

Truthful green or deceptive dark? Consumers' perceptions of language type in sustainability claims.

An examination of the effect of language type used in sustainability claims on consumers' perceived greenwashing and purchase intention

Radboud University



Student: Luuk van Loon

Student number: s4737032

Supervisor: Dr. B. Hillebrand

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Preface

This master thesis has been written as a final part of completing the Master's program in Business Administration. This study focuses on the relationship between language type on perceived greenwashing. Several documentaries like *Our Planet* and *Seaspiracy* inspired me to understand from a scientific perspective whether this common phenomenon is perceived by consumers. As I am standing on the edge of graduation, I would like to thank some people that have meant a lot to me during the last phase of my study. First of all, I would like to thank my supervisor Bas Hillebrand for his clear guidance and valuable feedback. Besides, I would like to express my gratefulness to Julia Somers, Julian Dorst, and Shanna Hendrix for their pleasant cooperation. Last but not least, I would like to thank the respondents who took their time to fill out the Survey and my friends and family who are always there for me. For all who read the thesis, enjoy reading and have a wonderful life!

Abstract

This research builds on previous research that found a relationship between language type used in sustainability claims and stakeholders' perceptions of the firm which was moderated by expertise. Whereas previous research focused on non-market stakeholders, this study focused on consumer perceptions. Two different types of language in sustainability claims were presented to consumers to examine whether a different language type has an effect on perceived greenwashing and whether this would indirectly have an effect on their purchase intention. An experiment was conducted with 209 participants. The results of the ANCOVA demonstrated that consumers' perception of greenwashing was not affected by language type and that green expertise did not function as a moderator. However, the results of the regression analysis revealed that perceived greenwashing affects purchase intention. Consumers who perceive greenwashing have a lower purchase intention than consumers who do not perceive greenwashing. Therefore, managers should be aware of the perception of consumers and make sure that their sustainability claims do not reflect greenwashing. The limitations of the study exist mainly in scenario building. Suggestions for further research are to make a standardized manipulation and manipulation check.

Keywords: Sustainability claims, language type, inclusive language, exclusive language, perceived greenwashing, green expertise, purchase intention.

1. Introduction

For a long time companies have perceived sustainability as an annoying trend that involves regulations and extra costs. However, the increasing amount of attention paid to environmental issues and pressure from stakeholders have forced companies to implement sustainability in their business activities (Rattalino, 2018). In the past decade, the topic of sustainability has gained importance: 'Sustainability is an increasingly common and important issue in daily life, which in turn becomes an advantage when handled strategically by managers in their businesses' (Isaac, de Melo Conti, Ghobril, Netto & Junior, 2017). The increasing importance of sustainability has led to increased green marketing practices by companies (TerraChoice, 2010), which can be used to create product differentiation based on sustainability-related positioning. Also, companies are increasingly communicating about the greenness of their practices and products to reap the benefits of the expanding green markets (Delmas & Burbano, 2011).

Companies use sustainability claims to communicate the greenness of their practices and products to their stakeholders. A sustainability claim is a message used to set apart and promote a product, process, business, or service regarding one or more of the three pillars of sustainability; social, economic, and environmental sustainability (Morelli, 2011). Environmental sustainability can be defined as 'a condition of balance, resilience, and interconnectedness that allows human society to satisfy its needs while neither exceeding the capacity of its supporting ecosystems to continue to regenerate the services necessary to meet those needs nor by our actions diminishing biological diversity' (Morelli, 2011, p.5). This study focuses on perceptions of environmental sustainability (green) claims. An example of a green claim is the following: *64% of our fabrics this season are made with recycled materials* (Patagonia, 2021). Patagonia is known as a company that adheres their sustainability claims and is famous for being one of the most socially responsible companies in the world (Elkington, 1998; Fowler & Hope, 2007; Reinhardt, 2000).

However, companies do not always adhere to their sustainability claims, which can be seen as 'greenwashing' (Brouwer, 2016). An increasing number of firms are engaging in greenwashing, misleading consumers about the environmental performance and benefits of their products and services. TerraChoice (2009) even found that over 95 percent of the products they surveyed committed at least one of the TerraChoice 'Seven Sins of Greenwashing'. Companies use greenwashing for several reasons, but the main reason is to satisfy the wishes of their stakeholders, who have an increasing desire for green products. Because greenwashing companies do not implement all of the green practices they claim, they avoid additional costs of implementing those green practices. However, greenwashing companies do claim that they are sustainable and therefore

stakeholders might believe that such companies are performing green. In this way, greenwashing companies reap the benefits of satisfying the needs of stakeholders, but avoid the additional costs involved in implementing those green practices (Delmas & Burbano, 2011).

Consumers noticing that companies are greenwashing can cause major damage to the company. A typical example of greenwashing is the Volkswagen scandal. Volkswagen lied about its diesel cars' greenhouse gas emissions and included defeat devices for 482.000 vehicles (Majláth, 2016). In this way, Volkswagen bypassed environmental restrictions when testing their cars, which resulted in a manipulative result (Mansouri, 2016). Besides a damaged reputation, the company lost more than 25% of its stock prices. Altogether it cost \$10.2 billion for the company (Majláth, 2016). This example shows that consumers noticing that companies do not implement their sustainability policy can cause serious damage to these companies. However, the question remains how consumers may notice when companies are greenwashing.

Companies that do not implement their policies are 'decouplers', while those who implement their policies are 'implementors'. A recent study found that decoupling and implementor firms differ in how they communicate sustainability policy (Crilly, Hansen & Zollo (2016). Two types of language appear in sustainability claims. Inclusive language, often used by decouplers, contains more unclear and sweeping expressions. Conversely, exclusive language, often used by implementors, contains more nuanced, complex communication. Crilly et al.'s (2016) research build on the cognitive-linguistic perspective, assuming 'a relationship between language and speakers' mental representations'; hence, 'subtle, often subliminal, choices about grammar provide important information about how social actors construe the world around them' (p. 706). Therefore, the grammar structure in corporate communications may reveal sustainability claims as truthful or deceptive.

Building on an examination of Crilly et al. (2016), who generally centers on non-market partners (NGOs), this study investigates the influence of language type in sustainability claims in a consumer setting. As language type may reflect decoupling, this study examines how language type influences consumers' perceived greenwashing. Therefore, this study primarily emphasises the effect of language type on perceived greenwashing. To make this research even more relevant for managers, this study also emphasises the variable purchase intention.

1.1 Research question

Hence, this study aims to answer the following research question:

How does language type in sustainability claims directly affect consumers' perceived greenwashing and indirectly affect purchase intention?

1.2 Theoretical relevance

This study contributes to the extant literature in two ways. First, this study is an extension of Crilly et al. (2016), which focused on linguistic cues as predictors of deception. Crilly et al. (2016) found that decouplers tend to use more inclusive language, while implementors use more exclusive language. However, these authors mainly focused on the perceptions of non-market stakeholders. Consumer perceptions of linguistic cues have rarely been studied (Hancock, Curry, Goorha & Woodworth, 2007). Therefore, this research extends the cognitive-linguistic perspective by focusing on consumer perceptions of language type in sustainability claims.

Previous studies have investigated how consumers perceive different types of green claims (e.g. vague or false; Schmuck, Matthes & Naderer, 2018). However, it is still unclear how consumers perceive and respond to different language types used in green claims. As perceptions of deception may negatively affect firms (Newell et al., 1998), a better theoretical understanding of language in green claims is necessary. In this study, additional knowledge will be gained about consumer responses towards communication styles in green claims, particularly in the form of perceived greenwashing and purchase intention.

Furthermore, this study contributes to existing research about the effect of perceived greenwashing on purchase intention (Akturan, 2018; Zhang, Li, Cao & Huang, 2018). Thus, to determine the indirect effect of language type on purchase intention, this study aims to confirm previous research about the effect of greenwashing on purchase intention, leading to a broader understanding of consumer responses to language type used in green claims without taking previously studied relations in the conceptual model for granted.

1.3 Managerial relevance

Greenwashing can mislead consumers when the product they purchase is less sustainable than claimed. This deception may limit consumers ability to make environmentally friendly buying decisions and may even create scepticism towards all green promotions (Brouwer, 2016). This bias

would be unfair towards implementor firms that do their utmost to operate sustainably and compete against decoupling firms. Hence, additional research is necessary to address this problem. Communicator firms are less able to manipulate grammar (Ireland & Pennebaker, 2010). Therefore, managers of decoupling firms may even decide to stop greenwashing when it harms purchase intention, helping in the battle against greenwashing that hurts the environment and limits sustainability progress (Brouwer, 2016).

Furthermore, to appear socially and environmentally friendly, companies spend large sums of money on green marketing, hoping to improve brand attitude and purchase intention (Nyilasy, Gangadharbatla & Paladino, 2014). When consumers perceive green marketing as greenwashing, this result may encourage managers to adapt their green marketing claims. Specifically, if this study concludes that implementor claims (rather than decoupling claims) result in less perceived greenwashing and increased purchase intention, decouplers may be encouraged to more reliably amend their claims.

For managers, this research may broaden the knowledge of deception, enhancing the decision to include inclusive or exclusive language in sustainability claims, if possible. The results may vary among different levels of consumers' sustainable expertise and demographics. These results can help managers to adapt claims to gain the favourability of their target group.

Furthermore, this study focuses on consumers as important stakeholders; without consumers, managers will not achieve sales. This research may increase consumer knowledge for managers concerning their response to sustainability claims. Generating additional knowledge about consumer perceptions of sustainability claims may help managers develop customised messaging to resonate with potential customers. Moreover, investigating purchase intention might reveal actual behaviour as these constructs are interrelated (Bhaskar & Kumar, 2016)

1.4 Structure of the report

The remainder of this thesis is structured as follows. First, this thesis introduces the background of the study: the cognitive-linguistic perspective. Second, the researcher introduces the conceptual model and hypotheses. The methodology is then presented, followed by the results. Finally, the key findings, implications, important contributions, and limitations of the study are presented, leading to further research recommendations.

2 Theoretical background

This chapter provides background information about the cognitive-linguistic perspective as the main underlying research theory. Moreover, the variables and hypotheses are explained in the theoretical framework leading to the conceptual model.

2.1 Cognitive-linguistic perspective

Companies and stakeholders strategically use language to enlighten and persuade others (Mills, 1940; van Leeuwen, 2008). Previous research has focused on message content as a company attempts to accomplish these goals. In contrast, the cognitive-linguistic perspective focuses on grammar and states that mental representations are encoded in message formulation. The theoretical foundation of this research is that *how* things are formulated is more important than *what* is formulated. Grammar helps to distinguish between deceptive and truthful claims because a communicator (i.e. a firm) is less able to consciously manipulate the expression of content than the content itself (Ireland & Pennebaker, 2010). Hence, it is easier to detect deception in how things are formulated instead of the content itself.

The cognitive-linguistic perspective explains how claims are communicated and perceived. Two messages with the same content can be differently perceived when those messages are formulated in another way by structuring content into more complex expressions. For example, '*We respect the norms and values of our customers but not at the cost of our employees*' gives more information and may be perceived differently than '*We respect the norms and values of our customers and our employees*'. This difference is due to the grammatical choice of '*and*' instead of '*but not*'. These grammatical words provide clues to mental models (Axelrod, 1976), in this case by drawing attention to a tension between two issues.

However, there are additional ways to analyse grammar cognitively. The cognitive approach primarily focuses on how content is grounded and structured into more complex expressions (Langacker, 2001). Essential elements of grounding are pronouns and verbs. Pronouns can be used to distinguish the communicator from the reader or to imply the commonalities between them. For instance, '*we care about the environment*' implies a commonality between the communicator and the reader, while '*I care about the environment*' distinguishes the communicator from the reader. Verbs can be used to indicate probabilities and indicate if the communicator is talking about the past, present, or future (Klein & Li, 2009). For instance, the words *might* and *will* refer to a possible event in the future, while *is* refers to a present event (Crilly et al., 2016). These distinctions raise

questions of distinguishing deceptive from truthful claims by analysing grammar, which is addressed in the theoretical framework.

2.2 Theoretical framework

In this subsection, the following variables are discussed: language type, purchase intention, perceived greenwashing, and green expertise.

2.2.1 Language type

The area of the cognitive-linguistic perspective in this study is exclusive versus inclusive language. This subsection describes the difference between these two types of language. Exclusive language distinguishes ideas by contrasting concepts, qualifying statements, and providing caveats (König, 1991). Such language can be typified with words that consist mainly of conjunctions, prepositions, and negotiations. For instance, words such as *versus*, *but*, *only*, *not*, and *if* are used (Pennebaker & King, 1999), creating a distinction between what belongs to a specific thing and especially what does not (Toma & Hancock, 2012). The previously given example of '*We respect the norms and values of our customers but not at the cost of our employees*' is a typical example of communicating distinctions between interests. In this sentence, a difference is identified between customer and employee interests by using the words '*but not*', indicating which is more important. This identification can be seen as the utility of exclusive language to highlight necessary trade-offs and compromises (Crilly et al., 2016).

Whereas exclusive language consists of contrasting concepts, inclusive language consists of additive particles (König, 1991). These additive particles are indicated with words like *and* or *additionally* (Pennebaker & King, 1999). The previous example of '*We respect the norms and values of our customers and our employees*' indicates no difference in importance between respecting the norms and values of customers or employees. Hence, the word *and* connects the customers and employees as equal.

These additive particles in inclusive language do not point out interdependencies between concepts. Therefore, inclusive language lacks specification of the relationship between ideas. In the previously given example, '*We respect the norms and values of our customers and our employees*' customers and employees are considered as equal. Therefore, the relationship between customers and employees remains unspecified. In contrast, restrictive particles in exclusive language point out more interdependencies between different concepts. The interdependencies between concepts communicate more details about the relationship between those concepts. In the previously given example of exclusive language '*We respect the norms and values of our customers but not at the*

cost of our employees', a distinction is made between customers and employees. By making a distinction, as happens in exclusive language, the reader knows more about the relationship between different concepts.

As previously stated, decouplers tend to use more inclusive claims, whereas implementors tend to use more exclusive claims. How these claims may affect consumers' perceived greenwashing of the firm and purchase intention is therefore explained in the following paragraphs.

2.2.2 Purchase intention

Morinez et al. (2007) described purchase intention as a situation in which consumers are willing to buy a certain product under certain conditions (Mirabi, Akbariyeh & Tahmasebifard (2015). Here, purchase intention is defined as 'an individual's conscious plan to make an effort to purchase a brand' (Spears and Singh, 2004, p.56). According to Morwitz et al. (2007), many companies use purchase intention to predict new product sales and repeat purchases of existing products. This finding supports the research of Follows & Jobbers (2000), who showed a correlation between purchase intention and actual purchasing behaviour of green products when consumers believe their purchase positively affects the environment.

Consumers are increasingly concerned about environmental impacts (Chen, 2008). Thus, they are more willing to select green goods (Chang & Cheng, 2014). Since consumers are continuing to prefer more green products, companies are increasingly portraying themselves as environmentally friendly to attract customers (Cheng & Chang, 2013). However, when consumers detect greenwashing, their brand perception and green purchase intention are negatively affected (Nyilasy et al., 2014). Consumers stop considering environmentally friendly attributes when encountering misleading and uncredible applications (Polonsky, Grau & Garma, 2010).

Various studies have found a negative effect of consumer greenwashing perceptions on purchase intention (Akturan, 2018; Zhang et al., 2018), and showing a false green image reduces customer trust (Pancer & McShane, 2013). This outcome decreases the likelihood that these customers will purchase next time. However, when consumers trust that a company is telling the truth about sustainable performance, they are more likely to purchase certain products (Geyskens, Steenjump, & Kumar, 1998). Thus, to examine the indirect effect of language type on purchase intention, the researcher aims to confirm previous studies about the effect of greenwashing on purchase intention without taking the relationship for granted. It should be clearly stated that confirming previous studies is not the main goal of the research. The main goal is to investigate how language type affects perceived greenwashing. To make the research even more relevant for managers, the relationship of perceived greenwashing with purchase intention has been added, and in this way,

the researcher aims to investigate the indirect relationship between language type and purchase intention. This research takes place in a very specific context, namely a context in which an experiment is conducted with sustainability claims. This is a different context from the context of studies that have already been done into the effect of (perceived) greenwashing on purchase intention. Since a different context may influence the results, the results of previous studies are not taken for granted, but rather used as a way to ground the hypothesis. Therefore, the following hypothesis was developed:

Hypothesis 1: Perceived greenwashing negatively affects purchase intention.

2.2.3 Perceived greenwashing

Due to increasing environmental concern and public pressure, the number of companies that consider environmental applications in their processes has rapidly risen over the years. Nevertheless, companies misleading consumers about environmental benefits to satisfy consumer demands have also increased via greenwashing (Markham, Khare & Beckman, 2014). Greenwashing is false information given by an organisation to promote an environmentally responsible public image (Markham et al., 2014) and emerges at both the corporate and product levels (Lyon & Montgomery, 2015).

This study focuses on the corporate level and defines greenwashing as 'selective disclosure of positive information about a company's environmental or social performance, without full disclosure of negative information on these dimensions, to create an overly positive corporate image' (Lyon & Maxwell, 2011, p. 9). False sustainability claims include applications of firms that are untrue and unhelpful, for instance, by representing green product attributes without considering other essential environmental issues (Markham et al., 2014).

Greenwashing includes various ways of deceptive communication (Lyon & Montgomery, 2015). One type of greenwashing is decoupling, which claims to satisfy stakeholder expectations without making actual organisational practice changes (Siano, Vollero, Conte & Amabile, 2017). It generally occurs when there are not enough resources to achieve desired corporate goals (Bromley & Powell, 2012).

According to Crilly et al. (2020), decouplers tend to use more inclusive language, whereas implementors use more exclusive language. The inclusive language might reveal greenwashing. As we have seen in Section 2.2.1, inclusive language, often used by decouplers, contains additive particles that omit details about the relationship between two or more concepts. Exclusive language,

on the other hand, includes more details about the relationship between two or more concepts as it contains restrictive particles that point out more interdependencies between those concepts.

Notably, this study is about *perceived* greenwashing. Perceived greenwashing refers to the consumer's ability to unmask greenwashing intentions in ads (Chen & Chang, 2013). The exclusion of details might increase the perceived greenwashing of the firm because people may perceive these claims as being vague or omitting important information. Since the exclusion of details merely occurs using inclusive language, one might say that inclusive language increases the perceived greenwashing of green claims. On the other hand, the inclusion of details, which merely occurs in exclusive language, may decrease perceived greenwashing. Hence inclusive language (which excludes details) increases the perceived greenwashing of the claim as opposed to exclusive language (which includes details).

Therefore, the researcher included the following hypothesis:

Hypothesis 2: Inclusive language in sustainability claims leads to more perceived greenwashing by consumers than exclusive language.

2.2.4 Green expertise

The cognitive-linguistic perspective helps explain why some stakeholders can identify deceptive claims better than other stakeholders based on differing cognitive and motivational conditions. Stakeholders who identify deceptive claims are 'specialists', while stakeholders who cannot identify deceptive claims are 'generalists'. Specialists focus on one domain, while generalists focus on different domains. Hence, specialists are likelier to have more expertise about a specific domain, helping them to distinguish decoupling claims from implementor claims. More specifically, stakeholders with more expertise better detect deception through language type than consumers with less expertise (Crilly et al., 2016).

In this study, a green sustainability claim is shown to a respondent. Green expertise is defined as 'consumer knowledge of and experiences with green products' (Gleim, Smith, Andrews & Cronin, 2013). Experts have more factually grounded and differentiated knowledge and possess more advanced analytic skills that offer several benefits. Experts process information more efficiently and have a higher ability to recall quantities of information than novices (Alba & Hutchinson, 1987). Therefore, green experts can be defined as consumers with knowledge and experiences related to green products.

One might logically conclude that green experts fall within the category of specialist stakeholders, as the domain of knowledge green experts possesses is very specific. Therefore, the more green

expertise a consumer possesses, the better they can evaluate the language type used in green claims. Furthermore, green experts should be better able to analyse and process information in green claims. On the other hand, consumers with less green expertise should be less able to evaluate the language type used in green claims and to analyse and process information in green claims. Thus, a respondent with more green expertise can probably identify deceptive green claims better than people with less green expertise. Hence, the effect size of language type on perceived greenwashing depends on moderator green expertise.

Hypothesis 3: A higher level of green expertise increases the effect of language type on perceived greenwashing.

2.3 Conceptual model

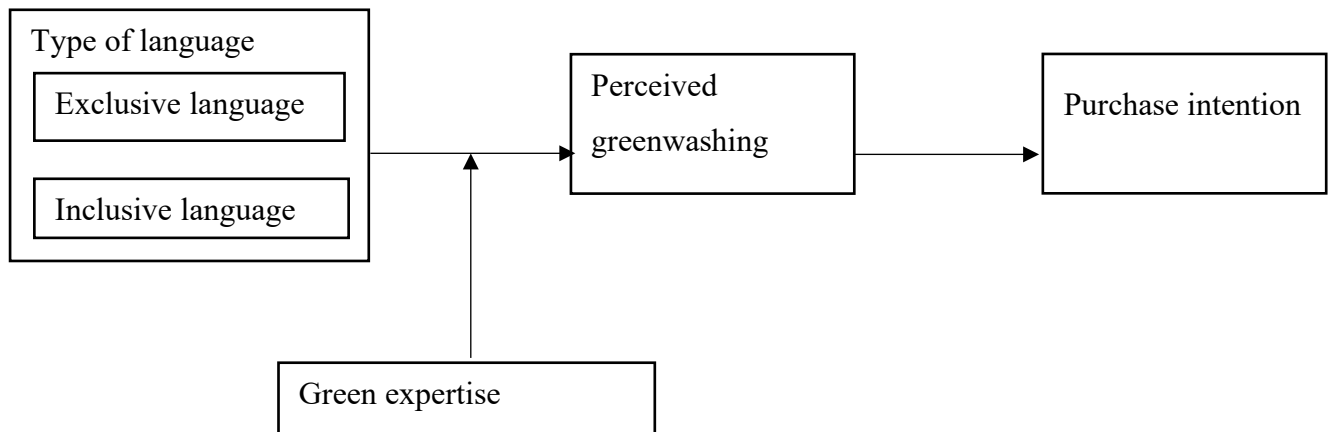


Figure 1: Conceptual model

3 Methodology

3.1 Research design

An experiment is most appropriate for this study considering several aspects, such as the causal nature of the research question. By using an experiment, certain variables are manipulated to observe the effects on other variables (Field & Hole, 2002). As this research manipulates the independent variable (language type) and seeks to investigate the effect on perceived greenwashing and purchase intention, an experiment is most appropriate. In manipulating variables, experiments seek to isolate cause and effect (Field & Hole, 2002).

The independent variable (language type) is manipulated by designing two scenarios. Each respondent was randomly assigned to one of them. Thus, one group of respondents received an exclusive claim, while the other group received an inclusive claim, randomised via the survey software (Qualtrics). The responses to both scenarios were compared to answer the research question.

3.2 Population and sample

The objective of sampling is to estimate a situation for an entire population (Kumar, 2014). According to Kumar (2014), there is one general rule: 'the larger the sample size, the more accurate your estimates' (p. 247). Sample sizes that are too small may result in diminished statistical power. However, large sample sizes can make statistical tests overly sensitive. This study aims to determine the perceptions of Dutch consumers. Thus, respondents must perceive the linguistic cues in inclusive and exclusive language based on a solid command of the language.

Due to COVID-19, it was impossible to distribute the survey physically. Therefore, the survey was distributed via social media, mainly on LinkedIn, Facebook, and WhatsApp. The questionnaire was online from May 9 to May 13, 2021, and efforts were made to reach respondents during this time. Since all researchers were between 22 and 25 years old, their contacts via social media most likely fell into the same age grouping. Therefore, older people were invited to share the survey with their contacts since an online experiment where people are asked to share the survey ensured an appropriate sample size quickly.

This study contains two conditions: exclusive and inclusive language. For every condition, at least 50 respondents are recommended (Simmons, Nelson & Simonsohn, 2013). Sample sizes influence the results when the analysis involves respondent groups since unequal samples among groups may influence the results (Hair, Black, Babin & Anderson, 2013). Therefore, this study aimed to have

two equally sized groups with 100 respondents per condition (200 respondents total). A coupon at bol.com was raffled among the respondents to inspire them to fill in the survey. Each respondent was randomly assigned to a scenario.

In total, 331 individuals completed the survey in part or its entirety; 209 surveys were filled in completely and could be used for statistical analysis. Hence, 122 completed surveys were removed due to too many missing values. After seeing the scenario without filling out the survey questions, these respondents quit the survey, perhaps because they were unmotivated to read the scenario or could not focus on the text. Another explanation could be that people had no intention of filling it out but were only curious about the content of the survey. Notably, the questionnaire's introduction stated the importance of reading the text carefully, so respondents might have thought it better to fill out the survey in a quieter situation where they could fully concentrate. It could also be that people were curious but did not feel like completing the survey.

Hence, the two groups (inclusive and exclusive) were not equally sized: 97 respondents read the exclusive text, while 112 respondents read the inclusive text. However, since the difference in size was fairly small, the researcher did not consider it problematic. Table 1 provides an overview of the demographic characteristics of the respondents.

Table 1: Overview of sample in terms of demographics

<i>Variable</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Cumulative percentage</i>
<i>Gender</i>	Male	86	41.1	41.1
	Female	120	57.4	98.6
	Other	3	1.4	100
<i>Age</i>	< 18	1	0.5	0.5
	18-24	122	58.4	58.9
	25-34	36	17.2	76.1
	35-44	8	3,8	79.9
	45-54	14	6,7	86.6
	55-64	24	11,5	98.1
	> 65	4	1.9	100
<i>Educational level</i>	No degree	0	0	0
	High school degree	14	6.7	6.7
	Secondary vocational education and training	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

Remarkably, people between the ages of 18-24 completed the survey. Furthermore, many respondents' highest form of education was higher vocational and research-oriented education. This commonality may have been due to the background and contacts of the researcher. More specific information about the sample profile appears in Appendix 7.

3.3 Research ethics

The researcher accounted for ethical considerations to protect respondents from harm and unwilling exposure, adhering to ethical principles and guidelines (Dawson, 2019). First, respondents were told in the introduction that participation was voluntary, anonymous, and confidential. Furthermore,

the researcher's e-mail address appeared at the end of the survey if participants had questions. Respondents could also contact the researcher with comments or request a final report copy.

The aim was to communicate as openly as possible. However, the researcher did not explain the research aim to prevent biases. Since this study aims for reality instead of striving to support the hypotheses, the researcher provides limitations and suggestions for further research to improve academic knowledge about the subject.

3.4 Operationalisation

This subsection explains how the scenarios were manipulated. Furthermore, it explains how the researcher arrived at the final items. Finally, the control variables are discussed.

3.4.1 Manipulation

The scenarios were determined for a non-existent clothing firm. Choosing a company in the fashion industry has advantages and disadvantages. An advantage is that many people fall into the population group (consumers who buy clothes online). Furthermore, greenwashing is a real problem in the fashion industry that can be addressed with more research. However, a disadvantage is that respondents may have a bias and be sceptical beforehand because greenwashing in this industry has often been in the news. To reduce this problem, the researcher made use of a non-existent company. Hence, respondents could base their answers on the given scenarios instead of knowledge about and attitudes towards an existing company.

Companies often have a brand story on their front page. The scenarios below are examples of these brand stories. The left screenplay was primarily written in exclusive language with conjunctions, prepositions, and negotiations, including *while*, *only if*, *as much as possible*, *but*, *wherever possible*, *still*, *as long as*, *as well as possible*, *in particular*, and *as little as possible*. The right screenplay consisted of inclusive language with more additive particles, including *and also*, *all*, *always*, *only*, *in addition*, *also always*, and *several*.

Table 2: Exclusive and inclusive language claims

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.

3.4.2 Manipulation check

An experimental research design requires careful attention to detail, requiring several checks to ensure the validity of the results. First, to determine whether respondents understood the linguistic cues in the claim, the survey contained four items to check whether the manipulation was effective.

The four items were based on the characteristics of exclusive- and inclusive language, according to Crilly et al. (2016).

As said, exclusive language usually provides caveats that indicate necessary trade-offs and compromises. Therefore, the following items were added to the manipulation check scale: ‘Terra Firma clearly states that her environmental commitments are not limitless’, and ‘Terra Firma formulates its environmental commitments in a nuanced way’. Respondents who received an exclusive claim were expected to score high on these items, while respondents who received an inclusive claim were expected to score low.

The additive particles in inclusive language do not point out interdependencies between concepts. Thus, inclusive language does not account for limits or compromises. Moreover, inclusive language formulates sentences grandly and broadly. Thus, the following items were created to check whether respondents understood the linguistic cues: ‘There are no limits to Terra Firma’s environmental commitments’, and ‘Terra Firma formulates its environmental commitments in a grand and far-reaching way’. Respondents who received the scenario with inclusive language were expected to score high on these items. However, for respondents who received the exclusive scenario, the opposite was expected.

These four items together formed the manipulation check. Reversing the first and the third item was expected to result in the exclusive group scoring high on all four items and the inclusive group scoring low on them since inclusive and exclusive language are opposites. The original (not reversed) items are presented below.

Table 3: Manipulation check

Language type (exclusive vs inclusive)	Categories of words that 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 its 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 (Crilly et al., 2016).
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3.4.3 Scales

Table 4: Main variables and scales

Concept	Definition	Original scale	Adapted scale
Purchase intention	'An individual's conscious plan to make an effort to purchase a brand' (Nancy Spears & Surendra N. Singh, 2004, p. 56).	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.
Perceived greenwash-ing	'Consumer ability to unmask greenwashing intentions in ads' (Chen & Chang, 2013).	1. This ad misleads with words in its environmental features. 2. This ad misleads with visuals or graphics in its environmental features. 3. This ad possesses a green claim that is vague or seemingly unprovable. 4. This ad overstates or exaggerates how its green functionality actually is. 5. This ad leaves out or masks important information, making the green claim sound better than it is (Avcilar & Demirgünes, 2017).	1. The text misleads with words about the extent to which Terra Firma operates environmentally friendly. 2. This text possesses claims about Terra Firma's environmental friendliness that are vague or seemingly unprovable. 3. I feel that this text overstates how environmentally friendly Terra Firma actually operates. 4. I feel that this text leaves out or masks important information, making the green claim sound better than it is.
Green expertise	Consumers' knowledge of and experiences with green products (Gleim et al., 2013)	1. I have a great deal of knowledge about green products. 2. I consider myself an expert on green products. 3. I have a great deal of experience with green products. 4. I generally know more than my friends about green products (Gleim et al., 2013).	<u>1.</u> I have a great deal of knowledge about green products. <u>2.</u> I consider myself an expert on green products. <u>3.</u> I have a great deal of experience with green products. <u>4.</u> I generally know more than my friends about green products.

Purchase intention

In this study, purchase intention is defined as 'an individual's conscious plan to make an effort to purchase a brand' (Spears & Singh, 2004, p. 56). The items used for this construct were adopted from Bian et al. (2012), who based their scale on items from Dodds, Monroe & Grewal (1991). Since Bian et al.'s (2012) study measured consumer purchase intention of luxury brands, the scale was adapted. Instead of using the words 'luxury product', this study used 'clothing product' as the claims are from a non-existing clothing store.

Moreover, instead of using 'luxury brand', this study used 'Terra Firma'. Bian et al.'s (2012) study specified the use of 'luxury brand' instead of 'brand'. In this study, the researcher purposefully chose not to specify an 'environmentally friendly brand', instead of using 'Terra Firma' to not suggest that the organisation is environmentally friendly.

The purpose of the study is to determine whether consumers perceive the claims as sincerely environmentally friendly or greenwashing. The scale of Dodds et al. (1991) was proven as reliable with a Cronbach's alpha of 0.96. Thus, to measure this construct, the researcher used a 7-point Likert scale, from *totally disagree* to *totally agree*.

Perceived greenwashing

Perceived greenwashing is defined as the consumer's ability to unmask greenwashing intentions in ads (Chen & Chang, 2013). The items chosen for this study were adopted from Avcilar and Demirgünes (2017), proven reliable with a Cronbach's alpha of 0.938 above the accepted value of 0.7 (Field, 2013). One item was left out ('*This ad misleads with visuals or graphics in its environmental features*') for redundancy since the research claims do not include visuals or graphics. However, this omission should not reduce the reliability of the items since the first item is comparable.

Furthermore, the word 'ad' was adapted to 'text' in each item because the scenarios act as website text. Moreover, the third item of the original scale was adapted. The original item was 'a green claim'; however, respondents might have interpreted it as having a claim hidden within it. Nevertheless, the claims were not environmentally friendly, only the company. Therefore 'a green claim' was modified to 'claims about Terra Firma's environmentally friendliness'. A 7-point Likert scale, from *totally disagree* to *totally agree*, allowed respondents to score the four items.

Green expertise

Green expertise is defined as 'consumers' knowledge of and experiences with green products' (Gleim et al., 2013). The items used to measure this construct were adopted from Gleim et al. (2013). The scale was reliable, with a Cronbach's alpha score of 0.92. The items were unchanged because the scale fit this study well.

3.4.4 Control variables

Control variables were added to the research model to measure how these variables influenced the results. First, general demographics were added to determine the composition of the sample.

Table 5: Control variables and scales

Control variable	Options
Gender	Male Female Other
Age	
Educational level	No degree High school degree Secondary vocational education Higher vocational education Academic bachelor's degree Master's degree Doctoral degree Other

3.4.5 Checks

Apart from demographic variables, other control variables could influence the established relationships in the conceptual model (Blumberg, Cooper, & Schindler, 2005). Hence, the researcher controlled for variables with the most influence.

Attention check

The extent to which respondents gave attention to a scenario could influence the results. Therefore, respondents needed to read the scenario carefully. Since almost all answers were based on the scenario, respondents who read carefully likely gave more valid answers than respondents who

skimmed the content. Thus, respondents were asked to read scenarios carefully, which were minimal.

Language proficiency

Respondents needed to understand the language used in the survey; therefore, the survey was written in Dutch via backward translation with native English and Dutch speakers to improve the results (Brislin, 1970). However, respondents' language proficiency could influence the results. Therefore, good language proficiency was necessary to interpret the manipulation of the scenarios and understand the questions correctly.

Questions were asked clearly, and several pilot studies were conducted to prevent respondents from not understanding the questions. However, the scenarios included detailed information about sustainability, consisting of possibly unfamiliar terminology. Moreover, the manipulations were based on small grammar changes, so respondents with a poor understanding of the Dutch language might have misinterpreted the manipulation compared to those with a rich understanding of the Dutch language. Thus, respondents were asked about their language proficiency. Although the results of this questioning were subjective, they might have indicated how the control variables influenced the relationship in the conceptual model.

Realism check

In scenario-based research, the realism of scenarios is often concerning, requiring a realism check. When respondents do not perceive the scenarios as real, their perceptions may not elicit the same psychological or sociological responses as when the scenarios are perceived as real (Wall & Warkentin, 2019). Therefore, the researcher included two items to account for realism: 'It is realistic that I would encounter Terra Firm's website text when navigating on an online fashion shop', and 'It is common that you come across similar texts on company websites'.

Caution check

Another variable was added to control for caution because respondents might have perceived the exclusive scenario as cautious since exclusive language consists of qualifying statements and provide caveats. Conversely, respondents might have perceived the inclusive language as imprudent because inclusive language does not point out interdependencies between concepts. However, the scenarios were manipulated on language type, not cautiousness. Thus, results should be based on the different language type and not the difference in cautiousness. Therefore, a control variable was

added to check for cautiousness: 'The extent to which the firm is careful in making claims or promises'.

Channel check

The last control variable was the channel on which respondents found the survey link. Again, because the survey was distributed on different social media platforms, respondents from other social media platforms may have differed in completing the survey. For instance, respondents who received the link on WhatsApp were likelier to fill in the survey on a mobile phone than respondents who found the link on LinkedIn. Moreover, while LinkedIn is viewed as a more serious platform for business, Facebook is often used for entertainment. These differences may have influenced the results against the researcher's wishes. Therefore, the different answers were expected to be based on the manipulation and not on the platform where respondents found the survey link.

Table 6: Checks and scales

Check	Options
Attention check	I concentrated hard on the claim. I paid attention to the claim. I was concerned with understanding the message.
Language proficiency	I have a good command of the Dutch language. I have a good sense of language.
Realism check	It is realistic that I would encounter Terra Firma's website text when navigating on an online fashion shop. It is common that you come across similar texts on company websites.
Caution check	Terra Firma is careful about making claims. Terra Firma is careful in making promises.
Channel check	LinkedIn Facebook WhatsApp Other, namely:

3.5 Pilot studies

Five pilot studies were conducted, which appear in the appendices. The first was a qualitative study conducted with a few respondents, whereas the others were quantitative, with 20 to 30 respondents per study. Some researchers have mentioned that a pilot study should contain between 10 and 30 respondents (Isaac and Michael, 1995), while others have determined that 10% of the sample is sufficient (Connelly, 2008). For the quantitative pilot studies, both criteria were met. The pilot studies appear in Appendices 1, 2, 3, 4, and 5, and the final survey appears in Appendix 6.

Pilot study 1

The first pilot study was an in-depth interview with four Dutch participants to obtain feedback about all unclear survey aspects. This meeting was purposefully face-to-face so that ambiguities could immediately be addressed. Moreover, respondents were asked to substantiate their choices after completing the survey. Furthermore, the time was recorded to indicate how long it took to complete the survey.

The respondents indicated that it was unclear that they would not later return to the text. Hence, they read the text less accurately than desired. The researcher adjusted this issue in the second pilot study, clearly indicating that it was important to read the text properly, which could not be referred to later.

Moreover, they found it difficult to answer some items based alone on the text. The respondents indicated that they did not know the company, so they were sometimes cautious in expressing their opinions. The researcher adjusted this issue in the second pilot study by indicating that no right or wrong answers could be given because the survey concerned respondents' first impressions.

In addition, a few respondents indicated that the text was not informative enough to estimate the company's sustainability. Moreover, some items were unclear. Thus, the survey was adjusted accordingly. The scenarios provided additional information, and the manipulation checks were adjusted.

Pilot study 2

The second pilot study was performed with 19 respondents who completed the entire questionnaire on Qualtrics, checking whether the manipulation was well-perceived and provided insight into whether the items were well-understood or required adaptation. Indeed, this study aimed to check the construct reliability. The inclusive and exclusive sustainability claims were not significantly perceived as different, according to an independent samples *t*-test ($t = 0.164$, $p = 0.872$). Hence, although respondents received different claims, they perceived them as similar. Alternatively, it could also be that the manipulation check items did not measure what they should.

Furthermore, the pilot study tested whether the scenarios were perceived as realistic. The exclusive text was perceived as realistic, while the inclusive text was perceived as somewhat realistic, which could be due to the unnuanced style of the inclusive language. Thus, efforts were made to make the scenarios more realistic.

This second study also aimed to check if the reliability of the constructs was sufficient (Cronbach's $\alpha > 0.7$). However, the internal consistency of the manipulation check was insufficient. Therefore, the scenarios and the manipulation check were adapted, with a third added item.

Pilot study 3

The third pilot study was performed with 20 respondents who filled in the entire survey. The items of the variables in the conceptual model were all reliable, with Cronbach's α above 0.7. Unfortunately, the *t*-test of the manipulation check was not significant ($t = -1.258$, $p = 0.226$). Thus, respondents still did not perceive the scenarios according to the researcher's intent. The inclusive and exclusive groups did not differ significantly in their answers to the manipulation check; however, the significance improved.

Nevertheless, the internal consistency of the manipulation check was still not satisfying (Cronbach's $\alpha = 0.405$). Therefore, the items of the manipulation check and the scenarios were adapted. Moreover, a fourth item was added to the manipulation check.

The internal consistency of the caution check decreased compared to the second pilot study. However, no adaptations were made. The researcher chose not to change the items for the caution check since the internal consistency was satisfying in the second pilot study.

Pilot study 4

The fourth pilot study was a final check to determine whether the scenarios were perceived as significantly different from each other. In total, 26 respondents completed the entire survey. The reliability of the constructs was mainly good, as most were above 0.7. However, the internal consistency of the manipulation check decreased (Cronbach's $\alpha = 0.293$).

Although the significance level improved ($t = 1.051$, $p = 0.303$), the manipulations were still not correctly perceived, neither did the manipulation check items fit well enough with the scenarios. Notably, using only two manipulation check items led to a significant level for the t -test. Therefore, the researcher assumed a problem with the manipulation check items rather than the scenario. Thus, two items were replaced, and one item was adjusted.

Pilot study 5

Before distributing this pilot study, the scenarios and the manipulation check were adjusted. The manipulation check items were constructed so that everybody could understand them, ensuring that they truly reflected inclusive and exclusive language. Furthermore, the researcher ensured that the items could be answered correctly after reading the scenario.

This final study only contained the scenario and questions for the manipulation check to test whether the respondents correctly perceived the manipulation. The rest of the survey was unaddressed as the fourth pilot results showed further adaptation as unnecessary. This time, 27 respondents completed the study. The t -test showed that the manipulations functioned as intended. Moreover, the inclusive and exclusive scenarios were significantly perceived as different ($t = -2.508$, $p = 0.019$). The internal consistency improved (Cronbach's $\alpha = 0.542$), but minor adjustments were made to improve internal consistency further.

3.6 Data analysis method

The data were analysed in SPSS (IBM) 25.0 with an ANCOVA. This method explains the differences in a dependent variable between the independent variable categories while a moderator affects the relationship. Furthermore, a simple regression was used to examine the relationship between perceived greenwashing and purchase intention. This method was suitable as both variables were metric. Analysis of the data provided insights into the effect of language type on perceived greenwashing and perceived greenwashing on purchase intention. Hence, the indirect effect of language type on purchase intention was examined as well.

3.7 Quality of the data

After deleting missing responses, the data quality was assessed by performing reliability and factor analyses. Reliability analyses were conducted to assess the variables' internal consistency, while factor analyses were conducted to assess the discriminant and convergent data validity. Both analyses assessed whether items should be deleted. The most important analyses appear in Appendices 8, 9, 10, 11, and 12.

3.7.1 Optimising the data set

Before analysing the results, an assessment was made to delete items that did not fit well in the data set to optimise it. Hence, the researcher decided to delete one item from the manipulation check. Another item from the manipulation check was also considered for deletion, but after assessment, the researcher kept it.

Deleting item 1 of the manipulation check

Several reasons supported deleting item 1 of the manipulation check. First, a slight improvement in the reliability could be found (Cronbach's $\alpha = .510 \rightarrow .514$). Second, the explained variance of the manipulation check increased from 41.23% to 50.85%, which improved the convergent validity. Furthermore, the discriminant validity was improved by deleting this item.

The factor loadings of the other items increased by deleting this item; consequently, only one item remained under the threshold of 0.4. Furthermore, the Kaiser-Meyer-Olkin score (KMO) increased from .824 to .827, while Bartlett's test of sphericity remained significant. Finally, the total variance explained of the four extracted factors increased from 67.46% to 70.697%.

In retrospect, the wording of this item was also different from the other three items. While the other three items indicated that 'Terra Firm states . . . ' or 'Terra firm formulates . . . ', the wording was slightly different for item 1: 'There are no limits to Terra Firma's environmental commitments'. The other three items focused more on how Terra Firm *formulates* or what Terra Firma *states*, for example, in item 2: 'Terra Firma clearly *states* that its environmental commitments are not limitless'.

However, the first item was the only one that talked about *actual* limits rather than how they were phrased. Respondents may have found it difficult to base their responses on this scenario as they were unfamiliar with the company. Thus, different wording of this item might have solved the problem.

According to the researcher, the above description provided valid statistical and substantive reasons to delete item 1 of the manipulation check.

Considering deleting item 2 of the manipulation check

The researcher also considered deleting item 2 of the manipulation check. First, the correlations between the manipulation check items would improve and exceed the threshold of 0.3 if the item was deleted. Secondly, the communality of this item was 0.160, which was lower than the minimum value of 0.2. Thirdly, it would increase the variance explained from 50.85% to 65.46% and the total variance explained from 70.70% to 74.22%. The factor loadings in the factor matrix and the pattern matrix would not be changed significantly, yet four factors would still be extracted.

However, when item 2 was deleted, the reliability of the manipulation check decreased from .514 to .472. Moreover, deleting another item from this construct decreased the content validity because indicating boundaries (or not) is a typical characteristic of exclusive and inclusive language. For these two reasons, the researcher chose not to delete item MC2.

3.7.2 Reliability and validity

This section describes the study's reliability and validity. The table below indicates the internal consistency using Cronbach's alpha and the convergent validity using the explained variance percentage. After the table, the reliability and validity are discussed in detail.

Table 7: Internal consistency and convergent validity

Construct	Original # items	Cronbach's alpha	# of items deleted	Cronbach's alpha after deletion	Percentage explained variance
Purchase intention	4	0.908	0	0.908	78.333%
Perceived greenwashing	4	0.836	0	0.836	67.064%
Green expertise	4	0.893	0	0.893	76.153%
Manipulation check	4	0.510	1	0.514	50.854%
Text attention	3	0.867	0	0.867	79.101%
Caution check	2	0.870	0	0.870	88.629%
Language proficiency	2	0.665	0	0.665	76.414%
Realism check	2	0.662	0	0.662	74.774%

Reliability

The table above represents the scale reliability per construct, indicated with Cronbach's alpha. It measures the internal consistency between survey questions. Generally, a value above 0.7 is considered acceptable (Field, 2013).

According to the table, the internal consistency or reliability of the central constructs in the conceptual model was satisfying. However, the manipulation check had a Cronbach's alpha under 0.7, which indicates the construct is not completely reliable. The researcher could not use an existing scale for this construct because a language type check does not appear in the existing literature. This could have caused the moderate reliability. Deleting another item would not increase the reliability of the manipulation check, so the remaining items were accounted for during the analysis.

However, in other constructs, Cronbach's alpha improved slightly when an item was deleted, yet the difference was too small to be considered worthy of removing an item. Furthermore, removing an item could have caused a certain part of the construct to no longer be included. Therefore the researcher decided not to delete these items.

Validity

This study relied on factor analysis to measure the discriminant and convergent validity. The discriminant validity measured whether items that theoretically should not relate (e.g. items of different constructs) did not relate in this study. However, convergent validity measured if items within constructs related to each other (Field & Hole, 2003).

Moreover, a KMO test and Bartlett's test of sphericity were performed. The KMO value was .827, exceeding the threshold of > 0.50 (Field, 2018), indicating that the sample was adequate for analysis and correlation patterns were relatively compact. Furthermore, Bartlett's test of sphericity measured whether sufficient correlation existed between the variables. Bartlett's test was significant ($\chi^2 (105) = 1583,894$ $p < .001$). Since both the KMO test and Bartlett's test met their thresholds, factor analysis provided distinct and reliable factors (Field & Hole, 2003).

Furthermore, rotation was applied to increase the interpretability of the factors. Oblique rotation, which allows factors to be correlated, was used instead of orthogonal rotation that assumes that factors are not correlated. Field (2018) recommended using oblique rotation when at least one correlation between different factors is higher than 0.30. The factor correlation matrix revealed that several factors had a higher correlation than 0.30 with each other.

The other reason for preferring oblique rotation was based on theoretical considerations. According to Costello and Osborne (2005), behaviour is divided into units that operate independently. Therefore, correlation among factors in social research is generally accepted. When factors are allowed to correlate, more accurate and reproducible results are possible. Moreover, according to the literature in the theoretical framework, the variables correlated in this study.

Discriminant validity

To measure **discriminant validity**, the researcher placed all items into one factor analysis. After using principal axis factoring with oblique rotation, the researcher concluded that all items loaded on the appropriate factor; thus, discriminant validity was satisfying. However, according to Field (2018) and Hair et al. (2013), factor loading should be higher than 0.50 to be significant. According to this threshold, only item 2 of the manipulation check did not load enough to be significant.

Furthermore, Stevens (2012) drew another line between significant and non-significant factor loadings in social sciences, stating that a factor loading above 0.4 is significant. When applying Stevens' (2012) threshold, item 2 of the manipulation check was still not significant, but the difference with 0.4 was quite small. Therefore, deleting this item was an option; however, it was purposely kept not to decrease the reliability.

The rest of the items of the manipulation check—purchase intention, perceived greenwashing, and green expertise—met the assumptions of Stevens (2012), Field (2018), and Hair et al. (2013). The four extracted factors had Kaiser's criterion eigenvalues of 1. These four factors combined accounted for 70.697% of the variance, which met the general rule that the total variance should be at least 50% (Streiner, 1994).

Convergent validity

To measure **convergent validity**, the researcher performed a factor analysis for each construct separately, which revealed the extraction of only one factor from the construct of the manipulation check: purchase intention, perceived greenwashing, and green expertise. The percentages of explained variance were sufficient ($> 74\%$), as seen in Table 9. The explained variance of the manipulation check was 50.85%, which was not ideal but still adequate as it exceeded 50% (Hair et al., 2013).

The factor loadings of purchase intention and perceived greenwashing were above 0.7, indicating convergent validity. Moreover, two items of the manipulation check were above 0.5 while one was slightly under, indicating that the convergent validity of this construct was not optimal. However,

both the reliability and validity of the variables purchase intention, perceived greenwashing, and green expertise met the assumptions. Therefore, this dataset was suitable for further analysis.

3.8 Manipulation check result (*t*-test)

After deleting one item, the scale's reliability for the manipulation check was acceptable (Cronbach's $\alpha = .514$). However, the scale did not meet the threshold of 0.7 (Field, 2013) but met the threshold of 0.5, which was the minimum for reliability (George & Mallery, 2003). The reliability did not meet a Cronbach's α of 0.7 because no existing scale was available in the literature about language type.

An independent T-test of the manipulation check (that measures exclusiveness after some items were reversed) was performed to measure whether the means of both groups (inclusive and exclusive) significantly differed. The T-test, found in appendix 13, revealed that the means for the manipulation check differed significantly between the groups ($t = 5.189$, $p < .001$). Moreover, the T-test in the appendix indicates the means for the manipulation check as well. As intended, the mean for the exclusive group was higher than the mean for the inclusive group ($4.4158 > 3.6756$). This means that the exclusive group scored higher on exclusiveness than the inclusive group. Thus, the manipulation was appropriate, and the respondents perceived the manipulation successfully.

3.9 Results of the checks

Before moving to the analysis, a final check was performed for different variables that could influence the results. The means and differences between groups appear in Appendix 14.

The average score on the attention check was 5.56 (scale of 1 to 7), indicating that respondents paid attention well to the scenarios. Furthermore, no significant difference between the exclusive and inclusive group was found ($p = 0.964$). Therefore, both groups of respondents paid enough attention.

On average, respondents scored 6.06 on language proficiency, indicating that they had mastered the Dutch language. Thus, they could understand the scenarios and perceive the linguistic cues. Again, no significant group differences were found.

The next variable was the realism check. Again, this check scored high (mean = 4.9), indicating that respondents perceived the scenarios as quite realistic. Moreover, no significant group differences were found; hence, both groups scored sufficient on the realism check.

The average score on the caution check was 3.49 since most respondents were neutral. However, a significant difference between the exclusive and inclusive group was found. The exclusive group

scored 3.93, while the inclusive group scored 3.10, indicating that respondents perceived the scenario with exclusive language as more cautious than the scenario with inclusive language.

Therefore, respondents might have based their answers on cautiousness, whereas the researcher wanted respondents to base their answers on language type. However, a difference could be explained because additive particles in inclusive language could be perceived as incautious and exaggerated. In contrast, restrictive particles in exclusive language could be perceived as cautious since other aspects were accounted for in exclusive language.

Finally, a check was performed for the channel on which respondents received the survey. Most respondents received the survey via WhatsApp, which is logical since the researcher attempted to distribute it on this platform. Moreover, receiving a message on WhatsApp might have encouraged more people to complete the survey because it is a more personal way of reaching out to respondents than scrolling past a post on a platform such as Facebook.

4 Results

Various analysis methods are needed to test the hypothesised relationships in the conceptual model. First, a regression was performed to measure the influence of perceived greenwashing on purchase intention. Subsequently, AN(C)OVA analysis investigated the relationship between language type and perceived greenwashing with green expertise as the moderator.

4.1 Descriptive analysis

Table 8: Correlation matrix and descriptive statistics

	1	2	3	4	5	6	7	8
1. Manipulation check								
2. Green expertise	.114							
3. Perceived greenwashing	-.231**	.070						
4. Purchase intention	.167*	.358**	-.282**					
5. Language type	-.339**	-.072	-.097	.049				
6. Gender	.062	-.024	-.031	.096	.046			
7. Age	-.033	-.042	.052	.018	.123	-.091		
8. Level of education	-.64	.113	.053	.004	-.047	.022	-.266**	
Mean	4.02	3.31	4.23	4.27	1.54	1.60	31.02	4.41
Standard deviation	1.09	1.35	1.21	1.23	.50	.52	14.08	1.14

$n = 209$; * $p < 0.05$; ** $p < 0.01$

The correlation matrix provided noteworthy results. Remarkably, most correlation coefficients were below $|0.3|$. According to the Rule of Thumb for Interpreting the Size of a Correlation Coefficient (Hinkle, Wiersma, & Jurs, 2003), the correlations between the variables were low. Only the correlation coefficient between green expertise and purchase intention was higher than 0.3, indicating a low positive correlation.

Nevertheless, the correlation between language type and perceived greenwashing was significant ($p < 0.01$), as well as the correlation between perceived greenwashing and purchase intention ($p < 0.01$). This finding indicated that the relationship between language type and perceived greenwashing was a bit negative. Furthermore, the manipulation check was measured with

(reversed) items that indicated exclusive language. Notably, scoring high on a manipulation check meant that respondents perceived a scenario as exclusive language.

In this case, the small negative correlation between language type and perceived greenwashing indicated that respondents who scored high on the manipulation check probably scored lower on perceived greenwashing than respondents who scored low on language type. Hence, respondents who perceived the language type as exclusive scored higher on perceived greenwashing than respondents who perceived the language type as inclusive, opposite what the researcher expected. Furthermore, the correlation coefficient between perceived greenwashing and purchase intention was also a little negative, indicating that a respondent scoring high on perceived greenwashing scored lower on purchase intention than a respondent who scored low on perceived greenwashing. As previously stated, the correlation coefficients were all quite small, indicating that enormous effects would probably not occur.

4.2 The effect of perceived greenwashing on purchase intention

4.2.1 Testing the assumptions for regression analysis

Linear regression was performed to examine the effect of perceived greenwashing on purchase intention. This analysis was used as both variables were of metric level. However, to acquire reliable results in the linear regressions, the researcher made certain assumptions beforehand. The tables and visuals of the assumptions are found in Appendices 16 and 17.

The first assumption to be met for regression analysis was the **normality of the error term distribution**, assessed by analysing the histogram of the standardised residuals of the variable, which indicated a normal distribution. Furthermore, the statistics revealed that the residuals were normally distributed as the standardised minimum and maximum residual fell between -3 and +3. Furthermore, the normal probability plot indicated the normality of the error term distribution as the dots followed the diagonal line. Finally, some outliers were identified, but those respondents were purposefully not deleted as the researcher deemed it usual that a respondent would 'extremely' intend (or not) to purchase a (sustainable) brand.

A scatterplot was drawn to assess **linearity and homoscedasticity**. Since it was possible to draw a straight line through the residuals, the assumption of linearity was met. Moreover, because the variance of perceived greenwashing was the same for every level, the assumption of homoscedasticity was met.

The last assumption to be met was **the independence of error terms**. To assess whether the residuals were independent, the researcher conducted a Durbin-Watson test. Values close to 2 indicate no correlation or that residuals have been independent. The Durbin-Watson test score was 1.941, indicating that the assumption of independence of error terms was met.

4.2.2 Hypothesis testing

Table 9: Effect of perceived greenwashing on purchase intention.

Dependent variable:				
Purchase intention				
	β	SE	p	B
(Constant)		0.385	0.000	5.407
Perceived greenwashing	-0.268	0.070	0.000	-0.273
Age	0.032	0.007	0.668	0.003
Male	-0.116	0.169	0.087	-0.290
Gender neutral	-0.113	0.738	0.116	-1.164
High school	-0.050	0.171	0.471	-0.124
Secondary vocational education	0.102	0.314	0.178	0.425
Academic bachelor's degree	0.015	0.224	0.843	0.044
Master's degree	0.048	0.231	0.518	0.150
Doctoral degree	0.035	0.751	0.627	0.365
R ² (Adjusted R ²)	0.117 (0.077)			

n = 209; Reference categories: Female; Higher vocational education

The researcher used linear regression to test if perceived greenwashing explained purchase intention (see Table 9). The results indicated that the model explained a small proportion of the variance ($R^2 = .077$, $F(1,199) = 2,937$, $p < .001$). Perceived greenwashing had a significant negative effect on purchase intention ($\beta = -0.273$, $p < .001$), supporting hypothesis 1, *Perceived greenwashing negatively affects purchase intention*. The control variables of age, educational level, and gender had no significant effect. The results of this regression analysis appear in Appendix 18.

4.3 The effect of language type on perceived greenwashing

4.3.1 Testing the assumptions for an AN(C)OVA

Before performing an AN(C)OVA, certain assumptions must be met. First, the independent variable must be **categorical**, whereas the dependent variable and the moderator should be **metric**. In this study, the independent variable (language type) was categorical with two categories: inclusive language and exclusive language. Perceived greenwashing (the dependent variable) and green expertise (the moderator) were measured on a metric level.

Furthermore, the assumption of **independent scores**, indicating the groups were independent of each other, was satisfied. Participants were randomly assigned an exclusive or inclusive language scenario. Moreover, they only completed the survey once.

Another assumption was the **sample size**, which should have been large enough. According to Tubbing (2015), sample sizes over 200 are large. As the sample size of this study was 209, the assumption of sample size was met. Usually, large sample sizes are not problematic for the **normality** of the data (Field, 2018). However, to exclude problems, the normality was assessed by examining z-values, calculated by dividing skewness and kurtosis by the standard error of the skewness and kurtosis, respectively.

The z-values indicated a normal distribution, as they did not exceed the critical value of 1.96 at an alpha of 0.05 (Appendix 19). Thus, the only group that was not normally distributed was the inclusive group assessing green expertise, with a z-value that minimally exceeded the critical value of 1.96. However, a large sample size usually mitigates the detrimental effects of non-normality; therefore, it was not perceived as a problem. Moreover, skewness and kurtosis scored less than |2|, considered sufficient to prove a normal distribution (George & Mallery, 2008).

The assumption of **homogeneity of regression slopes** was also met since the interaction effect was not significant. However, the assumption of a **linear relationship between the covariate and dependent variable for each level of the independent variable** was not met. However, as no weird pattern was found in the scatterplot and polynomial terms did not improve the data fit, the researcher chose to continue with the original data.

The final assumption checked was **homogeneity of variances**. As seen in Appendix 19, Levene's test was non-significant, indicating equal variances across groups. Thus, the data set was ready to be analysed.

4.3.2 Hypothesis testing

Table 10: Effects of language type and green expertise on perceived greenwashing.

Model 1					Model 2			
Main effects only					With interaction effects			
	df	F	η^2	p	df	F	η^2	p
Language type	1	1.482	0.007	0.225	1	0.592	0.003	0.433
Green expertise	1	0.906	0.005	0.342	1	0.935	0.005	0.335
Language type x green expertise					1	0.117	0.001	0.733
Age	1	2.449	0.012	0.119	1	2.465	0.012	0.118
Male	1	0.181	0.001	0.671	1	0.185	0.001	0.668
Neutral	1	0.713	0.004	0.399	1	0.701	0.004	0.404
High school	1	0.409	0.002	0.523	1	0.404	0.002	0.526
Sec. voc. education	1	12.171	0.058	0.001	1	11.403	0.055	0.001
Bachelor's degree	1	0.248	0.001	0.619	1	0.244	0.001	0.622
Masters' degree	1	0.903	0.005	0.343	1	0.844	0.004	0.359
Doctoral degree	1	0.067	0.000	0.796	1	0.052	0.000	0.820

n = 209; Reference categories dummies: Female, higher vocational education.

Table 11: t-test for equality of means of perceived greenwashing

Reference level	N	Perceived greenwashing (Mean)	Difference	t-value	Significance
Exclusive	97	4.3582	0.2354	1.408	.161
Inclusive	112	4.1228			

Table 12: t-test for equality of means of green expertise.

Reference level	N	Green expertise (Mean)	Difference	t-value	Significance
Exclusive	97	3.4098	0.1955	1.044	.297
Inclusive	112	3.2143			

The second hypothesis of this study expected that inclusive language in sustainability claims would lead to more perceived greenwashing than exclusive language. Therefore, each group of respondents was shown a scenario with inclusive language or exclusive language—97 respondents received the exclusive language scenario, while 112 respondents received the inclusive language scenario. The mean of perceived greenwashing of the exclusive language group was 4.36, while the mean of the inclusive group was 4.12. The researcher did not expect the exclusive group to score higher on perceived greenwashing than the inclusive group. However, the difference between the groups was not statistically significant ($p < 0.05$), with a p -value of .161 (see Table 13).

An ANOVA was conducted to measure the effect of language type on perceived greenwashing. The eta squared was calculated at 0.007, close to the threshold of 0.01 for a small effect (Cohen, 1988). However, Table 12 revealed that this effect was not statistically significant ($F(1, 198) = 1.482, p = .225$). Hence, hypothesis 2, '*Inclusive language in sustainability claims leads to more perceived greenwashing by consumers than exclusive language*', was rejected.

The third hypothesis predicted that the effect of language type on perceived greenwashing would be higher for people with more green expertise. The statistics in Table 10 revealed that the moderating effect was not significant ($F(1, 197) = 0.117, p = .733$). Therefore, hypothesis 3, '*A higher level of green expertise increases the effect of language type on perceived greenwashing*', was rejected.

A t -test was conducted to test whether the groups had the same green expertise. Little difference in means was visible (Table 13), but the difference was not significant ($p = .297$). Second, an ANCOVA was conducted to examine the moderating effect of green expertise. Table 12 revealed that the eta squared of the interaction effect (0.001) was lower than the eta squared of language type without the moderator (0.007). This finding indicated that the interaction effect was smaller than the effect of language type on its own when it would have been significant. However, both effects were not significant.

Figure 2 shows a plot of the moderating effect of green expertise. In this figure, high expertise indicates values above the median (3.25), while low expertise indicates values below the median. Noteworthy, for both levels of green expertise (high and low), exclusive language scored higher on perceived greenwashing against expectations. The figure also revealed that this difference in the means of perceived greenwashing was larger for respondents with high green expertise than those with low green expertise. This finding indicated that the moderation effect did not have the expected

direction since the researcher expected that the more the green expertise, the likelier to perceive an exclusive text as greenwashing and an inclusive text as less greenwashing.

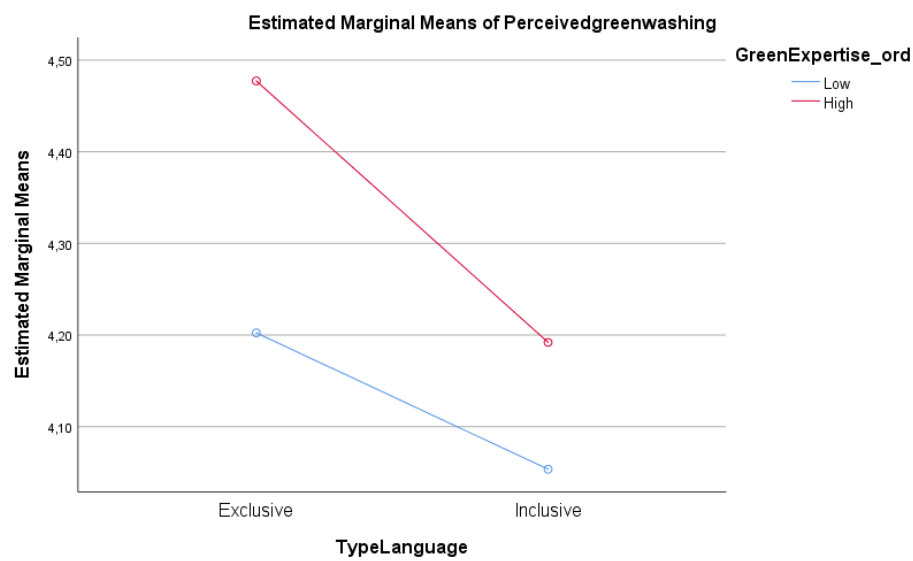


Figure 2: Effect of language type on perceived greenwashing moderated by green expertise.

4.4 Additional analyses

As the ANOVA revealed no effect of language type on perceived greenwashing, it did not make sense to do a mediation test to examine whether language type would indirectly influence purchase intention (mediated by perceived greenwashing). Several additional analyses (which appear in Appendix 21) were performed to examine what caused the non-significant effect of language type on perceived greenwashing. Please note, that for additional analyses 2 and 3 the data set has been manipulated by deleting bad scoring respondents. Therefore, the results of these analyses should be taken with caution.

1. The effect of the manipulation check on perceived greenwashing

In this study, the effect of language type on perceived greenwashing was non-significant. Therefore, the research question cannot be answered so well. The T-test of the manipulation check revealed that the inclusive group scored lower on exclusiveness (manipulation check) than the exclusive group, which was as intended. Therefore, the researcher was curious whether the manipulation check, that checks for important characteristics of the manipulation, had a significant effect on perceived greenwashing.

A regression analysis was performed to test the effect of the manipulation check on perceived greenwashing. Normally, the effect of a manipulation check on the dependent variable is not considered, and in this study, the quality of the manipulation check was not high. Therefore, the results of this additional analysis should be interpreted with caution. Regardless, the effect of the manipulation check on perceived greenwashing was significant. Hence, the underlying theory seemed to be correct, but the scenario building was probably not optimal as the perception of the manipulation check did not always correspond with the scenario (i.e. exclusive or inclusive) the respondent received. Therefore, for subsequent additional analysis, people who scored incorrectly on the manipulation check should be removed from the data set.

However, when the control variables were added to the model (as in the main analysis), the effect of the manipulation check was no longer significant. Therefore, hardly anything can be said about this effect.

2. Deleting bad scores on manipulation check

Additional analysis 1 showed that the manipulation check (without the control variables) had a significant effect on perceived greenwashing. This raises the question: How is it possible that the

manipulation check gave a significant result on the dependent variable, but the scenarios did not? Commonly seen, the scenarios were perceived right according to the T-test of the manipulation check. However, there were still people who did not perceive the scenarios right and maybe those respondents ensured that the effect of language type on perceived greenwashing was not significant. Therefore, respondents who scored poorly on the manipulation check were removed. Poor scoring meant that people who received a text with inclusive language should not score higher than 4 on the manipulation check (since it measured exclusiveness). In addition, the respondents who received a text with exclusive language were removed if they scored lower than 4 (indicating inclusive language).

The ANOVA showed that once again, there was no significant effect of language type on perceived greenwashing. A possible explanation could be that the scenarios possessed more information than only characteristics of 'exclusiveness' or 'inclusiveness' and that that information led to a non-significant effect.

3. Deleting bad scores on caution check

The caution check's *t*-test was significant, indicating that the exclusive group considered the text as more cautious than the inclusive group. Since the researcher aimed to manipulate the scenario based on language type, the difference between the scenarios was expected to be based on cautiousness. An additional analysis was conducted where respondents who scored low (1 or 2) or high (6 or 7) on the caution check were removed from the data. Thus, the overall difference in perception of cautiousness was decreased.

Furthermore, AN(C)OVA was performed with the remaining respondents, which showed that the significance improved ($p = .068$). However, this analysis was done without control variables. When the control variables were included in the model, the significance slightly decreased and was still not below 0.05. Thus, caution may have played a role, but it was not large enough as the effect of language type on perceived greenwashing was still not significant.

4. Experts vs non-experts

Although the moderating effect of green expertise was non-significant, the researcher was curious whether consumers with more green expertise scored better on the manipulation check than consumers with less green expertise. Respondents were divided into two groups: experts, scoring above the median (3.25), and non-experts, scoring less than the median. Furthermore, the blue line shows respondents who received an exclusive claim and the red line shows respondents who received an inclusive claim. First of all, the inclusive group scored lower on the manipulation check

(that measures exclusiveness) than the exclusive group for both experts and non-experts. The difference between the inclusive and exclusive group is bigger for experts than for non-experts, indicating that experts are better able to perceive linguistic cues than non-experts. However, this effect was not significant ($p = .158$). This means that the direction of the effect is in the right way, but that the effect is not significant.

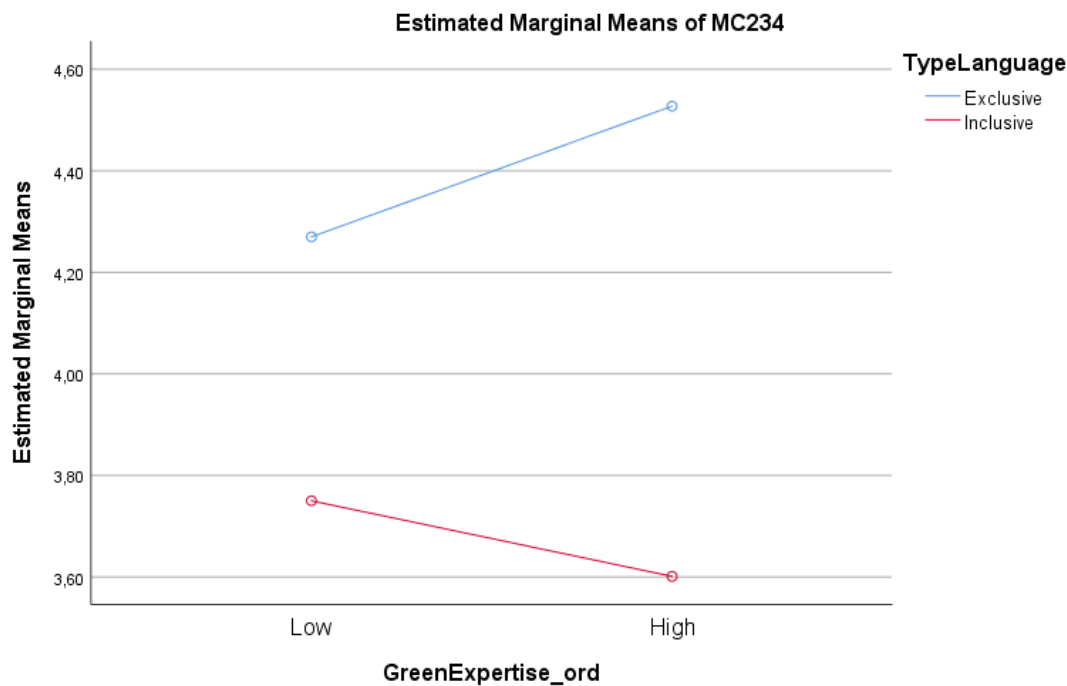


Figure 3: The score on the manipulation check for the different language groups moderated by green expertise.

5. Deleting responses of a short duration time

A last additional analysis was performed with only responses that took their time to fill out the Survey. It was assumed that responses shorter than 5 minutes may not have focused well enough on the scenario and the questions. Therefore, 55 responses were deleted. However, this did not provide a significant result.

5 Conclusion

This study aimed to investigate the effect of language type used in sustainability claims on consumers' perceived greenwashing. In addition, to make this study more relevant for managers, the researcher confirmed prior literature describing that consumers who perceive greenwashing tend to have a lower purchase intention towards the organisation. Therefore, this study aimed to answer the following research question: *How does language type in sustainability claims directly affect consumers' perceived greenwashing and indirectly affect purchase intention?*

To conclude the indirect effect of language type on purchase intention through perceived greenwashing, the following hypothesis was formulated: *Perceived greenwashing negatively affects purchase intention*. This hypothesis was confirmed.

The main purpose of this study was to investigate how language type affects perceived greenwashing. Based on the results of Crilly et al. (2016), who concluded that language type has a significant effect on decoupling, this study hypothesised that language type would have a significant effect on perceived greenwashing. However, after the ANOVA, it was concluded that this hypothesis should be rejected as the effect was not significant. A further aim was to conduct a mediation test to determine whether language type would indirectly affect purchase intention through perceived greenwashing. However, as the effect of language type on perceived greenwashing was non-significant, this goal no longer made sense.

Moreover, it was expected that green experts would be better able to analyse and process information in green claims; therefore, the hypothesis was formulated that *green expertise would moderate the effect of language type on perceived greenwashing*. However, this moderating effect was rejected.

Thus, language type did not influence perceived greenwashing. Although the effect of perceived greenwashing on purchase intention was significant, it could not be concluded that language type had an indirect effect on purchase intention. Table 13 provides a summary of the accepted and rejected hypotheses in this study.

Table 13: Hypothesis

Hypothesis		Result
H1	Perceived greenwashing negatively affects purchase intention.	Accepted
H2	Inclusive language in sustainability claims leads to more perceived greenwashing by consumers than exclusive language.	Rejected
H3	A higher level of green expertise increases the effect of language type on perceived greenwashing.	Rejected

5.1 Discussion

It was found that managers use inclusive language more in deceptive claims and exclusive language in truthful claims (Crilly et al., 2016). Besides, they found that those claims differ in the way they are perceived by non-market stakeholders. In this study, it was investigated whether consumers (market-stakeholders) would react differently to both claims as well, with a focus on their perceived greenwashing and purchase intention. However, no significant difference was found. Therefore, this study differs from that of Crilly et al. (2016) as it shows no significant effect of language type on stakeholders' perceptions. The manipulation of this study differs from that of Crilly et al. (2016), this study focused on consumers instead of non-market partners and this study used other dependent variables, which are all possible explanations for the different results.

Crilly et al. (2016) also found that stakeholders differ in their motivations and abilities to see through these claims. They found that stakeholders with more expertise in a certain area are more able to look through deceptive claims. In this study (additional analysis 4), it was found that the difference in perception (inclusive or exclusive) is also bigger for experts, indicating that experts are better able to perceive linguistic cues than non-experts. However, this effect was not significant ($p = .158$). Besides, the moderating effect of green expertise was non-significant. That the effect of expertise was significant in Crilly et al. (2016) and not in this study could be due to the 'self-made' manipulation that did not yield the desired results. Besides, it could be due to the subjective items of green expertise, where respondents could easily over- or underestimate themselves. To adequately make comparisons between perceptions of different stakeholder groups (f.e. non-market stakeholders and consumers), the research design of both studies should be the same. When research designs differ, perceptions of the different groups may arise from the differences between the

research designs. Therefore, a more standardized research design should be produced, so that scenarios in future research are more valid and comparisons between studies are more adequate.

The result of additional analysis 1, which should be interpreted with caution, is comparable with the results of Crilly et al. (2016). It was found that the manipulation check (which measures characteristics of both language types) had a significant effect on respondents' perceptions. From the additional analysis, it seemed that consumers who perceived language in the text as inclusive had a higher perceived greenwashing than consumers who perceived the language as exclusive. This would mean that the characteristics of language type do have an effect on the respondents' perceptions and that the direction of this effect is comparable with the theory of Crilly et al (2016). From this, it can be concluded that the underlying theory of this study might be right, but that it did not work out in this scenario-based experiment.

The effect of perceived greenwashing on purchase intention was found to be significant. This confirms studies from Akturan (2018) and Zhang et al. (2018) who found a negative effect of perceived greenwashing on purchase intention as well. Besides, Pancer & McShane (2013) found that showing a false green image decreases the likelihood that a customer would purchase from that particular company again. On the other hand, when consumers trust a company is telling the truth about their sustainable performance, there are more likely to purchase from this brand than from brands they do not trust regarding their sustainable performance (Geyskens et al., 1998). As this study found that perceived greenwashing has a negative effect on purchase intention, this study corresponds to the just mentioned literature. Even as Tarabieh (2021), this study suggests companies should decrease their greenwash behaviors and should not only claim their "greenness" but also show the evidence of their green products.

5.2. Practical implications

In this study, language type did not affect consumer responses. This may mean that consumers do not see the difference between a decoupling claim and a truthful claim. Consumers should be more aware that companies tend to use more inclusive language in decoupling claims. This can prevent consumers from thinking that a company is sustainable, when in fact this is not the case. Although the effect of language type on perceived greenwashing was non-significant, consumers should pay more attention to the way sustainability claims are formulated. As consumers still do not perceive greenwashing in sustainability claims with exclusive language, the government could take action to spread more knowledge about this phenomenon.

Besides, although there was no significant effect of language type on perceived greenwashing in this study, the additional analysis revealed that characteristics of inclusive and exclusive language do influence perceived greenwashing. Therefore, managers should be aware that they do not use a lot of linguistic cues that indicate inclusive language.

Furthermore, managers should take actions to prevent consumers from perceiving a company as a greenwashing company as it reduces their purchase intention. This can be done by providing evidence of how they reduce their footprint on the earth, which can be done on the company's website for example. A good example is how Patagonia does this on its website (Patagonia, 2021).

5.3 Limitations and suggestions for further research

In this study, the effect of language type on perceived greenwashing was non-significant. Several additional analysis were done to investigate what caused the non-significant effect. All in all, the additional analyses did not provide a clear answer to what ensured the non-significant effect, but it did provide a surmise. Therefore, several causes of the non-significant effect of language type on perceived greenwashing can be assumed. Based on the limitations, suggestions for further research are provided below.

First of all, respondents were asked to base their answers on a self-designed scenario. As all answers are only based on a scenario, the scenario must reflect what is aimed to be measured (inclusive- or exclusive language in this case). Although several iterations had been made in the pilot studies, it could still be the case that the scenarios did not reflect both language types effectively enough. The effectiveness of scenarios could be measured with a manipulation check that checks for the different characteristics of language type, which was done in this study. The manipulation check items mainly focused on whether the scenarios were perceived as nuanced and whether they provide limits. However, it could be that other characteristics (that were not included in the manipulation check) of both language types were missing in the scenario and that because of this the results were non-significant. Besides, the manipulation check was not that reliable (Cronbach's alpha of .514). Therefore, further research is needed to develop a reliable scale that contains more characteristics of language type. For further research, it could help to standardize some manipulation check items that reflect one of the language types, so that researcher can use these items to check whether their scenario is effective enough. It may help to include more items than 3 or 4, as afterward deletion is always possible. These items should be written in a clear, consistent, and understandable way. For

instance, the word ‘nuanced’, could be replaced as some respondents mentioned that they did not understand this word.

Besides, the scenario contained information that had nothing to do with exclusiveness of inclusiveness but rather to make it a good story. For instance, respondents might have perceived the year 2030 as a clear boundary. Respondents might have used this information to answer the manipulation check items, while the manipulation check should be based on language type only. For scenario building in further research, a smaller text with less information might be more suitable.

Furthermore, it is questionable whether this study is generalizable for the same study in other contexts. Therefore, further research should be done in another context. Whereas this study was focused on a (non-existing) fashion company, another context could maybe yield more significant results and in this way, it could be measured whether a different industry or language matters. Moreover, other variables could be taken into account. No significant effect on perceived greenwashing was found. This might be due to consumers who do not want to make such a harsh judgment based on only a website text. Therefore, variables should be included that are easily assessed based on a small text. For instance, a mediator (such as claim credibility) between language type and perceived greenwashing could have been used because this variable might be easier to assess based on a small text. As noted earlier, this study underrepresents people under 18 or over 55 years old. Failure to recruit a diverse sample may affect the size and demographic characteristics of the sample, which may limit the research project in many ways (Salkind, 2010). This limitation may reduce the statistical power of the study and reduce the applicability of findings and interventions from it.

As this study contained a lot of questions, the scenario possibly wiped out of respondents' memories the further they got in the Survey. In this study, it was chosen to disallow participants to return to the scenario with the reason that consumers normally go to a website, (sometimes) read the website text but move on to the purchasing process as soon as possible without reading the website text for a second time before ordering. Therefore, in further research respondents should be able to return to the scenario. This will reduce the risk that respondents have forgotten about important elements of a scenario. However, it could also be argued that consumers do return to website texts, to read for instance the sustainability claim again and base their purchase on a sustainability claim. This

could be a thought for further research. Again, a smaller text would reduce this problem, as respondents can more easily store it in their memory.

The last notable limitation of this study is that green expertise was measured with a subjective scale. Respondents had to assess their green expertise, and in this way, they could easily over- or underestimate themselves. For further research, it would be better to use items that objectively measure green expertise.

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Appendix

Appendix 1: Pilot study 1

Intro

Beste deelnemer,

Hartelijk dank voor uw deelname aan dit onderzoek. Wij zijn vier masterstudenten van de Radboud Universiteit Nijmegen. Voor onze masterscriptie doen wij onderzoek naar bedrijfscommunicatie over milieu duurzaamheid.

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 ... minuten duren.

Om u te bedanken voor uw deelname aan dit onderzoek, verloten wij een cadeaukaart t.w.v. ... euro onder de respondenten. Mocht u interesse hebben en mee willen doen aan deze loting, dan kunt u aan het einde van de vragenlijst uw e-mail adres opgeven.

Nogmaals bedankt voor uw medewerking,

Julia Somers, Shanna Hendrixx, Luuk van Loon en 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.

Company: Terra Firma the Label

Exclusive green claim	Inclusive green claim
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.	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 er alles aan om onze uitstoot van broeikasgassen, waaronder CO₂, te minimaliseren. Wij ontwerpen kledingstukken en produceren deze op een milieuvriendelijke manier. We gebruiken alleen lyocell om kleding te produceren en we zorgen ervoor 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 welzijn van het milieu. We doen er alles aan om ervoor te zorgen dat verschillende van onze bedrijfsprocessen 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. Daarnaast streven we ernaar om als bedrijf onze commerciële doelstellingen te blijven behalen.

Exclusive & Inclusive check	○ Terra Firma the Label geeft duidelijk de grenzen aan van haar verantwoordelijkheid om duurzaam te opereren ○ Terra Firma the Label geeft niet duidelijk aan wat zij het belangrijkste vindt
Green trust	○ Ik heb het idee dat de milieu beloftes van Terra Firma the Label over het algemeen geloofwaardig zijn. ○ Ik heb het idee dat de milieu prestaties van Terra Firma the Label over het algemeen betrouwbaar zijn. ○ Ik heb het idee dat de milieu beweringen van Terra Firma the Label over het algemeen te vertrouwen zijn. ○ De milieuoverwegingen van Terra Firma the Label voldoen aan mijn verwachtingen. ○ Terra Firma the Label komt beloftes en verplichtingen omtrent milieubescherming na.
Purchase intention	○ Als ik een kledingstuk zou kopen, zou ik overwegen het bij Terra Firma the Label te kopen. ○ Als ik aan het winkelen zou zijn voor een kledingstuk, is de kans groot dat ik het bij Terra Firma the Label zou kopen. ○ Als ik aan het winkelen zou zijn voor een kledingstuk, is mijn bereidheid om bij Terra Firma the Label te kopen hoog. ○ De waarschijnlijkheid is hoog dat ik zou overwegen om een kledingstuk bij Terra Firma the Label te kopen.
Perceived greenwashing	○ De tekst misleidt met woorden over in hoeverre het bedrijf milieuvriendelijk opereert. ○ De tekst bevat een milieuvriendelijke bewering die vaag of mogelijk onbewijsbaar is. ○ De tekst overdrijft hoe milieuvriendelijk Terra Firma the Label daadwerkelijk opereert. ○ Belangrijke informatie is weggelaten of verhuuld in de tekst, waardoor de tekst beter klinkt dan het is.
Green scepticism	○ Ik denk dat de milieubeweringen in de tekst waar zijn.

	○ Ik denk dat de milieubeweringen in de tekst overdreven zijn. ○ Ik denk dat de milieubeweringen in de tekst bedoeld zijn om consumenten te misleiden in plaats van te informeren. ○ Ik geloof de milieubeweringen in de tekst niet.
Green expertise	○ Ik heb veel kennis over milieuvriendelijke producten. ○ Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. ○ Ik heb veel ervaring met milieuvriendelijke producten. ○ Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Environmental awareness	○ We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. ○ De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. ○ De mens maakt ernstig misbruik van het milieu. ○ Planten en dieren hebben evenveel recht van bestaan als mensen. ○ De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties.
Realism check	○ Het is realistisch dat ik de tekst zou tegenkomen op een kleding website.
Voorzichtigheidscheck	○ Terra Firma the Label is voorzichtig in het uiten van beweringen ○ Terra Firma the Label is voorzichtig in het maken van beloftes
Channel check	Ik ben deze enquête tegengekomen op... ○ LinkedIn ○ Facebook ○ WhatsApp ○ Anders, namelijk...

Aandacht voor de tekst	☐ 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
Taalvaardigheid	☐ Ik beheers het Nederlands goed ☐ Ik heb een goed gevoel voor taal
Geslacht	☐ Man ☐ Vrouw ☐ Anders
Leeftijd	☐ < 18 ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ >64
Hoogst genoten opleiding	☐ 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 de cadeaukaart t.w.v. 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

Internal consistency of constructs in Pilot study 2

<u>Construct</u>	<u>Cronbach's alpha</u>
Purchase intention	.938
Perceived greenwashing	.815
Green expertise	.879
Text attention	.880
Caution check	.899
Manipulation check	.406

Appendix 2: Pilot study 2

Intro

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 Hendriks, 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.

Company: Terra Firma

Exclusive green claim	Inclusive green claim
Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat	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	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. Wij streven ernaar onze duurzaamheidsbeloftes nog verder uit te breiden naarmate ons merk groeit. Daarnaast streven we ernaar om als
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groeit, op voorwaarde dat wij als bedrijf onze commerciële doelstellingen blijven behalen.	bedrijf onze commerciële doelstellingen te blijven behalen.
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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.

Exclusive & Inclusive check	○ Terra Firma geeft duidelijk de grenzen aan van haar verantwoordelijkheid om milieuvriendelijk te opereren ○ Er zitten geen limieten aan de milieubeloftes van Terra Firma ○ Terra Firma geeft duidelijk aan een balans te vinden tussen haar milieubeloftes en commerciële doelstellingen
Green trust	○ Ik heb het idee dat de milieubeloftes van Terra Firma over het algemeen geloofwaardig zijn. ○ Ik heb het idee dat de milieuprestaties van Terra Firma over het algemeen betrouwbaar zijn. ○ Ik heb het idee dat de milieubeweringen van Terra Firma over het algemeen te vertrouwen zijn. ○ Ik heb het idee dat de Terra Firma haar beloftes en verplichtingen omtrent milieubescherming nakomt. ○ De milieuoverwegingen van Terra Firma voldoen aan mijn verwachtingen.
Purchase intention	○ Als ik een kledingstuk zou kopen, zou ik overwegen het bij Terra Firma the Label te kopen. ○ Als ik aan het winkelen zou zijn voor een kledingstuk, is de kans groot dat ik het bij Terra Firma the Label zou kopen. ○ Als ik aan het winkelen zou zijn voor een kledingstuk, is mijn bereidheid om bij Terra Firma the Label te kopen hoog.

	○ De waarschijnlijkheid is hoog dat ik zou overwegen om een kledingstuk bij Terra Firma the Label te kopen.
Perceived greenwashing	○ De tekst misleidt met woorden over in hoeverre het bedrijf milieuvriendelijk opereert. ○ De tekst bevat een milieuvriendelijke bewering die vaag of mogelijk onbewijsbaar is. ○ Het lijkt alsof... De tekst overdrijft hoe milieuvriendelijk Terra Firma daadwerkelijk opereert. ○ Het lijkt alsof... Belangrijke informatie is weggelaten of verhuld in de tekst, waardoor de tekst beter klinkt dan het is.
Green scepticism	○ Ik denk dat de milieubeweringen in de tekst waar zijn. ○ Ik denk dat de milieubeweringen in de tekst overdreven zijn. ○ Ik denk dat de milieubeweringen in de tekst bedoeld zijn om consumenten te misleiden in plaats van te informeren. ○ Ik geloof de milieubeweringen in de tekst niet.
Green expertise	○ Ik heb veel kennis over milieuvriendelijke producten. ○ Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. ○ Ik heb veel ervaring met milieuvriendelijke producten. ○ Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Environmental awareness	○ We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. ○ De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. ○ De mens maakt ernstig misbruik van het milieu. ○ Planten en dieren hebben evenveel recht van bestaan als mensen. ○ De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties.

Realism check	○ Het is realistisch dat ik de tekst zou tegenkomen op een kleding website.
Voorzichtigheidscheck	○ Terra Firma the Label is voorzichtig in het uiten van beweringen ○ Terra Firma the Label is voorzichtig in het maken van beloftes
Channel check	Ik ben deze enquête tegengekomen op... ○ LinkedIn ○ Facebook ○ WhatsApp ○ Anders, namelijk...
Aandacht voor de tekst	○ 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
Taalvaardigheid	○ Ik beheers het Nederlands goed ○ Ik heb een goed gevoel voor taal
Geslacht	○ Man ○ Vrouw ○ Anders
Leeftijd	○ < 18 ○ 18-24 ○ 25-34 ○ 35-44 ○ 45-54 ○ 55-64 ○ >64
Hoogst genoten opleiding	○ 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 de cadeaukaart t.w.v. 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: <u>julian.vandorst@student.ru.nl</u>. Met vriendelijke groet, Julia, Shanna, Luuk en Julian

Appendix 3: Pilot study 3

Intro

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.

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Nogmaals bedankt voor uw medewerking,

Julia Somers, Shanna Hendriks, 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.

Company: Terra Firma

Exclusive green claim	Inclusive green claim
Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat	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	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
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voorwaarde dat wij als bedrijf onze commerciële doelstellingen blijven behalen.	streven we ernaar om als bedrijf onze commerciële doelstellingen te blijven behalen.
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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.

Exclusive & Inclusive check	○ Terra Firma geeft duidelijk de grenzen aan van haar verantwoordelijkheid om milieuvriendelijk te opereren ○ Er zitten geen limieten aan de milieubeloftes van Terra Firma ○ Terra Firma geeft duidelijk aan een balans te vinden tussen haar milieubeloftes en commerciële doelstellingen
Green trust	○ Ik heb het idee dat de milieubeloftes van Terra Firma over het algemeen geloofwaardig zijn. ○ Ik heb het idee dat de milieuprestaties van Terra Firma over het algemeen betrouwbaar zijn. ○ Ik heb het idee dat de milieubeweringen van Terra Firma over het algemeen te vertrouwen zijn. ○ Ik heb het idee dat de Terra Firma haar beloftes en verplichtingen omtrent milieubescherming nakomt. ○ De milieuoverwegingen van Terra Firma voldoen aan mijn verwachtingen.
Purchase intention	○ Als ik een kledingstuk zou kopen, zou ik overwegen het bij Terra Firma the Label te kopen. ○ Als ik aan het winkelen zou zijn voor een kledingstuk, is de kans groot dat ik het bij Terra Firma the Label zou kopen. ○ Als ik aan het winkelen zou zijn voor een kledingstuk, is mijn bereidheid om bij Terra Firma the Label te kopen hoog.

	○ De waarschijnlijkheid is hoog dat ik zou overwegen om een kledingstuk bij Terra Firma the Label te kopen.
Perceived greenwashing	○ De tekst misleidt met woorden over in hoeverre het bedrijf milieuvriendelijk opereert. ○ De tekst bevat een milieuvriendelijke bewering die vaag of mogelijk onbewijsbaar is. ○ Het lijkt alsof... De tekst overdrijft hoe milieuvriendelijk Terra Firma daadwerkelijk opereert. ○ Het lijkt alsof... Belangrijke informatie is weggelaten of verhuld in de tekst, waardoor de tekst beter klinkt dan het is.
Green scepticism	○ Ik denk dat de milieubeweringen in de tekst waar zijn. ○ Ik denk dat de milieubeweringen in de tekst overdreven zijn. ○ Ik denk dat de milieubeweringen in de tekst bedoeld zijn om consumenten te misleiden in plaats van te informeren. ○ Ik geloof de milieubeweringen in de tekst niet.
Green expertise	○ Ik heb veel kennis over milieuvriendelijke producten. ○ Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. ○ Ik heb veel ervaring met milieuvriendelijke producten. ○ Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Environmental awareness	○ We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. ○ De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. ○ De mens maakt ernstig misbruik van het milieu. ○ Planten en dieren hebben evenveel recht van bestaan als mensen. ○ De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties.

Realism check	○ Het is realistisch dat ik de tekst zou tegenkomen op een kleding website.
Voorzichtigheidscheck	○ Terra Firma the Label is voorzichtig in het uiten van beweringen ○ Terra Firma the Label is voorzichtig in het maken van beloftes
Channel check	Ik ben deze enquête tegengekomen op... ○ LinkedIn ○ Facebook ○ WhatsApp ○ Anders, namelijk...
Aandacht voor de tekst	○ 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
Taalvaardigheid	○ Ik beheers het Nederlands goed ○ Ik heb een goed gevoel voor taal
Geslacht	○ Man ○ Vrouw ○ Anders
Leeftijd	○ < 18 ○ 18-24 ○ 25-34 ○ 35-44 ○ 45-54 ○ 55-64 ○ >64
Hoogst genoten opleiding	○ 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 de cadeaukaart t.w.v. 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

Table 7: Internal consistency of constructs in Pilot study 3

<u>Construct</u>	<u>Cronbach's alpha</u>
Purchase intention	.942
Perceived greenwashing	.874
Green expertise	.889
Text attention	.901
Caution check	.550
Manipulation check	.405
Language proficiency	.799

Appendix 4: Pilot study 4

Intro

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 ... minuten duren.

Nogmaals bedankt voor uw medewerking,

Julia Somers, Shanna Hendriks, 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.

Company: Terra Firma

Exclusive green claim	Inclusive green claim
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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 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
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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.	breiden naarmate ons merk groeit. Daarnaast streven we ernaar om als bedrijf onze commerciële doelstellingen te blijven behalen.
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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.

Exclusive & Inclusive check	○ Terra Firma geeft specifiek de grenzen aan van haar beloftes om milieuvriendelijk te opereren ○ Er zitten geen limieten aan de milieubeloftes van Terra Firma ○ Terra Firma maakt een duidelijk afweging tussen het waarmaken van haar milieubeloftes en behalen van commerciële doelstellingen ○ Terra Firma geeft duidelijk aan dat er voorwaarden verbonden zijn aan haar milieuvriendelijk opereren
Green trust	○ Ik heb het idee dat de milieubeloftes van Terra Firma over het algemeen geloofwaardig zijn. ○ Ik heb het idee dat de milieuprestaties van Terra Firma over het algemeen betrouwbaar zijn. ○ Ik heb het idee dat de milieubeweringen van Terra Firma over het algemeen te vertrouwen zijn. ○ Ik heb het idee dat de Terra Firma haar beloftes en verplichtingen omtrent milieubescherming nakomt. ○ De milieuoverwegingen van Terra Firma voldoen aan mijn verwachtingen.
Purchase intention	○ Als ik een kledingstuk zou kopen, zou ik overwegen het bij Terra Firma the Label te kopen.

	○ Als ik aan het winkelen zou zijn voor een kledingstuk, is de kans groot dat ik het bij Terra Firma the Label zou kopen. ○ Als ik aan het winkelen zou zijn voor een kledingstuk, is mijn bereidheid om bij Terra Firma the Label te kopen hoog. ○ De waarschijnlijkheid is hoog dat ik zou overwegen om een kledingstuk bij Terra Firma the Label te kopen.
Perceived greenwashing	○ De tekst misleidt met woorden over in hoeverre het bedrijf milieuvriendelijk opereert. ○ De tekst bevat een milieuvriendelijke bewering die vaag of mogelijk onbewijsbaar is. ○ Ik heb het idee dat de tekst overdrijft hoe milieuvriendelijk Terra Firma daadwerkelijk opereert. ○ Ik heb het idee dat belangrijke informatie is weggelaten of verhuld in de tekst, waardoor de tekst beter klinkt dan het is.
Green scepticism	○ Ik denk dat de milieubeweringen in de tekst waar zijn. ○ Ik denk dat de milieubeweringen in de tekst overdreven zijn. ○ Ik denk dat de milieubeweringen in de tekst bedoeld zijn om consumenten te misleiden in plaats van te informeren. ○ Ik geloof de milieubeweringen in de tekst niet.
Green expertise	○ Ik heb veel kennis over milieuvriendelijke producten. ○ Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. ○ Ik heb veel ervaring met milieuvriendelijke producten. ○ Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Environmental awareness	○ We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. ○ De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. ○ De mens maakt ernstig misbruik van het milieu.

	○ Planten en dieren hebben evenveel recht van bestaan als mensen. ○ De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties.
Realism check	○ Het is realistisch dat ik de tekst zou tegenkomen op een kleding website.
Voorzichtigheidscheck	○ Terra Firma the Label is voorzichtig in het uiten van beweringen ○ Terra Firma the Label is voorzichtig in het maken van beloftes
Channel check	Ik ben deze enquête tegengekomen op... ○ LinkedIn ○ Facebook ○ WhatsApp ○ Anders, namelijk...
Aandacht voor de tekst	○ 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
Taalvaardigheid	○ Ik beheers het Nederlands goed ○ Ik heb een goed gevoel voor taal
Geslacht	○ Man ○ Vrouw ○ Anders
Leeftijd	○ < 18 ○ 18-24 ○ 25-34 ○ 35-44 ○ 45-54 ○ 55-64 ○ >64
Hoogst genoten opleiding	○ 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 de cadeaukaart t.w.v. 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

Table 8: Internal consistency of constructs in Pilot study 4

<u>Construct</u>	<u>Cronbach's alpha</u>
Purchase intention	.904
Perceived greenwashing	.849
Green expertise	.836
Text attention	.837
Caution check	.673
Manipulation check	.293
Language proficiency	.626

Appendix 5: Pilot study 5

Intro

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 3 minuten duren.

Nogmaals bedankt voor uw medewerking,

Julia Somers, Shanna Hendriks, 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.

Company: Terra Firma

Exclusive green claim	Inclusive green claim
Wij bij Terra Firma zijn een team van mode enthousiastelingen met een passie voor het milieu. Het is onze missie om te bewijzen dat	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.	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 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.
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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.

Exclusive & Inclusive check	○ Er zitten geen limieten aan de milieubeloftes van Terra Firma. ○ Terra Firma geeft duidelijk de grenzen aan van haar milieubeloftes. ○ Terra Firma formuleert haar milieubeloftes op een grootse en vergaande manier. ○ Terra Firma formuleert haar milieubeloftes op een genuanceerde manier.
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Appendix 6: Questionnaire

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 Hendriks 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 stellingen gaan over de tekst die u net gelezen hebt. Het gaat bij deze stellingen om uw mening: er zijn geen goede of foute antwoorden. Gelieve aan te geven in hoeverre u het eens of oneens bent met de volgende stellingen.
Manipulation check	○ Er zitten geen limieten aan de milieubeloftes van Terra Firma. ○ Terra Firma geeft duidelijk aan dat haar milieubeloftes niet grenzeloos zijn. ○ Terra Firma formuleert haar milieubeloftes op een grootse en vergaande manier. ○ Terra Firma formuleert haar milieubeloftes op een genuanceerde manier.
Realism check	○ Het is realistisch dat ik de website tekst van Terra Firma zou tegenkomen op een kleding website. ○ Soortgelijke teksten zie je wel vaker op websites van bedrijven.
Green trust	○ Ik heb het idee dat de milieubeloftes van Terra Firma over het algemeen geloofwaardig zijn. ○ Ik heb het idee dat de milieuprestaties van Terra Firma over het algemeen betrouwbaar zijn. ○ Ik heb het idee dat de milieubeweringen van Terra Firma over het algemeen te vertrouwen zijn.

	○ Ik heb het idee dat Terra Firma haar beloftes en verplichtingen omtrent milieubescherming nakomt. ○ De milieuoverwegingen van Terra Firma voldoen aan mijn verwachtingen.
Purchase intention	○ Als ik een kledingstuk zou kopen, zou ik overwegen het bij Terra Firma te kopen. ○ Als ik aan het winkelen zou zijn voor een kledingstuk, is de kans groot dat ik het bij Terra Firma zou kopen. ○ Als ik aan het winkelen zou zijn voor een kledingstuk, is mijn bereidheid om bij Terra Firma te kopen hoog. ○ De waarschijnlijkheid is hoog dat ik zou overwegen om een kledingstuk bij Terra Firma te kopen.
Perceived greenwashing	○ De tekst misleidt met woorden over in hoeverre het bedrijf milieuvriendelijk opereert. ○ De tekst bevat beweringen over de milieuvriendelijkheid van Terra Firma die vaag of mogelijk onbewijsbaar zijn. ○ Ik heb het idee dat de tekst overdrijft hoe milieuvriendelijk Terra Firma daadwerkelijk opereert. ○ Ik heb het idee dat belangrijke informatie is weggelaten of verhuuld in de tekst, waardoor de boodschap beter klinkt dan het is.
Green scepticism	○ Ik denk dat de milieubeweringen in de tekst waar zijn. ○ Ik denk dat de milieubeweringen in de tekst overdreven zijn. ○ Ik denk dat de milieubeweringen in de tekst bedoeld zijn om consumenten te misleiden in plaats van te informeren. ○ Ik geloof de milieubeweringen in de tekst niet.
Caution check	○ Terra Firma is voorzichtig in het uiten van beweringen. ○ Terra Firma is voorzichtig in het maken van beloftes.
Attention check	○ 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.

Green expertise	○ Ik heb veel kennis over milieuvriendelijke producten. ○ Ik beschouw mezelf als een expert op het gebied van milieuvriendelijke producten. ○ Ik heb veel ervaring met milieuvriendelijke producten. ○ Ik weet over het algemeen meer over milieuvriendelijke producten dan mijn vrienden.
Environmental awareness	○ We naderen de grens van het maximaal aantal mensen dat kan worden onderhouden door de aarde. ○ De vindingrijkheid van mensen zal ervoor zorgen dat de aarde niet onbewoonbaar wordt. ○ De mens maakt ernstig misbruik van het milieu. ○ Planten en dieren hebben evenveel recht van bestaan als mensen. ○ De balans in de natuur is sterk genoeg om te kunnen omgaan met de gevolgen van de moderne industriële naties. ○ Mensen zijn voorbestemd om over de rest van de natuur te heersen.
Language proficiency	○ Ik beheers het Nederlands uitstekend. ○ Ik heb een zeer goed gevoel voor taal.
	○ Ik ben deze enquête tegengekomen op ... ○ LinkedIn ○ Facebook ○ WhatsApp ○ Anders, namelijk...
Gender	Wat is uw geslacht? ○ Man ○ Vrouw ○ Anders
Age	Wat is uw leeftijd?
Educational level	Wat is uw hoogst genoten opleiding? ○ Geen ○ Middelbare school

	○ MBO ○ HBO ○ WO bachelordiploma ○ WO masterdiploma ○ Doctoraatsdiploma ○ Anders
Ending	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: Sample profile

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Man	86	41,1	41,1	41,1
Vrouw	120	57,4	57,4	98,6
Anders	3	1,4	1,4	100,0
Total	209	100,0	100,0	

Age

	Frequency	Percent	Valid percent	Cumulative percent
<18	1	0,5	0,5	0,5
18-24	122	58,4	58,4	58,9
25-34	36	17,2	17,2	76,1
35-44	8	3,8	3,8	79,9
45-54	14	6,7	6,7	86,6
55-64	24	11,5	11,5	98,1
>65	4	1,9	1,9	100,0
Total	209	100,0	100,0	

Level of education

	Frequency	Percent	Valid percent	Cumulative percent
High school	14	6,7	6,7	6,7
Secondary vocational education and training	20	9,6	9,6	16,3
Higher professional education	87	41,6	41,6	57,9
Bachelor's degree	46	22,0	22,0	79,9
Master's degree	39	18,7	18,7	98,6
PhD	3	1,4	1,4	100,0
Total	209	100,0	100,0	

Appendix 8: Reliability check

Construct	Manipulation check	Purchase intention	Perceived greenwashing	Green expertise	Text attention	Caution check	Language proficiency	Realism check
N of items	4	4	4	4	3	2	2	2
Cronbach's alpha	,510	,908	,836	,893	,867	,870	,665	,662
Item nr,	Cronbach's alpha if item deleted							
1	,514	,895	,803	,853	,805			
2	,336	,883	,800	,869	,734			
3	,469	,876	,772	,837	,882			
4	,425	,869	,795	,890	,890			

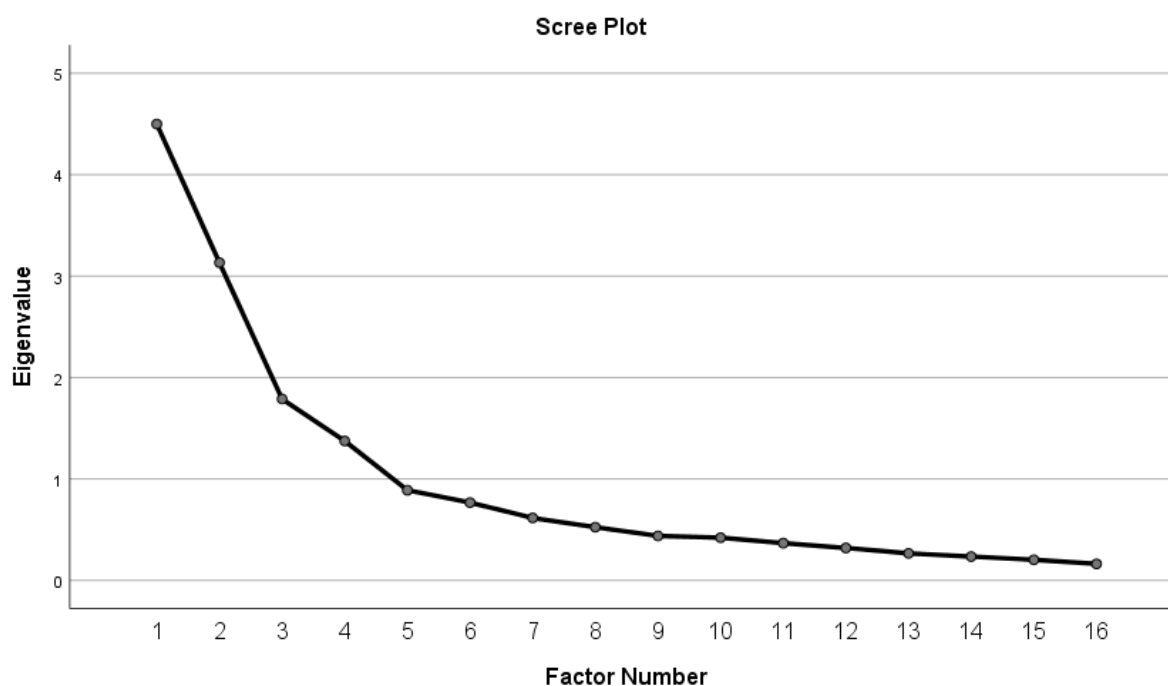
Appendix 9: Factor analyse with complete dataset

Correlation matrix

	MC1	MC2	MC3	MC4	PI1	PI2	PI3	PI4	PG1	PG2	PG3	PG4	GE1	GE2	GE3	GE4
MC1	1,00	,092	,294	,092	-,091	-,154	-,060	-,049	,020	,063	,012	,073	,115	,010	,059	,087
MC2	,092	1,00	,218	,259	,170	,109	,147	,132	-,041	-,084	-,194	-,090	,130	,119	,109	,069
MC3	,294	,218	1,000	,309	,029	-,070	-,077	-,027	-,018	,099	-,131	-,036	,164	,071	,002	,036
MC4	,092	,259	,309	1,000	,259	,230	,195	,161	-,270	-,205	-,389	-,259	,054	,015	,044	,042
PI1	-,091	,170	,029	,259	1,000	,691	,653	,704	-,208	-,179	-,321	-,195	,296	,325	,306	,273
PI2	-,154	,109	-,070	,230	,691	1,000	,720	,709	-,127	-,190	-,237	-,178	,240	,317	,302	,297
PI3	-,060	,147	-,077	,195	,653	,720	1,000	,787	-,235	-,202	-,302	-,243	,156	,299	,314	,268
PI4	-,049	,132	-,027	,161	,704	,709	,787	1,000	-,156	-,126	-,243	-,138	,223	,280	,292	,237
PG1	,020	-,041	-,018	-,270	-,208	-,127	-,235	-,156	1,000	,552	,603	,481	,133	,080	,075	,033
PG2	,063	-,084	,099	-,205	-,179	-,190	-,202	-,126	,552	1,000	,537	,559	,133	,037	,001	-,011
PG3	,012	-,194	-,131	-,389	-,321	-,237	-,302	-,243	,603	,537	1,000	,630	,052	-,001	-,036	-,023
PG4	,073	-,090	-,036	-,259	-,195	-,178	-,243	-,138	,481	,559	,630	1,000	,190	,019	,092	,054
GE1	,115	,130	,164	,054	,296	,240	,156	,223	,133	,133	,052	,190	1,000	,716	,760	,624
GE2	,010	,119	,071	,015	,325	,317	,299	,280	,080	,037	-,001	,019	,716	1,000	,719	,573
GE3	,059	,109	,002	,044	,306	,302	,314	,292	,075	,001	-,036	,092	,760	,719	1,000	,692
GE4	,087	,069	,036	,042	,273	,297	,268	,237	,033	-,011	-,023	,054	,624	,573	,692	1,000

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy,		,824
Bartlett's Test of Sphericity	Approx, Chi-Square	1612,824
	df	120
	Sig,	,000

Total Variance Explained							
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,499	28,118	28,118	4,185	26,155	26,155	3,586
2	3,133	19,579	47,697	2,766	17,285	43,440	2,780
3	1,788	11,176	58,873	1,352	8,452	51,893	3,215
4	1,375	8,591	67,464	,897	5,604	57,496	1,225
5	,888	5,553	73,017				
6	,767	4,793	77,810				
7	,615	3,843	81,653				
8	,525	3,278	84,932				
9	,438	2,738	87,669				
10	,421	2,629	90,298				
11	,367	2,291	92,589				
12	,319	1,996	94,585				
13	,266	1,664	96,249				
14	,234	1,465	97,714				
15	,203	1,269	98,983				
16	,163	1,017	100,000				
Extraction Method: Principal Axis Factoring,							
a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance,							



Communalities

	Initial	Extraction
MC1	,145	,142
MC2	,131	,147
MC3	,269	,551
MC4	,285	,345
PI1	,615	,656
PI2	,652	,709
PI3	,717	,744
PI4	,705	,775
PG1	,469	,507
PG2	,464	,566
PG3	,588	,712
PG4	,508	,546
GE1	,710	,788
GE2	,620	,642
GE3	,719	,822
GE4	,519	,548

Pattern matrix

	Factor 1	Factor 2	Factor 3	Factor 4
MC1				,348
MC2				,327
MC3				,752
MC4				,444
PI1	,756			
PI2	,826			
PI3	,838			
PI4	,918			
PG1		,710		
PG2		,786		
PG3		,782		
PG4		,731		
GE1			-,845	
GE2			-,777	
GE3			-,917	

GE4			-,737	
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Factor Correlation Matrix				
Factor	1	2	3	4
1	1,000	-,352	-,332	,061
2	-,352	1,000	-,093	-,123
3	-,332	-,093	1,000	-,159
4	,061	-,123	-,159	1,000
Extraction Method: Principal Axis Factoring. Rotation Method: Oblimin with Kaiser Normalisation.				

Convergent validity

Manipulation check (MC)

Total Variance Explained						
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	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	100,000			
Extraction Method: Principal Axis Factoring.						

Factor matrix

	Factor 1
MC1	,336
MC2	,685
MC3	,376
MC4	,470

Appendix 10: Factor analysis after deleting MC1

Correlation matrix

	MC2	MC3	MC4	PI1	PI2	PI3	PI4	PG1	PG2	PG3	PG4	GE1	GE2	GE3	GE4
MC2	1,00	,218	,259	,170	,109	,147	,132	-,041	-,084	-,194	-,090	,130	,119	,109	,069
MC3	,218	1,000	,309	,029	-,070	-,077	-,027	-,018	,099	-,131	-,036	,164	,071	,002	,036
MC4	,259	,309	1,000	,259	,230	,195	,161	-,270	-,205	-,389	-,259	,054	,015	,044	,042
PI1	,170	,029	,259	1,000	,691	,653	,704	-,208	-,179	-,321	-,195	,296	,325	,306	,273
PI2	,109	-,070	,230	,691	1,000	,720	,709	-,127	-,190	-,237	-,178	,240	,317	,302	,297
PI3	,147	-,077	,195	,653	,720	1,000	,787	-,235	-,202	-,302	-,243	,156	,299	,314	,268
PI4	,132	-,027	,161	,704	,709	,787	1,000	-,156	-,126	-,243	-,138	,223	,280	,292	,237
PG1	-,041	-,018	-,270	-,208	-,127	-,235	-,156	1,000	,552	,603	,481	,133	,080	,075	,033
PG2	-,084	,099	-,205	-,179	-,190	-,202	-,126	,552	1,000	,537	,559	,133	,037	,001	-,011
PG3	-,194	-,131	-,389	-,321	-,237	-,302	-,243	,603	,537	1,000	,630	,052	-,001	-,036	-,023
PG4	-,090	-,036	-,259	-,195	-,178	-,243	-,138	,481	,559	,630	1,000	,190	,019	,092	,054
GE1	,130	,164	,054	,296	,240	,156	,223	,133	,133	,052	,190	1,000	,716	,760	,624
GE2	,119	,071	,015	,325	,317	,299	,280	,080	,037	-,001	,019	,716	1,000	,719	,573
GE3	,109	,002	,044	,306	,302	,314	,292	,075	,001	-,036	,092	,760	,719	1,000	,692
GE4	,069	,036	,042	,273	,297	,268	,237	,033	-,011	-,023	,054	,624	,573	,692	1,000

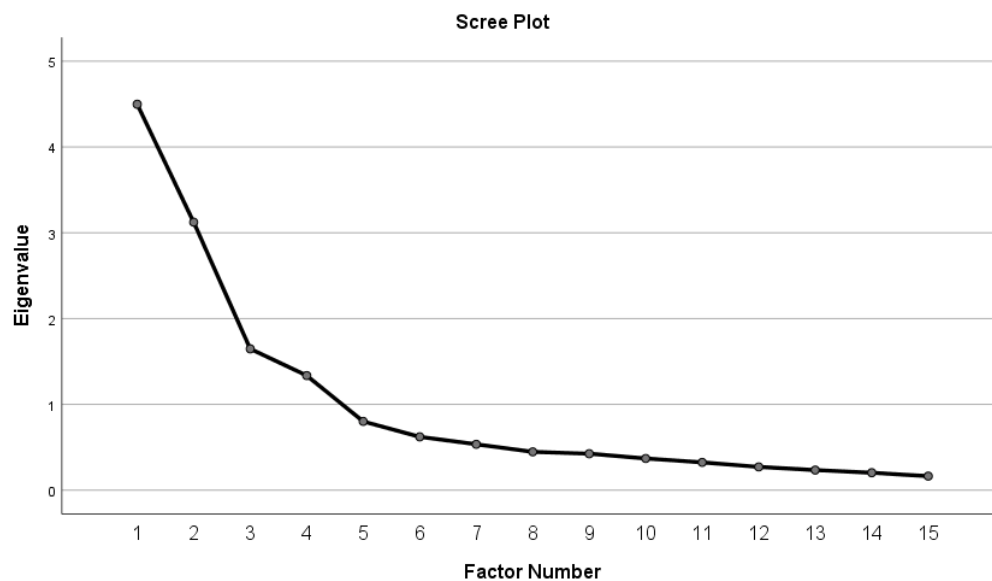
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy,		,827
Bartlett's Test of Sphericity	Approx, Chi-Square	1583,894
	df	105
	Sig,	,000

Total variance explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Invariant
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	4,498	29,988	29,988	4,187	27,915	27,915	
2	3,123	20,820	50,808	2,760	18,403	46,318	
3	1,647	10,982	61,790	1,283	8,551	54,869	
4	1,336	8,907	70,697	,785	5,230	60,099	
5	,801	5,340	76,037				
6	,622	4,144	80,181				
7	,535	3,566	83,747				
8	,447	2,979	86,726				
9	,425	2,833	89,559				
10	,370	2,466	92,025				
11	,324	2,159	94,184				
12	,271	1,807	95,991				
13	,235	1,565	97,555				
14	,203	1,355	98,910				
15	,163	1,090	100,000				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.



Communalities

	Initial	Extraction
MC2	,131	,160
MC3	,224	,427
MC4	,284	,384
PI1	,613	,654
PI2	,644	,695
PI3	,715	,760
PI4	,705	,783
PG1	,469	,510
PG2	,463	,579
PG3	,588	,713
PG4	,507	,542
GE1	,709	,795
GE2	,618	,644
GE3	,719	,821
GE4	,517	,547

Pattern matrix

	Factor 1	Factor 2	Factor 3	Factor 4
MC2				,357
MC3				,668
MC4				,506
PI1	,745			
PI2	,826			
PI3	,859			
PI4	,927			
PG1		,706		
PG2		,795		
PG3		,756		
PG4		,719		
GE1			-,858	
GE2			-,778	
GE3			-,916	
GE4			-,739	

Factor Correlation Matrix				
Factor	1	2	3	4
1	1,000	-,326	-,367	,167
2	-,326	1,000	-,088	-,204
3	-,367	-,093	1,000	-,144
4	,167	-,204	-,144	1,000
Extraction Method: Principal Axis Factoring. Rotation Method: Oblimin with Kaiser Normalisation.				

Convergent validity

Manipulation check after deleting item 1 (MC)

Total Variance Explained						
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,526	50,854	50,854	,809	26,957	26,957
2	,790	26,328	77,182			
3	,685	22,818	100,000			
Extraction Method: Principal Axis Factoring.						

Factor matrix

	Factor 1
MC2	,428
MC3	,512
MC4	,603

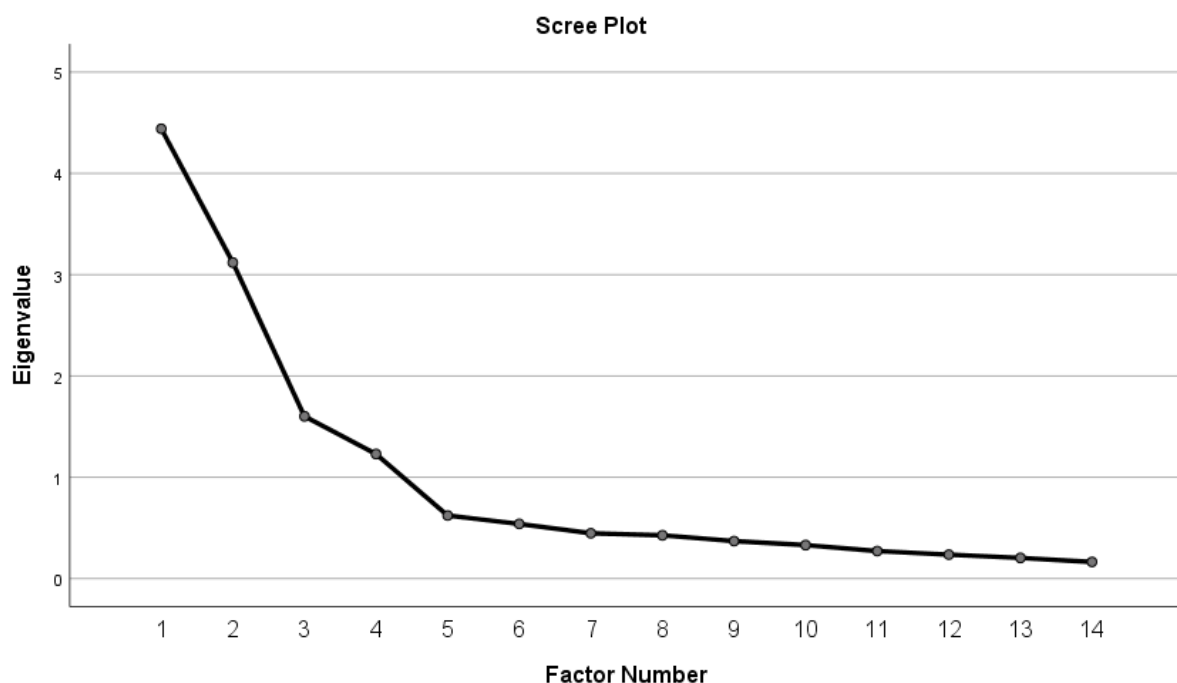
Appendix 11: Factor analysis after deleting item 1&2

Correlation matrix

	MC3	MC4	PI1	PI2	PI3	PI4	PG1	PG2	PG3	PG4	GE1	GE2	GE3	GE4
MC3	1,000	,309	,029	-,070	-,077	-,027	-,018	,099	-,131	-,036	,164	,071	,002	,036
MC4	,309	1,000	,259	,230	,195	,161	-,270	-,205	-,389	-,259	,054	,015	,044	,042
PI1	,029	,259	1,000	,691	,653	,704	-,208	-,179	-,321	-,195	,296	,325	,306	,273
PI2	-,070	,230	,691	1,000	,720	,709	-,127	-,190	-,237	-,178	,240	,317	,302	,297
PI3	-,077	,195	,653	,720	1,000	,787	-,235	-,202	-,302	-,243	,156	,299	,314	,268
PI4	-,027	,161	,704	,709	,787	1,000	-,156	-,126	-,243	-,138	,223	,280	,292	,237
PG1	-,018	-,270	-,208	-,127	-,235	-,156	1,000	,552	,603	,481	,133	,080	,075	,033
PG2	,099	-,205	-,179	-,190	-,202	-,126	,552	1,000	,537	,559	,133	,037	,001	-,011
PG3	-,131	-,389	-,321	-,237	-,302	-,243	,603	,537	1,000	,630	,052	-,001	-,036	-,023
PG4	-,036	-,259	-,195	-,178	-,243	-,138	,481	,559	,630	1,000	,190	,019	,092	,054
GE1	,164	,054	,296	,240	,156	,223	,133	,133	,052	,190	1,000	,716	,760	,624
GE2	,071	,015	,325	,317	,299	,280	,080	,037	-,001	,019	,716	1,000	,719	,573
GE3	,002	,044	,306	,302	,314	,292	,075	,001	-,036	,092	,760	,719	1,000	,692
GE4	,036	,042	,273	,297	,268	,237	,033	-,011	-,023	,054	,624	,573	,692	1,000

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy,		,827
Bartlett's Test of Sphericity	Approx, Chi-Square	1585,178
	df	91
	Sig,	,000

Total Variance Explained							
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,440	31,716	31,716	4,138	29,557	29,557	3,577
2	3,119	22,281	53,997	2,757	19,693	49,250	2,730
3	1,601	11,439	65,436	1,268	9,054	58,304	3,217
4	1,229	8,779	74,216	,716	5,113	63,417	,953
5	,622	4,444	78,660				
6	,539	3,852	82,512				
7	,447	3,193	85,705				
8	,426	3,045	88,750				
9	,370	2,642	91,392				
10	,330	2,359	93,751				
11	,271	1,939	95,690				
12	,236	1,685	97,375				
13	,203	1,452	98,827				
14	,164	1,173	100,000				
Extraction Method: Principal Axis Factoring.							



Communalities

	Initial	Extraction
MC3	,209	,477
MC4	,267	,346
PI1	,612	,656
PI2	,643	,696
PI3	,714	,759
PI4	,705	,783
PG1	,463	,511
PG2	,461	,585
PG3	,583	,711
PG4	,507	,542
GE1	,708	,798
GE2	,618	,643
GE3	,719	,823
GE4	,516	,547

Pattern matrix

	Factor 1	Factor 2	Factor 3	Factor 4
MC3				,696
MC4				,450
PI1	,753			
PI2	,825			
PI3	,854			
PI4	,927			
PG1		,703		
PG2		,797		
PG3		,766		
PG4		,721		
GE1			-,864	
GE2			-,777	
GE3			-,915	
GE4			-,735	

Factor Correlation Matrix				
Factor	1	2	3	4
1	1,000	-,326	-,364	,093
2	-,326	1,000	-,088	-,168
3	-,364	-,088	1,000	-,086
4	,093	-,168	-,086	1,000
Extraction Method: Principal Axis Factoring.				
Rotation Method: Oblimin with Kaiser Normalisation.				

Total Variance Explained						
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,309	65,461	65,461	,617	30,838	30,838
2	,691	34,539	100,000			
Extraction Method: Principal Axis Factoring.						

Factor matrix

	Factor 1
MC3	,555
MC4	,555

Appendix 12: Convergent validity

Purchase intention

Total Variance Explained						
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	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	100,000			
Extraction Method: Principal Axis Factoring.						

Factor matrix

	Factor 1
PI1	,794
PI2	,834
PI3	,861
PI4	,884

Perceived greenwashing

Total Variance Explained						
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,683	67,064	67,064	2,249	56,218	56,218
2	,521	13,016	80,080			
3	,475	11,870	91,950			
4	,322	8,050	100,000			
Extraction Method: Principal Axis Factoring.						

Factor matrix

	Factor 1
PG1	,720
PG2	,723
PG3	,810
PG4	,743

Green expertise

Total Variance Explained						
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,046	76,153	76,153	2,743	68,578	68,578
2	,444	11,107	87,260			
3	,282	7,051	94,311			
4	,228	5,689	100,000			
Extraction Method: Principal Axis Factoring.						

Factor matrix

	Factor 1
GE1	,858
GE2	,805
GE3	,903
GE4	,737

Appendix 13: Manipulation check (T-test)

Group statistics

Language type	N	Mean	Std. Deviation	Std. Error Mean
Exclusive	97	4,4158	1,02292	,10386
Inclusive	112	3,6756	1,03343	,09765

T-test for manipulationcheck234

	Levene's Test for Equality of Variances				T-test for Equality of means			95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean difference	Std. Error Difference	Lower	Upper
Equal variance 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

Appendix 14: Check results

Attention check

Statistics		
AttentionCheck		
N	Valid	209
	Missing	0
Mean		5,5598
Median		5,6667
Mode		6,00

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AttentionCheck	Equal variances assumed	2,089	,150	-,046	207	,964	-,00580	,12698	-,25614	,24455
	Equal variances not assumed			-,045	178,625	,964	-,00580	,12938	-,26111	,24951

Group Statistics

	TypeLanguage	N	Mean	Std. Deviation	Std. Error Mean
AttentionCheck	Exclusive	97	5,5567	1,03718	,10531
	Inclusive	112	5,5625	,79542	,07516

Language proficiency

Statistics

Languageproficiency		
N	Valid	209
	Missing	0
Mean		6,0622
Median		6,0000
Mode		7,00

Group Statistics

	TypeLanguage	N	Mean	Std. Deviation	Std. Error Mean
Languageproficiency	Exclusive	97	6,0670	,89451	,09082
	Inclusive	112	6,0580	,89227	,08431

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Languageproficiency	Equal variances assumed	,349	,555	,072	207	,942	,00897	,12390	-,23530	,25325
	Equal variances not assumed			,072	202,615	,942	,00897	,12393	-,23537	,25332

Realism check

Statistics

Realismcheck		
N	Valid	209
	Missing	0
Mean		4,9115
Median		5,0000
Mode		6,00

Group Statistics					
	TypeLanguage	N	Mean	Std. Deviation	Std. Error Mean
Realismcheck	Exclusive	97	4,9639	1,41835	,14401
	Inclusive	112	4,8661	1,22838	,11607

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Realismcheck	Equal variances assumed	2,004	,158	,534	207	,594	,09785	,18307	-,26307	,45876
	Equal variances not assumed			,529	191,387	,597	,09785	,18496	-,26698	,46268

Caution check

Statistics

Cautioncheck		
N	Valid	209
	Missing	0
Mean		3,4880
Median		3,0000
Mode		3,00

Group Statistics

Cautioncheck	Exclusive	97	3,9330	1,65458	,16800
	Inclusive	112	3,1027	1,21762	,11505

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Cautionc heck	Equal variances assumed	11,902	,001	4,166	207	,000	,83031	,19930	,43740	1,22322
	Equal variances not assumed			4,078	174,057	,000	,83031	,20362	,42843	1,23219

Channel check

Ik ben deze enquête tegengekomen op... - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LinkedIn	8	3,8	3,8	3,8
	Facebook	38	18,2	18,2	22,0
	WhatsApp	127	60,8	60,8	82,8
	Anders, namelijk	36	17,2	17,2	100,0
	Total	209	100,0	100,0	

Ik ben deze enquête tegengekomen op... - Anders, namelijk - tekst

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		176	84,2	84,2	84,2
	Familie	1	,5	,5	84,7
	Insta	1	,5	,5	85,2
	Instagram	13	6,2	6,2	91,4
	Instagram Julia	1	,5	,5	91,9
	Instagram Luuk	1	,5	,5	92,3
	Instagram stories	1	,5	,5	92,8
	Julian	1	,5	,5	93,3
	Survey swap	1	,5	,5	93,8
	surveyswap	1	,5	,5	94,3
	Surveyswap	1	,5	,5	94,7
	SurveySwap	1	,5	,5	95,2
	uitnodiging	1	,5	,5	95,7
	Van Luuk gekregen	1	,5	,5	96,2
	Via een moeder van de onderzoeker	1	,5	,5	96,7
	Via één van de schrijvers	1	,5	,5	97,1
	Via Elmar	1	,5	,5	97,6
	Via familie	1	,5	,5	98,1
	Via Julia	1	,5	,5	98,6
	Via via	1	,5	,5	99,0
	vriendin	1	,5	,5	99,5
	Vriendin	1	,5	,5	100,0
	Total	209	100,0	100,0	

Appendix 15: Descriptive statistics and correlations

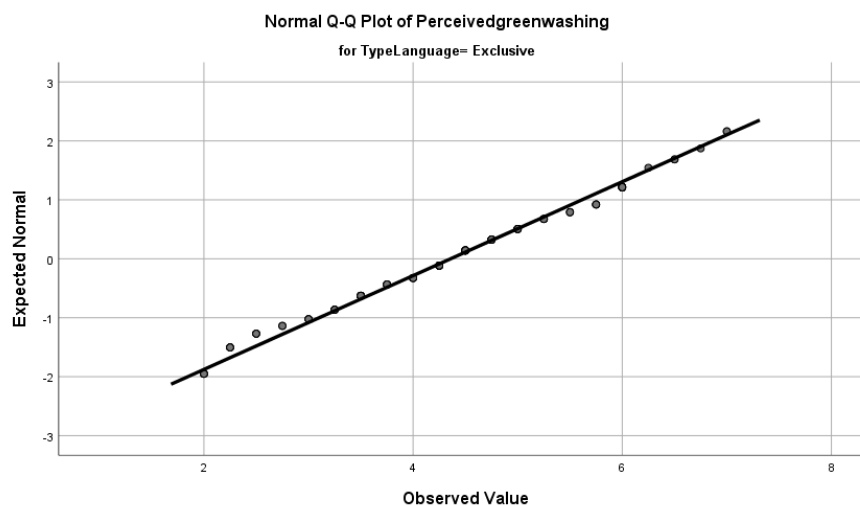
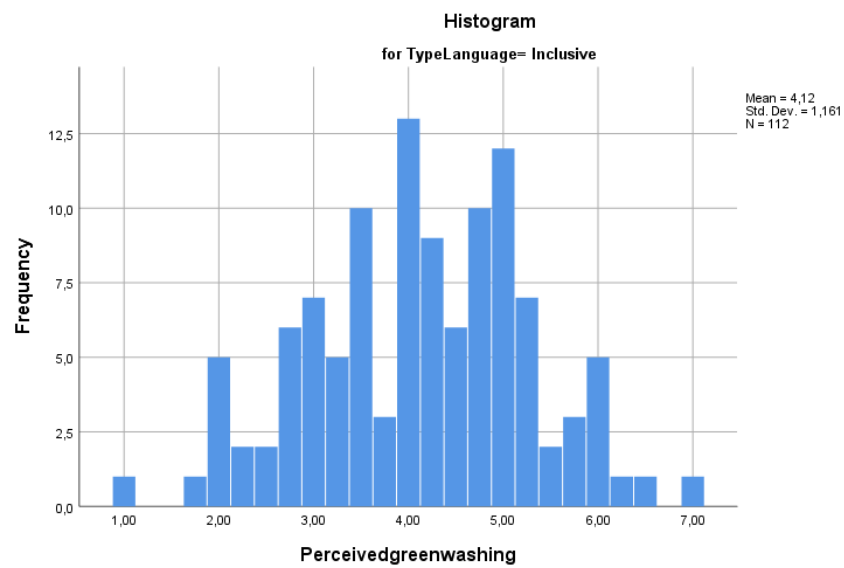
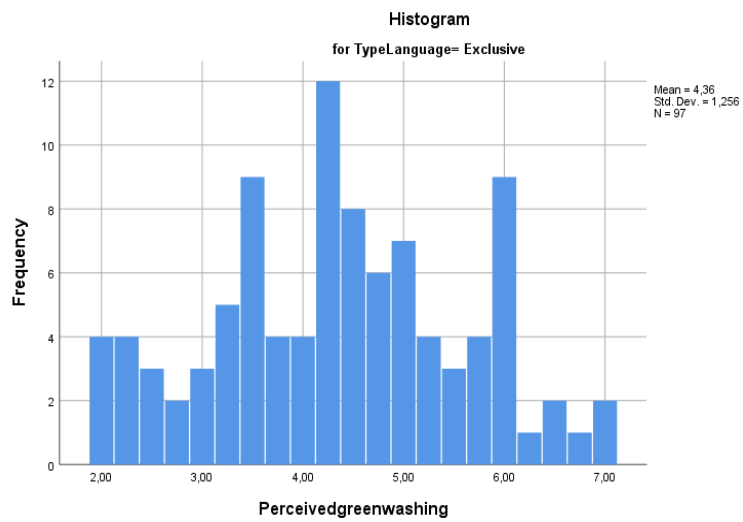
Descriptive Statistics							
	N	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Purchaseintention	209	1,00	7,00	4,2703	,08507	1,22984	1,513
Greenexpertise	209	1,00	7,00	3,3050	,09337	1,34984	1,822
Perceivedgreenwashing	209	1,00	7,00	4,2321	,08361	1,20868	1,461
Manicheck234	209	1,00	7,00	4,0191	,07545	1,09078	1,190
Valid N (listwise)	209						

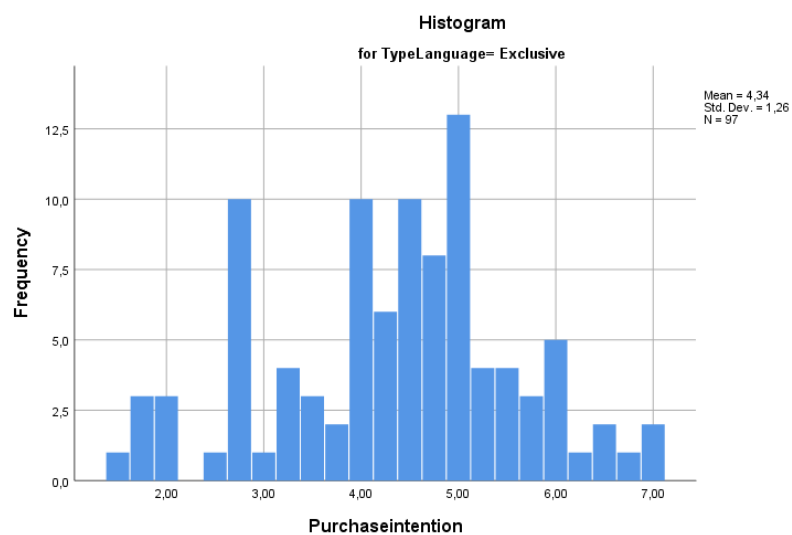
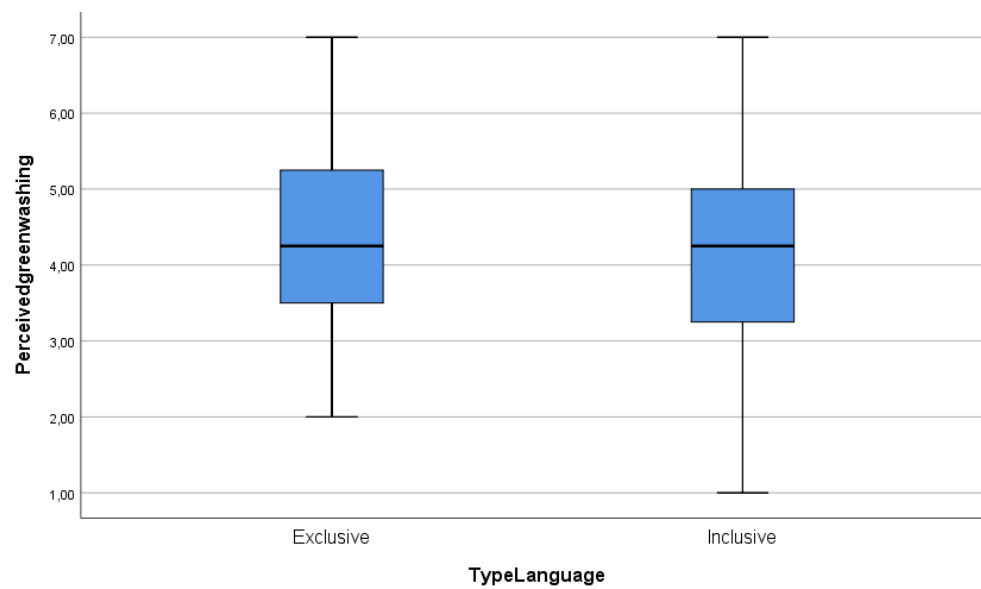
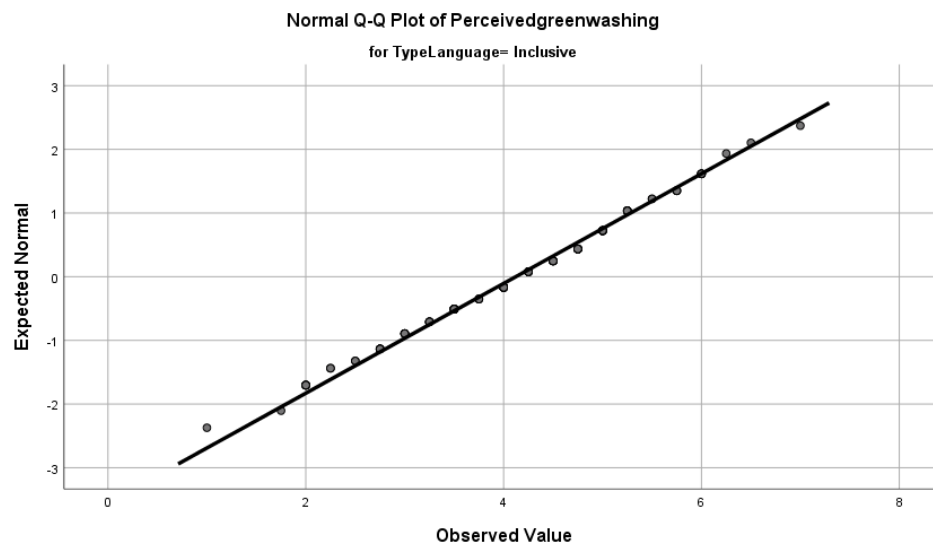
Correlations					
		Perceivedgreenwashing	Greenexpertise	Purchaseintention	Manicheck234
Perceivedgreenwashing	Pearson Correlation	1	,070	-,282**	-,231**
	Sig. (2-tailed)		,311	,000	,001
	N	209	209	209	209
Greenexpertise	Pearson Correlation	,070	1	,358**	,114
	Sig. (2-tailed)	,311		,000	,099
	N	209	209	209	209
Purchaseintention	Pearson Correlation	-,282**	,358**	1	,167*
	Sig. (2-tailed)	,000	,000		,015
	N	209	209	209	209
Manicheck234	Pearson Correlation	-,231**	,114	,167*	1
	Sig. (2-tailed)	,001	,099	,015	
	N	209	209	209	209
**. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).					

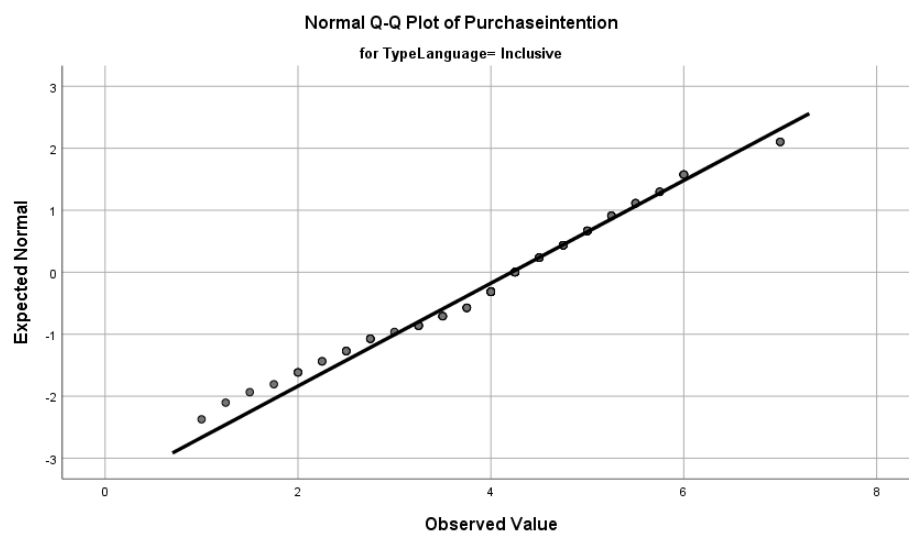
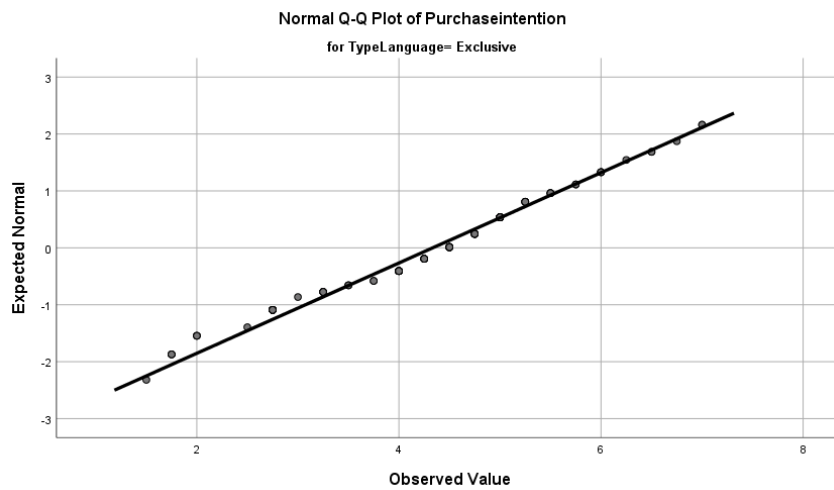
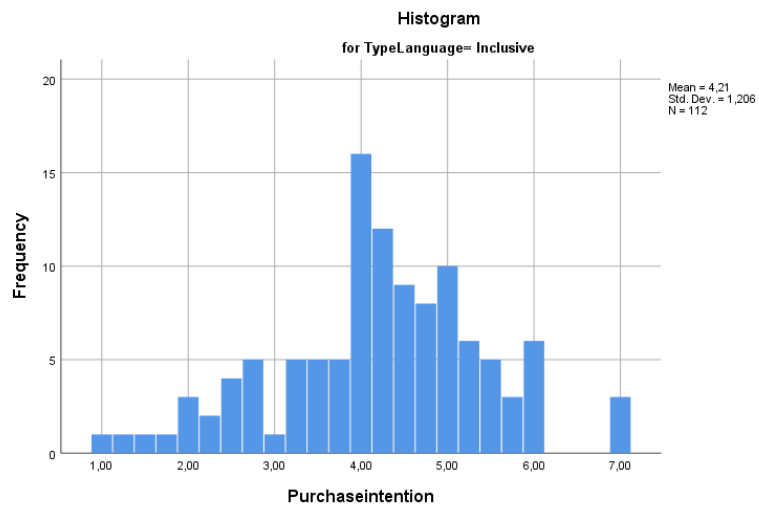
Appendix 16: Normality of the data

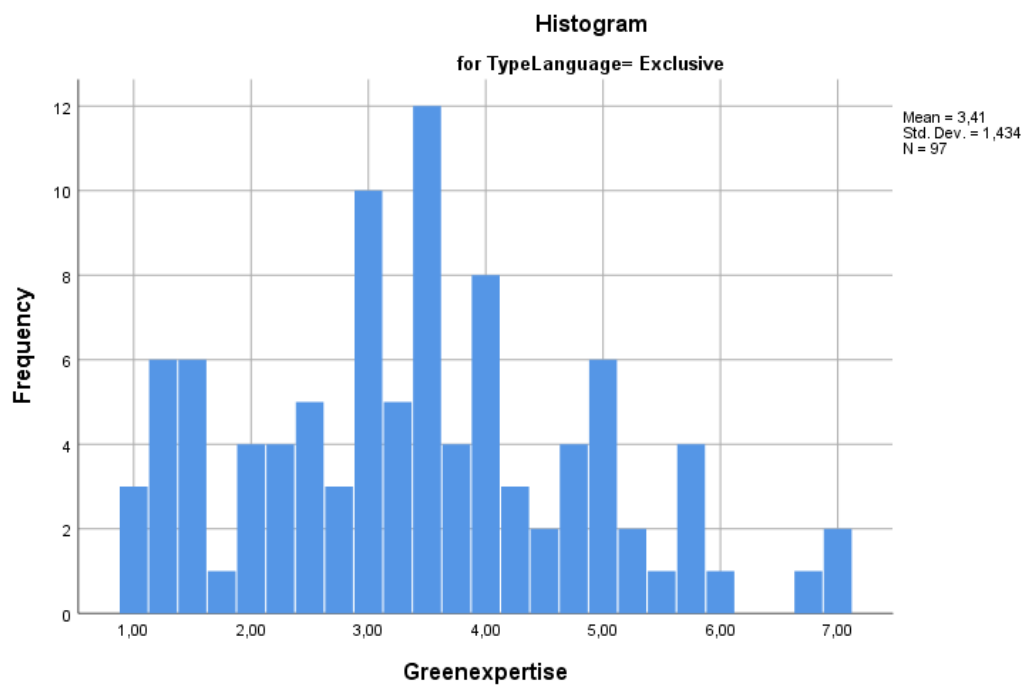
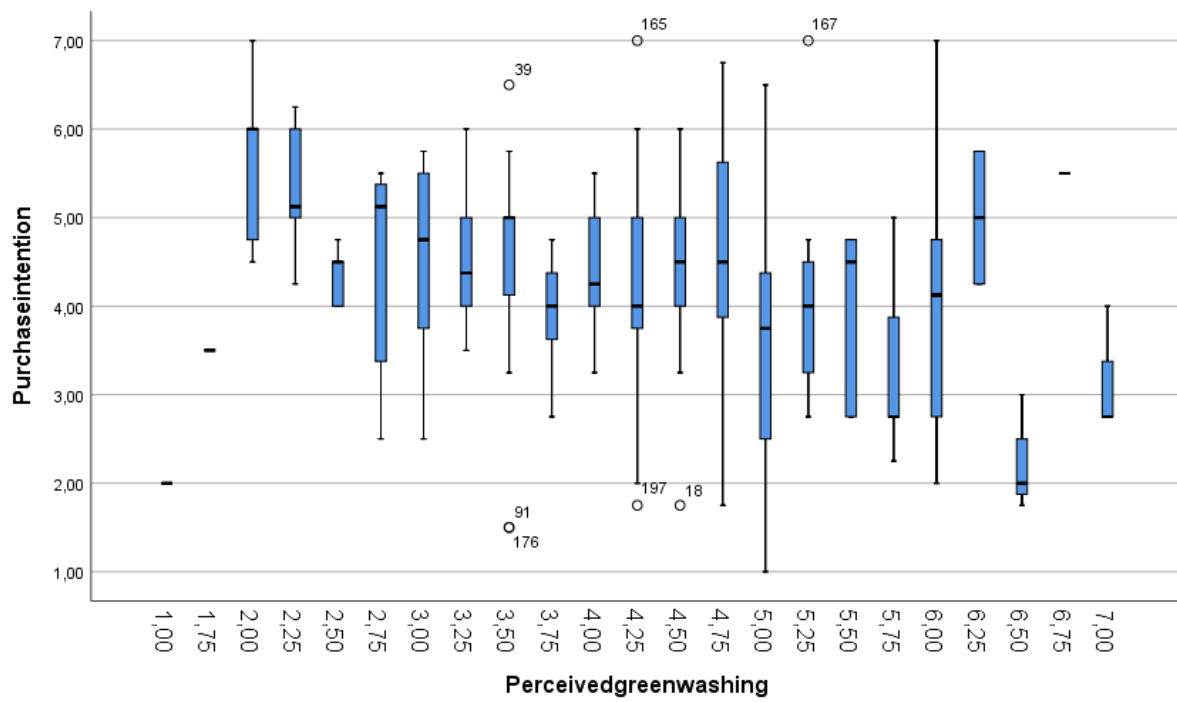
Descriptives				
	TypeLanguage		Statistic	Std. Error
Perceivedgreenwashing	Exclusive	Mean	4,3582	,12755
		95% Confidence Interval for Mean	Lower Bound	4,1051
			Upper Bound	4,6114
		5% Trimmed Mean	4,3535	
		Median	4,2500	
		Variance	1,578	
		Std. Deviation	1,25619	
		Minimum	2,00	
		Maximum	7,00	
		Range	5,00	
		Interquartile Range	1,75	
		Skewness	-,008	,245
		Kurtosis	-,649	,485
	Inclusive	Mean	4,1228	,10966
		95% Confidence Interval for Mean	Lower Bound	3,9055
			Upper Bound	4,3401
		5% Trimmed Mean	4,1314	
		Median	4,2500	
		Variance	1,347	
		Std. Deviation	1,16054	
		Minimum	1,00	
		Maximum	7,00	
		Range	6,00	
Purchaseintention	Exclusive	Mean	4,3351	,12797
		95% Confidence Interval for Mean	Lower Bound	4,0810
			Upper Bound	4,5891
		5% Trimmed Mean	4,3445	
		Median	4,5000	
		Variance	1,588	
		Std. Deviation	1,26032	
		Minimum	1,50	
		Maximum	7,00	
		Range	5,50	
		Interquartile Range	1,50	

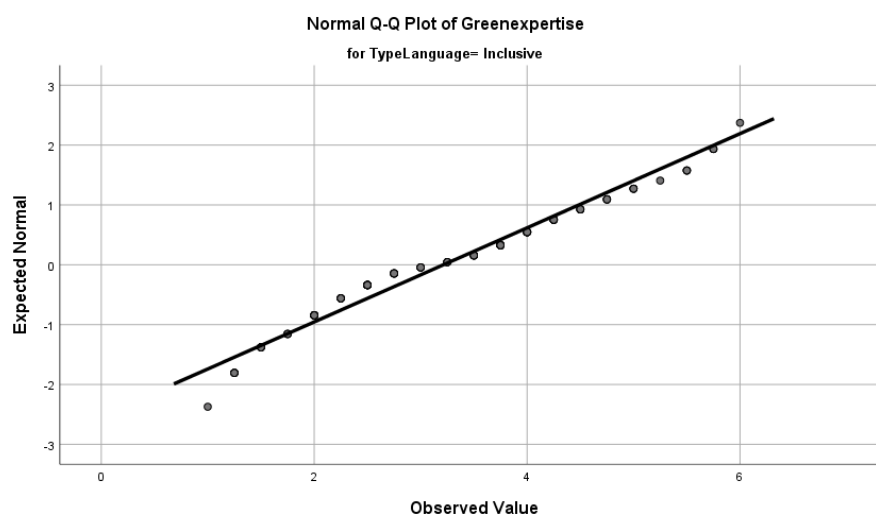
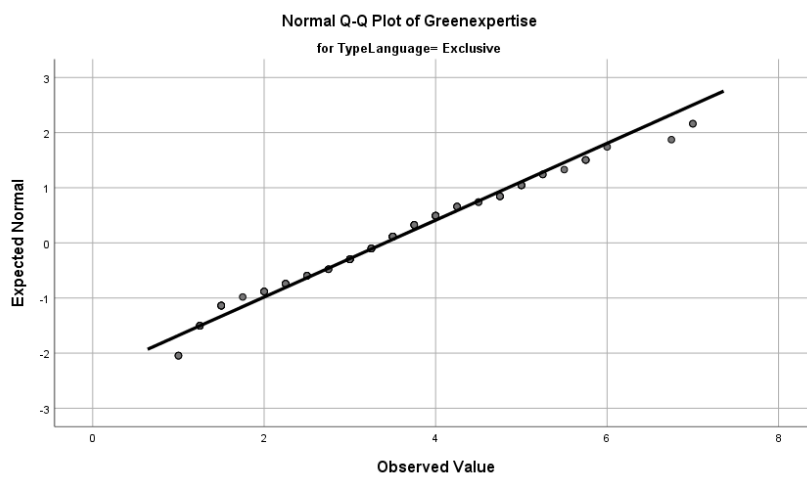
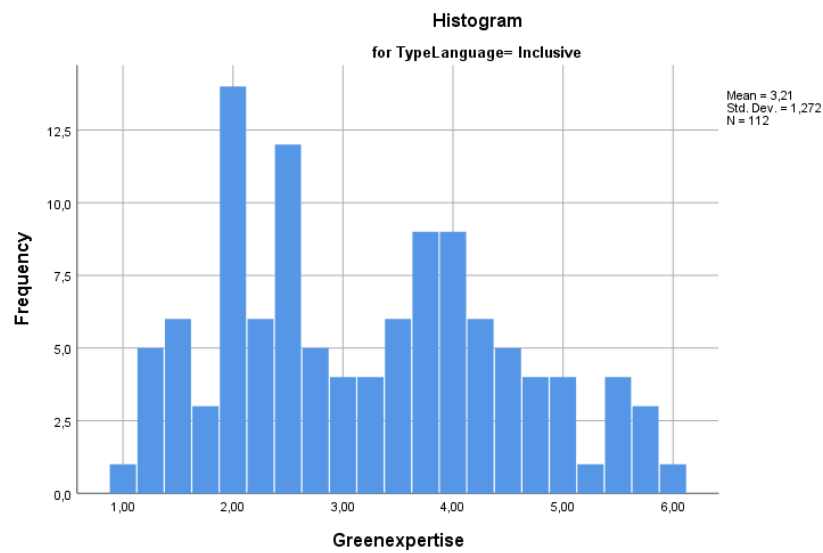
		Skewness		-,235	,245
		Kurtosis		-,334	,485
	Inclusive	Mean		4,2143	,11393
		95% Confidence Interval for Mean	Lower Bound	3,9885	
			Upper Bound	4,4400	
		5% Trimmed Mean		4,2331	
		Median		4,2500	
		Variance		1,454	
		Std. Deviation		1,20568	
		Minimum		1,00	
		Maximum		7,00	
		Range		6,00	
		Interquartile Range		1,50	
		Skewness		-,278	,228
		Kurtosis		,185	,453
	Exclusive	Mean		3,4098	,14564
		95% Confidence Interval for Mean	Lower Bound	3,1207	
			Upper Bound	3,6989	
		5% Trimmed Mean		3,3654	
		Median		3,5000	
		Variance		2,058	
		Std. Deviation		1,43441	
		Minimum		1,00	
		Maximum		7,00	
		Range		6,00	
		Interquartile Range		1,88	
		Skewness		,319	,245
		Kurtosis		-,302	,485
Greenexpertise	Inclusive	Mean		3,2143	,12015
		95% Confidence Interval for Mean	Lower Bound	2,9762	
			Upper Bound	3,4524	
		5% Trimmed Mean		3,1865	
		Median		3,1250	
		Variance		1,617	
		Std. Deviation		1,27160	
		Minimum		1,00	
		Maximum		6,00	
		Range		5,00	
		Interquartile Range		2,19	
		Skewness		,283	,228
		Kurtosis		-,896	,453





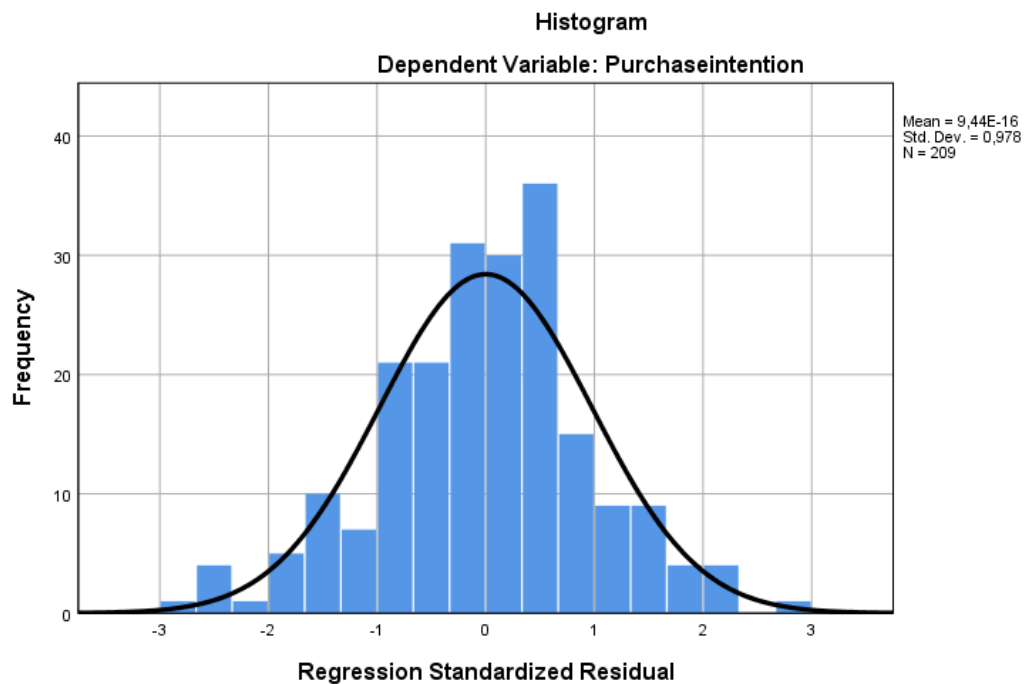






Appendix 17: Assumptions for regression analysis

Normality of the error term distribution

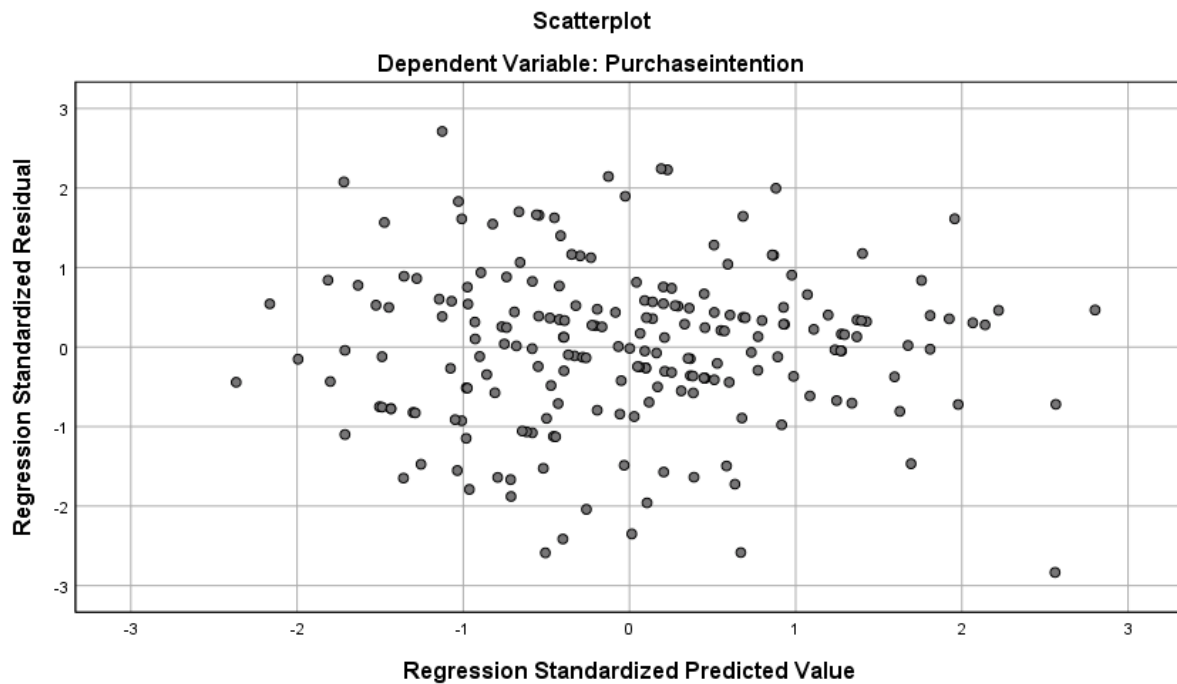


Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,2737	5,4500	4,2703	,42110	209
Residual	-3,34857	3,20423	,00000	1,15550	209
Std. Predicted Value	-2,367	2,801	,000	1,000	209
Std. Residual	-2,835	2,712	,000	,978	209

a. Dependent Variable: Purchaseintention

Linearity and homoscedasticity



Independence of error terms

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,342 ^a	,117	,077	1,18134	1,941
a. Predictors: (Constant), PhD, Male, Highschool, Perceivedgreenwashing, Master, Wat is uw leeftijd?, Neutral, MBO, Bachelor					
b. Dependent Variable: Purchaseintention					

Appendix 18: Results of regression analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,342 ^a	,117	,077	1,18134
a. Predictors: (Constant), Neutral, Highschool, Perceivedgreenwashing, Male, Master, Wat is uw leeftijd?, Doctoraat, MBO, Bachelor				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,883	9	4,098	2,937	,003 ^b
	Residual	277,718	199	1,396		
	Total	314,601	208			
a. Dependent Variable: Purchaseintention						
b. Predictors: (Constant), Neutral, Highschool, Perceivedgreenwashing, Male, Master, Wat is uw leeftijd?, Doctoraat, MBO, Bachelor						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,407	,385		14,044	,000
	Perceivedgreenwashing	-,273	,070	-,268	-3,881	,000
	Wat is uw leeftijd?	,003	,007	,032	,429	,668
	Highschool	-,124	,171	-,050	-,723	,471
	MBO	,425	,314	,102	1,353	,178
	Bachelor	,044	,224	,015	,198	,843
	Master	,150	,231	,048	,648	,518
	Doctoraat	,365	,751	,035	,486	,627
	Male	-,290	,169	-,116	-1,719	,087
	Neutral	-1,164	,738	-,113	-1,577	,116
a. Dependent Variable: Purchaseintention						

Appendix 19: Assumptions for An(c)ova

Normality of the data

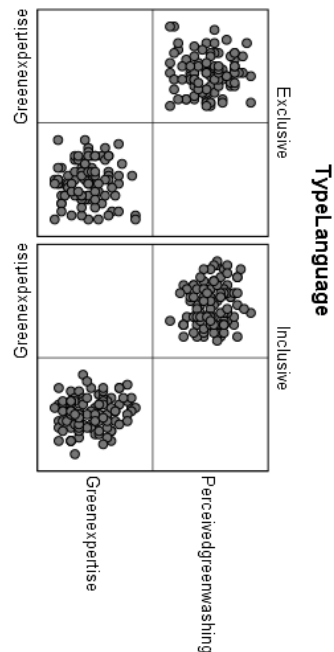
	Shape descriptors			
Variable	<i>Skewness</i>	<i>Z-value</i>	<i>Kurtosis</i>	<i>Z-value</i>
Green expertise				
<u>Exclusive</u>	0.319	1.30	-0.302	-0.62
<u>Inclusive</u>	0.283	1.24	-0.896	-1.98
Perceived greenwashing				
<u>Exclusive</u>	-0.008	-0.03	-0.649	-1.34
<u>Inclusive</u>	-0.150	-0.66	-0.278	-0.61
Purchase intention				
<u>Exclusive</u>	-0.235	-0.96	-0.334	-0.69
<u>Inclusive</u>	-0.278	-1.22	0.185	0.40

Homogeneity of variances

Levene's Test of Equality of Error Variances (dependent variable: Perceived greenwashing)

F	Df1	Df2	Sig.
0.910	1	207	.341

Linear relationship between covariate and dependent variable for each level of the independent variable



Homogeneity of regression slopes

Tests of Between-Subjects Effects

Dependent Variable: Perceivedgreenwashing						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	25,443 ^a	11	2,313	1,637	,091	,084
Intercept	209,346	1	209,346	148,122	,000	,429
TypeLanguage	,836	1	,836	,592	,443	,003
Greenexpertise	1,321	1	1,321	,935	,335	,005
TypeLanguage * Greenexpertise	,165	1	,165	,117	,733	,001
AGE	3,484	1	3,484	2,465	,118	,012
Highschool	,571	1	,571	,404	,526	,002
MBO	16,116	1	16,116	11,403	,001	,055
Bachelor	,344	1	,344	,244	,622	,001
Master	1,192	1	1,192	,844	,359	,004
Doctoraat	,073	1	,073	,052	,820	,000
Male	,261	1	,261	,185	,668	,001
Neutral	,990	1	,990	,701	,404	,004
Error	278,427	197	1,413			
Total	4047,125	209				
Corrected Total	303,870	208				

a. R Squared = ,084 (Adjusted R Squared = ,033)

Appendix 20: Results of ANCOVA and *t*-test

Tests of Between-Subjects Effects					
Dependent Variable: Perceivedgreenwashing					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	25,278 ^a	10	2,528	1,797	,063
Intercept	210,602	1	210,602	149,678	,000
TypeLanguage	2,085	1	2,085	1,482	,225
Greenexpertise	1,274	1	1,274	,906	,342
Highschool	,575	1	,575	,409	,523
MBO	17,125	1	17,125	12,171	,001
Bachelor	,348	1	,348	,248	,619
Master	1,271	1	1,271	,903	,343
Doctoraat	,094	1	,094	,067	,796
Male	,254	1	,254	,181	,671
Neutral	1,003	1	1,003	,713	,399
AGE	3,446	1	3,446	2,449	,119
Error	278,592	198	1,407		
Total	4047,125	209			
Corrected Total	303,870	208			
a. R Squared = ,083 (Adjusted R Squared = ,037)					

Tests of Between-Subjects Effects						
Dependent Variable: Perceivedgreenwashing						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	25,443 ^a	11	2,313	1,637	,091	,084
Intercept	209,346	1	209,346	148,122	,000	,429
TypeLanguage	,836	1	,836	,592	,443	,003
TypeLanguage * Greenexpertise	,165	1	,165	,117	,733	,001
Greenexpertise	1,321	1	1,321	,935	,335	,005
AGE	3,484	1	3,484	2,465	,118	,012
Highschool	,571	1	,571	,404	,526	,002
MBO	16,116	1	16,116	11,403	,001	,055
Bachelor	,344	1	,344	,244	,622	,001
Master	1,192	1	1,192	,844	,359	,004
Doctoraat	,073	1	,073	,052	,820	,000
Male	,261	1	,261	,185	,668	,001
Neutral	,990	1	,990	,701	,404	,004
Error	278,427	197	1,413			
Total	4047,125	209				
Corrected Total	303,870	208				
a. R Squared = ,084 (Adjusted R Squared = ,033)						

Group Statistics					
	TypeLanguage	N	Mean	Std. Deviation	Std. Error Mean
Perceivedgreenwashing	Exclusive	97	4,3582	1,25619	,12755
	Inclusive	112	4,1228	1,16054	,10966
Greenexpertise	Exclusive	97	3,4098	1,43441	,14564
	Inclusive	112	3,2143	1,27160	,12015

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perceivedgreenwashing	Equal variances assumed	,606	,437	1,408	207	,161	,23548	,16725	-,09425	,56521
	Equal variances not assumed			1,400	197,193	,163	,23548	,16821	-,09624	,56719
Greenexpertise	Equal variances assumed	,149	,700	1,044	207	,297	,19551	,18718	-,17352	,56454
	Equal variances not assumed			1,035	193,590	,302	,19551	,18881	-,17688	,56789

Appendix 21: Additional analyses

Additional analysis 1

Model Summary^d					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,250 ^a	,063	,054	1,17584	
2	,254 ^b	,065	,051	1,17751	
3	,338 ^c	,114	,065	1,16875	1,883
a. Dependent Variable: Perceivedgreenwashing					
b. Predictors: (Constant), Green expertise, Manipulation check					
c. Predictors: (Constant), Green expertise, Manipulation check, Interaction of Green expertise & Manipulation check					
d. Predictors: (Constant), Green expertise, Manipulation check, Interaction of Green expertise & Manipulation check, Male, Gender neutral, Highschool, Secondary Vocational Education, Bachelor, Master, PhD					

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,056	2	9,528	6,891	,001 ^b
	Residual	284,814	206	1,383		
	Total	303,870	208			
2	Regression	19,629	3	6,543	4,719	,003 ^c
	Residual	284,241	205	1,387		
	Total	303,870	208			
3	Regression	34,773	11	3,161	2,314	,011 ^d
	Residual	269,098	197	1,366		
	Total	303,870	208			
a. Dependent Variable: Perceivedgreenwashing						
b. Predictors: (Constant), Green expertise, Manipulation check						
c. Predictors: (Constant), Green expertise, Manipulation check, Interaction of Green expertise & Manipulation check						
d. Predictors: (Constant), Green expertise, Manipulation check, Interaction of Green expertise & Manipulation check, Male, Gender neutral, Highschool, Secondary Vocational Education, Bachelor, Master, PhD						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,232	,081		52,033	,000
	Manipulation check	-,268	,075	-,242	-3,563	,000
	Green expertise	,088	,061	,098	1,444	,150
2	(Constant)	4,238	,082		51,733	,000
	Manipulation check	-,152	,196	-,137	-,777	,438
	Green expertise	,090	,061	,100	1,473	,142
	MC*GE	-,033	,052	-,114	-,643	,521
3	(Constant)	4,202	,253		16,639	,000
	Manipulation check	-,138	,196	-,125	-,704	,482
	Green expertise	,085	,061	,095	1,386	,167
	MC*GE	-,024	,052	-,083	-,465	,642
	Age	,007	,007	,086	1,123	,263
	Male	-,075	,167	-,031	-,449	,654
	Neutral	-,648	,730	-,064	-,888	,376
	MBO	-,888	,309	-,217	-2,871	,005
	Highschool	-,146	,340	-,030	-,430	,668
	Bachelor	-,103	,225	-,035	-,458	,648
	Master	-,235	,228	-,076	-1,027	,305
	PhD	,418	,750	,041	,557	,578
a. Dependent Variable: Perceivedgreenwashing						

Additional analysis 2:

Between-Subjects Factors

		Value Label	N
TypeLanguage	1,00	Exclusive	71
	2,00	Inclusive	75

Tests of Between-Subjects Effects

Dependent Variable: Perceivedgreenwashing					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	14,581 ^a	11	1,326	,965	,481
Intercept	148,828	1	148,828	108,387	,000
TypeLanguage	,248	1	,248	,181	,671
Greenexpertise	,447	1	,447	,325	,569
TypeLanguage * Greenexpertise	,549	1	,549	,399	,528
AGE	1,657	1	1,657	1,207	,274
Highschool	,155	1	,155	,113	,737
MBO	10,497	1	10,497	7,645	,006
Bachelor	,092	1	,092	,067	,796
Master	1,543	1	1,543	1,124	,291
Doctoral	,118	1	,118	,086	,770
Male	,031	1	,031	,022	,881
Neutral	,585	1	,585	,426	,515
Error	183,997	134	1,373		
Total	2774,438	146			
Corrected Total	198,577	145			
a. R Squared = ,073 (Adjusted R Squared = -,003)					

Tests of Between-Subjects Effects

Dependent Variable: Perceivedgreenwashing

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	14,581 ^a	11	1,326	,965	,481	,073
Intercept	148,828	1	148,828	108,387	,000	,447
TypeLanguage	,248	1	,248	,181	,671	,001
Greenexpertise	,447	1	,447	,325	,569	,002
AGE	1,657	1	1,657	1,207	,274	,009
Male	,031	1	,031	,022	,881	,000
Neutral	,585	1	,585	,426	,515	,003
Highschool	,155	1	,155	,113	,737	,001
MBO	10,497	1	10,497	7,645	,006	,054
Bachelor	,092	1	,092	,067	,796	,001
Master	1,543	1	1,543	1,124	,291	,008
Doctoraat	,118	1	,118	,086	,770	,001
TypeLanguage * Greenexpertise	,549	1	,549	,399	,528	,003
Error	183,997	134	1,373			
Total	2774,438	146				
Corrected Total	198,577	145				
a. R Squared = ,073 (Adjusted R Squared = -,003)						

Additional analysis 3.

Between-Subjects Factors

		Value Label	N
TypeLanguage	1,00	Exclusive	66
	2,00	Inclusive	74

Tests of Between-Subjects Effects

Dependent Variable: Perceivedgreenwashing					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10,366 ^a	11	,942	,841	,600
Intercept	127,959	1	127,959	114,171	,000
TypeLanguage	2,174	1	2,174	1,940	,166
Greenexpertise	,494	1	,494	,440	,508
TypeLanguage * Greenexpertise	1,519	1	1,519	1,356	,246
AGE	,719	1	,719	,642	,425
Highschool	,020	1	,020	,017	,895
MBO	1,995	1	1,995	1,780	,185
Bachelor	,364	1	,364	,325	,570
Master	,116	1	,116	,103	,748
Doctoraat	,865	1	,865	,772	,381
Male	,057	1	,057	,051	,822
Neutral	1,126	1	1,126	1,004	,318
Error	143,457	128	1,121		
Total	2446,125	140			
Corrected Total	153,823	139			
a. R Squared = ,067 (Adjusted R Squared = -,013)					

Additional analysis 4

Tests of Between-Subjects Effects

Dependent Variable: MC234					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	30,679 ^a	3	10,226	9,670	,000
Intercept	3355,841	1	3355,841	3173,194	,000
GreenExpertise_ord	,152	1	,152	,144	,705
TypeLanguage	26,905	1	26,905	25,441	,000
GreenExpertise_ord * TypeLanguage	2,124	1	2,124	2,008	,158
Error	216,800	205	1,058		
Total	3623,556	209			
Corrected Total	247,479	208			
a. R Squared = ,124 (Adjusted R Squared = ,111)					

Additional analysis 5

Between-Subjects Factors

		Value Label	N
TypeLanguage	1,00	Exclusive	71
	2,00	Inclusive	83

Tests of Between-Subjects Effects

Dependent Variable: Perceivedgreenwashing					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	25,587 ^a	11	2,326	1,782	,062
Intercept	148,554	1	148,554	113,822	,000
TypeLanguage	,955	1	,955	,732	,394
Greenexpertise	1,478	1	1,478	1,132	,289
TypeLanguage * Greenexpertise	,336	1	,336	,257	,613
AGE	3,866	1	3,866	2,962	,087
Highschool	1,414	1	1,414	1,084	,300
MBO	18,056	1	18,056	13,834	,000
Bachelor	1,062	1	1,062	,814	,368
Master	,433	1	,433	,332	,566
Doctoraat	,307	1	,307	,235	,629
Male	,574	1	,574	,440	,508
Neutral	,678	1	,678	,520	,472
Error	185,331	142	1,305		
Total	3007,438	154			
Corrected Total	210,918	153			
a. R Squared = ,121 (Adjusted R Squared = ,053)					