for choosing different online channels is for increasing the reach of potential participants. Finally, to increase the response rate, a voucher was rewarded to 3 participants who were randomly selected.

The following numbers about the sample are based on the output that is shown in Appendix 1. In total 334 participants started the experiment, whereof all participants were equally exposed to an inclusive or exclusive manipulation. In total 167 participants were recorded as control group (exclusive claim), whereas the remaining 167 were recorded as the experimental group (inclusive claim). However, out of the 334 participants, 125 participants failed to complete the experiment. The majority of these participants stopped the survey after reading the manipulation text. After deleting 125 participants, 209 participants remained to include in the analyses. All 209 participants fully completed the experiment, this implies that no missing answers were left in the analyses. The number of 209 participants exceeded the initial target of 200.
The sample consisted 41.1% out of males, whereas females represented 57.4% of the sample and 1.4% of the sample identified themselves as "different". The age of the sample ranged from 15 to 73 years old and, the majority of the participants ranged between 23 and 34 years of age. The categories for level of education were mostly represented by participants who completed a HBO, WO bachelor or WO masters' degree. This can be explained because the

four researchers shared a similar network. Expected was to have more variety in the educational level, since all researchers showed different educational backgrounds. Most participants received the experiment through WhatsApp (60.8%), whereas LinkedIn shows the least participants (3.8%). This can be explained because the participants on WhatsApp have been approached directly, which could be the reason that this channel represents most of the participants.

3.3. Pilot studies

In total, five pilot studies were conducted. After each pilot study, adjustments have been made to increase the quality of the experiment. The total amount of pilot studies exceeds the formerly discussed amount of 3. Conducting additional pilots required more time for the researchers, nonetheless the researchers were still able to manage their time properly.

Previously published studies show somewhat inconsistencies on the number of participants for pilot studies. For instance, Isaac & Michael (1995), argue that the number of participants between 10 and 30 is sufficient. While van Belle (2002) suggested that studies should contain at least 12 participants. Only for the first pilot, the minimum number of 10 was not exceeded. The first pilot study consisted of 4 persons, whereas the second pilot study of 19 persons. The third study pilot was completed by 20 persons, the fourth and fifth pilot studies were both completed by 26 persons. Combined, 95 persons participated in the pilot. In order to prevent any form of biases, every pilot study was performed with new participants. All experiments from pilot 1 up and till 5 can be found respectively in Appendix 1-5

Pilot study 1

The first pilot study was qualitative, the purpose of this pilot study was to improve the internal validity of the experiment and to examine whether the questions were understandable for participants. Throughout the first pilot, the participant read the website text from Terra Firma and its questions out loud. This is of importance for the researchers to verify whether the questions were written in an understandable manner. The researchers took notes and recorded the time in which the experiment was finished. Afterwards, the researchers adjusted the experiment. In total 4 participants contributed to the first pilot.

The majority of the adjustments mainly concerned the introduction of the experiment, both inclusive and exclusive manipulations and the questions whether the participant understood the manipulation. The sustainability claims were not informative enough for the participants. Therefore, the researchers decided to extend the sustainability claims. Appendix 2 shows the inclusive and exclusive website text. Parts that are marked in red indicate the changes that have been made based on the provided feedback. Besides, one extra manipulation item was added and one of the two manipulation check items was changed.

Pilot study 2

The second pilot was quantitative, the aim for this pilot was to analyze whether all variables were understood by the participants as intended by the researcher.

In total 3 analyses were conducted in the second and upcoming pilots. First, a reliability analysis was applied for each variable. Various studies show inconsistencies about an acceptable value for the Cronbach's alpha. For this research, an alpha above .6 was viewed as acceptable. All variables show a Cronbach's alpha above .6, except for environmental awareness ($\alpha = .334$). The original scale that was applied for environmental awareness contains 15 items. For this experiment, the 5 most important items to measure environmental awareness were used. The researchers decided not to add extra items, although the researchers corrected the translations of the items.

Secondly, an independent samples t-test has been applied. The purpose was to compare the means of both experimental groups, to check whether the given answers on the manipulation check items significantly differed from each other. The results showed that the difference between both groups was not significant ($t = 0.164$, $p = 0.872$). This implies that each group perceived the sustainability claims in similar ways. Alternatively, it could also imply that the manipulation items did not measure the perception of the manipulation adequately. Besides, the reliability for the manipulation check was below the threshold of .6 ($\alpha = 0.406$). For this

reason, both the manipulation and the manipulation check were adjusted.

Pilot study 3

Again, a quantitative pilot study was conducted, the purpose of the third pilot was similar to the previous pilot. All variables had an Cronbach's alpha above .6, except for environmental awareness ($\alpha = .580$) and the caution check (the extent in which the manipulations were perceived as prudent) ($\alpha = .550$). As described previously, the items that were applied for environmental awareness came from a larger scale. For that reason, one more item has been added. Chosen was to add the following item: "Humans were meant to rule over the rest of nature" (Dunlap, van Liere, Mertig and Jones, 2000, p. 433). Argumentation for applying this item was because it showed a high factor loading in the study by Dunlap et al. (2000). With the addition of this item, the scale for environmental awareness consists of 6 items.

The results for the independent t-test showed again an insignificant result ($t = -1.258$, $p = 0.226$). The internal consistency showed a low value as well (Cronbach's alpha = 0.405), whereas the other constructs showed a similar result to the previous pilot studies. To conclude, the researchers choose to add small adjustments for both inclusive and exclusive manipulations. For the items of the manipulation check several adjustments have been made. One item was changed completely, a fourth one was added and one item was changed slightly. Finally, small adjustments in the order of the survey have been made.

Pilot study 4

The focus for the fourth pilot was on the items for environmental awareness, the manipulation and the manipulation check. The reliability for environmental awareness increased (Cronbach's alpha = .717), which is a positive indication, since the previous reliability analyses were all below .6. The addition of a 6^{th} item is an explainable reason why the reliability increased.

On the other hand, the t-test for the manipulation check was not significant ($t = 1.051$, $p = 0.303$), and the reliability for the manipulation check showed a low value (Cronbach's alpha = 0.293). An argumentation for the repeated low reliability might be that the items were not understandable. Some items were formulated in both a negative and positive direction. Therefore, the decision was made to adjust the manipulation check, rather than the manipulation itself. In total, two check items were replaced, one item was adjusted and the order of presentation was changed.

Pilot study 5

Since all the constructs showed an increase in (or consistent) reliability, the focus for the 5th pilot remained on the manipulation and the checks. Conducting all five pilots required a lot of time, therefore was decided only to check the manipulation and its checks. The final test showed a significant result ($t = -2.508$, $p = 0.0019$), also the reliability of the manipulation items increased (Cronbach's alpha = 0.542). This value is still below the threshold of an alpha of .6. However, the manipulation checks were not based on an original scale. More specifically, it is more challenging to gather an alpha above .7 with a self-invented scale. The complete survey that was used to collect data can be found in Appendix 7.

3.4. Operationalization

To test the proposed hypotheses, two types of claims were created that were exactly the same, except for the inclusive and exclusive language. Every participant who has been recruited for the data collection was assigned randomly to an inclusive or exclusive claim. In other words, a between-subject design was used, to lower the risk of random influences (Field & Hole, 2003). The pre-discussed variables (purchase intention, environmental awareness) were measured after the participant read the claim. The complete experiment and survey can be found in Appendix 7.

3.4.1. Manipulation

Table 1 provides two scenarios that were manipulated. Both scenarios come from a fictional firm, namely Terra Firma. The reason to choose a fictive firm was to prevent any form of biases. An existing brand could lead to preconceptions, which in turn could affect the results of the experiment. Beforehand, participants were informed that they were about to read an "about us" text from Terra Firma. After the text, the questions followed. In the end, participants were told that the message was created by the researcher and thus not real. Besides, participants were also informed that the Terra Firma Label was fictive.

The manipulation of the message consisted of two types of languages, the words that were manipulated are marked in bold and are placed in the same place in each sentence. The claim on the left was written in an exclusive type of language, which consists out of words such as 'while', 'whenever', 'as much as'. The message on the right included inclusive terms, such as 'and', 'a lot of', 'everything'. These words are in line with the examples provided by Crilly et al. (2016). The manipulations were created in the following manner. First, the focus was to

create green claims that were as realistic as possible. In order to create green claims about clothing, existing articles/websites were gathered. Second, the manipulation had to look as realistic as possible, therefore existing “about us” pages from clothing websites had been studied. Third, after the text was created, the manipulations were added. The website text for the exclusive claim had to be as specific as possible, whereas the inclusive claim was intended to be vague. Fourth, to verify whether this translation was done properly, a bilingual (English and Dutch speaker) translated the Dutch version back to English. A study from Brislin (1970) shows that applying backward translations leads to better applicable results.

Finally, pilot studies have been conducted to increase the quality of the manipulations. More detailed information about the pilot studies can be found in Appendix 2-6

Exclusive claim	Inclusive claim
We at Terra Firma are a team of fashion enthusiasts with a passion for the environment. It is our mission to prove that it is possible to offer trendy clothing at a reasonable price, **while** minimizing our footprint on this earth. We minimize our greenhouse gas emissions, including CO2, **as much as possible**. We have set ourselves the goal of being CO2 neutral by 2030. We produce our clothing in an environmentally friendly way **as much as possible**. For example, we use organic cotton in our clothing **wherever possible**, thereby limiting our water and energy consumption as much as possible. **Still**, we ensure that the affordability of our fashion offering is not compromised. **As long as** our prices remain accessible we try to take into account **as well as possible** the impact that our business activities have on the environment. We do **as much as we can** to ensure that our production and packaging processes **in particular** are environmentally friendly: we waste **as little** raw materials **as possible** and we use biodegradable plastic for our packaging **wherever possible** to contribute to a circular economy.	We at Terra Firma are a team of fashion enthusiasts with a passion for the environment. It is our mission to prove that it is possible to offer trendy clothing at a reasonable price **and also** minimize our footprint on this planet. We minimize **all** our greenhouse gas emissions, including CO2. We have set ourselves the goal of being CO2 neutral by 2030. We **always** produce **all** our clothing in an environmentally friendly way. For example, we **only** use organic cotton in our clothing, thereby limiting **all** our water and energy consumption. **In addition**, we **always** ensure that the affordability of our fashion offering is not compromised. **In addition** to keeping our prices accessible, we **also always** take into account the impact that our business activities have on the environment. We ensure that **several** of our business processes are environmentally friendly: we do not waste raw materials and we **also always** use biodegradable plastic for our packaging to contribute to a circular economy.

Table 1. Manipulation: Inclusive and exclusive claims

3.4.2. Manipulation check

To verify whether the manipulation worked properly, i.e., that participants interpreted the manipulation as intended and expected (Hoewe, 2017) four manipulation items were added. The manipulation check was partly based on a study from Mano (1997) and intends to measure whether the scenario with exclusive language was considered as clear and precise, whereas the scenario with inclusive claim was considered vague by the participants. The items were measured with a 7-point Likert scale, varying from totally disagree to totally agree. The manipulation check is shown in Table 2 below.

Variable	**Definition**	**Scale**
Type of language	Categories of words that either signal contingencies, qualifying statements and-contrasting concepts, or a lack of specification-and interdependencies. (Crilly et al., 2016)	1. There are no limits to Terra-Firma's environmental commitments. 2. Terra Firma clearly states that her environmental commitments are not limitless. 3. Terra Firma formulates its environmental commitments in a grand and far-reaching way. 4. Terra Firma formulates its environmental commitments in a nuanced way. (Based on Crilly et al., 2016)

Table 2: Definition type of language, manipulation check

3.4.3. Variables

The following part moves on to describe the variables in greater detail. Firstly, the purchase intention with its scale and items is discussed. Secondly, environmental awareness with its scale and items is discussed. As indicated previously, all variables are studied on organizational level. The exact measurement items are reported in table 3.

<u>Purchase intention</u>

Purchase intention is defined as "an individual's conscious plan to make an effort to purchase a brand" (Spears, et al., 2004, p. 56). Purchase intention was studied from customers on firm-level. The measurement scale was used from Bian & Forsythe (2012), several other studies also applied a scale to measure purchase intention. However, the scale from Bian et al. (2012) is most in line with this research. The scale from Bian et al. (2012) proved to be reliable with an alpha of .96. In total, four items were used. Small adjustments were made, since the scale

from Bian et al. (2012) was used to study the purchase intention on “luxury products”. More specifically, item 1 up and till 4 contained the words “luxury brand”, this was changed with the word “organization(al)”. By applying this change, the focus shifted from product level to organizational level. To measure this construct, four seven-point Likert scales were used, varying from totally disagree to totally agree.

Environmental awareness

Environmental awareness of customers is defined as the degree of individuals’ beliefs, attitude, values for environmental issues (Dunlap, van Liere, Mertig & Jones, 2000). Several studies that used a scale to measure environmental awareness show inconsistencies about how the scale is build-up. For instance, some studies show that environmental awareness was studied out of dimensions, where other studies show that 5 items are sufficient for studying environmental awareness.

For this research, an existing scale with 6 items from Dunlap et al. (2000) was used. This scale proved to be reliable with an alpha of .78 (Vaccaro & Echeverri, 2010). Item 1 and 4 were environmentally supportive, which implied that the importance of environmental issues was addressed (Vaccaro et al., 2010). The 2nd and 5th items were environmentally skeptical, these items tested whether customers were doubtful about the real relevance of environmental problems (Vaccaro et al., 2010). The combination of environmentally supportive and skeptical items provided an appropriate measure of the environmental awareness of customers (Dunlap et al., 2000). The remaining items were added because they showed to have a high loading on the variable. No adjustments were made, because all items fit appropriately with this topic. The items were measured with a 7-point Likert scale. At the end of the experiment, 3 items were reversed so that every item was formulated in the right direction (positive).

Control variables

The control variables included age, gender, educational level, message elaboration and language proficiency. The first 3 variables provided an insight into the demographics of the sample (that was described 3.2). Message elaboration and language proficiency were added because the focal point of this experiment is the manipulation (type of language). More specifically, participants who were precise in reading the manipulation might provide different outcomes. The same applies to participants who paid much attention in reading the text. Therefore, the variables message elaboration and language proficiency were added.

Besides the control variables, also a realism check was added. Realism checks refer to the extent to which participants believe that the experimental manipulations represent situations that occur in practice (Wall & Warkentin, 2019). Failure in the realism check can lead to studying topics that are irrelevant to practice (Wall et al., 2019). Another implication that might occur is that participants who do not perceive an experiment to be realistic may answer the questions differently than those who perceive it as realistic (Wall et al., 2019). This can lead to bias in the study.

3.5. Scales

Concept	Definition	Original scale	Adapted
Type of language (manipulation check)	Categories of words that either signal contingencies, qualifying statements and contrasting concepts through the use of restrictive particles, or a lack of specification and interdependencies through the use of additive particles. (Crilly et al., 2016)	-	
Purchase intention	"An individual's conscious plan to make an effort to purchase a brand" (Nancy Spears & Surendra N. Singh, 2004 , p.5)	1. If I were going to purchase a luxury product, I would consider buying this brand. 2. If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high. 3. My willingness to buy this luxury brand would be high if I were shopping for a luxury brand. 4. The probability I would consider buying this luxury brand is high. (Bian & Forsythe, 2012)	1. If I were going to purchase a clothing product, I would consider buying from Terra Firma 2. If I were shopping for a clothing product, the likelihood I would purchase from Terra Firma is high. 3. My willingness to buy from Terra Firma would be high if I were shopping for a clothing product. 4. The probability I would consider buying from Terra Firma is high.
Environmental awareness	The degree of individuals' beliefs, attitude, values for environmental issues (Dunlap, van Liere, Mertig & Jones, 2000)	1. We are approaching the limit of the number of people the earth can support 2. Humans have the right to modify the	1. We are approaching the limit to the number of people the earth can support 2. Humans were meant to rule

		natural environment to suit their needs 3. When humans interfere with nature it often produces disastrous consequences 4. Human ingenuity will insure that we do NOT make the earth unlivable 5. Humans are severely abusing the environment 6. The earth has plenty of natural resources if we just learn how to develop them 7. Plants and animals have as much right as humans to exist 8. The balance of nature is strong enough to cope with the impacts of modern industrial nations 9. Despite our special abilities humans are still subject to the laws of nature 10. The so-called "ecological crisis" facing humankind has been greatly exaggerated 11. The earth is like a spaceship	over the rest of nature 3. Human Ingenuity will ensure that we do not make the earth uninhabitable 4. Humans are severely abusing the environment 5. Plants and animals have as much right as humans to exist 6. The balance of nature is strong enough to cope with the impacts of modern industrial nations

		with very limited room and resources 12. Humans were meant to rule over the rest of nature 13. The balance of nature is very delicate and easily upset 14. Humans will eventually learn enough about how nature works to be able to control it 15. If things continue on their present course, we will soon experience a major ecological catastrophe (Dunlap, van Liere, Mertig & Jones, 2000)	
Caution of the firm (caution check)	The extent to which the firm is careful in making claims or promises	-	1. Terra Firma is careful about making claims 2. Terra Firma is careful in making promises
Realism of the text (realism check)	The extent to which the text is perceived as a real website text	-	1. It seems realistic that I would encounter this website text of Terra Firma on a clothing website
Attention for the text (attention check)	The extent to which an effort was made to comprehend the text	-	1. I concentrated hard on the claims 2. I paid attention to the claims 3. I was concerned with

			understanding the message
Language proficiency	The extent to which a person has mastered a language	-	1. I have a good command of the Dutch language 2. I have a good sense of language

Table 3: variables and scales

3.6. Research ethics

Every participant was informed at the beginning of the experiment that they were participating in a master thesis research from Radboud University. Every participant was free to withdraw from the experiment, at any moment. Personal information of participants has been processed with extreme carefulness. This implies that the data only have been used for analyzing. At the ending of the experiment, the participant was informed that they participated in an experiment. The participant was informed that website-text and fashion organization were fictive. Also, an email address was provided, to answer questions from participants. Besides, the email address offered participants the opportunity to request the master thesis, once completed. To this date, no questions, no requests have been received.

3.7. Data quality

3.7.1. Discriminant validity

A factor analysis was conducted in order to determine the discriminant validity of the constructs. All the output for the factor analyses can be found in Appendix 8.

Factor analyses help with understanding the structure of the variables (Field, 2018). In total 11 items were used. The first analysis was conducted with an oblique (OBLIMIN) rotation. In order to use oblique as a rotation method, the factor correlation matrix should show at least one correlation higher than .3 (Hair, et al., 2019). This criteria was not met. As a result, the orthogonal rotation was used, by means of VARIMAX. The orthogonal rotation showed satisfying results, the Kaiser-Meyer-Olkin (hereafter KMO) was above the threshold of .5 (.769). The KMO is useful for identifying problematic variables (Field, 2018). Also, Bartlett's test of sphericity was significant ($p < .001$). No cross-loadings appeared, which implies that all items measure the right construct (Field, 2018). However, one item of the manipulation check and one item for environmental awareness showed low communalities (lower than .20). As a result, several iterations followed (the rotation method remained unchanged). Every

iteration was conducted by extracting the item with the lowest communality. The deletion of each item was conducted in the following order: Environmental awareness1, Environmental awareness2 and Manipulation1. After deletion, all factor analyses showed sufficient KMO and Bartlett's scores. In total 3 items were removed. The remaining items showed sufficient communalities (above .2), except for one manipulation check (.168). However, deleting this item would be an unacceptable option, since the reliability would be affected negatively. Therefore, decided was to keep this item, although the communality was slightly lower than .20. The deletion of Environmental awareness1 and Environmental awareness2 may be caused by the order of the questions. Participants could have felt that the questions for all variables differed too much. As a result, participants had to switch from questions purely about the manipulation towards their own values. This switch might be the reason that both Environmental awareness 1 and Environmental awareness 2 were not answered as intended. To conclude, all items loaded on one factor, and had at least a value of .3. According to Field (2018), a factor loading of .3 can be viewed as sufficient. The total variance explained (cumulative) also showed satisfying results, namely 63.4%. Table 4 provides an overview of the factor analyses

Rotated factor matrix	**Purchase intention**	**Environmental awareness**	**Manipulation check**
PurchaseIntention1	.769		
PurchaseIntention2	.835		
PurchaseIntention3	.868		
PurchaseIntention4	.863		
Environmental awareness 3		.522	
Environmental awareness 4		.356	
Environmental awareness 5		.767	
Environmental awareness 6		.680	
Manipulation Check 2			.389
Manipulation Check 3			.583
Manipulation Check 4			.609

Table 4: Factor analysis

3.7.2. Convergent validity

In order to test the convergent validity another set of factor analyses were conducted. Each factor analysis only contained the items that belonged to one specific construct. Thus, expected was that each factor analysis provided one factor on which the items load. Table 5 provided the percentage of variance explained. This percentage indicated the one dimensionality of each construct. The threshold is that the value should be higher than 50% (Hair et al., 2019). For environmental awareness and the manipulation check several items had to be removed. The first factor analyses for environmental awareness showed a total percentage of 37%, and the items loaded on 2 factors. After deleting the first and second items the total variance explained increased to 51.3%, also the reliability of the construct increased. This will be discussed in paragraph 3.8.3.

The manipulation check also showed a percentage below 50%. After removing the first manipulation item, the percentages increased to 50.8%. All factor analyses provided a sufficient KMO (>.50) and were significant on the Bartlett's Test of Sphericity ($p < .001$) Table 5 shows a summarization of the total variances explained for each factor. Appendix 9 provides all outcomes for each construct.

	Purchase intention	**Environmental awareness**	**Manipulation check**
Eigenvalues	3.133	2.050	1.526
% explained variance	78.333	51.257	50.854

Table 5: results convergent validity

3.7.3. Reliability

In order to check the internal consistency of the constructs, reliability analyses were conducted. Existing literature shows differences in the minimum value for Cronbach's alpha (Field, 2018). As stated before, an Alpha of .6 is viewed as minimally acceptable. All constructs showed an alpha above .6, except the construct manipulation check. According to the factor analyses and the reliability analyses, removing the first item would increase the reliability and improve the quality of the factor analysis. However, the Cronbach's alpha remained below .6 (.510), an explanation might be that less developed scales show lower alpha's than existing scales (Field, 2018).

The deletion of two environmental awareness items (based on the factor analyses) also increased the alpha, from .646 to .669. Table 6 shows all the constructs with its Cronbach's alpha.

Construct	**Original # items**	**Cronbach's alpha**	**# of items deleted**	**Cronbach's alpha**
Purchase intention	4	.96	0	.908
Environmental awareness	12	.78	6	.669
Manipulation check	-	-	-	.510

Table 6: Construct reliability

3.7.4. Manipulation check; independent samples test

An independent samples t-test compares both means of the condition groups. The results confirm whether the means significantly differ from each other. More specifically, in order to make statements about the difference between exclusive and inclusive language, a significant result must be shown. The t-test confirmed that the means for the manipulation check significantly differed from each other. ($t = 4.976$, $p < .001$). As expected, the result indicated that the group who was exposed to the exclusive claim had a higher mean. Tables 7 and 8 show the results of the independent samples t-test.

Type of language	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Exclusive	97	4,4227	0,95427	0,09689
Inclusive	112	3,7701	0,93790	0,08862

Table 7: Results inclusive and exclusive

Independent samples test									
	Levene's Test		t-test for Equality of Means					95% CI of the Diff.	
	F	Sig.	T	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	Lower	Upper
Equal variances assumed	,001	,979	5,189	207	,000	,74021	,14266	,45895	1,02147
Equal variances not assumed			5,192	203,327	,000	,74021	,14256	,45913	1,02129

Table 8: Results t-test

Chapter 4: Results

First, the descriptive analysis is discussed. Second, the hypotheses were tested by conducting an AN(C)OVA and lastly additional analyses were conducted.

4.1. Descriptive analysis

Table 9 shows the descriptive statistics for each construct and the correlation between the constructs. There is no correlation between purchase intention and type of language. However, a significant correlation is shown between customers´ environmental awareness and purchase intention. More specifically, a participant that scored high on environmental awareness was more likely to buy from Terra Firma, and vice versa. Another positive correlation was found between message elaboration and purchase intention. In other words, the harder participants concentrated on reading the manipulation, the higher their intention to purchase. Similar effects were found for the realism check on purchase intention, which indicated that the more a claim was perceived as real the higher intention to purchase. A third positive correlation was found between participants' message elaboration and language proficiency. The demographic characteristics showed two positive correlations. First, a positive correlation between gender and environmental awareness was found. This correlation indicated that females tend to have a higher awareness of the environment compared to males. Second, a positive correlation was found between educational level and message elaboration. This implies that an individual with a high educational level was more concentrated on the experiment.

In addition, the means and standard deviations were also shown for each variable. The means show no notable values. On the other hand, the standard deviations for the experiment checks show some variety, in specific for the realism check (sd = .91) and the message elaboration (sd = .989). This is a remarkable finding since less variety was expected on the checks. The remaining checks showed no notable correlations or effects. In order to confirm whether there is no difference between the variety of message elaboration and the realism check, additional analyses were conducted. The results are presented in paragraph 4.4.

	1	2	3	4	5	6	7	8	9
Type of language									
Purchase intention	-.049								
Environmental awareness	.036	.254**							
Language proficiency	-.005	.077	.038						
Message elaboration	.003	.210**	.102	.180**					
Realism check	-.037	.234**	.084	.081	.097				
Channel	.063	-.012	-.084	-.041	-.044	-.026			
Gender	.046	.096	.191**	.074	.049	-.069	.050		
Educational level	-.047	.004	-.007	.273**	-.030	.037	-.081	.022	
Mean	1.5359	4.2703	5.29	6.1	5.6	4.9	2.91	1.6	4.41
Standard deviation	.50	1.23	1.03	.989	.91	1.32	.709	.519	1.140

Table 9 Correlation matrix and descriptive statistics

N = 209; P < 0.001 **

4.2. Assumptions for AN(C)OVA

Before commencing with the analyses required to test the hypotheses, four assumptions with respect to the analysis of variance (hereafter ANOVA), and one assumption relevant to analysis of covariance (hereafter ANCOVA) had to be met. Appendix 11 provides an overview of the used data and the outcomes for testing the assumptions. The assumptions will be described in the following paragraphs.

Assumption 1: measurement scales variables

The first assumption was related to the measurement scales of the variables. For performing an ANOVA the dependent variable should be metrically scaled and the independent variable categorically scaled (Field, 2018). Both, the dependent variable and the moderating variable (purchase intention; environmental awareness) were measured with a 7-point Likert scale. In other words, both variables were metrically scaled. On the other hand, type of language consisted out of inclusive and exclusive language and was independent of each other (nominal scale). The categorization of variables indicated that the first assumption was met.

Assumption 2: Independence of sample

The second assumption that needed to be tested was the independence of the sample. As described previously, participants were randomly assigned to one of the two experimental manipulations. Besides, all participants conducted the experiment online, which allowed participants to contribute within their own setting, apart from other participants. Since the sample was selected at random, the assumption for independence of the sample was met.

Assumption 3: Normality of the sample

The third assumption tested the normality of the sample. To test this assumption, the skewness and kurtosis were used. For both constructs the skewness was divided by the standard error of the skewness and the kurtosis was divided by standard error of the kurtosis. The threshold is that the value should be between -1.96 and 1.96 (Field, 2018). As depicted in table 10, the data demonstrated that both skewness and kurtosis met this criteria. Purchase intention showed a skewness of -1,47 and a kurtosis of -.029. Environmental awareness has a skewness of -.194 and a kurtosis of -1.69. To conclude, the sample was normally distributed, thus the assumption was met.

Construct	**Purchase intention**	**Environmental awareness**
Skewness	-.247	-.194
Std. Error Skewness	.168	.168
Total value	-1.47	-.029
Kurtosis	-.098	-.567
Std. Error Kurtosis	.335	.335
Total value	-.029	-1.69

Table 10: skewness and kurtosis of the constructs

Assumption 4: Homogeneity of variance

The fourth assumption tested the homogeneity of variance, by means of Levene's test. The Levene's test should be non-significant to indicate homoscedasticity. No significant results were shown for purchase intention, ($F(1, 207) = .575$, $p = .449$), and for environmental awareness, ($F(1, 207) = 1{,}366$, $p = .244$). In other words, homoscedasticity was assumed.

Assumption 5: Homogeneity of regression slopes

The last assumption that needed to be tested was the homogeneity of regression slopes. In order to test this assumption all covariate variables had to interact with the type of language variable. The interaction effects provided non-significant effects, therefore the assumption was met.

4.3. Testing hypotheses

4.3.1. Testing hypothesis 1

Hypothesis 1 predicts that inclusive language in green claims leads to a higher purchase intention than exclusive language. In order to test this hypothesis, an one-way ANOVA was conducted, which can be found in appendix 11. The purchase intention for participants who were exposed to the inclusive claim was slightly lower (M = 4.2143, SD = 1.2) compared to participants who were exposed to the exclusive claim (M = 4.3351, SD = 1,2). This difference was found non-significant (F(1, 208) = .1.204, p = .274). Therefore, the results fail to support hypothesis 1. In addition, an ANCOVA was conducted with the demographic characteristics of the sample. Dummy variables were created for every demographic category. The dummy with the highest number of participants was listed as the reference category. All results for the dummy variables provided a non-significant effect, except for MBO. A significant effect appeared (F(1, 208) = 9.473, p = .011) for MBO participants. Participants who completed a study on MBO level had a significantly higher intention to purchase (for both the inclusive and exclusive claim) compared to all other participants. For all educational levels, the direction of purchase intention was similar i.e., higher when being exposed to exclusive language than inclusive language. To conclude, the first hypothesis is not supported, since no significant effects were found. The demographic characteristics were also found non-significant, except for the educational level MBO.

4.3.2. Testing hypothesis 2

Hypothesis 2 predicts that the purchase intention of customers with a high degree of environmental awareness will decrease more than customers with a low degree of environmental awareness when being exposed to inclusive language. This hypothesis was tested by conducting an univariate ANCOVA. The addition of environmental awareness did not alter the main effect of type of language on purchase intention. Again, a non-significant effect appeared between type of language and purchase intention (F(1, 208) = .2.721, p = .101). Environmental awareness also showed a non-significant effect as moderating variable

F(1, 208) = 2.156, p = .144. The purchase intention of customers with a high degree of environmental awareness did not decrease more than the purchase intention of customers who had a low degree of environmental awareness. To conclude, having a high awareness of the environment did not help customers to detect vague language. Figure 1 displays that there is no interaction.

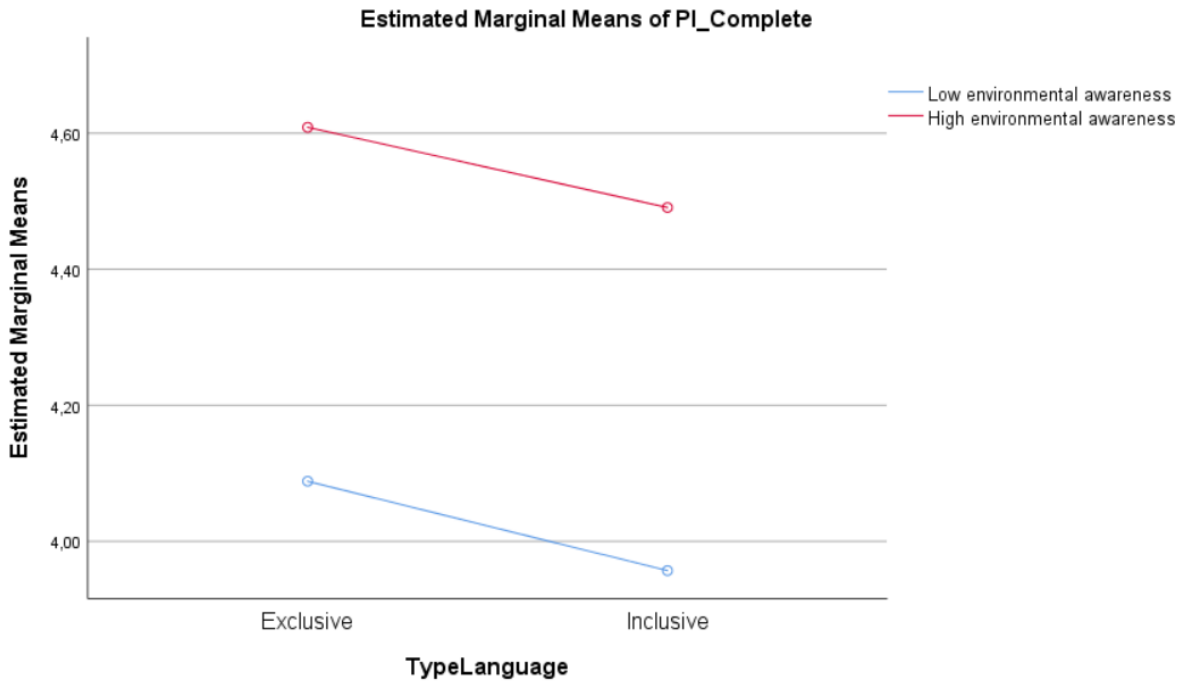

Figure 1: Patterns of interaction

Another ANCOVA was carried out with the demographic characteristics of the sample. All results showed non-significant effects, except for participants who completed a MBO (F(1, 208) = 10.215, p = .008). Therefore, the conclusion can be drawn that the significant effect of type of language on purchase intention with environmental awareness as moderator also holds for participants who completed a MBO.

Interestingly, the results displayed a significant direct effect of environmental awareness on customers purchase intention (F(1, 208) = 13.566, p = .000). Figure 1 shows that there is a difference between participant who had a high environmental awareness compared to a low environmental awareness on purchase intention. Participants who were categorized as highly aware of the environment, show a significantly higher intention to purchase (for both types of

languages) than participants who had a low environmental awareness. Since this effect was not hypothesized, chapter 5 provides an explanation for this effect.

In summary, the results show that both hypotheses were not supported. Participants who completed a MBO displayed a significant effect of type of language on purchase intention. All other demographic characteristics were found non-significant. Finally, an additional direct effect occurred between environmental awareness and purchase intention. Table 11 provides an overview of both hypotheses.

	Model 1 Main effects only				**Model 2 With interaction effect**			
	df	F	n	p	df	F	n	P
Type of Language (TL)	1	1.204	.194	.274	1	2.721	.182	.295
Environmental awareness (EA)	1	14.244*	.964	.000	1	13.566*	.956	.000
TL X EA					1	2.156	.309	.144
Age	1	.209	.074	.648	1	.302	.085	.584
Man	1	.774	.141	.380	1	.858	.152	.356
Neutral	1	2.106	.303	.148	1	2.521	.352	.114
High school	1	.386	.095	.535	1	.621	.123	.432
MBO	1	6.674*	.729	.011	1	7.239*	.763	.008
WO Bachelor degree	1	.005	.051	.946	1	.000	.050	.989
WO master degree	1	.937	.161	.334	1	1.096	.181	.296
Doctoral degree	1	.095	.061	.758	1	.078	.059	.781
LinkedIn	1	.112	.063	.738	1	.106	.062	.745
Facebook	1	.042	.055	.837	1	.112	.063	.738
Other channel	1	.019	.052	.890	1	.003	.050	.954

*Dependent variable: Purchase intention N= 209 P < .05**

Table 11: Effects of type of language and environmental awareness on purchase intention

4.4. Additional analysis

As described previously, experiment checks were added to check whether the participants understood the experiment as intended. The researchers expected to detect small variations in all experiment checks. However, two checks (language proficiency and realism check) showed variety. In order to verify that the variety in both checks did not alter the main analysis, an additional ANOVA was carried out. The output can be found in appendix 14.

A transformation for both language proficiency and the realism check was done in order to make adequate statements about the variety within the variables. Both variables were divided based on their median. The results for language proficiency displayed similar effects for the inclusive and exclusive manipulation. Participants with a high language proficiency had a lower intention to purchase compared to participants with a low language proficiency. However, this effect was found non-significant. ($F(1, 208) = .569$, $p = 451$). To conclude, the variety that was found for language proficiency did not alter the main analysis.
On the other hand, the realism check showed a significant effect ($F(1, 208) = 4.620$, $p = .032$). Participants who perceived the manipulation as real had a significantly higher intention to purchase compared to participants who perceived the manipulation as less real. An explanation for this effect is that the realness of a message has a positive effect on purchase intention (Davis, 1993). Distracting participants who perceived the manipulations as less real was not an option. Since 108 participants would be excluded from the analysis.
Besides, a small difference occurred between participants who were exposed to the inclusive manipulation versus the exclusive manipulation. The purchase intention for participants who were exposed to the exclusive manipulation was slightly higher compared to participants who were exposed to the inclusive manipulation. This finding contradicts with the previously discussed theory, where customers tend to react more positive when being exposed to inclusive language. An argumentation for this finding is that the inclusive message was perceived as more unrealistic than the exclusive language.

Since type of language appeared to show non-significant effects on purchase intention a second additional analysis was carried out. The purpose of the additional analysis was to clarify whether the manipulation checks had a direct effect on purchase intention. The manipulation checks were added in order to find out whether the manipulations in the green claims were understood as intended. Participants who scored high on the manipulation checks interpreted the green claim as specific (exclusive). On the other hand, participants who scored low on the manipulation checks interpreted the green claims as vague (inclusive).

A linear regression analysis was conducted to examine this effect. In order to conduct a linear regression analysis, four assumptions had to be met: normality of the error term distribution, linearity of the phenomenon measured, constant variance of the residuals (homoscedasticity) and independence of the residuals. Appendix 12 provides an overview of the output for all assumptions.

The assumption for the normality of the error terms was already tested for conducting the AN(C)OVA, only the manipulation check was added to the data. The results demonstrated that the data for the manipulation check was normally distributed. In order to determine whether the second assumption was met, scatterplots were checked. A consistent pattern in the variance appeared, therefore can be concluded that the variance is not constant and thus the second assumption was met. The third assumption tested the independence of the residuals, i.e., the predicted value is not related to another prediction (Hair et al., 2019). The mean had a value of .000 and the standard deviation was 1.000, the residual statistics table showed that this criteria was met. In addition, the Durbin-Watson test was conducted and the value for this test was within the criteria of 1.5 and 2.5. Besides, the VIF values were examined in order to determine whether there was multicollinearity or not (VIF values should be lower than 10 (Hair et al., 2019)). All values were lower than 10, therefore the third assumption was met. The last assumption was tested by checking Normal Probability Plots. All dots were spread around the diagonal line, which indicates that the normality of residuals was met. To conclude, all assumptions were met.

The results showed a positive effect between the manipulation check and purchase intention ($\beta = .151$, $p = .024$). More specifically, the more participants interpreted the manipulation as exclusive, the higher the intention to purchase and vice versa. This result contradicts with the previously described results from the AN(C)OVA, were the effect of type of language on

purchase intention was found insignificant. However. the results from the linear regression should be interpreted with care, considering the low reliability for the manipulation check. A possible explanation for this direct effect might be that the scenarios were not interpreted as intended. As a result, the results of the manipulation checks did not fit with its scenario. Chapter 5 provides more insights into this finding.

The remaining effects from the additional analyses were similar to the results from the AN(C)OVA. A positive direct effect was found from environmental awareness on purchase intention ($\beta = .292$, $p = .000$). The dummy variables showed all non-significant effect, except for participants who completed a MBO ($\beta = .622$, $p = .043$). The moderating effect of environmental awareness remained non-significant. To conclude, the additional analyses showed a significant effect of the manipulation checks on purchase intention, and the results provided insight about how well the participants understood the scenarios. However, as described, the results should be interpreted with care due to the low Cronbach's alpha value. Appendix 15 provides an overview of the results.

Chapter 5: Discussion

The outline of this chapter is as follows: the conclusion is presented, by answering the research question and interpreting the results. Secondly, the theoretical implications and managerial implications are discussed. Finally, limitations and suggestions for further research are described.

5.1. Conclusion

The research question of this study was formulated as: *How does the type of language of an organizational green claim affect the purchase intention of the customer, and how is this effect moderated by the environmental awareness of the customer?* In order to answer the research question, two hypotheses were formulated. Table 13 provides a summarization of the research questions and the hypotheses. The first hypothesis posited that inclusive language in green claims leads to a higher purchase intention than exclusive language. The results showed that there was no significant direct effect. Purchase intention for customers who have been exposed to an inclusive manipulation was not higher than the purchase intention of customers who were exposed to the exclusive manipulation.

The second hypothesis posited that environmental awareness negatively moderates the relationship between inclusive language and purchase intention. The relationship between exclusive language and purchase intention was described as positively moderated. Results provided no evidence for a significant interaction effect. As a result, the second hypothesis was rejected.

Apart from the hypotheses, an additional effect occurred, namely environmental awareness was found to have a positive significant effect on customers' purchase intention.

Hypothesis	Description	Result
1	*Inclusive language in green claims leads to a higher purchase intention than exclusive language.*	Not supported
2	*The purchase intention of customers with a high degree of environmental awareness will decrease more than customers with a low degree of environmental awareness when being exposed to inclusive language.*	Not supported

Table 13: Summary results hypotheses

5.2. Discussion

The results from the analyses contradict with the derived theory. From a theoretical point of view, it was assumable that customers are more sensitive for messages that contain inclusive language. Nonetheless, the results showed non-significant effects between the types of language and purchase intention. The additional analyses provided more insight into how the purchase intention was affected. It turned out that the manipulation checks (instead of the type of language) affected the purchase intention. Participants who interpreted their scenario as exclusive scored higher on the manipulation check compared to those who were exposed to the inclusive manipulation checks. This result suggests that participants who perceived their scenario as exclusive had a higher intention to purchase than participants who perceived their scenario as inclusive. This finding is the opposite of the previously discussed theory.
However, the results should be interpreted with care, since the reliability for the manipulation check was found quite low. In some way, the participants did perceive differences in the scenarios, since an independent t-test about the manipulation checks for both types of languages provided a small, but significant effect. In other words, participants who were exposed to the exclusive language scored slightly higher on the manipulation checks than participants who were exposed to the inclusive text. However, the question is whether this difference was enough to draw conclusions from it, because the combination of these findings indicated that it is questionable whether participants understood the scenario´s as intended. The answer is that the manipulations in the scenarios were probably not sufficient enough, participants may not felt that they were exposed to an exclusive or an inclusive text. Even participants who perceived themselves to have a high language proficiency did not see through the inclusive language.
Another explanation (besides the set-up of the scenarios) might be the customers' motivation to detect inclusive language (Shapiro, 1991). Terra Firma was a non-existing firm, which could be a reason that participants were less motivated to concentrate on their scenario. Shapiro (1991) showed that some customers are motivated to detect organizational inconsistencies. However, no participants had any experience with Terra Firma, since it was fictitious. That being the case, participants may lack the motivation to detect the manipulations. The non-existing organization might also be the reason for the high number of participants that perceived the scenario as unrealistic. As described before, inclusive language has a positive influence on purchase intention, but participants must have the feeling that the claims are realistic, otherwise an opposing effect occurs.

The second hypothesis was also found to be non-significant. Assumed was that participants who had a high awareness of the environment were less sensitive for inclusive language. On the other hand, the purchase intention of participants with a low degree of environmental awareness would not be affected. The results from both main and additional analyses showed that there is no moderating effect. What can be concluded is that having a high degree of environmental awareness does not benefit in detecting decoupling organizations based on their language.

Besides the main results, an additional direct effect of environmental awareness on purchase intention appeared. This result was not that surprising, since existing literature shows that individuals who are highly environmentally aware show a more favorable response (in terms of purchase intention) towards green claims (Yang, Gilal & Gilal, 2020; Moser, 2015). In that respect, customers feel less hesitation to pay more for claims that contain green messages (Moser, 2015).

Demographic characteristics were also added in the analyses to verify whether there are differences in the results. One effect appeared significant, namely customers who completed a MBO showed a significant difference in their intention to purchase compared to all other educational levels. However, it is not reliable to state that customers with a lower educational level show a higher purchase intention when being exposed to green claims. On grounds that participants with a lower educational level than MBO showed non-significant effects.

5.3. Theoretical implications

From a theoretical perspective, this research contributes to existing literature in several ways. First, it contributes to the effect of green claims in organizational language on customers' purchase intention. Customers showed to have a favorable purchase intention when being exposed to green claims. The distinction of types of language on purchase intention was found non-significant. This may imply that customers show different reactions compared to other stakeholders (Crilly et al., 2016).

Second, this research filled a gap in the literature by investigating customers' purchase intention in relation to both types of language (Crilly et al., 2016). Established studies investigated different stakeholders with different dependent variables.

Third, customers with a high environmental awareness were expected to see through inclusive language, due to their experience. However, this was found non-significant, i.e., customers who were considered as highly aware of the environment did not see through the sweeping

claims. Customers with low awareness of the environment showed similar results.
Fourth, apart from the two hypotheses that were formulated, an alternative effect occurred. Environmental awareness was found to have a positive effect on customers' purchase intention. This entailed that customers who had a high awareness of the environment were more likely to buy from Terra Firma than customers who had a low awareness of the environment. This phenomenon can be explained from a study by Yang, et al. (2020) where is explained that individuals who are highly environmentally aware show a more favorable response (in terms of purchase intention) towards green claims. In that respect, customers feel less hesitation to pay more for claims that contain green messages. What can be concluded is that customers are more prone to the content of a message when this is in line with their values. This result can give organizations opportunities to formulate messages in a less specific, more overwhelming manner. That being the case, organizations can still make false commitments to customers, even when they are highly aware of the environment.

5.4. Managerial implications

From a managerial perspective, the results of this research concerning customers´ purchase intention have direct practical implications. In particular, the results indicate that adding green claims in the organizational language is of importance for increasing purchase intention. For managers who build up a new marketing campaign, it may be important to stress such green claims when communicating with customers. Organizations can benefit from individuals who are highly aware of the environment by adding green claims in their communication style (Yang et al., 2020). Literature shows that every individual has his/her own beliefs and values about the environment, and based on these values environmental awareness is developed. Such personal values have an effect on an individual's attitude and attitude influences behavior (Yang et al., 2020). In other words, an individual's environmental awareness has a major control on his/her intention to purchase (Moser, 2015).

The findings also showed that participants find it hard to differentiate decoupling organizations from non-decoupling organizations. For that reason, it requires more effort for non-decoupling organizations to differentiate themselves from decoupling organizations. On the other side, decoupling organizations can still make false commitments to customers, even when customers are highly aware of the environment. However, this does not imply that organizations can make false commitments. The organizational risk is too high once the false claims are revealed. Therefore, it seems important for companies to consider that clear

unequivocal messages concerning the environment are increasingly important and that they can be kept (legally) accountable if their messages are not in line with their day-to-day practices. Considering the difficulty to build up a proper message that influences the customer purchase intention, it is of more importance for non-decoupling organizations to differentiate themselves on other aspects than just language. For example, organizations can show unequivocal evidence, in particular on the product or production level, that the cost of the product/production for the environment (e.g. carbon oxide output) is low or is decreasing in time due to the fact that the company is accelerating or improving its policies concerning the environment.

The results showed that the majority of the participants paid "a lot of attention" in reading the text. Despite this result, it was still hard for participants to detect which type of language was used in what scenario. What can be concluded is that customers tend to pay less attention on how something is communicated rather than what is communicated. It is essential that companies realize that the content of the (commercial) messages is of real (societal) value and that possible decoupling behavior may be counterproductive in the long term.

5.5. Limitations for further research

Several limitations of this study point to avenues for further research. First, the created scenarios should be revised on their manipulations. As described previously, it is questionable to state whether participants interpreted the scenario's as intended. Upcoming researchers could conduct additional pilots to verify whether the manipulations worked. Another suggestion for creating scenarios is to base the scenario's on an existing organization, considering the great number of participants who interpreted the scenario as unrealistic.

Second, the items for measuring the manipulation check were self-developed by the researcher. The results showed a low-reliability value. Therefore, further research is needed to develop a reliable scale for this. The results may be affected because of the low value of reliability. When the manipulation is not perceived as intended, problems may occur for the results. Given the importance of having a reliable measurement scale for the manipulation check, further researchers are encouraged to investigate this. Suggested is to investigate more existing literature about manipulation and due to time conduct a maximum of 5 pilots for the manipulation checks. A final suggestion is to formulate the checks as clear as possible. After all, participants might differ in their understanding of what is asked.

Third, this research was mainly focused on the effect of type of language on purchase intention and included the moderator environmental awareness. For further research, it might

be of interest to change the dependent variable, due to the non-significant effects. Besides, the results showed that a high degree of environmental awareness does not support detecting inclusive language. Therefore, other moderators that measure customers' expertise on language could be included, since the manipulations could be detected based on formulations. Fourth, the composite of the sample could be more diverse, since this research included mostly participants between the age of 24 and 32 years old. Further research should yield varied respondents.

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Appendix 1; sample demographics

Variable	Category	Frequency	Percentage	Cumulative
Age	< 18	1	0.5	0.5
	18-25	138	66	66.5
	26-35	22	10.5	77
	36-45	6	2.9	79.9
	46-55	18	8.6	88.5
	56-65	20	9.6	98.1
	> 66	4	1.9	100
Gender	Male	86	41.1	41.4
	Female	120	57.4	98.6
	Other	3	1.4	100
Educational level	No degree	0	0	0
	High School degree	14	6.7	6.7
	Secondary vocational education	20	9.6	16.3
	Higher vocational education	87	41.6	57.9
	Academic Bachelor's degree	46	22	79.9
	Academic Master's degree	39	18.7	98.6
	Doctoral degree	3	1.4	100
	Other	0	0	100

Demographics expressed in percentages

Variable	N	Mean	Median	Mode	SD	Min	Max
Age	209	31.0239	24	23	14.07516	15	73
Gender	209	1.6	2	2	0.519	1	3
Educational level	209	4.41	4	4	1.14	2	7

Statistical output demographics

Appendix 2; pilot study 1

Introduction	Beste deelnemer, Hartelijk dank voor uw deelname aan ons onderzoek. Wij onderzoeken hoe bedrijven hun missie communiceren naar andere partijen. Door mee te doen aan dit onderzoek helpt u ons heel erg bij het afronden van onze studie Bedrijfskunde én maakt u kans op één van de drie bol.com cadeaukaarten-ter-waarde-van-€15,-. Uw deelname aan dit onderzoek is volledig anoniem. Uw antwoorden zullen uitsluitend voor dit onderzoek gebruikt worden en vertrouwelijk behandeld en verwerkt worden. U kunt op ieder moment uw deelname aan dit onderzoek beëindigen. Het invullen van de vragenlijst zal ongeveer-7-minuten-duren. Nogmaals bedankt voor uw medewerking, Julia Somers, Shanna Hendrikx, Luuk van Loon, Julian van Dorst
	Door verder te gaan geeft u aan bovenstaande informatie begrepen te hebben en geeft u toestemming voor de verwerking van uw (geanonimiseerde) antwoorden. □ Ik ga akkoord
	U krijgt hierna een websitetekst te zien van kledingbedrijf Terra Firma the Label. Deze tekst staat op de 'Over ons' webpagina van het bedrijf en is een korte omschrijving van de missie en waarden van het bedrijf. Het is belangrijk dat u deze tekst zo goed mogelijk leest voordat u verder gaat.
Manipulation Exclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs, terwijl we onze voetafdruk op deze aarde minimaliseren. We doen zoveel als mogelijk om onze uitstoot van broeikasgassen, waaronder CO2, te minimaliseren. We ontwerpen alleen kledingstukken als ze op een milieuvriendelijke manier kunnen worden geproduceerd. We gebruiken zoveel mogelijk lyocell om kleding te produceren, maar we zorgen ervoor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Wij beschouwen het als onze verantwoordelijkheid om, waar mogelijk, rekening te houden met de impact die onze bedrijfsactiviteiten hebben op het welzijn van het milieu. We doen zoveel als we kunnen om ervoor te zorgen dat met name onze productie- en verpakkingsprocessen milieuvriendelijk zijn: we gebruiken biologisch afbreekbaar plastic voor onze recyclebare verpakkingen om bij te dragen aan een circulaire economie. Wij streven ernaar onze duurzaamheidsbeloftes nog verder uit te breiden naarmate ons merk groeit, op voorwaarde dat wij als bedrijf onze commerciële doelstellingen blijven behalen. □ Ik heb de tekst aandachtig gelezen

Manipulation Inclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs en daarnaast ook onze voetafdruk op deze aarde te minimaliseren. We minimaliseren al onze uitstoot van broeikasgassen, waaronder CO2. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. Wij produceren al onze kleding altijd op een milieuvriendelijke manier. Zo gebruiken wij alleen biologisch katoen in onze kleding, waardoor wij al ons water- en energieverbruik beperken. Daarnaast zorgen we er altijd voor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Wij beschouwen het als onze verantwoordelijkheid om altijd rekening te houden met de impact die onze bedrijfsactiviteiten hebben op het milieu. We zorgen ervoor dat verschillende van onze bedrijfsprocessen milieu vriendelijk zijn: we verspillen geen grondstoffen en daarnaast gebruiken we altijd biologisch afbreekbaar plastic voor onze verpakkingen om bij te dragen aan een circulaire economie. □ Ik heb de tekst aandachtig gelezen
	Onderstaande vragen dienen beantwoord te worden doormiddel van een 7-punt Likert schaal, variërend van helemaal oneens tot helemaal mee eens.
Manipulation check	1. Terra Firma the Label geeft duidelijk de grenzen aan van haar verantwoordelijkheid om duurzaam te opereren 2. Terra Firma the Label geeft niet duidelijk aan wat zij het belangrijkst vindt
Green trust	1. Ik heb het idee dat de milieu beloftes van Terra Firma the Label over het algemeen geloofwaardig zijn. 2. Ik heb het idee dat de milieu prestaties van Terra Firma the Label over het algemeen betrouwbaar zijn. 3. Ik heb het idee dat de milieu beweringen van Terra Firma the Label over het algemeen te vertrouwen zijn. 4. De milieuoverwegingen van Terra Firma the Label voldoen aan mijn verwachtingen. 5. Terra Firma the Label komt beloftes en verplichtingen omtrent milieubescherming na.
Purchase intention	1. Als ik een kledingstuk zou kopen, zou ik overwegen het bij Terra Firma the Label te kopen. 2. Als ik aan het winkelen zou zijn voor een kledingstuk, is de kans groot dat ik het bij Terra Firma the Label zou kopen. 3. Als ik aan het winkelen zou zijn voor een kledingstuk, is mijn bereidheid om bij Terra Firma the Label te kopen hoog. 4. De waarschijnlijkheid is hoog dat ik zou overwegen om een kledingstuk bij Terra Firma the Label te kopen.
Perceived greenwashing	1. De tekst misleidt met woorden over in hoeverre het bedrijf milieuvriendelijk opereert. 2. De tekst bevat een milieuvriendelijke bewering die vaag of mogelijk onbewijsbaar is. 3. De tekst overdrijft hoe milieuvriendelijk Terra Firma the Label daadwerkelijk opereert.

	4. Belangrijke informatie is weggelaten of verhuld in de tekst, waardoor de tekst beter klinkt dan het is.
Green skepticism	1. Ik denk dat de milieubeweringen in de tekst waar zijn. 2. Ik denk dat de milieubeweringen in de tekst overdreven zijn. 3. Ik denk dat de milieubeweringen in de tekst bedoeld zijn om consumenten te misleiden in plaats van te informeren. 4. Ik geloof de milieubeweringen in de tekst niet.
Green expertise	1. Ik heb veel kennis over milieuvriendelijke producten. 2. Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. 3. Ik heb veel ervaring met milieuvriendelijke producten. 4. Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Caution check	1. Terra Firma is voorzichtig in het uiten van beweringen. 2. Terra Firma is voorzichtig in het maken van beloftes.
Environmental awareness	1. We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. 2. De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. 3. De mens maakt ernstig misbruik van het milieu. 4. Planten en dieren hebben evenveel recht van bestaan als mensen. 5. De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties.
Green expertise	1. Ik heb veel kennis over milieuvriendelijke producten. 2. Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. 3. Ik heb veel ervaring met milieuvriendelijke producten. 4. Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Environmental awareness	1. We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. 2. De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. 3. De mens maakt ernstig misbruik van het milieu. 4. Planten en dieren hebben evenveel recht van bestaan als mensen. 5. De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties. 6. Mensen zijn voorbestemd om over de rest van de natuur te heersen.
Realism check	1. Het is realistisch dat ik de tekst zou tegenkomen op een kleding website.
Caution check	1. Terra Firma the Label is voorzichtig in het uiten van beweringen 2. Terra Firma the Label is voorzichtig in het maken van beloftes
Gender	Wat is uw geslacht? - Man - Vrouw - Anders
Channel check	Ik ben deze enquête tegengekomen op… - LinkedIn

	- Facebook - WhatsApp - Anders, namelijk…
Message elaboration	- Ik heb me erg geconcentreerd op de tekst - Ik heb aandacht besteed aan de tekst - Ik heb mijn best gedaan de boodschap van de tekst te begrijpen
Language proficiency	- Ik beheers het Nederlands goed - Ik heb een goed gevoel voor taal
Age	- < 18 - 18-24 - 25-34 - 35-44 - 45-54 - 55-64 - > 64
Educational level	□ Geen □ Middelbare school □ MBO □ HBO □ WO Bachelor diploma □ Master diploma □ Doctoraatsdiploma □ Anders
Debriefing	Bedankt voor het deelnemen aan ons onderzoek. Graag delen we met u dat Terra Firma the Label geen bestaand bedrijf is. Dit houdt in dat de naam en de tekst in dit experiment fictief zijn. Heeft u opmerkingen of vragen, of interesse in de resultaten van het onderzoek? Dan kunt u een mail sturen naar: julian.vandorst@student.ru.nl. Met vriendelijke groet, Julia, Shanna, Luuk en Julian

Appendix 3; pilot study 2

Introduction	Beste deelnemer, Hartelijk dank voor uw deelname aan ons onderzoek. Wij onderzoeken hoe bedrijven hun missie communiceren naar andere partijen. Door mee te doen aan dit onderzoek helpt u ons heel erg bij het afronden van onze studie Bedrijfskunde én maakt u kans op één van de drie bol.com cadeaukaarten-ter-waarde-van-€15,-. Uw deelname aan dit onderzoek is volledig anoniem. Uw antwoorden zullen uitsluitend voor dit onderzoek gebruikt worden en vertrouwelijk behandeld en verwerkt worden. U kunt op ieder moment uw deelname aan dit onderzoek beëindigen. Het invullen van de vragenlijst zal ongeveer 7-minuten-duren. Nogmaals bedankt voor uw medewerking, Julia Somers Shanna Hendrikx Luuk van Loon Julian van Dorst
	Door verder te gaan geeft u aan bovenstaande informatie begrepen te hebben en geeft u toestemming voor de verwerking van uw (geanonimiseerde) antwoorden. □ Ik ga akkoord
	U krijgt op de volgende pagina een websitetekst te zien van kledingbedrijf Terra Firma. Deze tekst staat op de 'Over ons' webpagina van het bedrijf en is een korte omschrijving van de missie en waarden van het bedrijf. U krijgt de tekst één keer te zien. Het is daarna niet meer mogelijk om naar de tekst terug te keren. Het is daarom belangrijk dat u de tekst zo goed mogelijk leest voordat u verder gaat.
Manipulation Exclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs, terwijl we onze voetafdruk op deze aarde minimaliseren. We doen zoveel als mogelijk om onze uitstoot van broeikasgassen, waaronder CO2, te minimaliseren. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. We ontwerpen kledingstukken alleen als wij ze op een milieuvriendelijke manier kunnen produceren. We gebruiken zoveel mogelijk biologisch katoen in onze kleding (in plaats van bijvoorbeeld viscose), maar we zorgen ervoor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Voor de productie van biologisch katoen is 62% minder energie en 71% minder water nodig dan voor de productie van conventioneel katoen. Wij beschouwen het als onze verantwoordelijkheid om, waar mogelijk, rekening te houden met de impact die onze bedrijfsactiviteiten hebben op

	het milieu. We doen zoveel als we kunnen om ervoor te zorgen dat met name onze productie- en verpakkingsprocessen milieuvriendelijk zijn: waar het kan verspillen we zo min mogelijk grondstoffen en gebruiken we biologisch afbreekbaar plastic voor onze recyclebare verpakkingen om bij te dragen aan een circulaire economie. Wij streven ernaar onze duurzaamheidsbeloftes nog verder uit te breiden naarmate ons merk groeit, op voorwaarde dat wij als bedrijf onze commerciële doelstellingen blijven behalen. □ Ik heb de tekst aandachtig gelezen
Manipulation Inclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs en daarnaast onze voetafdruk op deze aarde te minimaliseren. We doen alles om onze uitstoot van broeikasgassen, waaronder CO2, te minimaliseren. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. We ontwerpen kledingstukken en produceren deze op een milieuvriendelijke manier. We gebruiken alleen biologisch katoen in onze kleding (in plaats van bijvoorbeeld viscose) en we zorgen ervoor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Voor de productie van biologisch katoen is 62% minder energie en 71% minder water nodig dan voor de productie van conventioneel katoen. Wij beschouwen het als onze verantwoordelijkheid om altijd rekening te houden met de impact die onze bedrijfsactiviteiten hebben op het milieu. We doen er alles aan om ervoor te zorgen dat verschillende van onze bedrijfsprocessen milieuvriendelijk zijn: we verspillen geen grondstoffen en daarnaast gebruiken we altijd biologisch afbreekbaar plastic voor onze recyclebare verpakkingen om bij te dragen aan een circulaire economie. □ Ik heb de tekst aandachtig gelezen
	De volgende vragen gaan over de gelezen tekst. Het gaat hierbij om uw perceptie, dit betekent dat er geen goede of foute antwoorden zijn. Geef aan in hoeverre u het eens of oneens bent met de volgende stellingen.
Manipulation check	1. Terra firma geeft duidelijk de grenzen aan van haar verantwoordelijkheid om milieuvriendelijk te opereren. 2. Er zitten geen limieten aan de milieubeloftes van Terra Firma. 3. Terra Firma geeft duidelijk aan een balans te vinden tussen haar milieubeloftes en commerciële doelstellingen.
Green trust	1. Ik heb het idee dat de milieubeloftes van Terra Firma over het algemeen geloofwaardig zijn. 2. Ik heb het idee dat de milieuprestaties van Terra Firma over het algemeen betrouwbaar zijn. 3. Ik heb het idee dat de milieubeweringen van Terra Firma over het algemeen te vertrouwen zijn. 4. Ik heb het idee dat Terra Firma haar beloftes en verplichtingen omtrent milieubescherming nakomt.

	5. De milieuoverwegingen van Terra Firma voldoen aan mijn verwachtingen.
Purchase intention	1. Als ik een kledingstuk zou kopen, zou ik overwegen het bij Terra Firma te kopen. 2. Als ik aan het winkelen zou zijn voor een kledingstuk, is de kans groot dat ik het bij Terra Firma zou kopen. 3. Als ik aan het winkelen zou zijn voor een kledingstuk, is mijn bereidheid om bij Terra Firma te kopen hoog. 4. De waarschijnlijkheid is hoog dat ik zou overwegen om een kledingstuk.
Perceived greenwashing	1. De tekst misleidt met woorden over in hoeverre het bedrijf milieuvriendelijk opereert. 2. De tekst bevat een milieuvriendelijke bewering die vaag of mogelijk onbewijsbaar is. 3. Ik heb het idee dat de tekst overdrijft hoe milieuvriendelijk Terra Firma daadwerkelijk opereert. 4. Ik heb het idee dat belangrijke information is weggelaten of verhuld in de tekst, waardoor de boodschap beter klinkt dan het is.
Green skepticism	1. Ik denk dat de milieubeweringen in de tekst waar zijn. 2. Ik denk dat de milieubeweringen in de tekst overdreven zijn. 3. Ik denk dat de milieubeweringen in de tekst bedoeld zijn om consumenten te misleiden in plaats van te informeren. 4. Ik geloof de milieubeweringen in de tekst niet.
Realism check	1. Het is realistisch dat ik de website tekst van Terra Firma zou tegenkomen op een kleding website.
Caution check	3. Terra Firma is voorzichtig in het uiten van beweringen. 4. Terra Firma is voorzichtig in het maken van beloftes.
Message elaboration	1. Ik heb me erg geconcentreerd op de tekst. 2. Ik heb aandacht besteed aan de tekst. 3. Ik heb mijn best gedaan de boodschap van de tekst te begrijpen.
Green expertise	1. Ik heb veel kennis over milieuvriendelijke producten. 2. Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. 3. Ik heb veel ervaring met milieuvriendelijke producten. 4. Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Environmental awareness	1. We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. 2. De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. 3. De mens maakt ernstig misbruik van het milieu. 4. Planten en dieren hebben evenveel recht van bestaan als mensen. 5. De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties. 6. Mensen zijn voorbestemd om over de rest van de natuur te heersen.
Language proficiency	1. Ik beheers het Nederlands goed. 2. Ik heb een goed gevoel voor taal.
Channel check	Ik ben deze enquête tegengekomen op…

	3. LinkedIn 4. Facebook 5. WhatsApp 6. Anders, namelijk…
Gender	Wat is uw geslacht? - Man - Vrouw - Anders
Age	- Wat is uw leeftijd
Educational level	- Geen - Middelbare school - MBO - HBO - WO Bachelor diploma - Master diploma - Doctoraatsdiploma - Anders
Debriefing	Laat hier uw e-mailadres achter als u kans wilt maken op één van de drie bol.com cadeaukaarten t.w.v.-€15,- _____ Bedankt voor het deelnemen aan ons onderzoek. Graag delen we met u dat Terra Firma geen bestaand bedrijf is. Dit houdt in dat de naam en de tekst in dit experiment fictief zijn. Heeft u opmerkingen of vragen, of interesse in de resultaten van het onderzoek? Dan kunt u een mail-sturen-naar:-julian.vandorst@student.ru.nl. Met-vriendelijke-groet, Julia, Shanna, Luuk en Julian

Construct	Orginal # items	Cronbach's alpha	# of items deleted	Cronbach's alpha
Purchase intention	4	.96	0	.938
Environmental awareness	12	.78	7	.334
Language proficiency	N.A.	N.A.	N.A.	.782
Message elaboration	3	.81	0	.880
Caution check	N.A.	N.A.	N.A.	.889

Summarization of each variable

Appendix 4; pilot study 3

Introduction	Beste deelnemer, Hartelijk dank voor uw deelname aan ons onderzoek. Wij onderzoeken hoe bedrijven hun missie communiceren naar andere partijen. Door mee te doen aan dit onderzoek helpt u ons heel erg bij het afronden van onze studie Bedrijfskunde én maakt u kans op één van de drie bol.com cadeaukaarten-ter-waarde-van-€15,-. Uw deelname aan dit onderzoek is volledig anoniem. Uw antwoorden zullen uitsluitend voor dit onderzoek gebruikt worden en vertrouwelijk behandeld en verwerkt worden. U kunt op ieder moment uw deelname aan dit onderzoek beëindigen. Het invullen van de vragenlijst zal ongeveer 7-minuten-duren. Nogmaals bedankt voor uw medewerking, Julia Somers Shanna Hendrikx Luuk van Loon Julian van Dorst
	Door verder te gaan geeft u aan bovenstaande informatie begrepen te hebben en geeft u toestemming voor de verwerking van uw (geanonimiseerde) antwoorden. □ Ik ga akkoord
	U krijgt op de volgende pagina een websitetekst te zien van kledingbedrijf Terra Firma. Deze tekst staat op de 'Over ons' webpagina van het bedrijf en is een korte omschrijving van de missie en waarden van het bedrijf. U krijgt de tekst één keer te zien. Het is daarna niet meer mogelijk om naar de tekst terug te keren. Het is daarom belangrijk dat u de tekst zo goed mogelijk leest voordat u verder gaat.
Manipulation Exclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs, terwijl we onze voetafdruk op deze aarde minimaliseren. We doen zoveel als mogelijk om onze uitstoot van broeikasgassen, waaronder CO2, te minimaliseren. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. Wij produceren, zolang de materialen betaalbaar blijven, zoveel mogelijk kledingstukken op een milieuvriendelijke manier. We gebruiken zoveel mogelijk biologisch katoen in onze kleding, maar we zorgen ervoor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Voor de productie van biologisch katoen is 62% minder energie en 71% minder water nodig dan voor de productie van conventioneel katoen. Wij beschouwen het als onze verantwoordelijkheid om, waar mogelijk, rekening te houden met de impact die onze bedrijfsactiviteiten hebben op het milieu. We doen zoveel als we kunnen om ervoor te zorgen dat met name onze productie- en verpakkingsprocessen milieuvriendelijk zijn:

	waar het kan verspillen we zo min mogelijk grondstoffen en gebruiken we biologisch afbreekbaar plastic voor onze recyclebare verpakkingen om bij te dragen aan een circulaire economie. Wij streven ernaar deze specifieke duurzaamheidsbeloftes nog verder uit te breiden naarmate ons merk groeit, op voorwaarde dat wij als bedrijf onze commerciële doelstellingen blijven behalen. □ Ik heb de tekst aandachtig gelezen
Manipulation Inclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs en daarnaast onze voetafdruk op deze aarde te minimaliseren. We doen alles om onze uitstoot van broeikasgassen, waaronder CO2, te minimaliseren. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. Wij produceren al onze kledingstukken altijd op een milieuvriendelijke manier met betaalbare materialen. We gebruiken alleen biologisch katoen in onze kleding én we zorgen ervoor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Voor de productie van biologisch katoen is 62% minder energie en 71% minder water nodig dan voor de productie van conventioneel katoen. Wij beschouwen het als onze verantwoordelijkheid om altijd rekening te houden met de impact die onze bedrijfsactiviteiten hebben op het milieu. We doen er alles aan om ervoor te zorgen dat verschillende van onze bedrijfsprocessen milieuvriendelijk zijn: we verspillen geen grondstoffen en daarnaast gebruiken we altijd biologisch afbreekbaar plastic voor onze recyclebare verpakkingen om bij te dragen aan een circulaire economie. Wij streven ernaar verschillende duurzaamheidsbeloftes nog verder uit te breiden naarmate ons merk groeit. Daarnaast streven we ernaar om als bedrijf onze commerciële doelstellingen te blijven behalen. □ Ik heb de tekst aandachtig gelezen
	De volgende vragen gaan over de gelezen tekst. Het gaat hierbij om uw perceptie, dit betekent dat er geen goede of foute antwoorden zijn. Geef aan in hoeverre u het eens of oneens bent met de volgende stellingen.
Manipulation check	1. Terra Firma geeft duidelijk de grenzen aan van haar bereidheid om milieuvriendelijk te opereren. 2. Er zitten geen limieten aan de milieubeloftes van Terra Firma. 3. T Terra Firma maakt een duidelijke afweging tussen het waarmaken van haar milieubeloftes en behalen van commerciële doelstellingen.
Green trust	1. Ik heb het idee dat de milieubeloftes van Terra Firma over het algemeen geloofwaardig zijn. 2. Ik heb het idee dat de milieuprestaties van Terra Firma over het algemeen betrouwbaar zijn. 3. Ik heb het idee dat de milieubeweringen van Terra Firma over het algemeen te vertrouwen zijn.

	4. Ik heb het idee dat Terra Firma haar beloftes en verplichtingen omtrent milieubescherming nakomt. 5. De milieuoverwegingen van Terra Firma voldoen aan mijn verwachtingen.
Purchase intention	1. Als ik een kledingstuk zou kopen, zou ik overwegen het bij Terra Firma te kopen. 2. Als ik aan het winkelen zou zijn voor een kledingstuk, is de kans groot dat ik het bij Terra Firma zou kopen. 3. Als ik aan het winkelen zou zijn voor een kledingstuk, is mijn bereidheid om bij Terra Firma te kopen hoog. 4. De waarschijnlijkheid is hoog dat ik zou overwegen om een kledingstuk.
Perceived greenwashing	1. De tekst misleidt met woorden over in hoeverre het bedrijf milieuvriendelijk opereert. 2. De tekst bevat een milieuvriendelijke bewering die vaag of mogelijk onbewijsbaar is. 3. Ik heb het idee dat de tekst overdrijft hoe milieuvriendelijk Terra Firma daadwerkelijk opereert. 4. Ik heb het idee dat belangrijke information is weggelaten of verhuld in de tekst, waardoor de boodschap beter klinkt dan het is.
Green skepticism	1. Ik denk dat de milieubeweringen in de tekst waar zijn. 2. Ik denk dat de milieubeweringen in de tekst overdreven zijn. 3. Ik denk dat de milieubeweringen in de tekst bedoeld zijn om consumenten te misleiden in plaats van te informeren. 4. Ik geloof de milieubeweringen in de tekst niet.
Realism check	1. Het is realistisch dat ik de website tekst van Terra Firma zou tegenkomen op een kleding website.
Caution check	1. Terra Firma is voorzichtig in het uiten van beweringen. 2. Terra Firma is voorzichtig in het maken van beloftes.
Message elaboration	1. Ik heb me erg geconcentreerd op de tekst. 2. Ik heb aandacht besteed aan de tekst. 3. Ik heb mijn best gedaan de boodschap van de tekst te begrijpen.
Green expertise	1. Ik heb veel kennis over milieuvriendelijke producten. 2. Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. 3. Ik heb veel ervaring met milieuvriendelijke producten. 4. Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Environmental awareness	1. We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. 2. De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. 3. De mens maakt ernstig misbruik van het milieu. 4. Planten en dieren hebben evenveel recht van bestaan als mensen. 5. De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties.
Language proficiency	3. Ik beheers het Nederlands goed. 4. Ik heb een goed gevoel voor taal.

Channel check	Ik ben deze enquête tegengekomen op… 6. LinkedIn 7. Facebook 8. WhatsApp 9. Anders, namelijk…
Gender	Wat is uw geslacht? - Man - Vrouw - Anders
Age	- Wat is uw leeftijd
Educational level	- Geen - Middelbare school - MBO - HBO - WO Bachelor diploma - Master diploma - Doctoraatsdiploma - Anders
Debriefing	Laat hier uw e-mailadres achter als u kans wilt maken op één van de drie bol.com cadeaukaarten t.w.v.-€15,- _____ Bedankt voor het deelnemen aan ons onderzoek. Graag delen we met u dat Terra Firma geen bestaand bedrijf is. Dit houdt in dat de naam en de tekst in dit experiment fictief zijn. Heeft u opmerkingen of vragen, of interesse in de resultaten van het onderzoek? Dan kunt u een mail-sturen-naar:-julian.vandorst@student.ru.nl. Met-vriendelijke-groet, Julia, Shanna, Luuk en Julian

Construct	Orginal # items	Cronbach's alpha	# of items deleted	Cronbach's alpha
Purchase intention	4	.96	0	.942
Environmental awareness	12	.78	7	.580
Language proficiency	N.A.	N.A.	N.A.	.799
Message elaboration	3	.81	0	.901
Caution check	N.A.	N.A.	N.A.	.550

Summarization of constructs pilot 3

Appendix 5; pilot study 4

Introduction	Beste deelnemer, Hartelijk dank voor uw deelname aan ons onderzoek. Wij onderzoeken hoe bedrijven hun missie communiceren naar andere partijen. Door mee te doen aan dit onderzoek helpt u ons heel erg bij het afronden van onze studie Bedrijfskunde én maakt u kans op één van de drie bol.com cadeaukaarten-ter-waarde-van-€15,-. Uw deelname aan dit onderzoek is volledig anoniem. Uw antwoorden zullen uitsluitend voor dit onderzoek gebruikt worden en vertrouwelijk behandeld en verwerkt worden. U kunt op ieder moment uw deelname aan dit onderzoek beëindigen. Het invullen van de vragenlijst zal ongeveer 7-minuten-duren. Nogmaals bedankt voor uw medewerking, Julia Somers Shanna Hendrikx Luuk van Loon Julian van Dorst
	Door verder te gaan geeft u aan bovenstaande informatie begrepen te hebben en geeft u toestemming voor de verwerking van uw (geanonimiseerde) antwoorden. □ Ik ga akkoord
	Op de volgende pagina krijgt u een tekst te zien die kledingbedrijf Terra Firma op haar 'Over ons' webpagina heeft staan. Hierin geeft ze een korte omschrijving van de missie en waarden van het bedrijf. U krijgt de tekst één keer te zien. Het is daarna niet meer mogelijk om naar de tekst terug te keren. Het is daarom belangrijk dat u de tekst zo goed mogelijk leest voordat u verder gaat.
Manipulation Exclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs, terwijl we onze voetafdruk op deze aarde minimaliseren. We minimaliseren zoveel mogelijk van onze uitstoot van broeikasgassen, waaronder CO2. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. Wij produceren onze kleding zoveel mogelijk op een milieuvriendelijke manier. Zo gebruiken wij waar mogelijk biologisch katoen in onze kleding, waardoor we ons water- en energieverbruik zoveel mogelijk beperken. Toch zorgen we ervoor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Wij beschouwen het als onze verantwoordelijkheid om, waar mogelijk, rekening te houden met de impact die onze bedrijfsactiviteiten hebben op het milieu. We doen zoveel als we kunnen om ervoor te zorgen dat met name onze productie- en verpakkingsprocessen milieuvriendelijk zijn: we verspillen zo min mogelijk grondstoffen en gebruiken waar mogelijk

	biologisch afbreekbaar plastic voor onze verpakkingen om bij te dragen aan een circulaire economie. □ Ik heb de tekst aandachtig gelezen
Manipulation Inclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs en daarnaast ook onze voetafdruk op deze aarde te minimaliseren. We minimaliseren al onze uitstoot van broeikasgassen, waaronder CO2. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. Wij produceren al onze kleding altijd op een milieuvriendelijke manier. Zo gebruiken wij alleen biologisch katoen in onze kleding, waardoor wij al ons water- en energieverbruik beperken. Daarnaast zorgen we er altijd voor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Wij beschouwen het als onze verantwoordelijkheid om altijd rekening te houden met de impact die onze bedrijfsactiviteiten hebben op het milieu. We zorgen ervoor dat verschillende van onze bedrijfsprocessen milieu vriendelijk zijn: we verspillen geen grondstoffen en daarnaast gebruiken we altijd biologisch afbreekbaar plastic voor onze verpakkingen om bij te dragen aan een circulaire economie. □ Ik heb de tekst aandachtig gelezen
	De volgende vragen gaan over de gelezen tekst. Het gaat hierbij om uw perceptie, dit betekent dat er geen goede of foute antwoorden zijn. Geef aan in hoeverre u het eens of oneens bent met de volgende stellingen.
Manipulation check	1. Terra Firma geeft specifiek de grenzen aan van haar beloftes om milieuvriendelijk te opereren. 2. Er zitten geen limieten aan de milieubeloftes van Terra Firma. 3. Terra Firma suggereert dat zij altijd haar milieubeloftes waarmaakt 4. Terra Firma geeft duidelijk aan dat er voorwaarden verbonden zijn aan haar milieuvriendelijk opereren.
Realism check	1. Het is realistisch dat ik de website tekst van Terra Firma zou tegenkomen op een kleding website. 2. Soortgelijke teksten zie je wel vaker op websites van bedrijven
Green trust	1. Ik heb het idee dat de milieubeloftes van Terra Firma over het algemeen geloofwaardig zijn. 2. Ik heb het idee dat de milieuprestaties van Terra Firma over het algemeen betrouwbaar zijn. 3. Ik heb het idee dat de milieubeweringen van Terra Firma over het algemeen te vertrouwen zijn. 4. Ik heb het idee dat Terra Firma haar beloftes en verplichtingen omtrent milieubescherming nakomt. 5. De milieuoverwegingen van Terra Firma voldoen aan mijn verwachtingen.
Purchase intention	1. Als ik een kledingstuk zou kopen, zou ik overwegen het bij Terra Firma te kopen.

	2. Als ik aan het winkelen zou zijn voor een kledingstuk, is de kans groot dat ik het bij Terra Firma zou kopen. 3. Als ik aan het winkelen zou zijn voor een kledingstuk, is mijn bereidheid om bij Terra Firma te kopen hoog. 4. De waarschijnlijkheid is hoog dat ik zou overwegen om een kledingstuk.
Perceived greenwashing	1. De tekst misleidt met woorden over in hoeverre het bedrijf milieuvriendelijk opereert. 2. De tekst bevat een milieuvriendelijke bewering die vaag of mogelijk onbewijsbaar is. 3. Ik heb het idee dat de tekst overdrijft hoe milieuvriendelijk Terra Firma daadwerkelijk opereert. 4. Ik heb het idee dat belangrijke information is weggelaten of verhuld in de tekst, waardoor de boodschap beter klinkt dan het is.
Green skepticism	1. Ik denk dat de milieubeweringen in de tekst waar zijn. 2. Ik denk dat de milieubeweringen in de tekst overdreven zijn. 3. Ik denk dat de milieubeweringen in de tekst bedoeld zijn om consumenten te misleiden in plaats van te informeren. 4. Ik geloof de milieubeweringen in de tekst niet.
Caution check	1. Terra Firma is voorzichtig in het uiten van beweringen. 2. Terra Firma is voorzichtig in het maken van beloftes.
Message elaboration	1. Ik heb me erg geconcentreerd op de tekst. 2. Ik heb aandacht besteed aan de tekst. 3. Ik heb mijn best gedaan de boodschap van de tekst te begrijpen.
Green expertise	1. Ik heb veel kennis over milieuvriendelijke producten. 2. Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. 3. Ik heb veel ervaring met milieuvriendelijke producten. 4. Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Environmental awareness	1. We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. 2. De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. 3. De mens maakt ernstig misbruik van het milieu. 4. Planten en dieren hebben evenveel recht van bestaan als mensen. 5. De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties. 6. Mensen zijn voorbestemd om over de rest van de natuur te heersen
Language proficiency	1. Ik beheers het Nederlands goed. 2. Ik heb een goed gevoel voor taal.
Channel check	Ik ben deze enquête tegengekomen op… 1. LinkedIn 2. Facebook 3. WhatsApp 4. Anders, namelijk…
Gender	Wat is uw geslacht? - Man

	- Vrouw - Anders
Age	- Wat is uw leeftijd
Educational level	- Geen - Middelbare school - MBO - HBO - WO Bachelor diploma - Master diploma - Doctoraatsdiploma - Anders
Debriefing	Laat hier uw e-mailadres achter als u kans wilt maken op één van de drie bol.com cadeaukaarten t.w.v.-€15,- _____ Bedankt voor het deelnemen aan ons onderzoek. Terra Firma is geen bestaand bedrijf: de naam en de tekst in dit experiment zijn fictief en verzonnen voor dit onderzoek. Heeft u opmerkingen of vragen, of interesse in de resultaten van het onderzoek? Dan kunt u een mail-sturen-naar:-julian.vandorst@student.ru.nl. Met-vriendelijke-groet, Julia, Shanna, Luuk en Julian

Construct	Orginal # items	Cronbach's alpha	# of items deleted	Cronbach's alpha
Purchase intention	4	.96	0	.904
Environmental awareness	12	.78	6	.717
Language proficiency	N.A.	N.A.	N.A.	.626
Message elaboration	3	.81	0	.873
Caution check	N.A.	N.A.	N.A.	.673

Summarization of constructs pilot 4

Appendix 6; pilot study 5

Introduction	Beste deelnemer, Hartelijk dank voor uw deelname aan ons onderzoek. Wij onderzoeken hoe bedrijven hun missie communiceren naar andere partijen. Door mee te doen aan dit onderzoek helpt u ons heel erg bij het afronden van onze studie Bedrijfskunde én maakt u kans op één van de drie bol.com cadeaukaarten-ter-waarde-van-€15,-. Uw deelname aan dit onderzoek is volledig anoniem. Uw antwoorden zullen uitsluitend voor dit onderzoek gebruikt worden en vertrouwelijk behandeld en verwerkt worden. U kunt op ieder moment uw deelname aan dit onderzoek beëindigen. Het invullen van de vragenlijst zal ongeveer 7-minuten-duren. Nogmaals bedankt voor uw medewerking, Julia Somers Shanna Hendrikx Luuk van Loon Julian van Dorst
	Door verder te gaan geeft u aan bovenstaande informatie begrepen te hebben en geeft u toestemming voor de verwerking van uw (geanonimiseerde) antwoorden. □ Ik ga akkoord
	Op de volgende pagina krijgt u een tekst te zien die kledingbedrijf Terra Firma op haar 'Over ons' webpagina heeft staan. Hierin geeft ze een korte omschrijving van de missie en waarden van het bedrijf. U krijgt de tekst één keer te zien. Het is daarna niet meer mogelijk om naar de tekst terug te keren. Het is daarom belangrijk dat u de tekst zo goed mogelijk leest voordat u verder gaat.
Manipulation Exclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs, terwijl we onze voetafdruk op deze aarde minimaliseren. We minimaliseren onze uitstoot van broeikasgassen, waaronder CO2, zoveel mogelijk. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. Wij produceren onze kleding zoveel mogelijk op een milieuvriendelijke manier. Zo gebruiken wij waar mogelijk biologisch katoen in onze kleding, waardoor we ons water- en energieverbruik zoveel mogelijk beperken. Toch zorgen we ervoor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Zolang onze prijzen toegankelijk blijven proberen wij zo goed mogelijk rekening te houden met de impact die onze bedrijfsactiviteiten hebben op het milieu. We doen zoveel als we kunnen om ervoor te zorgen dat met name onze productie- en verpakkingsprocessen milieuvriendelijk zijn: we verspillen zo min mogelijk grondstoffen en gebruiken waar mogelijk

	biologisch afbreekbaar plastic voor onze verpakkingen om bij te dragen aan een circulaire economie. □ Ik heb de tekst aandachtig gelezen
Manipulation Inclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs en daarnaast ook onze voetafdruk op deze aarde te minimaliseren. We minimaliseren al onze uitstoot van broeikasgassen, waaronder CO2. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. Wij produceren al onze kleding altijd op een milieuvriendelijke manier. Zo gebruiken wij alleen biologisch katoen in onze kleding, waardoor wij al ons water- en energieverbruik beperken. Daarnaast zorgen we er altijd voor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Naast dat onze prijzen toegankelijk blijven, houden wij ook altijd rekening met de impact die onze bedrijfsactiviteiten hebben op het milieu. We zorgen ervoor dat verschillende van onze bedrijfsprocessen milieuvriendelijk zijn: we verspillen geen grondstoffen en daarnaast gebruiken we altijd biologisch afbreekbaar plastic voor onze verpakkingen om bij te dragen aan een circulaire economie. □ Ik heb de tekst aandachtig gelezen
	De volgende vragen gaan over de gelezen tekst. Het gaat hierbij om uw perceptie, dit betekent dat er geen goede of foute antwoorden zijn. Geef aan in hoeverre u het eens of oneens bent met de volgende stellingen.
Manipulation check	1. Er zitten geen limieten aan de milieubeloftes van Terra Firma. 2. Terra Firma geeft duidelijk de grenzen aan van haar milieubeloftes. 3. Terra Firma formuleert haar milieubeloftes op een grootse en vergaande manier. 4. Terra Firma formuleert haar milieubeloftes op een genuanceerde manier.
Debriefing	Bedankt voor het deelnemen aan ons onderzoek. Terra Firma is geen bestaand bedrijf: de naam en de tekst in dit experiment zijn fictief en verzonnen voor dit onderzoek. Heeft u opmerkingen of vragen, of interesse in de resultaten van het onderzoek? Dan kunt u een mail-sturen-naar:-julian.vandorst@student.ru.nl. Met-vriendelijke-groet, Julia, Shanna, Luuk en Julian

Appendix 7; experiment, survey

Introduction	Beste deelnemer, Hartelijk dank voor uw deelname aan ons onderzoek. Wij onderzoeken hoe bedrijven hun missie communiceren naar andere partijen. Door mee te doen aan dit onderzoek helpt u ons heel erg bij het afronden van onze studie Bedrijfskunde én maakt u kans op één van de drie bol.com cadeaukaarten-ter-waarde-van-€15,-. Uw deelname aan dit onderzoek is volledig anoniem. Uw antwoorden zullen uitsluitend voor dit onderzoek gebruikt worden en vertrouwelijk behandeld en verwerkt worden. U kunt op ieder moment uw deelname aan dit onderzoek beëindigen. Het invullen van de vragenlijst zal ongeveer 7-minuten-duren. Nogmaals bedankt voor uw medewerking, Julia Somers Shanna Hendrikx Luuk van Loon Julian van Dorst
	Door verder te gaan geeft u aan bovenstaande informatie begrepen te hebben en geeft u toestemming voor de verwerking van uw (geanonimiseerde) antwoorden. □ Ik ga akkoord
	Op de volgende pagina krijgt u een tekst te zien die kledingbedrijf Terra Firma op haar 'Over ons' webpagina heeft staan. Hierin geeft ze een korte omschrijving van de missie en waarden van het bedrijf. U krijgt de tekst één keer te zien. Het is daarna niet meer mogelijk om naar de tekst terug te keren. Het is daarom belangrijk dat u de tekst zo goed mogelijk leest voordat u verder gaat.
Manipulation Exclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs, terwijl we onze voetafdruk op deze aarde minimaliseren. We minimaliseren onze uitstoot van broeikasgassen, waaronder CO2, zoveel mogelijk. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. Wij produceren onze kleding zoveel mogelijk op een milieuvriendelijke manier. Zo gebruiken wij waar mogelijk biologisch katoen in onze kleding, waardoor we ons water- en energieverbruik zoveel mogelijk beperken. Toch zorgen we ervoor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Zolang onze prijzen toegankelijk blijven proberen wij zo goed mogelijk rekening te houden met de impact die onze bedrijfsactiviteiten hebben op het milieu. We doen zoveel als we kunnen om ervoor te zorgen dat met name onze productie- en verpakkingsprocessen milieuvriendelijk zijn: we

	verspillen zo min mogelijk grondstoffen en gebruiken waar mogelijk biologisch afbreekbaar plastic voor onze verpakkingen om bij te dragen aan een circulaire economie. □ Ik heb de tekst aandachtig gelezen
Manipulation Inclusive language	Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat het mogelijk is om trendy kleding aan te bieden tegen een redelijke prijs en daarnaast ook onze voetafdruk op deze aarde te minimaliseren. We minimaliseren al onze uitstoot van broeikasgassen, waaronder CO2. Wij hebben ons tot doel gesteld om vóór 2030 CO2 neutraal te zijn. Wij produceren al onze kleding altijd op een milieuvriendelijke manier. Zo gebruiken wij alleen biologisch katoen in onze kleding, waardoor wij al ons water- en energieverbruik beperken. Daarnaast zorgen we er altijd voor dat de betaalbaarheid van ons mode-aanbod niet in het gedrang komt. Naast dat onze prijzen toegankelijk blijven, houden wij ook altijd rekening met de impact die onze bedrijfsactiviteiten hebben op het milieu. We zorgen ervoor dat verschillende van onze bedrijfsprocessen milieuvriendelijk zijn: we verspillen geen grondstoffen en daarnaast gebruiken we altijd biologisch afbreekbaar plastic voor onze verpakkingen om bij te dragen aan een circulaire economie. □ Ik heb de tekst aandachtig gelezen
	De volgende vragen gaan over de gelezen tekst. Het gaat hierbij om uw perceptie, dit betekent dat er geen goede of foute antwoorden zijn. Geef aan in hoeverre u het eens of oneens bent met de volgende stellingen.
Manipulation check	5. Er zitten geen limieten aan de milieubeloftes van Terra Firma. 6. Terra Firma geeft duidelijk de grenzen aan van haar milieubeloftes. 7. Terra Firma formuleert haar milieubeloftes op een grootse en vergaande manier. 8. Terra Firma formuleert haar milieubeloftes op een genuanceerde manier.
Debriefing	Bedankt voor het deelnemen aan ons onderzoek. Terra Firma is geen bestaand bedrijf: de naam en de tekst in dit experiment zijn fictief en verzonnen voor dit onderzoek. Heeft u opmerkingen of vragen, of interesse in de resultaten van het onderzoek? Dan kunt u een mail-sturen-naar:- julian.vandorst@student.ru.nl. Met-vriendelijke-groet, Julia, Shanna, Luuk en Julian

Appendix 8; discriminant validity

Factor analyses with oblique rotation

Kaiser-Meyer-Olkin Measure of sampling adequacy		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	930.238
	Df	91
	Sig.	.000

Communalities		
	Initial	Extraction
MC1rev	.163	.184
MC2	.112	.156
MC3rev	.266	.530
MC4	.263	.295
PI1	.622	.657
PI2	.654	.701
PI3	.696	.730
PI4	.725	.782
EA1	.109	.110
EA2rev	.199	.145
EA3	.268	.300
EA4	.263	.280
EA5rev	.418	.550
EA6rev	.424	.524

Initial Eigenvalues			**Extraction sums of squared loadings**				**Rotation sums of squared loadings**
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total
1	3.622	25.873	25.873	3.266	23.329	23.329	3.175
2	2.196	15.688	41.562	1.632	11.655	34.984	1.743
3	1.686	12.045	53.606	1.046	7.471	42.456	1.162
4	.968	6.913	60.519				
5	.906	6.474	66.994				
6	.839	5.995	72.989				
7	.786	5.612	78.601				
8	.695	4.966	83.566				
9	.652	4.654	88.221				
10	.509	3.633	91.853				
11	.391	2.792	94.645				
12	.320	2.288	96.933				
13	.245	1.748	98.681				
14	.185	1.319	100				

Pattern matrix	Purchase intention	Environmental awareness	Manipulation check
PurchaseIntention1	.792		
PurchaseIntention2	.846		
PurchaseIntention3	.860		
PurchaseIntention4	.867		
Environmental awareness 1		.325	
Environmental awareness 2		.289	
Environmental awareness 3		.773	
Environmental awareness 4		.337	
Environmental awareness 5		.738	
Environmental awareness 6		.718	
Manipulation Check 1			.382
Manipulation Check 2			.352
Manipulation Check 3			.731
Manipulation Check 4			.455
Eigenvalues	3.588	1.909	1.479
% of Variance	32.6	17.4	13.4

Factor	1	2	3
1	1.000	.048	.156
2	.048	1.000	.031
3	.156	.031	1.000

Iteration 2 with varimax

Kaiser-Meyer-Olkin Measure of sampling adequacy		.769
Bartlett's Test of Sphericity	Approx. Chi-Square	930.238
	Df	91
	Sig.	.000

KMO, Bartlett

Communalities		
	Initial	Extraction
MC1rev	.163	.184
MC2	.112	.156
MC3rev	.266	.530
MC4	.263	.295
PI1	.622	.657
PI2	.654	.701
PI3	.696	.730
PI4	.725	.782
EA1	.109	.110
EA2rev	.199	.145
EA3	.268	.300
EA4	.263	.280
EA5rev	.418	.550
EA6rev	.424	.524

Communalities

Initial Eigenvalues			Extraction sums of squared loadings				Rotation sums of squared loadings
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total
1	3.622	25.873	25.873	3.266	23.329	23.329	3.175
2	2.196	15.688	41.562	1.632	11.655	34.984	1.743
3	1.686	12.045	53.606	1.046	7.471	42.456	1.162
4	.968	6.913	60.519				
5	.906	6.474	66.994				
6	.839	5.995	72.989				
7	.786	5.612	78.601				
8	.695	4.966	83.566				
9	.652	4.654	88.221				
10	.509	3.633	91.853				
11	.391	2.792	94.645				
12	.320	2.288	96.933				
13	.245	1.748	98.681				
14	.185	1.319	100				

Rotated factor matrix	Purchase intention	Environmental awareness	Manipulation check
PurchaseIntention1	.796		
PurchaseIntention2	.837		
PurchaseIntention3	.853		
PurchaseIntention4	.865		
Environmental awareness 1		.327	
Environmental awareness 2		.277	
Environmental awareness 3		.516	
Environmental awareness 4		.351	
Environmental awareness 5		.740	
Environmental awareness 6		.720	
Manipulation Check 1			.364
Manipulation Check 2			.361
Manipulation Check 3			.715
Manipulation Check 4			.472
Eigenvalues	3.588	1.909	1.479
% of Variance	32.6	17.4	13.4

Rotated factor matrix

Factor	1	2	3
1	.957	.252	.141
2	-.265	1.000	.078
3	-.116	-.112	1.000

Factor transformation matrix

Iteration 3, varimax without EA1

Kaiser-Meyer-Olkin Measure of sampling adequacy		.768
Bartlett's Test of Sphericity	Approx. Chi-Square	908.378
	Df	78
	Sig.	.000

KMO, Bartlett

Communalities		
	Initial	Extraction
MC1rev	.156	.177
MC2	.112	.156
MC3rev	.263	.542
MC4	.261	.297
PI1	.617	.658
PI2	.652	.701
PI3	.696	.730
PI4	.725	.783
EA2rev	.199	.146
EA3	.262	.288
EA4	.260	.274
EA5rev	.409	.551
EA6rev	.421	.542
Eigenvalues	3	
Total variance explained %	56.681	

Communalities

Factor	**1**	**2**	**3**
1	.969	.205	.136
2	-.221	.968	.118
3	-.108	-.145	.984

Factor transformation matrix

Iteration 4, without EA1 and EA2rev

Kaiser-Meyer-Olkin Measure of sampling adequacy		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	864.780
	Df	66
	Sig.	.000

KMO, Bartlett's test

Communalities		
	Initial	Extraction
MC1rev	.142	.171
MC2	.111	.159
MC3rev	.250	.506
MC4	.259	.346
PI1	.605	.644
PI2	.651	.713
PI3	.690	.738
PI4	.716	.779
EA3	.262	.306
EA4	.260	.273
EA5rev	.398	.565
EA6rev	.387	.490
Eigenvalues	3	
Total variance explained %	59,961	

Communalities

Factor	**1**	**2**	**3**
1	.959	.253	.125
2	-.275	.940	.204
3	-.066	-.230	.971

Factor transformation matrix

Iteration 5, without EA1, EA2rev and MC1

Kaiser-Meyer-Olkin Measure of sampling adequacy		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	835.138
	Df	55
	Sig.	.000

KMO, Bartlett's test

Communalities		
	Initial	Extraction
MC2	.109	.168
MC3rev	.213	.373
MC4	.255	.425
PI1	.604	.638
PI2	.644	.704
PI3	.688	.757
PI4	.716	.789
EA3	.262	.304
EA4	.260	.280
EA5rev	.398	.589
EA6rev	.376	.464

Communalities

	Initial Eigenvalues			**Extraction sums of squared loadings**			**Rotation sums of squared loadings**		
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of vairance	Cumulative %
1	3.588	32.622	32.622	3.246	27.433	27.433	3.018	27.433	27.433
2	1.909	17.356	49.978	1.298	13.962	13.962	1.536	13.962	41.395
3	1.479	13.442	63.420	.848	8.527	49.922	.938	49.922	49.922
4	.815	7.409	70.829						
5	.791	7.188	78.017						
6	.670	6.090	84.107						
7	.545	4.955	89.062						
8	.418	3.796	92.858						
9	.338	3.076	95.933						
10	.255	2.360	98.253						
11	.192	1.747	100						

Eigenvalues

Rotated factor matrix	Purchase intention	Environmental awareness	Manipulation check
PurchaseIntention1	.769		
PurchaseIntention2	.835		
PurchaseIntention3	.868		
PurchaseIntention4	.863		
Environmental awareness 3		.522	
Environmental awareness 4		.356	
Environmental awareness 5		.767	
Environmental awareness 6		.680	
Manipulation Check 2			.389
Manipulation Check 3			.583
Manipulation Check 4			.609

Rotated factor matrix

Factor	1	2	3
1	.943	.273	.192
2	-.266	.962	-.062
3	-.201	-.007	.979

Factor transformation matrix

Appendix 9; convergent validity

Convergent validity; purchase intention

Kaiser-Meyer-Olkin Measure of sampling adequacy		.833
Bartlett's Test of Sphericity	Approx. Chi-Square	549.127
	Df	6
	Sig.	.000

KMO, Bartlett

	Communalities	
	Initial	Extraction
PI1	.574	.630
PI2	.619	.695
PI3	.675	.741
PI4	.695	.782

Communalities

	Initial Eigenvalues			**Extraction sums of squared loadings**		
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	3.133	78.333	78.333	2.849	71.214	71.214
2	.363	9.085	87.418			
3	.300	7.509	94.927			
4	.203	5.073	100			

Eigenvalues

	Factor matrix
Factor	1
PI1	.794
PI2	.834
PI3	.861
PI4	.884

Factor matrix

Convergent validity; environmental awareness (all items)

Kaiser-Meyer-Olkin Measure of sampling adequacy		.718
Bartlett's Test of Sphericity	Approx. Chi-Square	174,217
	Df	15
	Sig.	.000

KMO, Bartlett's

	Communalities	
	Initial	Extraction
EA1	.085	.113
EA2rev	.075	.121
EA3	.245	.509
EA4	.136	.192
EA5rev	.375	.513
EA6rev	.329	.618

Communalities

	Initial Eigenvalues			**Extraction sums of squared loadings**		
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	2.270	37.833	37.833	1.725	28.755	28.755
2	1.035	17.252	55.084	.341	5.679	34.434
3	.856	13.271	69.355			
4	.750	12.508	81.863			
5	.657	10.949	92.812			
6	.431	7.188	100			

Eigenvalues

	Factor matrix	
Factor	1	**2**
EA1	.330	.058
EA2rev	.257	-.234
EA3	.605	.378
EA4	.396	.187
EA5rev	.715	-.044
EA6rev	.718	-.321

Factor matrix

Convergent validity; environmental awareness (EA1 excluded)

Kaiser-Meyer-Olkin Measure of sampling adequacy		.682
Bartlett's Test of Sphericity	Approx. Chi-Square	156.336
	Df	10
	Sig.	.000

KMO, Bartlett's

	Communalities	
	Initial	Extraction
EA2rev	.075	.112
EA3	.239	.584
EA4	.131	.171
EA5rev	.369	.498
EA6rev	.324	.645

Communalities

	Initial Eigenvalues			**Extraction sums of squared loadings**		
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	2.132	42.631	42.631	1.635	32.695	32.695
2	1.026	20.530	63.161	.376	7.517	40.212
3	.753	15.067	78.228			
4	.657	13.146	91.373			
5	.431	8.627	100			

Eigenvalues

	Factor matrix	
Factor	1	**2**
EA2rev	.258	.214
EA3	.629	-.434
EA4	.383	-.156
EA5rev	.705	.044
EA6rev	.728	.339

Factor matrix

Convergent validity; environmental awareness (EA1, EA2rev exluded)

Kaiser-Meyer-Olkin Measure of sampling adequacy		.666
Bartlett's Test of Sphericity	Approx. Chi-Square	140.521
	Df	6
	Sig.	.000

KMO, Bartlett's

	Communalities	
	Initial	Extraction
EA3	.239	.317
EA4	.130	.160
EA5rev	.365	.589
EA6rev	.298	.400

Communalities

	Initial Eigenvalues			**Extraction sums of squared loadings**		
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	2.050	51.257	51.527	1.466	36.656	32.656
2	.836	20.888	72.145			
3	.681	17.032	89.177			
4	.433	10.823	100			

Eigenvalues

	Factor matrix
Factor	1
EA3	.563
EA4	.399
EA5rev	.768
EA6rev	.632

Factor matrix

Convergent validity; manipulation check

Kaiser-Meyer-Olkin Measure of sampling adequacy		.605
Bartlett's Test of Sphericity	Approx. Chi-Square	58.491
	Df	6
	Sig.	.000

KMO, Bartlett's

	Communalities	
	Initial	Extraction
MC1rev	.088	.113
MC2	.089	.141
MC3rev	.182	.469
MC4	.134	.221

Communalities

	Initial Eigenvalues			**Extraction sums of squared loadings**		
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	1.649	41.232	41.232	.944	23.611	23.611
2	.975	24.368	65.600			
3	.760	18.997	84.597			
4	.616	15.403	100			

Eigenvalues

	Factor matrix
Factor	1
MC1rev	.336
MC2	.376
MC3rev	.685
MC4	.470

Factor matrix

Convergent validity; manipulation check (without MC1rev)

Kaiser-Meyer-Olkin Measure of sampling adequacy		.605
Bartlett's Test of Sphericity	Approx. Chi-Square	39.692
	Df	3
	Sig.	.000

KMO, Bartlett's

	Communalities	
	Initial	Extraction
MC2	.088	.183
MC3rev	.116	.262
MC4	.134	.364

Communalities

	Initial Eigenvalues			**Extraction sums of squared loadings**		
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	1.526	50.854	50.854	.809	26.957	26.957
2	.975	26.328	77.182			
3	.760	22.818	100			

Eigenvalues

	Factor matrix
Factor	1
MC2	.428
MC3rev	.512
MC4	.603

Factor matrix

Appendix 10; reliability analysis

Reliability; Purchase intention

Reliability statistics		
Cronbach's Alpha	**Cronbach's Alpha based on standardized items**	**N of items**
.908	.908	4

Cronbach's Alpha

Item-total statistics					
	Scale if item deleted	**Scale variance if item deleted**	**Corrected item-total correction**	**Squared multiple correlation**	**Cronbach's alpha if item deleted**
PI1	12.56	14,680	.751	.574	.895
PI2	13.16	14.012	.785	.619	.883
PI3	12.74	13.897	.806	.675	.876
PI4	12.78	13.535	.825	.695	.869

Item-total statistics

Reliability; environmental awareness

Reliability statistics		
Cronbach's Alpha	**Cronbach's Alpha based on standardized items**	**N of items**
.646	.646	6

Cronbach's Alpha

Item-total statistics					
	Scale if item deleted	**Scale variance if item deleted**	**Corrected item-total correction**	**Squared multiple correlation**	**Cronbach's alpha if item deleted**
EA1	24.3780	21.457	.277	.085	.638
EA2rev	26.2727	22.344	.201	.075	.664
EA3	23.7560	21.330	.436	.245	.590
EA4	24.1531	20.525	.310	.136	.629
EA5rev	24.2344	18.200	.550	.375	.534
EA6rev	24.6220	17.304	.524	.329	.529

Item-total statistics

Reliability; environmental awareness (EA2rev excluded)

Reliability statistics		
Cronbach's Alpha	**Cronbach's Alpha based on standardized items**	**N of items**
.664	.671	5

Cronbach's Alpha

Item-total statistics					
	Scale if item deleted	**Scale variance if item deleted**	**Corrected item-total correction**	**Squared multiple correlation**	**Cronbach's alpha if item deleted**
EA1	21.1675	16.919	.289	.085	.669
EA3	20.5455	16.788	.462	.245	.603
EA4	20.9426	15.852	.341	.135	.649
EA5rev	21.0239	14.216	.547	.372	.550
EA6rev	21.4115	13.724	.487	.304	.578

Item-total statistics

Reliability; environmental awareness (EA1, EA2rev excluded)

Reliability statistics		
Cronbach's Alpha	**Cronbach's Alpha based on standardized items**	**N of items**
.669	.678	4

Cronbach's Alpha

Item-total statistics					
	Scale if item deleted	**Scale variance if item deleted**	**Corrected item-total correction**	**Squared multiple correlation**	**Cronbach's alpha if item deleted**
EA3	15.4402	12.026	.462	.239	.608
EA4	15.8373	11.146	.336	.130	.680
EA5rev	15.1987	9.787	.550	.365	.533
EA6rev	16.3062	9.310	.490	.298	.576

Item-total statistics

Reliability; Manipulation check

Reliability statistics		
Cronbach's Alpha	**Cronbach's Alpha based on standardized items**	**N of items**
.510	.516	4

Cronbach's Alpha

Item-total statistics					
	Scale if item deleted	**Scale variance if item deleted**	**Corrected item-total correction**	**Squared multiple correlation**	**Cronbach's alpha if item deleted**
MC1rev	12.0574	10.708	.221	.088	.514
MC2	11.9378	10.568	.266	.089	.469
MC3rev	13.0813	9.835	.417	.182	.336
MC4	11.7990	10.613	.316	.134	.425

Item-total statistics

Reliability; Manipulation check (MC1rev excluded)

Reliability statistics		
Cronbach's Alpha	**Cronbach's Alpha based on standardized items**	**N of items**
.514	.516	3

Cronbach's Alpha

Item-total statistics					
	Scale if item deleted	**Scale variance if item deleted**	**Corrected item-total correction**	**Squared multiple correlation**	**Cronbach's alpha if item deleted**
MC2	7.7033	5.835	.295	.088	.472
MC3rev	8.8469	6.073	.330	.116	.410
MC4	7.5646	15.843	.362	.134	.357

Item-total statistics

Appendix 11; assumptions

Assumption 1: measurement scales variables

Dependent variable metrically scaled

Purchase intention was measured with a 7-point Likert scale. Therefore, the assumption for a metrically scaled dependent variable was met.

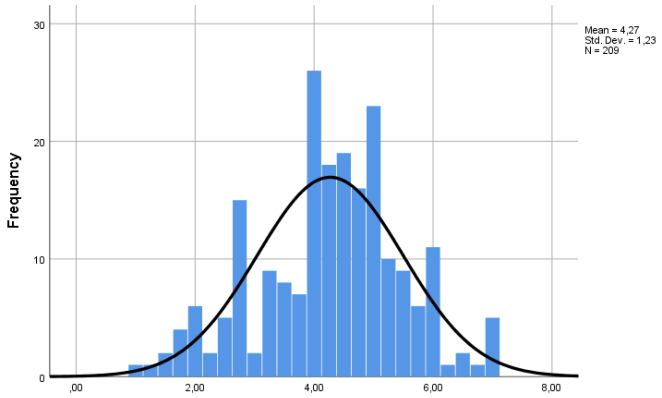
Assumption 2: Independence of sample

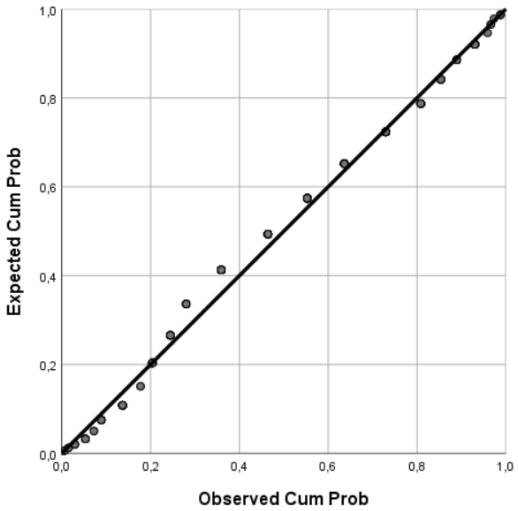
Type of language was distinguished between exclusive and inclusive language and there was no ordering to the categories. Therefore, the assumption of a categorical independent variable was met.

Assumption 3: Normality of the sample

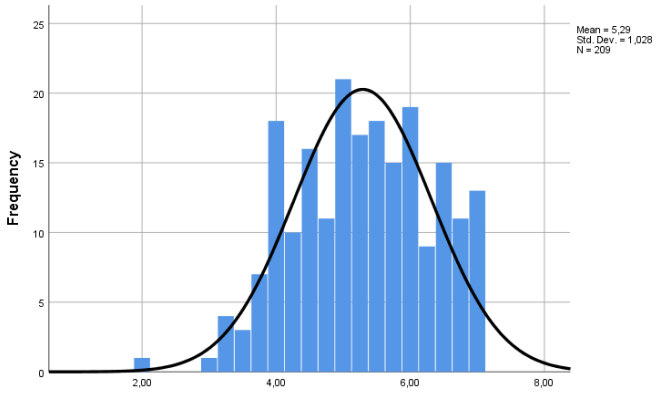
	Purchase intention	**Environmental awareness**
Skewness	-.247	-.194
Std. Error skewness	.168	.168
Total	-1.47	-.029
Kurtosis	-.098	-.567
Std. Error kurtosis	.335	.335
Total	-.029	-1.69

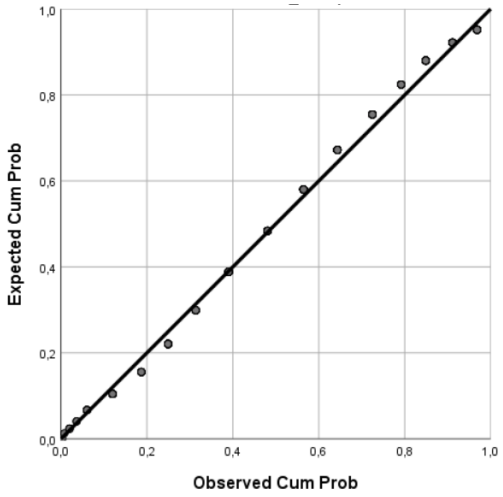
Purchase intention





Environmental awareness





Assumption 4: Homogeneity of variance

Type of language on purchase intention:

F	DF1	DF2	Sig.
.575	1	207	.449

Type of language on purchase, including environmental awareness as moderating variable.

F	DF1	DF2	Sig.
1.366	1	207	.244

Assumption 5: Homogeneity of regression slopes

Homogeneity Of regression Slopes		
	F	p
Type of language x Age	.577	.563
Type of language x Man	.452	.637
Type of language x Neutral	2.044	.155
Type of language x High school	.036	.850
Type of language x MBO	.270	.604
Type of language x WO bachelor	.022	.883
Type of language x WO master	.052	.820
Type of language x Doctoral	.118	.731
Type of language x LinkedIn	.191	.826
Type of language x Facebook	2.761	.066
Type of language x other channel	.537	.585

Appendix 12; ANOVA

Hypothesis 1:
Between-subjects factors

Type of language		Value label	N
	1	Exclusive	97
	2	Inclusive	112

Descriptive statistics

F	Mean	Std. Deviation	N
Exclusive	4.3351	1.26032	97
Inclusive	4.2143	1.20568	112
Total	4.2703	1.22984	209

Dependent variable: Purchase intention

Levene's test of equality of error variances

F	DF1	DF2	Sig.
.896	1	207	.345

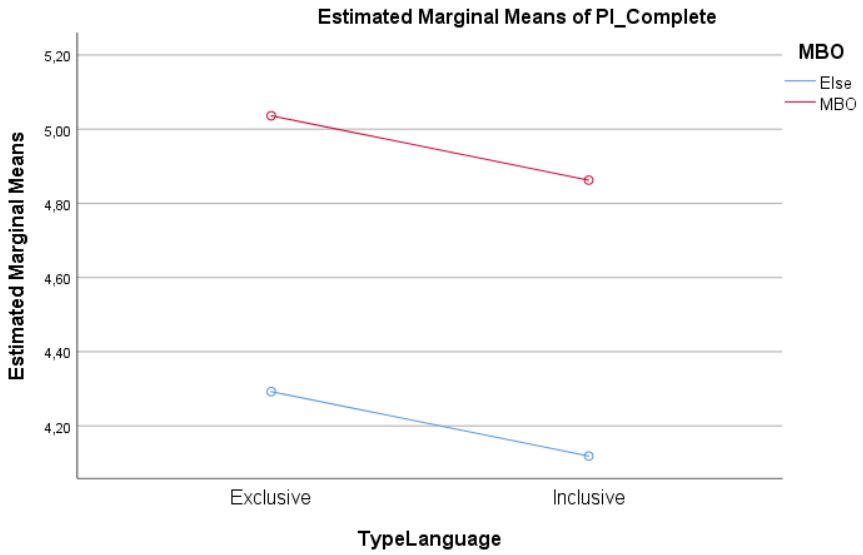
Dependent variable: Purchase intention

Test of between-subjects effects

	Model 1 Main effects only			
	df	F	n	p
Type of Language (TL)	1	1.204	.194	.274
Environmental awareness (EA)	1	14.244*	.964	.000
TL X EA				
Age	1	.209	.074	.648
Man	1	.774	.141	.380
Neutral	1	2.106	.303	.148
High school	1	.386	.095	.535
MBO	1	6.674*	.729	.011
WO Bachelor degree	1	.005	.051	.946
WO master degree	1	.937	.161	.334
Doctoral degree	1	.095	.061	.758
LinkedIn	1	.112	.063	.738
Facebook	1	.042	.055	.837
Other channel	1	.019	.052	.890

Dependent variable: Purchase intention
Computed using alpha = .05

Profile plot MBO



Hypothesis 2
:
Between-subjects factors

Type of language		**Value label**	**N**
	1	Exclusive	97
	2	Inclusive	112

Descriptive statistics

F	**Mean**	**Std. Deviation**	**N**
Exclusive	4.3351	1.26032	97
Inclusive	4.2143	1.20568	112
Total	4.2703	1.22984	209

Dependent variable: Purchase intention

Levene's test of equality of error variances

F	**DF1**	**DF2**	**Sig.**
.972	1	207	.325

Dependent variable: Purchase intention

Tests of between-subjects effects

Model 2 **With interaction effect**					
	df	df	F	n	P
Type of Language (TL)	1	1	2.721	.182	.295
Environmental awareness (EA)	1	1	13.566*	.956	.000
TL X EA		1	2.156	.309	.144
Age	1	1	.302	.085	.584
Man	1	1	.858	.152	.356
Neutral	1	1	2.521	.352	.114
High school	1	1	.621	.123	.432
MBO	1	1	7.239*	.763	.008
WO Bachelor degree	1	1	.000	.050	.989
WO master degree	1	1	1.096	.181	.296
Doctoral degree	1	1	.078	.059	.781
LinkedIn	1	1	.106	.062	.745
Facebook	1	1	.112	.063	.738
Other channel	1	1	.003	.050	.954

Dependent variable: Purchase intention
Computed using alpha = .05

Appendix 13; additional analysis ANOVA

Median for realism check and language proficiency.

	Realism check	Language proficiency
N	209	209
Median	5.0	6.0

Additional ANOVA, including the realism check and language proficiency
Between-subjects factors

		Value label	N
Type of language	1	Exclusive	97
	2	Inclusive	112
Language proficiency	1	Low language proficiency	111
	2	High language proficiency	98
Realism check	1	Low realism	108
	2	High realism	101

Levene's test of equality of error variances

F	DF1	DF2	Sig.
.919	7	201	.492

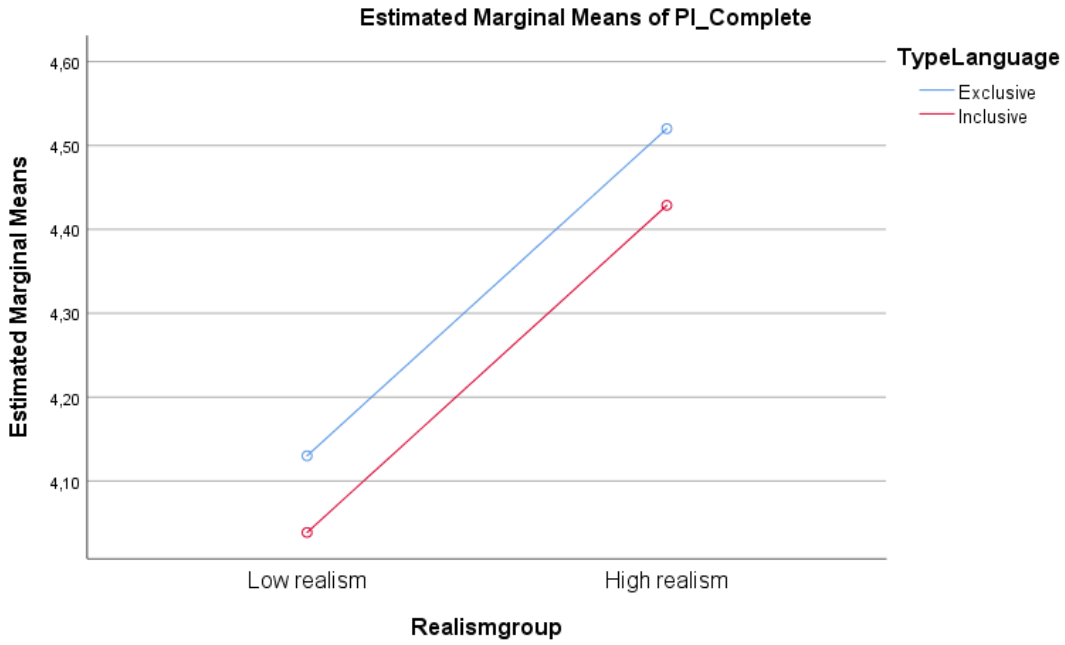
Dependent variable: Purchase intention

Tests of between-subjects effects

Model 2 With interaction effect				
	df	F	n	P
Type of Language (TL)	1	1.784	.265	.183
Environmental awareness (EA)	1	11.126**	.913	.001
TL X EA	1	1.557	.237	.213
Language proficiency	1	..312	.086	.577
Realism check	1	5.401*	.638	.021

Dependent variable: Puchase intention

Profile plot for realism check on purchase intention

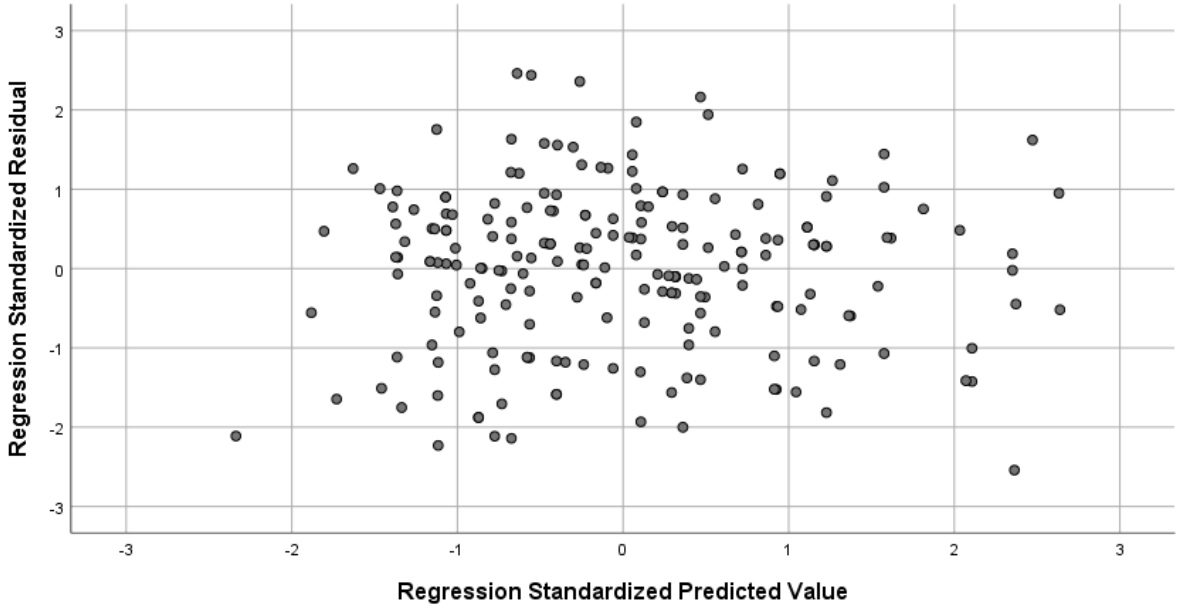


Appendix 14; additional analysis assumptions

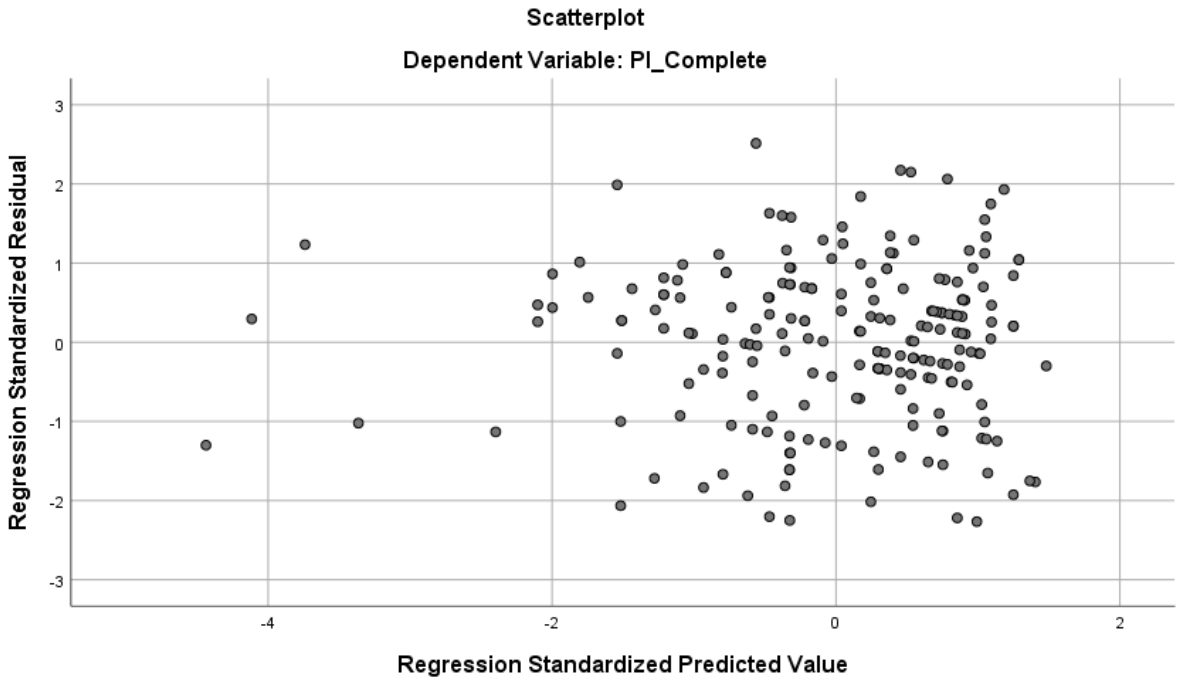
Assumption 1: Linearity of the phenomenon measured

	Purchase intention	**Environmental awareness**	**Manipulation check**
Skewness	-.247	-.194	-.111
Std. Error skewness	.168	.168	.168
Total	-1.47	-.029	-0.66
Kurtosis	-.098	-.567	-.307
Std. Error kurtosis	.335	.335	.335
Total	-.029	-1.69	-.0916

Assumption 2: Constant variance of the residuals
Hypothesis 1: Manipulation check on purchase intention



Hypothesis 2: Manipulation check on purchase intention, with environmental awareness as moderating variable.



Assumption 3: Independence of the residuals
Residuals statistics

Residuals Statistics[a]					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.0797	5.0494	4.2703	.36313	209
Residual	-2.96043	2.93172	.00000	1.17501	209
Std. Predicted Value	-3.279	2.145	.000	1.000	209
Std. Residual	-2.507	2.483	.000	.995	209

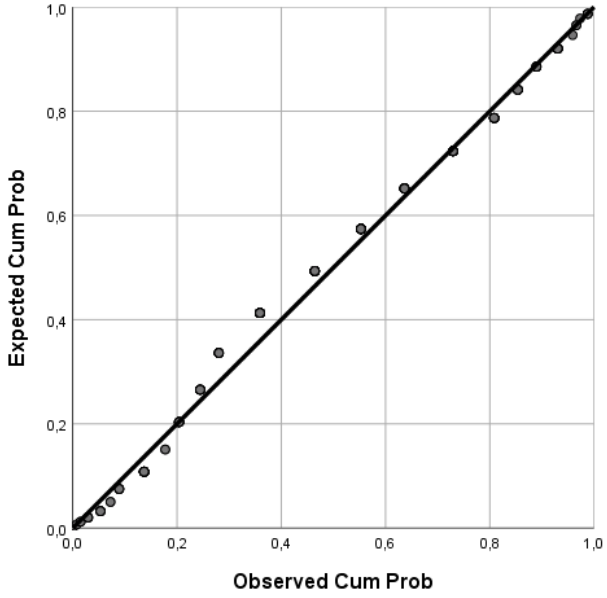
Durbin-Watson test

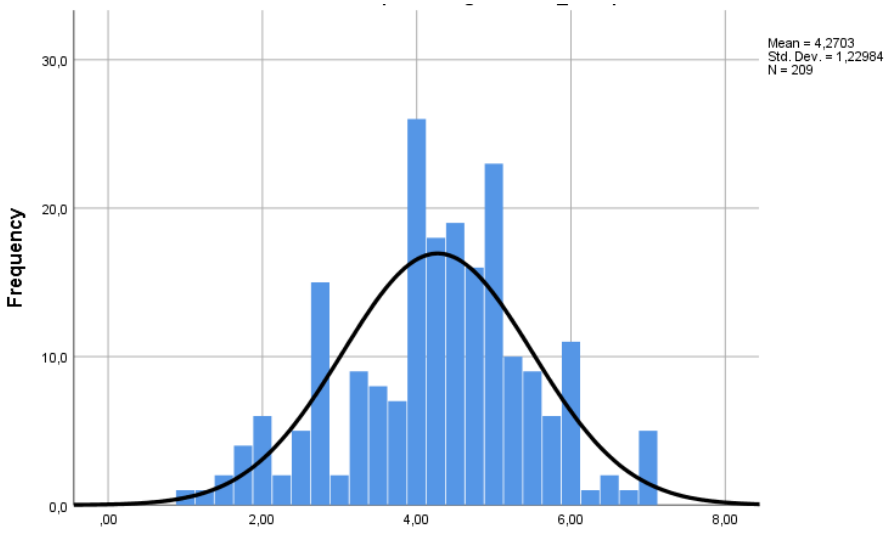
Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.295[a]	.087	.078	1.18070	1.967

VIF values

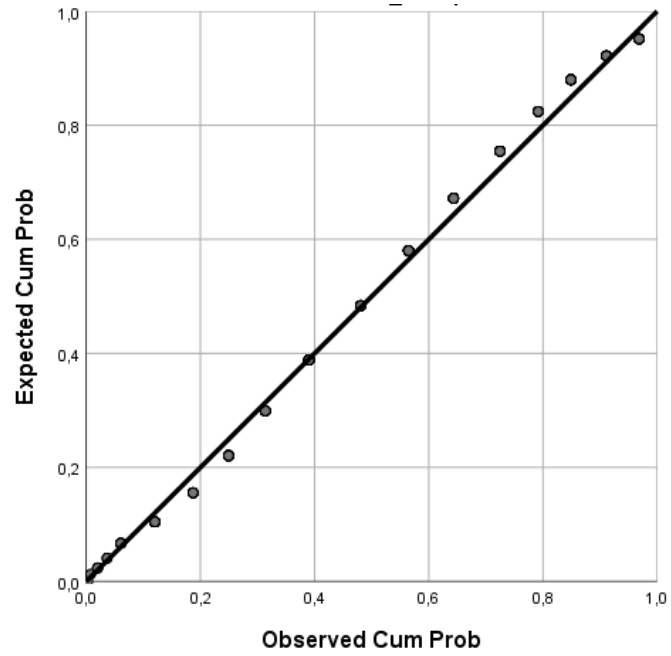
Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(constant)	2.042	.509		4.008	.000		
Manipulation check	.171	.075	.151	2.267	.024	.996	1.004
Environmental awareness	.292	.080	.244	3.655	.000	.996	1.004

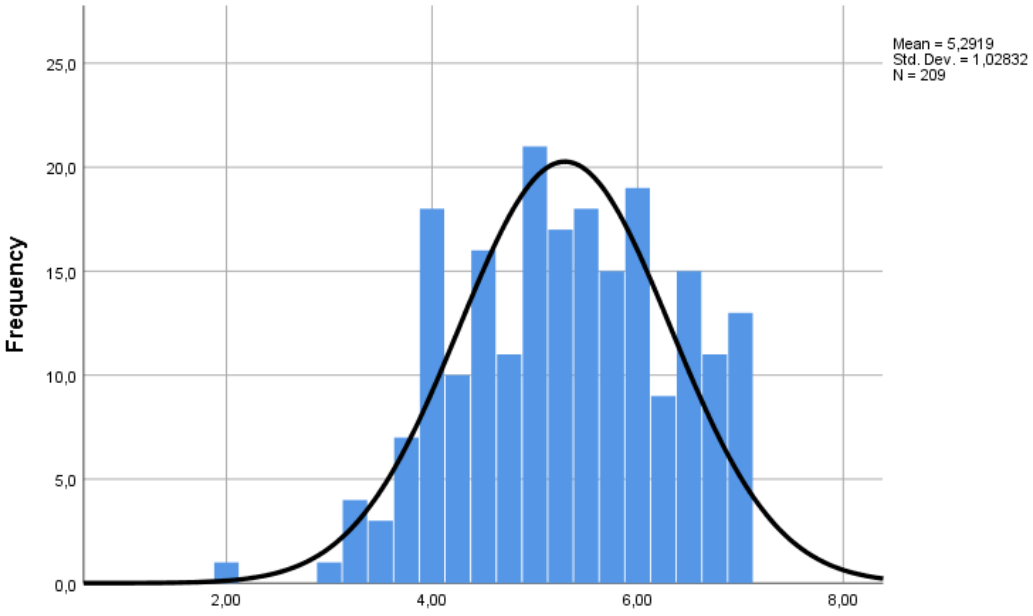
Assumption 4: Normality of the residuals
Normal probability plots
Purchase intention



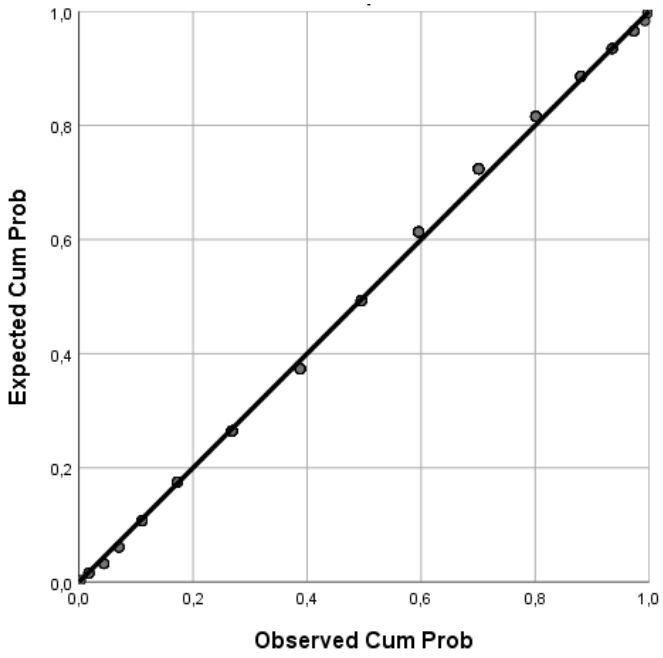


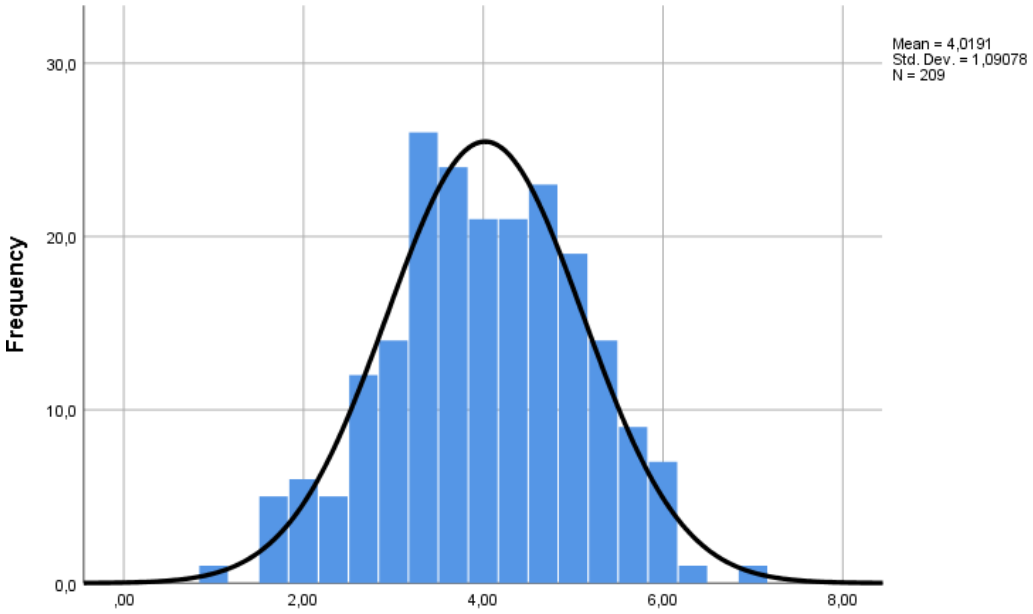
Environmental awareness





Manipulation check





Appendix 15; additional analyses linear regression

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.358	.128	.075	1.18307	
2	.381	.145	.088	1.17454	1.881

a. Predictors: (Constant), Environmental awareness, Manipulation check, other than, MBO, Man, Neutral, WOmaster, WObachelor, Highschool, Facebook, LinkedIn
b. Predictors: (Constant), Environmental awareness, Manipulation check, other than, MBO, Man, Neutral, WOmaster, WObachelor, Highschool, Facebook, LinkedIn, Interaction manipulation check – environmental awareness
c. Dependent variable, Purchase intention

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	40.270	12	3.356	2.398	.007
	Residual	274.331	196	1.400		
	Total	314.601	208			
2	Regression	45.590	13	3.507	2.542	.003
	Residual	269.011	195	1.380		
	Total	314.601	208			

a. Predictors: (Constant), Environmental awareness, Manipulation check, other than, MBO, Man, Neutral, WOmaster, WObachelor, Highschool, Facebook, LinkedIn
b. Predictors: (Constant), Environmental awareness, Manipulation check, other than, MBO, Man, Neutral, WOmaster, WObachelor, Highschool, Facebook, LinkedIn, Interaction manipulation check – environmental awareness
c. Dependent variable, Purchase intention

	Coefficients[a]							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	4.264	.165		25.918	.000		
	Manipulation check (MC)	.144	.079	.128	1.816	.071	.897	1.115
	Environmental awareness (EA)	.297	.083	.248	3.559	.000	.915	1.093
	Man	-.158	.171	-.063	-.921	.358	.342	1.061
	Neutral	-1.101	.743	-.107	-1.481	.140	.857	1.167
	High school	-2.35	.347	-.048	-.678	.498	.891	1.123
	MBO	.622	.305	.149	2.036	.043	.830	1.205
	WO bachelor	.005	.220	.002	.022	.983	.808	1.238
	WO master	.236	.230	.075	1.026	.306	.835	1.197
	Doctoral	.076	.753	.007	.101	.920	.835	1.197
	LinkedIn	.122	.437	.019	.279	.781	.852	1.051
	Facebook	-.008	.224	-.002	-.035	.972	.900	1.111
	Other media	-.036	.236	-.011	-.153	.878	.846	1.182
2	(Constant)	7.310	1.560			.000		
	Manipulation check (MC)	.909	.397	.806	4.687	.023	.035	28.344
	Environmental awareness (EA)	.855	.296	.715	2.888	.004	.071	13.988
	Man	-.179	.170	-.072	-1.048	.296	.939	1.065
	Neutral	-1.148	.738	-.111	-1.555	.122	.856	1.168
	High school	-.205	.345	-.042	-.596	.552	.889	1.125
	MBO	.640	.303	.153	2.110	.036	.829	1.206
	WO bachelor	.055	.220	.018	.249	.803	.797	1.255
	WO master	.259	.228	.082	1.133	.258	.833	1.201
	Doctoral	.138	.748	.013	.184	.854	.834	1.200
	LinkedIn	.085	.434	.013	.196	.845	.950	1.053
	Facebook	-.021	.222	-.007	-.094	.925	.899	1.112
	Other media	-.077	.235	.024	-.328	.744	.839	1.191
	Interaction MC - EA	-.143	.073	-.860	-1.964	.051	.023	43.759

Dependent variable: purchase intention

Residuals Statistics[a]					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4521	5.3766	4.2703	.46817	209
Residual	-2.88674	3.12029	.00000	1.13724	209
Std. Predicted Value	-3.884	2.363	.000	1.000	209
Std. Residual	-2.458	2.657	.000	.968	209

a. Dependent variable: purchase intention