



**The Impact of different Sustainability and CSR
Communication Strategies in Consumer Behavior and
Purchase Intentions in the Footwear Industry**

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I. Abstract

Consumers are complex and go through several stages in their decision-making process. Those stages can be influenced by external factors and for these reasons, it is hard for brands to understand how consumers think. Moreover, in the 21st century, sustainability and CSR are emerging concepts in consumers' decision-making process and brand valuations. Not only consumers are trying to buy greener and more responsible as they are blaming organizations for the current unsustainable lifestyle of the planet, we live in. Additionally, concerns about sustainability and companies' impact in the society depend on consumers' demographic profile. Nowadays, an industry that has been facing sustainable and socially responsible challenges is the footwear one.

Based on prior academic literature, an experimental study was conducted to examine the impact of different sustainable and CSR communication strategies in consumers' brand attitudes, perceptions and purchase intentions. Also, how those types of communication could impact differently, different types of consumers. Results show that hedonic ads are preferred over utilitarian ones and that sustainable and CSR related information increase brand valuations and purchase intentions. Additionally, findings show that different consumer profiles react differently to sustainable and socially responsible claims. This dissertation provides important theoretical and managerial contributions, highlighting the role of the way that a product is communicated to a consumer, and how sustainability and social responsibility impact consumers' brand valuations. Also, it provides important conclusions for brands that want to understand which type of communication and information they should present to consumers in order to foster their success.

Keywords: Consumer Behavior, Decision-Making, Brand Attitudes, Brand Perceptions, Purchase Intentions, Footwear Industry, Sustainability, Corporate Social Responsibility, Hedonic, Utilitarian, Consumer Profiles.

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II. Resumo

Os consumidores são complexos, assim como, o seu processo de decisão e podem ser influenciados por diversos fatores. Assim, é difícil perceber como estes pensam. Hoje em dia, conceitos como a sustentabilidade e a responsabilidade corporativa, são elementos que influenciam os consumidores, de acordo com o seu perfil. Em pleno século 21, não só se está a comprar mais sustentável, como também está a ser atribuída culpa às organizações pelo estado precário em que se encontra o planeta. Uma indústria que está a ser impactada nestes parâmetros, é a indústria do calçado.

Com base em literatura, foi conduzido um estudo para examinar o impacto de diferentes tipos de comunicação sustentável e de responsabilidade corporativa nas perceções, atitudes e intenções de compra do consumidor. Mais especificamente, de que forma esses tipos de comunicação afetam diferentemente consumidores distintos. Resultados obtidos mostram que, anúncios hedónicos são preferíveis e a presença da informação mencionada, aumenta a credibilidade de uma marca, assim como, as intenções de compra dos consumidores. Além disso, diferentes tipos de consumidores reagem diferentemente quando expostos ao mesmo tipo de informações. Esta tese fornece informação teórica relevante, assim como, contributos para a gestão, uma vez que, realça a importância da forma como um produto é comunicado e como o carácter sustentável e social de uma marca, pode influenciar a sua avaliação por parte do consumidor. Adicionalmente, fornece importantes conclusões para marcas que querem perceber que tipo de comunicação e informação devem expor os consumidores, de modo a ganhar uma vantagem competitiva.

Palavras-Chave: Comportamento do Consumidor, Processo de Decisão de Compra, Avaliação de uma Marca, Intenções de Compra, Indústria do Calçado, Sustentabilidade, Responsabilidade Social Corporativa, Hedónico, Utilitário, Perfil do Consumidor.

Título: O Impacto de Diferentes Estratégias de Comunicação Sustentável e de Responsabilidade Corporativa no Comportamento do Consumidor e Intenções de Compra na Indústria do Calçado Português

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1. Introduction

1.1. Topic Presentation

Consumer Behavior can be described as the way how consumers purchase to satisfy a need or a want (Buerke and Lin-Hi, 2016). It is important to mention, that this study might be challenged by “Rational Choice” theories, that state consumers’ behavior as a process driven only by the maximization of utility through the interpretation of trade-offs in price, quality and some other relevant factors (O’Rourke & Ringer, 2015). This research will fall in the field of some other wider ranged theories, being one of those the outcome of a research by Carlsson and Stenman (2012) that concluded the consumption process as a process that cannot be seen as a simple and linear.

Consumer Purchase Intention also known as buying intention is build up around a potential decision or choice of a certain individual who might have a belief or attitude towards a particular product or service (Shah, Aziz, et al., 2021).

Sustainability can be defined as the ability to meet needs of the present without compromising the ability of future generations to meet their needs (UN World Commission on Environment and Development, 2021). The UCLA Sustainability Committee defines sustainability as an overall integration of environmental health, social equity and economic vitality, to create thriving, healthy, diverse and resilient communities for current and future generations. Sustainability has three main dimensions, those being, environmental, social and economic. The environmental sustainability has the goal to preserve the natural environment and life support systems, while social dimension involves social and cultural systems and the economic dimension is linked to promoting economic welfare of the society (Buerke and Lin-Hi, 2016).

A majority of the population considers that businesses have a substantial share of responsibility for the current unsustainable lifestyle and world that we currently live in. Corporations are accused to make profits at the expenses of sustainable development (Porter and Kramer, 2011). As a result, consumers are increasing expectations towards adoption of Corporate Social Responsibility by organizations in order to actively contribute to a major increase in sustainable development. Corporate Social Responsibility can be defined as a type of business self-regulation with the aim of being socially accountable. CSR has several components, those being initiatives to positively contribute to the society, the economy or the environment (Schooley, 2021).

Today's prudent consumers are characterized as "who should be ego-oriented and smart, as well as other-oriented and wise" (Berg, 2007). Therefore, a consumer who is more demanding, environmental and socially aware of his impacts, as well as more ethical and philanthropic is driven by sustainability and concerned how the organizations from whom they purchase operate and impact the society. In today's socially conscious environment, customers place a premium on spending their money with businesses that prioritize CSR and a product or service that strive for sustainability (Schooley, 2021).

In Portugal, two-thirds of gross domestic product (GDP) are driven, in some way, by "personal consumption expenditures" (TPN/Lusa 2021). The Portuguese Public Finance Council (CFP) predicts a recovery scenario from the pandemic, driven by an increase in private consumption. The private consumption expenditures are expected to grow 2,7% in 2021 and 6% in 2022 (Economic and Fiscal Outlook, 2021).

An industry that is facing large scale challenges in sustainability, environment and work conditions is the footwear one. Portugal is not an exception in these fields. Luís Onofre (APICCAPS' President), states that the Portuguese economy aims to create a structured sectorial mindset, to fulfil the several domains of sustainability in an integrated manner. He also stated that "this (...) will be a key tool for the strategic repositioning of the footwear sector within the international competitive scenario". Moreover, in Portugal footwear and clothing account together as 11,6% of the overall country exportations. Therefore, these 2 sectors have great impact on the country's foreign trade balance (Workman, 2021). In 2016, Portugal exported 81,6 million pairs of shoes, with a total revenue of more than 1,9 billion euros (UITIC, 2017). Moreover, several researchers state that the Portuguese Footwear Industry is highly focused on the international markets, what can be reinforced by the fact that 95% of the Portuguese shoes' production is exported (International Technical Footwear Congress, 2017).

In 2020, the Portuguese Footwear Industry has emerged with a new sustainability plan for the future (Costa, 2020). According to the previous author, this plan aims for the Portuguese Footwear Industry to be the world leader in the development of sustainable solutions.

For all of the reasons mentioned before, it is of great importance the analysis of the impact of sustainable and CSR communication strategies in consumers' behavior in this industry.

1.2. Managerial Relevance

As consumer behavior is changing and individuals are becoming more well informed and aware of their impact in society and in the environment, it is fundamental to understand the impact of major trends such as sustainability and CSR in consumer behavior and purchase intentions (Nguyen, 2020). The Journal of Mechanical Design (2015) has declared that finding ways to achieve a more environmentally sustainable society is one of the biggest contemporary challenges. Therefore, due to the global scale of this problem, it remains a focal point of academic and managerial agendas (Lambert, 2014). Therefore, due to the aforementioned challenges and to the poor understanding in how consumers behave and purchase, it is fundamental for companies to have a deep understanding in how consumers purchase, and which factors influence them. A deeper understanding of consumers, their expectations and preferences will allow companies to make a smarter use of their resources and therefore create products who fully address consumers' needs. Understanding how sustainability and CSR impact consumer choices will help organizations to redefine their strategies and overcome consumers' expectations by offering a product or a service that amazes and overwhelms them.

1.3. Academic Relevance

There is a huge need of providing the right and necessary information to universities, students, organizations and future studies. Moreover, how sustainability and CSR impact consumers is a topic that matters a lot to students that will be the future world leaders. A study performed by NUS University, states that "60% of all university students want to learn more about sustainability, with 87% of all students agreeing that their universities should take sustainability seriously" (SOS-NUS University, 2020). More and more universities are integrating social responsibility in their mission statement, in their research and teaching missions, affirming that higher education is better off when it gives back to the society that is responsible for funding it (Weiss, 2016). Furthermore, the Vice-Chancellor of the University of West Scotland, stated that there is not a way for universities to be sustainable without being socially responsible, either if it is in an environmental way by becoming greener or even socially, by making education more accessible for students with all economic backgrounds (Mahoney, 2016).

1.4. Problem Statement

This thesis tries to answer is how brand attitudes, perceptions and purchase intentions might change according to different types of shoes' ads. What I purpose to study is trying to

find the optimal combination of type of communication (hedonic vs utilitarian) with type of information (sustainable vs CSR related information) presented to consumers in a shoes ad. Additionally, how different types of combinations might generate different brand attitudes, perceptions and purchase intentions in different consumer profiles.

1.5. Research Questions

RQ1: Which type of advertisement increases Consumers' positive attitudes, perceptions and purchase intentions towards a brand in the Footwear Industry?

RQ2: How brand perceptions and purchase intentions towards footwear brands are moderated by different consumer profiles?

1.6. Scope of Analysis

This dissertation will focus on the impact of different types of communication combined with sustainability and CSR related information in consumers' brand attitudes, brand perceptions and purchase intentions in the footwear industry. Moreover, how different consumer profiles react differently to the presence of sustainability and CSR stimulus.

1.7. Methodology

The sources of primary data used were an in-depth interview with an expert in the Portuguese Footwear Industry, four in-depth interviews with consumers with different backgrounds and an online experimental survey as the main study.

1.8. Thesis Organization

This thesis is composed by six main chapters: Introduction, Literature Review, Conceptual Model and Framework, Methodology & Research Design, Main Findings & Results and Conclusions & Recommendations.

The Introduction provides all the relevant information necessary to write a complete description of what the thesis is about. It projects the study in its wider context and a background description that any reader might need to understand what he will be reading along the thesis. The Literature Review is composed by the secondary data itself. It contains relevant information about the main topics. Moreover, it will address any insight that might be necessary to conduct and support the primary research. The Methodology & Research Design give a brief explanation about what I studied, and the primary data sources conducted. The Main Findings and Results section is composed by the answers to the research questions and the findings of

the research. The Conclusions and Recommendations will summarize the main findings and results, provide the answers and conclusion to the problem that is being studied and also provide recommendations about the topics addressed, either for business or academic purposes. The final section of the Conclusions & Recommendations addresses direction for future studies that might be related with the topic that was studied in this thesis and also the managerial and academic relevancy of the topics addressed.

2. Literature Review

This chapter will be divided in seven subsections, those being: Sustainability, Corporate Social Responsibility (CSR), Consumer Behavior, Consumer Purchase Intentions, Sustainability and Consumer Behavior, CSR and Consumer Behavior, The Footwear Industry and Consumer Profiles. All of the sections were useful to build a background analysis and to acquire relevant knowledge about the topics addressed.

2.1. Sustainability

Sustainability is one of the key concepts in the 21st century. Even though its relative importance in the market has been noticed to increase, it still continues to be target of criticism (Buerke and Lin-Hi, 2016). Additionally, and according to the U.S. Environmental Protection Agency (EPA) (2019), “(...) sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations.”. Moreover, sustainability is also characterized by the “triple bottom line” (profit, people and planet), which means that it focuses on delivering value on the economic, social and environmental dimensions (Elkington, 2013).

The kind of cars we drive, the food we eat and the type of housing we live in, are crucial to our economy and consequently impact some social, environmental and human health parameters (O’Rourke & Ringer, 2015).

From 2016 onwards, more businesses have been aligning their strategies with environmental and social causes, appealing brands for increasing pressure and to authentically stand for something greater than the products they sell (Walsh, 2016). When we immerse in the sustainability matter, we face the concept of Sustainable Development. In particular, “Sustainable development” is defined (...) as “the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste (...) so as not to jeopardize the needs of future generations” (Organization for Economic Cooperation and Development, 2021).

Interestingly, sustainability is often composed by three dimensions, those being social, economic and environmental (Catlin et al., 2017). Building on this, sustainable products can be defined as “products with positive social and environmental attributes”.

Even though consumers show concerns about the environment and society, several studies stated by Gupta and Sen (2013), have been showing that sustainable product attributes not always drive consumers' choice, even when consumers value them. Overall, it is possible to acknowledge that sustainable consciousness and positive attitudes towards purchasing sustainable products do not necessarily translate into actual purchase behaviors (Wiederhold and Martinez, 2018).

2.2. Corporate Social Responsibility (CSR)

Corporate Social Responsibility as a concept remarking to more than six decades ago. However, only a couple of years ago it has gained practical significance (Carroll & Sharma, 2010). Due to this recent emergence of CSR and its study according to different perspectives, there are multiple acknowledged meanings of the same concept and therefore it is hard to present an accurate definition of the concept. Additionally, in a research from Wan-Jan (2006), it was found that on average 80% of the public believes that large companies have moral duties towards society and should therefore act in compliance with that. Moreover, 61% also believes that companies are not concerned about the environment and society and therefore they end up hurting both. This dissonance created between what the consumers expect from firms to do and what they think firms actually do is worrying and should therefore be analyzed and understood.

An agreed and broad definition of what CSR is, can be described as a company's reaction to an event or its actions in general. Several companies use CSR strategies mostly due to an existing tension between social and economic endeavors and by adopting socially responsible behaviors, they are working to reduce this tension (Moore, 2003).

Companies show different levels of commitment to CSR. According to Kim (2015), the levels of commitment previously mentioned can be translated into Passive and Proactive CSR strategies. Moreover, Passive CSR is built around the aim to comply with shareholders' values but only by achieving the minimum that is needed and required by law, meaning that this concept of CSR is limited to the "(...) baseline of economic and legal responsibilities (...)". And companies do so, to do the minimum required by law and therefore to not suffer under the hands of government regulations (Martin, 2002). In 2003, Carroll and Schwartz developed a framework that englobes all dimensions of passive CSR, called the Three-Domain Model of CSR. This passive CSR strategies are mandatory for companies, either through Economic, Legal or Ethical laws and rules. These two authors acknowledged that the best business strategy is to primarily focus on the part of the diagram where all the three domains come together or

where the economic and ethical domains overlap as long as the firm complies with the law. In contrast and according to what Kim acknowledged in 2015, Proactive CSR is a concept that can be described as “(...) responsible practices adopted voluntarily by firms that simultaneously support sustainable economic, social and environmental development at a level above the one required to comply with government regulations.”. This type of CSR strategies provides an added long-term value to companies and also to sustainable development and tries to meet and overcome the expectations of several stakeholders (for example, customers), and they do so even if the profitability of the strategies adopted can't be assured. Companies that adopt proactive CSR strategies tend to generate greater positive attitudes and stronger purchase intentions towards the products and services that they sell when compared to companies that adopt passive CSR strategies (Kim, 2015).

A large number of researchers strongly recommend the implementation of CSR solutions in businesses since it can bring several positive and beneficial outcomes. These positive outcomes can be, “(...) profit-making, cost reduction, avoidance of legal actions, employee engagement, attracting and retaining customers and promoting individual philanthropy” (Balcerowicz, 2015; Sharma et al., 2018). Concluding by Porter back in 2003, CSR strategies when managed and used properly can become a source of competitive advantage for organizations.

2.3.Consumer Behavior

In a fast-pacing environment where consumers are smarter, greener and harder to satisfy, companies need to rethink their strategies and start integrating obstacles that consumers face while making purchase decisions (Bairrada et al., 2018). Moreover, consumers are facing times where products have no significant differences either in quality or price, meaning that choices are no longer made only with base in the so called “traditional” variables (Willman-Iivarinen, 2017). Thus, a challenge faced by all marketers nowadays is how to influence the purchase behavior of consumers in favor of their products or services (Willman-Iivarinen, 2017).

Moreover, human beings are complex and therefore, not even the most straightforward purchase can be linearly interpreted without a deep analysis and understating of the context. Thus, this means that while deciding on how to purchase and what to purchase, consumers face an endless landscape of factors that coerce them and therefore, these actions are conflicted, complicated and appear irrational (Jackson, 2005).

Furthermore, consumer behavior can be then described as the “how” and “why” consumers act in a specific way while making their buying decisions. The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman, & Lazar, 2007). How consumers think, feel, argue and select among existing alternatives (e.g., brands, products, and retailers), also how the consumer's environment (e.g., culture, family, media) act as an influence, additionally, how consumer motivation and decision strategies distinct between products (Stankevich, A., 2017). Therefore, consumer behavior is not as linear as it seems, and englobes all the process of consumers experiencing when they purchase, and also before and after they purchase. Any single and particular behavior is driven and affected by several factors, such as household income, socio-psychological characteristics, national and global factors, community conditions, between other relevant factors (Tacião & Markowitz, 2015). Consumer motives, consumption situations, consumer characteristics and available alternatives can be considered as exogeneous variables, which could be jointly considered as also factor that affect the consumer behavior and therefore their decisions (Willman-Iivarinen, 2017).

It is also important to take in consideration that people make decisions all the time. They can be automatic, like having breakfast every day, looking for both sides before crossing the street, act politely and say “Good Morning” to colleagues, etc. Some decisions can be semi-automatic, which means that they happen in a daily basis, they are part of the routine, but they are not made in a completely automatic way. For example, choosing clothes in the morning, choosing what lunch will be, weather to go to the supermarket before or after work, etc. finally, there are decisions that we can see as highly deliberated decisions, being these ones, the ones in which consumers put a lot of effort, time and thinking. Some examples can be buying a house, choosing the best car to purchase, etc. (Willman-Iivarinen, 2017). Even though these types of decisions seem so different and therefore different to make, the thinking behavior linked to each one of them is similar (Tversky & Kahneman, 1981). Most of consumer purchases that aren't driven by necessity, are usually strongly influenced by social context, social approval and status (Jackson, 2005). As mentioned previously, consumers are complex and therefore hard to understand and to predict their needs and wants or to satisfy and surprise them. These means that the better companies know about the behavior of their customers, the easier they can engage with them using several online and offline strategies (Saura et al., 2020).

2.4.Consumer Purchase Intentions

The “Buying Intention” is the result of a long, detailed process that may include a broad information search, brands comparison, and evaluation (Stankevich, A., 2017). Moreover, this process is a pattern of consumers’ attitudes or beliefs regarding any future purchase (Pornpratan et al., 2013). Zeithaml (1998) and Schiffman and Kanuk (2009) found that the purchase intention of consumers often depends on the benefits and value that they might obtain from the purchase they are doing. Summarizing, consumer purchase intentions is a concept that considers the attitudes and beliefs that a potential customer might have towards a particular product or service and also the social context.

Products have several dimensions that go beyond their simple functional utility, which influences consumer behavior and therefore purchase intentions. This means that consumers tend to choose products that have other dimensions (safety, velocity, funny, etc.) and with which they might identify themselves with (Landon, Jr., 1974). Purchase intentions are modeled by three main elements, the Cognitive element, the Affective element and the Behavioral element. The Cognitive element refers to the beliefs and knowledge that the consumer might have towards a certain product or service. The Affective element, as the name says for itself, relates with the consumer’s feelings and emotions and the Behavioral element has to do with the purchase intention in terms of expression (Eagly & Chaiken, 2001).

Purchase intentions are frequently used by marketing companies’ department as an input for any future decisions related with new existing products and services (Markowitz, 2014). This data is used because purchase intentions are correlated and might predict future sales but even though they are correlated with future sales they might be imperfect predictors of future consumer behavior (Namias, 1959). This can be explained by unpredicted changes in consumers’ personal circumstances. For example, a consumer might state that he/she intends to buy a car within six months, but he/she ended up losing his/her job and can no longer be able to afford the car anymore. On the other hand, though the evidence shows it is less likely to happen (Sheeran, 2007), there will also be consumers, who when asked to indicate their purchase intentions, have no intention of buying a new car in the next six months, but who end up doing so. This could happen for example if they have a car accident and the car gets broken.

According to Markowitz (2014), it is important for every company to know how to best use the purchase intentions to therefore achieve a good prediction of sales.

2.5.Sustainability and Consumer Behavior

In the early stages of this century a lot of research attention has been directed towards sustainability and sustainable consumption (Bangsa & Schlegemilch, 2019). Moreover, a lot of gaps in understanding consumers still exist, meaning that there is a considerable ambiguity in the current understanding of how consumers choose products and services (O'Rourke & Ringer, 2015). Moreover, several surveys state that 30%-70% of consumers say that they want to buy greener, healthier and more socially responsible but only 1%-5% actually do it (Mintel, 2011). Consequently, there is a GAP between what consumers say they care about and what they actually do and purchase, and therefore a considerable ambiguity in the current understating in how consumers actually choose sustainable oriented products and services (Tukker et al., 2010). Consumption, therefore, is inherently linked to sustainability because every decision of what to buy, how much to buy, and how to dispose has a direct impact on the environment and future generations (Trudel, 2018). The previous author also states that Sustainable Consumer Behavior is intertemporal, and thus, the environmental benefits of decisions made today result in benefits years down the road that consumers themselves may not even realize.

Moreover, a study performed by Yale University (2015) states that consumers who previously expressed concerns and commitment to this topic, are positively influenced by sustainable standards of a product or service while for others who have no concern or knowledge in the field, is irrelevant or can be seen as a sign of higher prices, lower quality and performance and therefore not desirable.

Interestingly, only providing sustainability-related information is not enough to guide consumers towards a more sustainable and responsible consumption (O'Rourke & Ringer, 2015). This is due to the fact that consumers' decision-making process is often biased by maintaining a status quo so, even if an alternative has substantial long-term benefits and consumers are loaded with a lot information about it, that is still not enough for them to choose this alternative over others. This phenomenon is known as cognitive myopia and it prevents consumers from focusing on the future benefits of their environmentally friendly purchases in relation to their immediate costs (O'Rourke & Ringer, 2015). This cognitive myopia and present bias, when applied to decisions that affect sustainability, could be threatening our future. Moreover, consumers express ambivalence around whether switching to greener products will have any appreciable impact on environmental problems (O'Rourke & Ringer, 2015).

2.6. CSR and Consumer Behavior

In the last decades of this century, we have been witnessing a growth in consumers' awareness about the social and ecological dimensions that influence production processes and the development and importance of the mass media has created a growing demand for transparency in companies' activities (Luhmann et al., 2016; Hartmann, 2011). Several consumers take in consideration an organization impact in society and in the environment (Grimmer & Bingham, 2013). Therefore, this created a need for companies to start taking greater responsibility of their business practices and starting to solve social problems in order to meet consumers' social expectations. This new demand from consumers' side translates into companies' allocating their resources to improve social, economic and environmental landscapes (Freeman et al., 2010).

Consumers take into account if businesses match their social expectations and end up rewarding or punishing enterprises through their actual purchase intentions and behaviors (Wu & Lin, 2014). Esch et al. (2006) acknowledged that CSR strategies have a positive impact in the consumers' evaluation of a business which might be translated into a positive purchasing behavior and future purchase intentions. If a company is able to build a positive CSR image in the "consumer's eyes" they will be able to achieve higher satisfaction levels that will be translated in higher levels of consumer satisfaction and therefore of purchase intentions (Mohr & Webb, 2005; Marin et al., 2008; Wu & Lin, 2014).

Past studies suggest a positive correlation between CSR and current and future consumer purchase intentions. Companies that adopt CSR strategies are able to consolidate their relationship with society and therefore enhance "(...) brand image and consumers' preference (...)" (Frederick, 1986). The fulfillment of CSR expectations also "(...) builds a long-term relationship and value system between the consumer and the enterprise (...)" (Alexander et al., 2014).

2.7. The Footwear Industry

Portuguese footwear has already conquered the worlds' heart, being considered the "Sexiest Industry in Europe". This is the result of the Portuguese craft talent, quality of the raw materials and the use of advanced innovative techniques (Martins, 2020). Either it is through the high quality, or disruptive design, the "made in Portugal" label is a symbol of *prestige* and indeed quality, (Pinto, 2020). Listed in the Top 20 world shoes producers, Portugal is a small country in size but not in its quality and craftsmanship (Essential Business, 2020). If there is

something that the Portuguese do well and better than most countries it is footwear products. That is the result of extended know-how, history and tradition, that make shoes produced in this country so unique, different and with a great *talent reservoir* (Martins, 2020).

In 2016, the Portuguese Footwear Industry exported more than 81 million pairs of shoes. This industry that counts with more than 1400 companies and employs more than 35000 people, exports more than 95% of its overall yearly production to more than 160 countries across all continents (WorldFootwear, 2017).

Sustainability is the greatest trend of national and international footwear companies. In 2020, the Portuguese footwear industry, has emerged with an Action Plan focused on sustainability (Costa & Torres, 2020). According to Luís Onofre, this plan aims to build a “(...) structured sectorial mindset to fulfill the several domains of sustainability (...)” (Onofre, 2020). This new sustainable action plan is focused on three main domains: People, Planet and Companies and delivers sustainable solutions for the industry (Costa & Torres, 2020).

Dhar and Wertenbroch (2000) acknowledged that consumers consider “hedonic” products very differently from “utilitarian” products. Therefore, decisions towards these different kinds of products are also made differently from one to another. Utilitarian products that “just have to work,” (e.g. deodorant, hair dye, etc.) show highly resistance to the influence of sustainability information. Hedonic products, that are difficult for consumers to determine differences in quality, are much better targets for informational campaigns to shift behavior (O’Rourke & Ringer, 2015). As we can acknowledge, footwear fall in the field of hedonic products. For this reason, it is important to deeply understand the connection between sustainability, CSR, footwear and consumer purchase intentions.










	Description	Location	Logo	Sustainable claims	CSR claims	Example	Website
ZOURI	ECO-VEGAN BRAND, REPRESENTING THE MOST ECOLOGICAL AND VEGAN SNEAKERS EVER MADE	CUIMARÃES		PLASTIC FROM THE OCEANS COMBINED WITH ECOLOGIC AND SUSTAINABLE MATERIALS THAT ARE ALSO VEGAN, SUSTAINABLE AND ORGANIC	THEY GATHERED MORE THAN 600 VOLUNTEERS FROM SCHOOLS, NGOs AND LOCAL INSTITUTIONS TO COLLECT TRASH FROM THE COAST LINE (THIS YEAR THEY COLLECTED 1 TON OF TRASH); FAIR AND ETHICAL PRODUCTION	WHEN SHOES PURCHASED THE CLIENT RECEIVES A LETTER WITH ALL THE MATERIALS USED, QUANTITIES AND LOCATION OF THE PLASTIC AND THE NAME OF THE PERSONS THAT MADE THE SHOE;	HTTPS://WWW.ZOURI-SHOES.COM/HOME/ABOUT
NAE VEGAN SHOES	PORTUGUESE VEGAN FOOTWEAR BRAND	FELGUEIRAS		NO ANIMAL EXPLOITATION AND USE OF ECOLOGICAL MATERIALS; MAKE THE WORLD A MORE SUSTAINABLE AND ANIMAL-FRIENDLY	ETHICAL FACTORIES AGAINST HUMAN EXPLOITATION	ECO-FRIENDLY, ANIMAL-APPROVED CERTIFICATIONS	HTTPS://WWW.NAE-VEGAN.COM/EN/
BALLUTA	LUXURIOUS FOOTWEAR IN A BEAUTIFUL, SUSTAINABLE WAY	SÃO JOÃO DA MADEIRA		HIGH QUALITY, SUSTAINABLE MATERIALS, ANIMAL-FREE, COMMITTED IN CREATING A TRANS-SEASONAL, TIMELESS FOOTWEAR TO PROMOTE CIRCULAR ECONOMY;	SAFE AND DIGNIFIED WORKING CONDITIONS	VEGAN-SHOES, FASHION TRANSCENDS SEASONS, ADVOCATE CONSCIOUS CONSUMPTION	HTTPS://BALLUTA-SHOES.COM
AS PORTUGUESAS	WORLD'S FIRST CORK FLIP-FLOPS BRAND, USING A 100% NATURAL RAW MATERIAL THAT IS BORN FROM A TREE AND RETRIEVED EVERY NINE YEARS WITHOUT THE TREE EVER BEING CUT	CUIMARÃES		USE OF CORK AND OTHER NATURAL SUSTAINABLE MATERIALS; 100% NATURAL RAW MATERIAL; NEGATIVE CARBON FOOTPRINT	STRONG ECONOMY (ALL WORK IS DONE BY LOCAL WORKERS IN EVERY STAGE OF THE PRODUCTION PROCESS)	COMMITTED IN GIVING BACK TO THE ENVIRONMENT BY NOT CUTTING TREES; GREEN COMMUNICATION (PACKAGING)	HTTPS://ASPORTUGUESAS.SHOES
WAYZ	CREATE AUTHENTIC AND ETHICAL SNEAKERS WITH TIMELESS DESIGN AND MADE TO LAST	PORTO		ENVIRONMENTAL RESPONSIBLE (ECO-FRIENDLY MATERIALS; BIODEGRADABLE; RECYCLED)	ETHICALLY MADE; LOCAL SOURCING AND LOCAL PRODUCTION; TRANSPARENCY WITH FAIR PRICES AND QUALITY MATERIALS; SUPPORT LOCAL COMMUNITIES	1% OF THE SALES GOES TO HELP HOMELESS PEOPLE IN PORTO	HTTPS://WAYZFORLIFE.COM
VERNEY	ECO-FRIENDLY, VEGAN AND FASHION-CONSCIOUS SHOES FOR WOMEN	PÓVOA DE LENHOSO		RECYCLED MATERIALS THROUGH RECEIVING OLD SHOES FROM CLIENTS (THEY USE THESE ONES TO PRODUCE NEW ONES); AND WASTE FROM OTHER INDUSTRIES (LIKE APPLES); NO ANIMAL PRODUCT	THEY EAR OUT THE SUPPLIER, FRIENDS AND CUSTOMERS AND SOCIAL MEDIA BECAUSE THEY CREATE EMPOWERMENT TO CHANGE THE WORLD	PROMOTE CIRCULAR ECONOMY	HTTPS://VERNEYSTORE.COM
MARITA MORENO	"SLOW FASHION" BRAND	VILA NOVA DE GAIA		SUSTAINABLE MATERIALS; NOT HARMFUL FOR THE ENVIRONMENT; VEGAN MICROFIBER	LOCAL AND NATIONAL ENDOGENOUS RESOURCES; ETHICS, TRANSPARENCY IN PRODUCTION; CSR AS A INTRINSIC VALUE	SUSTAINABLE PACKAGING, TRANSPARENCY AND VEGAN/ECOLOGICAL LABELS	HTTPS://MARITAMORENO.COM
TREEC	ECO-FRIENDLY SHOES	SÃO JOÃO DA MADEIRA		USE OF SUSTAINABLE MATERIALS; RECYCLABLE; NATURAL AND ANIMAL FREE	HELP OF LOCAL COMMUNITY (EMPLOYEES)	CORK MARK LABEL; THE ECO-FRIENDLY FRABRICS ARE CERTIFICIED.	HTTPS://TREEC.PT
LEMON JELLY	EVERY ACTION MATTERS, AS SMALL AS THEY ARE, WHEN UNITED, THE WORLD GETS TRANSFORMED	VILA NOVA DE GAIA		RECYCLED LINES OF SHOES FROM PREVIOUS COLLECTIONS; ANIMAL FRIENDLY (VEGAN); USE THE RESIDUALS THAT ARE PRODUCED IN THE PRODUCTION PROCESS; RECYCLED COLLECTION	AIM TO BE TRANSPARENT IN EVERY MOVE THEY MAKE LOCAL PRODUCERS WITH LOCAL MATERIALS; CSR PROJECTS WITH THE PONY CLUB IN PORTO THAT HELPS KIDS WITH SPECIAL NEEDS; COLLECTION DEDICTAED TO THE PERVENTION OF BREAST CANCER	THEY HAVE MORE THAN 300 SOLAR PANELS, LESS THAN 150 TON OF CO2 EMISSIONS; 0% WASTE	HTTPS://WWW.LEMONJELLY.COM/PT/MUNDO/LEMON_204.HTML

Figure 1: Portuguese Footwear Industry Map created by the author Catarina Pinho

2.8.Consumer Profiles towards Sustainability and CSR

A study conducted by Salonen and colleagues (2014) states that consumers can be divided into eight groups according to their sustainable or non-sustainable consumption behaviors measured in terms of intrinsic or extrinsic motivation and egoistic or altruistic motivation. A consumer is intrinsically motivated when he acts autonomously and is guided by inner emotions and attitudes, while a consumer that is extrinsically motivated cares about his public self-image, success, popularity and is guided by the social norms (extrinsic factors). Moreover, an egoistic motivation is focused on immediate benefits for the one's own well-being. Contrarily, the altruistic motivation builds an unselfish behavior that is extended to a bigger moral circle, meaning that the actions aim to benefit other people and the society as a whole rather than just the individual person. The following presented table describes each one of the eight segments in terms of demographic and psychographic characteristics. Additionally,

the table is ordered according to the predicted sizes of the segments. in society (Salonen et al., 2014).

	Intrinsic/Extrinsic Motivation	Egoistic/Altruistic Motivation	More Information
AUTROCRATS	INTRINSIC MOTIVATION. THEY HAVE A STRONG AUTHONOMY AND MONEY DOESN'T RESTRICT THEIR CHOICES. THEIR MAIN GOAL IS TO STAND OUT FROM THE CROWD. DON'T GUIDE THEMSELVES BY BEHAVIORAL NORMS.	RELATIVELY EGOISTIC BECAUSE THEIR ETHICAL CONCERNS DON'T GO BEYOND FAMILY AND CLOSE FRIENDS. THEY ARE EXCITED ABOUT DONATING TO CHARITY.	THEY KNOW THAT "RESPONSIBLE CONSUMPTION" IS THE TREND NOW SO THEY WILL CHANGE THEIR BEHAVIOR WHENEVER THEY FEEL TO. THEY USUALLY BEHAVE IN THE WAY THAT IS EXPECTED FROM THE ONES CLOSE TO THEM.
CURIOUS	INTRINSIC MOTIVATION. SOCIAL FACTORS ARE IRRELEVANT TO THEM. THEY LIVE THEIR OWN LIVES AND ARE NOT SCARED OF REJECTION FROM OTHERS.	ALTRUISTIC MOTIVATION. THEY HAVE A FAVOURABLE ATTITUDE TOEARDS SUSTAINABLE CONSUMPTION AND SHARE INFORMATION WITH OTHERS.	THEY LIMIT INFORMATION AND PRIORITIZE CHOICES. COURAGEOUS TO MOVE OUT FROM THEIR COMFORT ZONE. THEY HAVE A HOLISTIC APPROACH TO LIFE AND THEIR ATTITUDES ARE RATIONAL AND NOT BASED ON HABIT.
UNCOMPROMISING	STRONG INTRINSIC MOTIVATION. THEY HAVE A STRONG SENSE OF AUTONOMY. RELATIVELY INDEPENDENT.	ALTRUISTIC MOTIVATION. BELIEVE THAT THEY LIVE IN A GREATER WORLD THAT IS NOT ONLY COMPOSED BY THEIR FAMILIES AND FRIENDS.	RESPONSIBLE CONSUMPTION IS A WAY OF LIFE. THEY SEARCH FOR THE PERFECT PRODUCT WICH IS SUSTAINABLE AND RESPONSIBLE. THEY DON'T MIND GOING THROUGH GREAT PAINS TO FIND THE BEST PRODUCTS.
AMBITIOUS	EXTRINSIC MOTIVATION. THEY AIM TO FOSTER NA IMAGE RELATED WITH THE CHOICES THEY MAKE PUBLICLY. THEY CARE ABOUT THE WAY THEY ARE SEEN BY OTHERS AND ABOUT SOCIAL STATUS.	EGOISTIC TRAITS SINCE THEY BENEFIT PERSONAL DESIRES. THEY ALSO BELIEVE THAT HUMANS ARE TOO SMALL TO CREATE IMPACT IN THE WORLD AND ORGANISATIONS SHOULD BE THE ONES ACCOUNTING FOR A MAJOR IMPACT.	PRUDENT AND RATIONAL BEHAVIOR. THEY AIM COST-EFFECTIVENESS.
DREAMERS	EXTRINSIC MOTIVATION. THEY FOLLOW THE CORWD AND ARE MOTIVATED BY NORMS AND ROLES.	ALTRUISTIC TRAITS. GOOD CAUSES ARE REWARDING IF THEY KNOW EXACTLY WHO THEY ARE HELPING. SOCIAL RESPONSIBILITY IS WORTH OF GREATER ACCOUNT THAN ECOLOGICAL ONE.	SEE SUSTAINABLE CONSUMPTION AS SOMETHING EXPENSIVE AND DIFFICULT. THEY SPEND A LOT OF TIME ON SOCIAL MEDIA AND CARE ABOUT FASHION, FANCIES AND TRENDS. GUIDED BY LOW PRICES.
DEVOTED	INTRINSIC MORIVATION. THEY ARE PROFOUNDLY AWARE THAT THEY MAKE PART OF A GREATER THING. THEY GUIDE THEMSELVES THROUGH THEIR EMOTIONAL CONCERN ABOUT THE STATE OF THE WORLD.	ALTRUISTIC MOTIVATION. READINESS TO COMPROMISE THEIR OWN COMFORT IN ORDER TO ACHIEVE A COMMON GOAL AND A BETTER LIFE FOR EVERYONE.	INFORMATION ABOUT THE BACKGROUND OF THE PRODUCT IS HILGHY IMPORTANT. STRING AWARENESS OF CONSEQUENCES.
BYSTANDERS	EXTRINSIC MOTIVATION. THEY DON'T WANT TO STAND OUT SO THEY LOOK AT OTHERS AND DO THE SAME. THEY ONLY RECYCLE BECAUSE EVERYONE ELSE DOES SO TOO.	EGOISTIC. THEY NEVER THINK ABOUT THE CONSEQUENCES OF THEIR ACTIONS AND THEY DON'T BELIEVE THEY CAN IMPACT SOCIETY.	CONSUMPTION BEHAVIOR IS GUIDED BY PURE NEED. ACT BY HABIT AND PRICE AND AIM STRAIGHTFORWARD DECISIONS.
CARETAKERS	EXTRINSIC MOTIVATION. THEY BELIEVE THEY CAN INFLUENCE THE WORLD AROUND THEM THROUGH THE CHOICES THEY MAKE. HIGHLY INFLUENCED BY PEOPLE AROUND THEM.	ALTRUISTIC TRAITS. THEIR RESPONSIBILITY IS REFLECTED ON THE HIGH CONCERN THEY HAVE ABOUT THE ONES CLOSE TO THEM AND BY AVOIDANCE OF EXTRAVAGANCES. THEY ONLY BUY WHEN SOMETHING IS BROKEN.	THEY BELIEVE THEY CAN COMPENSATE BAD CHOICES BY MAKING GOOD ONES AND THEREFORE THEY ARE INCONSISTENT IN THEIR PURCHASE BEHAVIORS.

Figure 2: Consumer Profiles based on Intrinsic/Extrinsic Motivation and Egoistic/Altruistic Motivation (Salonen et al.,2014) adapted from the articles and created by the author Catarina Pinho

Jung & Jin in 2016, measured consumers' sustainable behaviors in terms of consumption behavior, willingness to pay a price premium and consumption orientation. More specifically, the first item mentioned was accessed through share of wallet, monthly frequency

of purchases and amount of money spent in every purchase. The second item was measured through a nine-point interval scale in which each point was composed by percentages of how much more consumers would be willing to pay for a sustainable or socially responsible product. Last but not least, the consumption orientation was measured through different qualitative questions about slow and fast fashion and were followed by a five-point Likert scale. Through the responses of consumers to these three groups originated five variables, the authors were able to build four groups of consumers that are presented in the table below.

	Highly Involved	Conventional	Exclusivity Oriented	Low-Involved
PURCHASE INTENTIONS	HIGHEST	INTERMEDIATE	INTERMEDIATE	LOWEST
INTENT TO PAY A PRICE PREMIUM	HIGHEST	INTERMEDIATE	INTERMEDIATE	LOWEST
WTP PRICE PREMIUM	30-40% MORE	20-25% MORE	20-25% MORE	20-25% MORE
PERSONAL VALUES	SELF-ENHANCEMENT VALUES; CONSERVATION AND OPENNESS TO CHANGE VALUES	MODERATE TENDENCY TOWARDS SELF-TRANSCENDENCE VALUES AND CONSERVATION VALUES	NO DISTINCTIVE TENDENCY WAS FOUND	NO DISTINCTIVE TENDENCY WAS FOUND
AVERAGE MONTHLY PURCHASES	2-3 MONTH	1-2 MONTH	2-3 MONTH	1-2 MONTH
MONEY SPENT/PURCHASE	51€-100€	21€-50€	50€	20€
SHARE OF WALLET	25%	5%	20%	8-9%

Figure 3: Consumer Profiles in terms of Consumption Behavior, WTP Price Premium and Consumption Orientation (Jung & Jin, 2016) adapted from the article and created by the author Catarina Pinho

3. Conceptual model and Hypothesis

This research examines the influence of the type of communication used (Hedonic vs Utilitarian) and the type of information presented (symbolic vs descriptive; sustainability and socially responsible information) in the consumers brand perceptions, attitudes and purchase intentions in the footwear industry. Moreover, this study will examine the moderating role of different types of consumer profiles on the aforementioned factors.

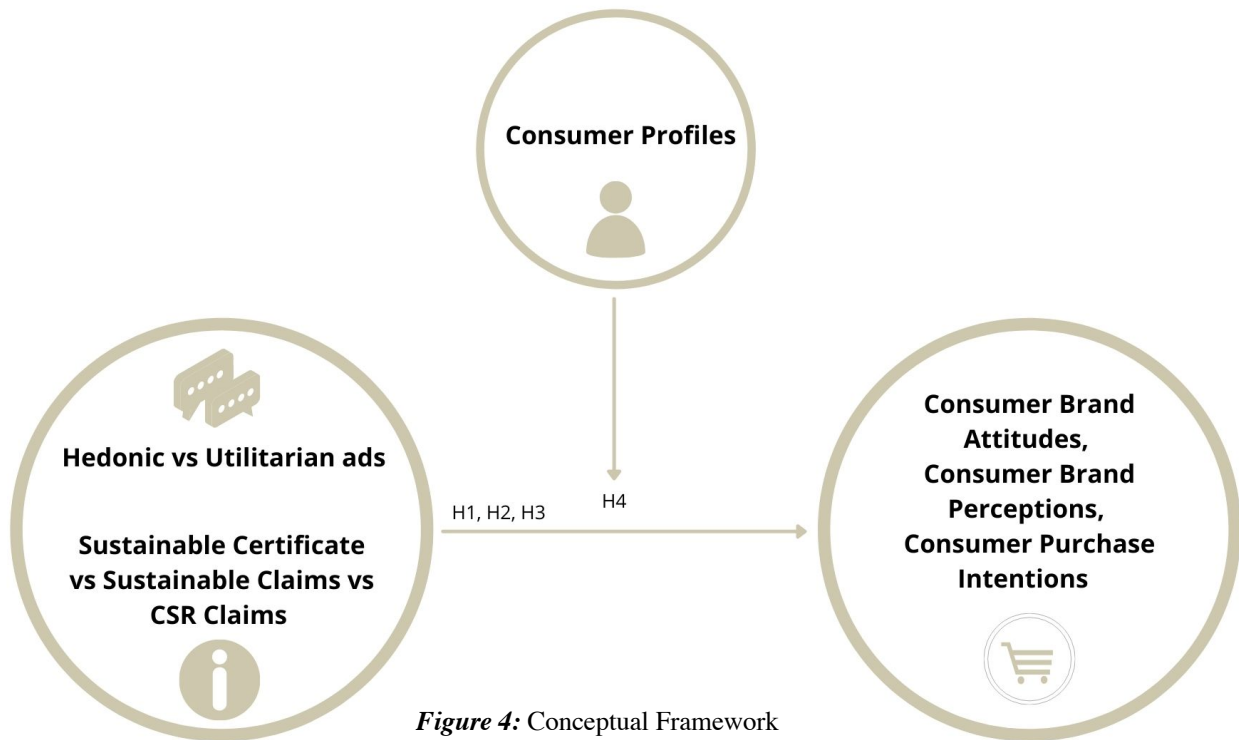


Figure 4: Conceptual Framework

H1: *Consumers who look at shoes' ads have more positive attitudes and higher purchase intentions when exposed to a Hedonic ad than when exposed to a Utilitarian one.*

Consumers adopt an affective decision-making process for hedonic products like shoes (Galak et al., 2014). Moreover, this different ways of processing the information for different types of arguments or images, may determine which kind of claims or pictures should be displayed to a consumer in order to persuade him to a purchase the product (Klein et al., 2014). For hedonic products, consumers rely only on heuristics rather than looking at the information displayed. They get more affectionate and therefore an image transmitting emotions to them is usually responsible for creating higher brand valuations and perceptions (Lim, 2008).

H2: *The presence of Sustainable and CSR related information in an shoes' ad creates higher brand attitudes, perceptions and purchase intentions than an ad lacking this type of information.*

A study performed by Chang & Jai (2015), has shown that a sustainable positioning by a brand is expected to bring benefits for that brand such as higher purchase intentions. Customer's overall brand perceptions and purchase intentions are mediated by the CSR perceptions that a customer has of a brand. Moreover, CSR strategies adopted by a company and communicated to consumers can generate reputational value for firms (Wang et al., 2021).

H3: *Descriptive information is more effective in consumers when they look at a shoes' ads than symbolic information*

The importance of information about environmental and ethical issues has been increasing over the years. The presence of a certain amount of information on these matters influence the formation of brand attitudes and therefore purchase intentions. Moreover, descriptive information about these topics is a determinant factor for brand success (Pelsmacker & Janssens, 2007). A sustainable certification is a crucial environmental cue that is valued by consumers, especially when they have little information on a certain product. The presence or lack of presence of these types of certifications can influence consumer purchasing decisions regarding sustainable products (Lee et al., 2020).

H4: *Consumers who are more concerned about the environment and social causes and therefore take more actions in these directions, are more positively affected by sustainable and CSR related information.*

A lot of consumers lack a sense of responsibility towards others and towards the environment and therefore a big shift in a lot of consumers' behaviors towards more environmentally friendly lifestyles is urgently needed. Even though there has been a shift in a lot of consumers in the sense that these ones have started gaining responsibility for their impact in the world and society and are therefore looking for green products, a big group of consumers still lack "green" knowledge and behavior and therefore discard products that are more sustainable and socially responsible (Cherian & Jacob, 2012).

4. Methodology & Research Design

4.1. Research Method

The sources of primary data used were an in-depth interview with an expert in the Portuguese Footwear Industry, in-depth interviews with consumers and an experimental design in a shape of an online survey.

According to Stokes & Bergin (2006), *in-depth interviews* have several advantages such as the unique applicability for sensitive topics, great control over respondent's answers, higher flexibility and more comprehensiveness of the information provided by the respondents. Moreover, the previous authors also stated some disadvantages, such as lack of interaction with other respondents, increased difficulty in interpreting and analyzing the answers provided and speed.

Moreover, *experimental online surveys* account with several acknowledged advantages, those being low associated costs, the possibility of collecting information from several individuals with different socio-demographic backgrounds, increased response rate, real-time data access and increased convenience especially due to the pandemic times that society are now facing (Evans and Mathur, 2005). However, according to the previous author this research method also counts with some disadvantages such as the lack of insight about the concentration and focus of participants while answering the questionnaire and the guarantee that once respondents start the survey that they will complete it. Therefore, the survey built was composed by closed-response questions to minimize disadvantages and to make the analysis of the data easier.

4.1.1. In-depth Interview of expert in the Portuguese footwear Industry

The first source had as an interviewee the director of the *Centro Tecnológico*, a company that offers consulting services to all of the organizations that operate in the shoes' sector in Portugal. This company is the main partner of APICCAPS (Portuguese Footwear, Components, Leather Goods Manufacturers' Association).

The questions that were asked aimed to collect previous relevant information about the industry sector and therefore the feedback integration in the Literature Review and in the online survey. In order to obtain all the relevant information, the following questions were asked:

QUESTION 1	WHAT WAS THE RECEPTIVITY OF THE COMPANIES RELATIVELY TO THE ADOPTION OF SUSTAINABLE AND CSR PRACTICES?
QUESTION 2	DID THE MANAGERS IMMEDIATELY ACKNOWLEDGE THAT COMPANIES WOULD HAVE TO ADOPT SUSTAINABLE PRACTICES?
QUESTION 3	WHAT KIND OF COMPANIES HAVE BEEN ADOPTING SUSTAINABLE AND CSR PRACTICES? WHICH KIND OF PRACTICES HAVE THEY BEEN DOING/IMPLEMENTING?
QUESTION 4	HOW MANY COMPANIES IN THE FOOTWEAR INDUSTRY CANWE CONSIDER AS SUSTAINABLE?
QUESTION 5	WHICH PARAMETERS DO COMPANIES HAVE TO ACCOMPLISH IN ORDER TO BE CONSIDERED SOCIALLY AND SUSTAINABLY RESPONSIBLE?
QUESTION 6	DO YOU THINK THAT IS THE CONSUMER THAT IMPACTS THE COMPANIES OR THE COMPANIES THAT IMPACT CONSUMERS?
QUESTION 7	DO YOU THINK THAT THE FOCUS ON SUSTAINABILITY HAD AN IMPACT IN THE EXPORTS?
QUESTION 8	IF YOU HAD TO CHOOSE ONE OR TWO SUCCESSFUL COMPANIES, WHICH ONES WOULD IT BE?
QUESTION 9	IS THERE ANY INTERESTING STORY YOU WOULD LIKE TO SHARE?

Figure 5: Questions of In-depth Interview with an expert in the Portuguese Footwear created by the author Catarina Pinho

4.1.2. In-depth Interview of Consumers

The questions asked in this source, were designed with the aim of collecting information about environmental concerns, consumption habits and awareness and perceptions of sustainable Footwear Portuguese brands. The information obtained was afterwards used to shape the online survey. Furthermore, the words given in the last question were used to name the clusters obtained in the main survey results' analysis.

In order to obtain all the relevant information, the following questions were asked:

PURCHASE HABITS AND CONCERNS IN GENERAL	<ol style="list-style-type: none">1.HOW DO YOU FEEL ABOUT SHOPPING IN GENERAL?2.WHAT DRIVES YOUR PURCHASES? NECESSITY OR SATISFACTION?3.WHICH CONCERNS YOU HAVE THE MOST WHILE SHOPPING?4.HOW WHOSE CONCERNS MIGHT GUIDE YOUR PURCHASES?
PURCHASE HABITS REGARDING SHOES	<ol style="list-style-type: none">1.WHAT ARE THE KEY MOMENTS THAT CAN LED YOU TO BUY SHOES?2.DO YOU HAVE ANY KINDS OF CONCERNS WHEN YOU PURCHASE SHOES?
ENVIRONMENTAL CONCERNS	<ol style="list-style-type: none">1.WHAT ARE THE MEASURES YOU TAKE TO REDUCE YOUR ENVIRONMENTAL IMPACT?2.HOW FO YOU FEEL ABOUT FUTURE GENERATIONS AND YOUR IMPACT ON THEM?3.HOW WOULD YOU DESCRIBE YOURSELF AS A CONSUMER?4.WHAT AREW YOUR CONCERNS ABOUT SUSTAINABILITY AND SOCIAL MATTERS WHEN YOU PURCHASE A PRODUCT?5.HOW THOSE CONCERNS MIGHT AFFECT YOUR PURCHASE DECISIONS?
KNOWLEDGE OF THE PORTUGUESE FOOTWEAR INDUSTRY	<ol style="list-style-type: none">1.WHAT ARE YOUR PERCEPTIONS ABOUT THE PORTUGUESE FOOTWEAR INDUSTRY?2.DO YOU KNOW ANY PORTUGUESE SHOES' BRAND? IF YES, WHICH ONE? WHERE DID YOU HEAR ABOUT IT?3.DO YOU KNOW ANY SUSTAINABLE PORTUGUESE FOOTWEAR BRAND?4.ARE YOU AWARE OF ANY MEASURES TAKEN BY THE PORTUGUESE FOOTWEAR INDUSTRY REGARDING SUSTAINABILITY AND SOCIAL RESPONSIBILITY?5.DO YOU OWN ANY PAIR OF SHOES FROM A PORTUGUESE BRAND? FROM WHICH BRAND?6.DESCRIBE YOURSELF AS A CONSUMER.

Figure 6: Questions of In-depth interviews with consumers created by the author Catarina Pinho

(See Appendix B for more detailed information)

4.1.3. Online Experimental Survey

The online survey was built based on the Literature Review, on the feedback provided by the in-depth interviews and on the information obtained while building a map with different sustainable and socially responsible brands. The Literature Review provided the way through which the consumer profiles would be measured and acknowledged, the in-depth interview with an expert made me realize that for consumers it is more about what brands communicate than about what they actually do, and through the research about the brands I could understand that some of them communicate more hedonically and others in a more utilitarian way. Therefore, I opted to use in the online survey an experimental research approach, testing the consumers' reaction taking into consideration the nature of the advertisement: hedonic vs utilitarian.

The types of communication used (hedonic vs. utilitarian) were based on the results provided by the pilot study. The in-depth interviews with consumers were useful to consolidate some questions asked. (See Appendix G for more detailed information)

4.1.Sampling

The sampling method used was initially the convenience sampling method. If respondents meet certain practical criteria, such as internet-accessibility, ease to manage the questionnaire itself, time-availability and willingness to participate, they are considered part of the sample (Acharya et al., 2013). However, since the number of answers obtained using this method was very low, it was opted to use on a second stage the Prolific platform. This platform verifies and monitors participants with sophisticated checks in order to them to collect data fast, without compromising data quality. In this way there was an increased response rate and the number of responses could be the pretended in a shorter amount of time.

4.2.Research Instruments

The studies performed were executed through Qualtrics Survey Software and it was distributed through an anonymous link generated by the website. This link was then shared via e-mail and social media (LinkedIn, Facebook, Instagram).

4.2.1. Pilot Study

This study was developed with the aim of identifying which two of the four advertisements built were considered the most hedonic and utilitarian. Moreover, the second section aimed to assess consumers' feelings, perceptions and attitudes regarding each one of the advertisements. The previous evaluation was conducted through a five-point Likert scale. This study was presented to 27 respondents.

4.2.2. Pre-test Study

Before the launch of the main study, a pre-test study was conducted to verify if the manipulations and questions presented were being correctly understood by the respondents and whether the experimental scenario was flowing and working correctly. The present pre-test study was answered by ten participants who, therefore, did not participate in the main study. After answering the survey each respondent was interviewed and asked if all the questions were clear and understandable. Furthermore, after the feedback given the adequate adjustments were made.

4.2.3. *Main Study*

The main study was available in two languages, Portuguese and English. The survey was launched on November 11th and all the answers were collected until November 19th.

A total of 390 answers were recorded but only 331 were completed and therefore only those were able to be conducted for further analysis. The high number of dropouts can be justified by the length of the survey (about 8 minutes) and the repetitive questions itself. Both can be factors contributing to the decrease of respondents' interest and increase of potential distractions.

On average, more than 40 answers were collected in each cell of randomized questions present in the study which respects the minimum required number that an experimental research should have to therefore have a high consistency and validity (Anderson et al., 2017).

4.3. Design and Procedure

The main objective of this study was to understand how the two different types of communication (hedonic or utilitarian) combined with different types of information (sustainable certification, sustainable claims and CSR claims) impact consumers' brand attitudes, perceptions and purchase intentions. The study designed followed a 2 x (Type of communication: Utilitarian vs. Hedonic) x 4 (Type of information: Sustainable certification; Sustainable claims; CSR; Control Group) between-subjects design.

The inclusion of control group was necessary in order to compare the three different conditions (sustainable certification, sustainable claims and CSR claims) against consumers' perception obtained in this one. Additionally, it was important to design a section that would allow the consumers' profiles measurement (See Appendix F for more detailed information).

Therefore, the main study was composed by seven sections (See Appendix G for further information). The first section was an introductory section while the second section aimed to measure the consumer profiles. The third block was composed by a video followed by three questions about it. This aimed to distract consumers from the previous block, in order to reduce biases to answer the questions in the following groups. The fourth group was composed by one of the eight advertisements that were randomized, followed by a question to understand if consumers found the ad more utilitarian or hedonic. Moreover, the fifth block was composed by questions that were designed to understand consumers' brand attitudes, perceptions and purchase intentions towards the brand. The last group had the demographic questions.

4.4. Stimuli Development

According to the pre-test study results, the advertisements/posts chosen were the Hedonic 1 and the Utilitarian 1 (See Appendix B for further information). Moreover, to pursue the main goal of this study, three different stimulus were developed: Stimulus A was related with the presence of a Sustainable Certification, Stimulus B was presented to expose consumers to sustainable claims, Stimulus D had the purpose to expose consumers to CSR claims (See Appendix E for further details).

Each previous stimulus was presented along with visual content to therefore understand the different impact of the stimulus along with the two different types of communication.

To reduce the biases, the two types of advertisements were always the same in terms of aesthetics, slogan and brand.

An example of the stimulus used, and ads presented is the following:

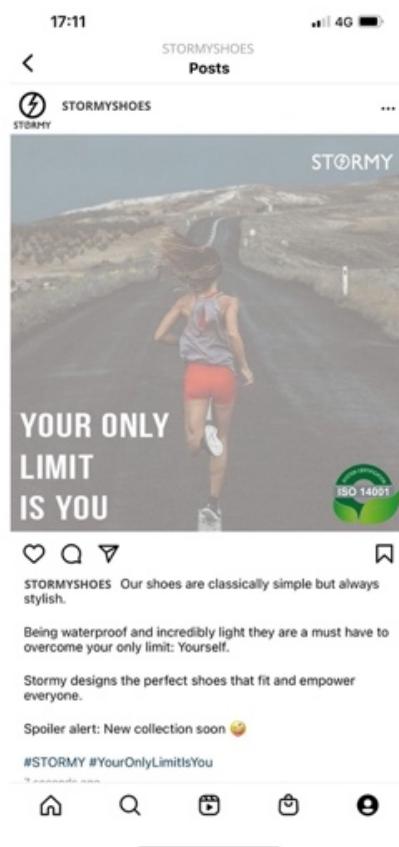


Figure 7: Example of the ads presented in the Main Study created by the author Catarina Pinho

(To check all the stimulus, see Appendix E)

4.5. Variables Descriptions

4.5.1. Manipulation Check

Different manipulation checks were performed in order to understand if the stimulus that respondents were exposed to were having the pretended effect. Firstly, to understand which advertisement consumers found more hedonic or more utilitarian, a check was done right in the control group block. More specifically, consumers were asked the following question “I find this advertisement...” and on the bottom a bipolar scale (with 7 points) with hedonic in one pole and utilitarian in the other. Moreover, a manipulation check was also needed to measure if the three stimuli being used in the manipulation’s scenarios were being correctly interpreted and understood (“Stormy Shoes is highly focused on sustainability”, “Stormy Shoes is highly focused on CSR”).

4.5.2. Independent Variables

The independent variables presented in the main study were the following: Type of Advertisement; Sustainable Certificate; Sustainable Claims; CSR Claims. The first independent variable was composed by two types of advertisement (Hedonic vs. Utilitarian). Moreover, the Sustainable Certificate was a variable that combined the previous advertisements with the presence of the certification ISO14001. The combination of the ads with this norm was built based on the insights received during the expert interview. The Sustainable and CSR Claims were a combination of each type of advertisements with different claims respectively. The claims used were based on the social and environmental actions taken by the Portuguese Footwear brands.

4.5.3. Dependent Variables

All the variables were assessed with a 5-point Likert scale (1-strongly disagree; 5-strongly agree).

Consumers' attitudes and perceptions towards the brand: It was measured by exposing participants either to different advertisements with Sustainability and CSR information or to a neutral information. The exact same questions about consumers’ attitudes and perceptions about the brand were asked before and after the information presented, adapted from Spears & Singh (2004; e.g. “Stormy Shoes respects social norms”)

Consumers’ purchase Intentions: It was measured by asking consumers their level of purchase intent before and after being exposed to different types of information. The purchase

intentions were adapted from Lee & Shin (2010; e.g. “I would be willing to purchase from this brand”).

4.5.4. Moderator Effect

Consumer Profiles: The different consumer profiles were assessed by asking participants in the beginning of the questionnaire a set of questions related with their profile in terms of sustainability and CSR. These questions were about: Knowledge and Awareness of Sustainability, Attitudes towards Sustainability, Green Consumer Value, Ethical Consumption, Consumption Orientation and Willingness to pay a Price Premium for a Sustainable and Socially Responsible product. These questions were based and adapted from (Taufique et al., 2014; Wooliscroft et al., 2013; Rushton, 1981; Jung & Jin, 2016; Salonen, 2014). The following table presents a summary of the variables and the items used to measure each one of them (See Appendix F for more detailed information).

5. Main Findings & Results

5.1. In-depth Interview of an expert

After interviewing the industry expert (director of *Centro Tecnológico*, an organization that offers consulting services to the Portuguese Footwear Industry), the two main and most insightful results obtained were related with the importance of communication of the brands and the norm ISO14001. According to the insights received, a majority of consumers doesn't really search for what brands do, they gather information and base their opinion about a certain brand, not on what they really do but on what they communicate and advertise. This was a fundamental source to build the main questionnaire in the sense that it was based on this information that I decided to pursue with two types of advertisement feel (hedonic vs utilitarian). The awareness of the norm ISO14001 was an insight that was afterwards used as one of the stimuli in the study (the presence of the sustainable certificate combined either with a hedonic or utilitarian advertisement). This norm specifies the requirements for an environmental management system that an organization can use to enhance its environmental performance, and if a company has a good environmental performance, they are certified with this norm. Moreover, a deeper understanding about the relation of this industry with sustainability and CSR issues that couldn't be obtained in any other source was gathered. Furthermore, companies started embracing these topics three/four years ago in response to the market, more specifically, something that was not important before started to be target of huge concern and focus by a lot of market niches, and if companies wanted to maintain their relevancy and competitive advantage in the market, they needed to start addressing these issues in their overall strategy.

The first movers were the "first line innovative companies", being the ones that were taking the highest risks but also getting the most advantageous results. As soon as these companies started addressing these issues, they impacted the other companies in the market, who therefore, rethought their strategies to also address these important issues to the consumers. Additionally, the thought that sustainability and CSR are things that coexist or that are taken "100%" was deconstructed. There is no such thing as a 100% sustainable or socially responsible brand and there is no "linear strategy". Each company has its own strategy, some can produce animal-free shoes, others can have a carbon-free production processes or promoting circular economy, while others can promote fair and dignified conditions to their employees and contribute to social organizations. Each strategy is a strategy and it is not better or worse than any other one. In the Portuguese Footwear Industry, around forty to fifty brands are considered

as companies that take active measures to reduce their environmental impact and to increase their social one. Moreover, two cases of success, the brand YouShoes and the brand LemonJelly were considered as interesting brands in terms of sustainability and socially responsible actions. Therefore, these two brands were then used in the mapping of the Portuguese Footwear Industry (See Appendix A for more detailed information).

5.1. In-depth Interview of consumers

The four consumers had all different demographic profiles. Two management master students were interviewed, one being Portuguese and female and the other being a male German. Additionally, another Portuguese girl was interviewed but with a different academic background, being a psychology master student. Lastly, a German female teacher was also interviewed.

All interviewees like shopping. Two of them *consider themselves addicts and impulsive* in the sense that they spend hours scrolling in brands' websites and they end up buying without needing the product, basically buying just because of the happiness of having something new that they state as being "irreplaceable". For them it is all about the *sensations and the experience of trying products*, liking them and then purchasing them, it is about the satisfaction. On the contrary, one of them is *conscious and proceeds to a complex thinking* every time before buying a product, being *driven by necessity*. Three of them state *quality or price-quality as their major concern* while purchasing a product. They usually don't mind paying a little bit more for the product if that means higher quality and that the product will last longer. Moreover, on one hand, one of them states that given the fact that he is a student and does not have an income, one of his *main concern is price* and therefore he considers himself highly price sensitive but at the same time, when he is buying hedonic products, he looks for prior known brands with whom he is connected and doesn't mind paying more. On another hand he just wants what it looks nice on him and if the price is not too high, he doesn't think twice and goes for the product. These factors *affect their purchase decisions*, in the sense that if the product doesn't satisfy those requirements, they just end up not buying it.

Furthermore, all of them state that their *key moment for buying a new pair of shoes* is feeling that they need new ones because *the ones they have are already damaged*. At the same time, some of them say that if they look at a really nice pair of shoes and it gets into their head, they just get the pair, even if they don't need it. They are *concerned* about the *brand reputation*, *how the shoes fit their overall closet* (clothes), the *quality* of the materials and *handcraft* and of course if they are *comfortable*.

Importantly, three of them try to *reduce their environmental impact*, either through the use of public transports or by cycling, recycling, reducing meat and plastic consumption, buy national and biological products and by unplugging electronic devices when they are out of use. One of them even bought an electric car recently to reduce carbon emissions. Moreover, regarding their *impact and concern about future generations*, they all stated that they are concerned about future generations, but while some feel really bad because there will be no resources left for the upcoming generations and because they didn't educate their children properly in this sense, others do not make that a prior concern in their lives. Regarding their *concerns about sustainability*, the majority looks at products' composition, and try to buy from local, responsible and sustainable organizations. These consumers are guided by these concerns because they don't buy from organizations that don't comply with what they defend and care about. On the contrary, the minority is really shallow in the concerns about this topic, stating that the only case where they really care about sustainability is when they would not buy from a company with a really bad reputation. Therefore, for this consumer, sustainability does not play a major role in his decision process.

Overall, the *Portuguese Footwear Industry lacks in awareness* for these consumers since most of them does not have any kind of perceptions about the industry despite from the fact that has a big stake in the Portuguese economy and that they are high quality brands that care about the environment and their impact on the society. Only one interviewee knows specific measures taken by the overall industry to become greener and more sustainable. She knows Portuguese Footwear brands and owns three pairs of shoes from two different brands (LemonJelly and Cubanas). This person also knows two *Portuguese Sustainable Footwear brands*, those being Nae and LemonJelly (See Appendix B for more detailed information).

5.2. Pilot Study

To understand which ads were considered the most hedonic or utilitarian, a scale of 5 items was used (e.g. "I find this ad mostly hedonic"). The higher the score of the scale the more hedonic is the ad and the lower the score the more utilitarian the ad is considered. An independent samples t-test between the hedonic group of ads and the utilitarian ones was computed to check if there were being perceived differences between the two types of ads. Both types of ads are perceived as different ($t(26)=2,617, p<0,01$). The most hedonic ad is the one with the highest mean ($M_{\text{Hedonic1}}=3,67$) and the most utilitarian ad is the one with the lowest mean ($M_{\text{Utilitarian1}}=3,18$).

Concluding, the advertisements that will be included in the main study will be the Hedonic 1 and the Utilitarian 1.

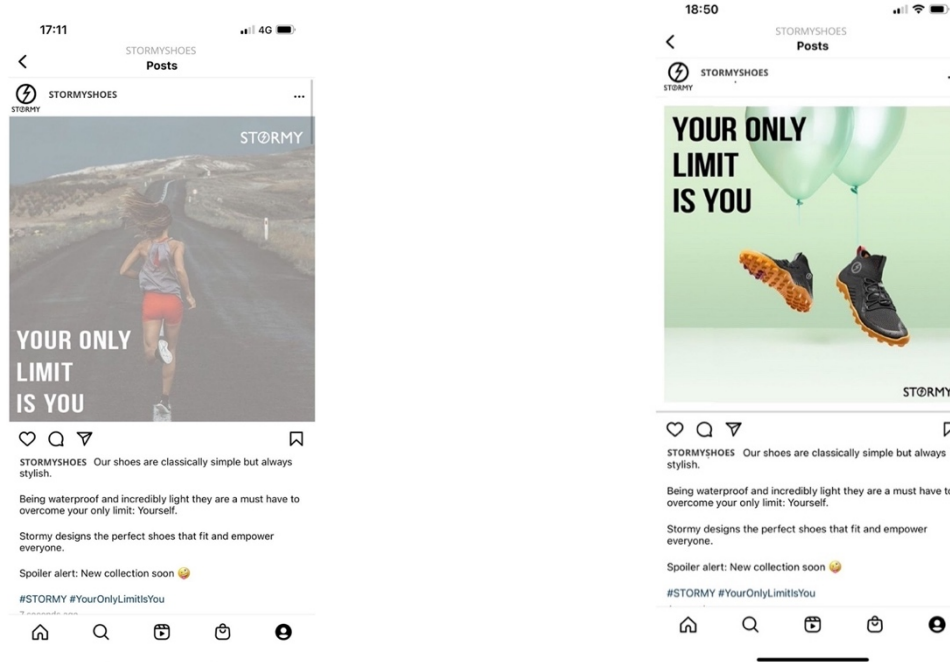


Figure 8: Hedonic 1 & Utilitarian 1

5.3. Pre-test Study

Before running the main survey, a pre-test took place with 10 participants. After exposing them to the main survey, a set of issues were brought up. First of all, the questionnaire was too long what could result in a high number of dropouts. In last place, it was mentioned that nothing was forcing respondent to do a careful analysis of the ad presented. As a result, changes were made accordingly.

5.4. Main Study

5.4.1. Sample Characterization

On the last section of the main study, participants were exposed to some demographic questions, to be possible to provide an accurate demographic and psychographic portrait of the final sample. The final sample was composed by 331 participants, mostly female (61,5%). As far as concerned, most consumers were aged between 18-34 years old (81%). A minority of 0,3% were aged under 18. Moreover, 8,9% were 45-54 years old followed by 4,6% aged between 35-44 years old and 3,7% aged between 55-64 years old. Only 1,5% were aged above 65 years old. Around 40% of the respondents were from Portugal while the rest was from

different countries, making the sample diverse in terms of nationalities (Germany, Belgium, U.K., etc.).

Considering the education level, a majority of 47,7% had a bachelor’s degree, while 31,8% had has higher education high school and 18,3% had completed a master’s degree. Only 0,3% had a PhD and 0,6% had less than high school. Furthermore, most consumers are employed (41,3%) and 36,7% are still studying. Around 12,2% are student-workers, 7,6% are unemployed and 2,1% are retired. Lastly, the majority (41,9%) of consumers has a personal monthly income under 500€, while 45,2% has available between 501€-1501€ and only 19,8% has an income above 1501€.

5.4.2. Scale Reliability Analysis

Even though the scales used in the main study were adapted from literature, it is still necessary to conduct a study to check the reliability of the scales in order to guarantee that they can provide the most accurate results. A reliability analysis of the scales used in the first block “Consumer Profiles” and used in the “Main Questions” block was done, to check if the scales used were reliable enough to then be target of analysis.

	N of items	Cronbach's Alpha	N items deleted	New alpha
Knowledge and Awareness of Sustainability	4	0,551	-	-
Attitudes towards Sustainability	4	0,739	-	-
Green Consumer Value	4	0,872	-	-
Altruism	5	0,666	-	-
Ethical Consumption	8	0,792	-	-
Consumption Orientation	6	0,787	1	0,792

Table 1: Scale Reliability Analysis

All the scales were reliable (Cronbach’s alpha>0,7) except the “Knowledge and Awareness of Sustainability” and the “Altruism” one. In the first case, it was run a correlation test between the two first items (“I know very well what the term “climate change” means”; “I know very well what the term “sustainable product” means”) once they were the most relevant ($r=0,462, p<0,01$). There was found a significant correlation between the two items, so it was decided to pursue with the first scale with those two items. Regarding the altruism, since the

value when rounded up was 0,7 it was decided to pursue with the scale. In the consumption orientation the item “I tend to keep my clothes as long as possible rather than discarding them quickly” was deleted since this information was already assessed in the previous scale and also because overall scale is more coherent in the absence of this item.

5.4.3. *Outliers Analysis*

To detect any presence of outliers a compute of a univariate analysis to obtain z-scores (standardized variables) of all variables was performed and there were no outliers found. To consolidate this, a Mahalanobis test was also conducted. The chi-square value for this test was 67,505 (confidence interval of 0,05 and $df=54$). No values were above this one, so once again, there were no outliers found.

5.4.4. *Manipulation Check Results*

To check if the manipulations (hedonic vs utilitarian) worked as expected, a 7-point bipolar scale (hedonic in the left pole) asking “I find this advertisement mostly...” (e.g. “I find this advertisement mostly hedonic”). A t-test between the hedonic group of ads and the utilitarian group of ads for the previous question, was first conducted.

Unfortunately, no significant differences between the hedonic and the utilitarian ads ($M_{\text{utilitarian}}=4,44$; $M_{\text{hedonic}}=4,39$; $t(329)=0,319$, $p>0,05$) meaning that consumers did not identify one ad either more hedonic or utilitarian than the other. A reason for this might be for example, the fact that consumers are not very much aware of what hedonic or utilitarian means. But since the manipulations were chosen based on the pilot study, in which definitions were given, we proceeded with the analysis.

To check if the stimuli were being correctly understood as sustainability or CSR related, two questions were presented along with each ad (“Stormy Shoes is highly focused on sustainability”; “Stormy Shoes is highly focused on CSR”). When compared with the control group significant differences were found for both questions (*Sustainability*: $M_{\text{ControlGroup}}=3,24$; $M_{\text{StimulusGroup}}=3,84$; $t(329)=-4,787$, $p<0,001$; *CSR*: $M_{\text{ControlGroup}}=3,08$; $M_{\text{StimulusGroup}}=3,6$; $t(329)=-4,711$, $p<0,001$) supporting the efficacy of the manipulations used.

5.5.Main Results Analysis

5.5.1. *RQ1: Which type of advertisement increases Consumers' positive attitudes, perceptions and purchase intentions the most towards a brand in the Footwear Industry?*

Firstly, I will present an aggregated analysis and then I will proceed to the analysis of each hypothesis.

Regarding, the aggregated analysis, there are significant main effects of the types of communication in brand perceptions ($F(1,328)=0,434$, $p<0,05$), brand attitudes ($F(1,328)=6,663$, $p<0,01$) and purchase intentions ($F(1,328)=7,82$; $p<0,001$). The hedonic group, in general, has higher brand perceptions, attitudes and purchase intentions, when compared with the utilitarian one. Additionally, the stimuli also have a significant main effect in brand perceptions ($F(3,328)=24,513$, $p<0,001$), brand attitudes ($F(3,328)=4,044$), $p<0,01$) and purchase intentions ($F(3,328)=4,018$, $p<0,01$). The presence of the stimuli, in general, creates higher brand perceptions, attitudes and purchase intentions than the control groups. There are no significant main effects for the interaction between the stimulus and the type of communication (see table 2).

	Hedonic				Utilitarian				Main effect of type of communication F (1,328)	Main effect of stimulus F (3,328)	Interaction F (3,328)
	Control Group (N=42)	Sustainable Certificate (N=42)	Sustainable Claims (N=41)	CSR claims (N=41)	Control Group (N=41)	Sustainable Certificate (N=42)	Sustainable Claims (N=40)	CSR claims (N=41)			
Brand perceptions	3,48 (0,55)	3,63 (0,43)	3,88 (0,51)	4,05 (0,46)	3,39 (0,49)	3,53 (0,62)	3,85 (0,51)	4,13 (0,75)	0,434	23,513***	0,478
Brand Attitudes	3,56 (0,79)	3,44 (1,02)	3,96 (0,8)	4,04 (0,7)	3,48 (0,8)	3,33 (1,1)	3,54 (1,01)	3,61 (0,97)	6,663*	4,044**	0,903
Purchase Intentions	3,41 (0,92)	3,00 (1,17)	3,66 (0,91)	3,80 (0,81)	3,15 (1,12)	3,03 (1,12)	3,08 (1,13)	3,33 (1,09)	7,82**	4,018**	1,367

Note: The std. deviations are presented between brackets; * $p < .05$; ** $p < .01$; *** $p < .001$

Table 2: MANOVA (Type of Communication; Stimulus)

H1: Consumers who look at shoes' ads have more positive attitudes and higher purchase intentions when exposed to a Hedonic ad than when exposed to a Utilitarian one.

Analysis revealed that hedonic ads create higher brand attitudes in consumers, compared with an utilitarian ad ($M_{\text{HedonicGroup}}=3,75$; $M_{\text{UtilitarianGroup}}=3,49$; $t(327)= 2,514$, $p<0,05$). Additionally, the hedonic ads also generate higher purchase intentions among consumers ($M_{\text{HedonicGroup}}=3,47$; $M_{\text{UtilitarianGroup}}=3,15$; $t(327)=2,731$, $p<0,01$) (see table 3).

	Hedonic Group (N=165)	Utilitarian Group (N=164)	t (327)
Brand Attitudes	3,75 (0,87)	3,49 (0,97)	2,514*
Purchase Intentions	3,47 (1,0)	3,15 (1,11)	2,731**

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

Table 3: Independent Samples t-test (Hedonic vs Utilitarian)

Concluding, hedonic ads are considered as more attractive and to lead to higher purchase intentions than utilitarian ads and for these reasons, the H1 is confirmed.

H2: The presence of Sustainable and CSR related information in an shoes' ad creates higher brand attitudes, perceptions and purchase intentions than an ad lacking this type of information.

To understand if there were any significant differences between the sustainable information and the control group and if there were also significant differences between the CSR information and the control groups, independent sample t-tests were conducted (analyzing the differences between hedonic stimulus and the hedonic control group and the differences between the utilitarian stimulus and the utilitarian control group).

Hedonic

Sustainable Information (Sustainable Certificate & Sustainable Claims)

Significant differences between the two groups (hedonic control group vs hedonic sustainable information) were only found for brand perceptions ($M_{\text{HedonicCG}}=3,48$; $M_{\text{HedonicSI}}=3,75$; $t(120)= -2,884$, $p<0,01$), indicating that the presence of the sustainable information creates higher brand perceptions (see table 4).

CSR information (CSR Claims)

Significant differences between the two groups were found for brand perceptions ($M_{\text{HedonicCG}}=3,48$; $M_{\text{HedonicCSR}}=4,05$; $t(120)= -5,15$, $p<0,001$), brand attitudes ($M_{\text{HedonicCG}}=3,56$; $M_{\text{HedonicCSR}}=4,04$; $t(81)= 0,507$, $p<0,01$) and purchase intentions ($M_{\text{HedonicCG}}=3,41$; $M_{\text{HedonicCSR}}=3,8$; $t(120)= 0,807$, $p<0,05$). Therefore, the presence of CSR related information increases brand perceptions.

Moreover, it can be stated that hedonic CSR information is the most effective since there are significant differences between the two stimulus groups for brand perceptions ($M_{\text{SustInfo}}=3,75$; $M_{\text{CSRInfo}}=4,05$; $t(120)= -3,320$, $p<0,01$), brand attitudes ($M_{\text{SustInfo}}=3,7$; $M_{\text{CSRInfo}}=4,04$; $t(120)= -2,061$, $p<0,05$) and purchase intentions ($M_{\text{SustInfo}}=3,33$; $M_{\text{CSRInfo}}=3,8$; $t(120)= -2,485$, $p<0,05$) (see table 4).

	Hedonic Control Group (N=42)	Hedonic Sustainable Information (N=82)	Hedonic CSR information (N=41)	Hedonic CG vs Hedonic Sust info t (122)	Hedonic CG vs Hedonic CSR info t (81)	Hedonic Sust Info vs Hedonic CSR info t(121)
Brand Perceptions	3,48 (0,55)	3,75 (0,48)	4,05 (0,46)	-2,884**	-5,158***	-3,320**
Brand Attitudes	3,56 (0,79)	3,7 (0,95)	4,04 (0,7)	-0,817	0,507**	-2,061*
Purchase Intentions	3,41 (0,92)	3,33 (1,09)	3,8 (0,81)	0,444	0,807*	-2,485*

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

Table 4: Independent samples t-test (Hedonic Control Group vs Hedonic Sustainable Information; Hedonic CSR Information)

Utilitarian

Sustainable Information (Sustainable Certificate & Sustainable Claims)

Significant differences between the two groups (hedonic control group vs hedonic sustainable information) were only found for brand perceptions ($M_{\text{UtilitarianCG}}=3,39$; $M_{\text{UtilitarianSI}}=3,68$; $t(120)= -2,375$, $p<0,01$), suggesting that the presence of the sustainable information creates higher brand perceptions (see table 5).

CSR information (CSR Claims)

Additionally, significant differences between the two groups were only found for brand perceptions ($M_{\text{UtilitarianCG}}=3,39$; $M_{\text{UtilitarianCSR}}=4,13$; $t(81)=-5,287$, $p<0,001$), indicating that the presence of CSR related information increases brand perceptions (see table 5).

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

	Utilitarian Control Group (N=42)	Utilitarian Sustainable Information (N=82)	Utilitarian CSR information (N=41)	Utilitarian CG vs Utilitarian Sust info t (122)	Utilitarian CG vs Utilitarian CSR info t (81)	Utilitarian Sust Info vs Utilitarian CSR info t(121)
Brand Perceptions	3,39 (0,49)	3,68 (0,58)	4,13 (0,75)	-2,735**	-5,287***	-3,638***
Brand Attitudes	3,48 (0,8)	3,43 (1,06)	3,61 (0,97)	0,254	-0,674	-0,916
Purchase Intentions	3,15 (1,12)	3,05 (1,12)	3,33 (1,09)	0,432	-0,768	-1,327

Table 5: Independent Samples t-test (Utilitarian Control Group vs Utilitarian Sustainable Information; Utilitarian CSR Information)

Summarizing, the presence of sustainable information either combined with an hedonic or utilitarian communication only generates higher brand perceptions. The presence of CSR related information increases brand perceptions, attitudes and purchase intentions when communicated in a hedonic way but only increases brand perceptions when communicated in a utilitarian way. Therefore, H2 is partially accepted. The combination of a hedonic ad with CSR related information is the only combination that increases both brand perceptions, attitudes and purchase intentions.

H3: *Descriptive information is more effective in consumers when they look at a shoes' ads than symbolic information.*

To check if there are significant differences between the consumers' brand attitudes, brand perceptions and purchase intentions that the two types of information (symbolic and descriptive-sustainable claims + CSR claims) generate, an independent samples t-test were conducted in each type of ad.

Hedonic

Significant differences were found for brand perceptions ($M_{\text{Symbolic}}=3,63$; $M_{\text{Descriptive}}=3,97$; $t(121)= -3,778$, $p<0,001$), brand attitudes ($M_{\text{Symbolic}}=3,44$; $M_{\text{Descriptive}}=4,0$; $t(121)= -3,432$, $p<0,01$) and purchase intentions ($M_{\text{Symbolic}}=3,0$, $M_{\text{Descriptive}}=3,73$, $t(121)=-3,931$, $p<0,001$). The descriptive information generates higher brand perceptions, brand attitudes and purchase intentions. (see table 6).

	Hedonic Symbolic info (N=42)	Hedonic Descriptive info (N=81)	t (121)
Brand Perceptions	3,63 (0,43)	3,97 (0,49)	-3,778***
Brand Attitudes	3,44 (1,02)	4,00 (0,75)	-3,432**
Purchase Intentions	3,00 (1,17)	3,73 (0,86)	-3,931***

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

Table 6: Independent Samples t-test (Hedonic symbolic info vs Hedonic descriptive info)

Utilitarian

Significant differences between the two groups were only found for brand perceptions ($M_{\text{Symbolic}}=3,53$; $M_{\text{Descriptive}}=3,99$; $t(121)=-3,803$, $p<0,001$). The perceptions, it can be seen that the descriptive information creates higher brand perceptions than the symbolic one.

	Utilitarian Symbolic info (N=42)	Utilitarian Descriptive info (N=81)	t (121)
Brand Perceptions	3,53 (0,62)	3,99 (0,66)	-3,803***
Brand Attitudes	3,33 (1,1)	3,58 (0,99)	-1,246
Purchase Intentions	3,03 (1,12)	3,21 (111)	-0,84

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

Table 7: Independent Samples t-test (Utilitarian symbolic info vs Utilitarian descriptive info)

Concluding, H3 is partially accepted. When faced with a hedonic type of ad, descriptive information creates higher brand perceptions, attitudes and purchase intentions than symbolic information. The same doesn't happen when consumers are exposed to a utilitarian ad. The

combination of these types of ads with descriptive information only generates higher brand perceptions than a utilitarian ad with symbolic information. The positive effects of descriptive information are higher in the presence of a hedonic ad than in the presence of a utilitarian ad.

Answering to RQ1: In general, hedonic ads are more effective than utilitarian ones. The most effective type of information is symbolic and CSR related ad since it creates the highest brand perceptions, brand attitudes and purchase intentions.

5.5.2. **RQ2:** *How brand perceptions, attitudes and purchase intentions towards footwear brands are moderated by different consumer profiles?*

H4: *Consumers who are more concerned about the environment and social causes and therefore take more actions in these directions, are more positively affected by sustainable and CSR related information.*

In order to test the hypothesis, a cluster analysis was first conducted using the questions of the “Consumer Profiles” section. It was conducted a hierarchical cluster analysis with all the items of each one of scales. After analyzing the dendrogram, it was acknowledged that the sample could be divided into two main clusters (see figure 9 for more detail).

Firstly, a manova was conducted to understand if there were significant main effects of the stimulus and the clusters in the overall brand perceptions, attitudes and purchase intentions.

There are significant main effects of the stimulus in brand perceptions ($F(3,328)=23,78$, $p<0,001$), brand attitudes ($F(3,328)=4,07$, $p<0,01$) and purchase intentions ($F(3,328)=3,903$, $p<0,01$). Moreover, significant effects of the clusters in the brand perceptions ($F(1,328)=14,304$, $p<0,001$), brand attitudes ($F(1,328)=15,082$, $p<0,001$) and purchase intentions ($F(1,328)=30,444$, $p<0,001$) (see table 8).

The Clusters



THE CONSCIOUS

-  Young woman
-  24 years old
-  Masters' Degree
-  Employed
-  Income 501€-1000€
-  High knowledge of what the terms "climate change" and "sustainable product" mean
-  Friendly and Conscious
-  Environmental concerns guide her actions
-  Altruistic person that wants to positively impact others' lives
-  Ethical consumer
-  Highly sustainable and socially responsible in her purchases



THE INDIFFERENT

-  Man
-  30 years old
-  Bachelors' Degree
-  Employed
-  Income 501€-1000€
-  High knowledge of what the terms "climate change" and "sustainable product" mean
-  He believes he can do something to improve the world
-  Environmental concerns do not guide his actions
-  Not altruistic. When he does something altruistic is just to feel better with himself
-  Buys what he wants. He is not concerned about the impact of his own actions
-  Not concerned about the social and environmental impact of the organizations from whom he purchases

Figure 9: The Conscious and The Indifferent

	Control Group		Sustainable Certificate		Sustainable Claims		CSR Claims		Main Effect Stimulus F (3,328)	Main Effect Clusters F (1,328)	Interaction F (3,328)
	The Conscious (N=37)	The Indifferent (N=46)	The Conscious (N=38)	The Indifferent (N=46)	The Conscious (N=38)	The Indifferent (N=41)	The Conscious (N=41)	The Indifferent (N=42)			
	Brand perceptions	3,64 (0,52)	3,26 (0,46)	3,58 (0,45)	3,58 (0,53)	4,03 (0,49)	3,71 (0,46)	4,19 (0,65)			
Brand Attitudes	3,64 (0,81)	3,42 (0,76)	3,49 (1,05)	3,3 (1,08)	4,05 (0,83)	3,47(0,94)	4,11 (0,87)	3,55 (0,79)	4,07**	15,082***	1,133
Purchase Intentions	3,47 (1,09)	3,13 (0,97)	3,35 (1,13)	2,73 (1,13)	3,75 (0,98)	3,02 (1,02)	3,97 (0,93)	3,17 (0,88)	3,903**	30,444***	0,8

Note: The std. deviations are presented between brackets; * $p < .05$; ** $p < .01$; *** $p < .001$

Table 8: MANOVA (Stimulus and Clusters)

To further understand if there are significant differences between the two groups (clusters) in the brand perceptions, attitudes and purchase intentions that each one of the stimuli creates, an independent samples t-test was conducted.

Sustainable Certificate

There are only significant differences between both groups in the purchase intentions when they are exposed to a sustainable certification in a shoes' ad ($t(82)=2,533, p<0,05$). When comparing the means, we can see that the sustainable certificate creates higher purchase intentions in "The Conscious" consumers than in the "The Indifferent" consumers ($M_{TheConscious}=3,35; M_{TheIndifferent}=2,73$). This means that the presence of this type of sustainable information creates a more positive impact in the purchase intentions of consumers' who have a more conscious and environmentally friendly lifestyle.

	Sustainable Certificate "The Conscious"	Sustainable Certificate "The Indifferent"	t(77)
Brand Perceptions	4,03 (0,49)	3,71 (0,46)	3,019**
Brand Attitudes	4,05 (0,83)	3,47 (0,94)	2,905**
Purchase Intentions	3,75(0,99)	3,02 (1,02)	3,197**

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

Table 9: Independent Samples t-test (Sustainable Certificate Cluster 1 vs Sustainable Certificate Cluster 2)

Sustainable Claims

The presence of sustainable claims in a shoes' ad creates significant differences between both clusters in brand perceptions ($t(77)=3,019, p<0,01; M_{TheConscious}=4,03, M_{TheIndifferent}=3,71$), brand intentions ($t(77)=2,905, p<0,01, M_{TheConscious}=4,05, M_{TheIndifferent}=3,47$) and purchase intentions ($t(77)=3,197, p<0,01, M_{TheConscious}=3,75, M_{TheIndifferent}=3,02$). The presence of sustainable claims creates higher brand perceptions, attitudes and purchase intentions in the consumers from "The Conscious" cluster .

	Sustainable Claims “The Conscious”	Sustainable Claims “The Indifferent”	t(77)
Brand Perceptions	4,03 (0,49)	3,71 (0,46)	3,019**
Brand Attitudes	4,05 (0,83)	3,47 (0,94)	2,905**
Purchase Intentions	3,75(0,98)	3,02 (1,02)	3,197**

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

Table 10: Independent Samples t-test (Sustainable Claims Cluster 1 vs Sustainable Claims Cluster 2)

CSR Claims

When exposed to CSR claims in a shoes’ ad, significant differences between the two groups are only emerging for brand attitudes ($t(81)=3,062$, $p < 0,01$, $M_{\text{TheConscious}}=4,11$, $M_{\text{TheIndifferent}}=3,55$) and purchase intentions ($t(81)=3,975$, $p < 0,001$, $M_{\text{TheConscious}}=3,97$, $M_{\text{TheIndifferent}}=3,18$). The presence of this type of information, consumers that are more guided by their environmental and social concerns (“The Conscious”) have their brand attitudes and purchase intentions more positively affected.

	CSR Claims “The Conscious”	CSR Claims “The Indifferent”	t(77)
Brand Perceptions	4,19 (0,65)	3,99 (0,59)	1,408
Brand Attitudes	4,11 (0,87)	3,55 (0,79)	3,062**
Purchase Intentions	3,97 (0,93)	3,17 (0,88)	3,975***

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

Table 11: Independent Samples t-test (CSR claims Cluster 1 vs CSR Claims Cluster 2)

Concluding, all types of information generate higher purchase intentions in the “The Conscious” when compared to the “The Indifferent”. The sustainable claims create higher brand perceptions, attitudes and purchase intentions in consumers who are more conscious and environmentally concerned (“The Conscious”). Regarding the CSR claims, these ones only generate higher brand attitudes and purchase intentions.

The H4 is accepted. Consumers with higher concerns and therefore more environmentally and socially responsible are more positively affected by sustainable and CSR related information. It is important to state that different types of information affect different parameters of consumers’ brand valuations.

Answering to RQ3, consumers who have higher concerns about the environment and society's welfare and therefore guide their behaviors according to their concerns and beliefs are more positively affected by the presence of sustainable and CSR related information. In the case of the sustainable certification, the presence of this stimulus only increases purchase intentions, while sustainable claims increase both brand perceptions, attitudes and purchase intentions while CSR Claims increase brand attitudes and purchase intentions in this type of consumers.

6. Conclusions & Recommendations

Regarding RQ1, this research shows that when presenting a shoes' ad to consumers, it is more effective to make use of images that create emotions in consumers and that appeal to their feelings (hedonic) than to make use of images that appeal to the functional or beneficial attributes of the product (utilitarian). These findings support previous research that shows that consumers adopt an affective decision-making process for hedonic products like shoes, and therefore they react more positively to an ad that creates certain emotions in them. Moreover, the finds also support the research of Willman-Iivarinen (2017) that stated that consumers don't make their decisions based on the so called "traditional variables" (utilitarian attributes) since products have no significant differences in these parameters, so consumers are interested in a new "range of touch points" that are provided by a hedonic communication. Additionally, the findings of this dissertation show that the presence of sustainable or CSR related information are responsible for higher consumers' valuations and intents of purchase, that supports research done by Landon (1974) that showed that consumers tend to choose products that have other dimensions beyond their functionalities.

Also, the presence of a certain amount of information on sustainability and CSR matters influence the formation of brand attitudes and therefore purchase intentions (Pelsmacker & Janssens, 2007). The CSR claims the most effective type of information. This supports past studies that suggest that companies that adopt CSR strategies are able to enhance "(...) brand image and consumers' preference (...)" and therefore foment purchase intentions (Frederick, 1986; Alexander et al., 2014). The fact that sustainable information is less effective than CSR one also confirms past literature that stated that "(...) only providing sustainability-related information is not enough (...)" to lead consumers choice in the way of buying these kinds of products (O'Rourke & Ringer, 2015). Lastly, consumers tend to react more positively to a brand when they are in the presence of sustainable or socially responsible descriptive information than in the present of sustainable or socially responsible symbolic information in a shoes ad. Once again, this finding supports the literature that shows that descriptive information about these topics is a determinant factor for brand success (Pelsmacker & Janssens, 2007). The results to this research question also show that the stimuli were more effective than ads with no information. This goes in the direction of previous research that shows that "(...) hedonic products are really good targets for informational campaigns to shift behavior (...)" (O'Rourke & Ringer, 2015).

Regarding RQ2, the findings obtained show that consumers who are more sustainable and environmental conscious and therefore are willing to pay more for a sustainable product, are significantly more positively affected (higher brand perceptions, attitudes and purchase intentions) when compared with other consumers' groups. This goes in the directions of previous research that stated that "(...) consumer purchase intentions considers the attitudes and beliefs that a potential customer might have towards a particular product or service (...)" and "(...) consumers who previously expressed concerns and commitment to this topic, are positively influenced by sustainable standards of a product" (Pornpratan et al., 2013; Kanuk; 2009; Yale University, 2015). The findings to this research question also show that several consumers state having high concerns about sustainability and CSR, but they don't purchase or guide their actions according to these concerns. This was previously acknowledged by Mintel (2011) when he found that "(...) 30%-70% of consumers say that they want to buy greener, healthier and more socially responsible but only 1%-5% actually do it".

6.1. Directions for future studies

In future studies it should be investigated a more concrete and deeper demographic and psychographic profile of the consumers belonging to "The Conscious" (cluster 1). This should be done because the sample I was able to collect was homogeneous, leading to a poor characterization and therefore distinction of the two types of consumers. With a deeper knowledge about this consumers' profiles a more adapted and therefore effective communication could be designed and delivered by brands, what would be more beneficial to the brand.

It would also be interesting to investigate how the two different types of communication (hedonic vs utilitarian) combined with different types of information (sustainable vs CSR related information) could generate different outcomes in different cultural settings. Previous research has already shown disparities between countries with different social orientation cultures (individualistic vs collectivistic cultures) (Herédia-Colaço et al., 2017).

Even though I have a blueprint for what consumers prefer, it would also be interesting to formulate marketing/communication strategies (based on the effects that I discovered) that would be adapted to different types of products and business overall strategies. In this way the strategy would be adapted to different businesses and therefore be more effective.

6.1.Limitations

The first limitation is related to the use of online surveys that implies a low level of control over the participants, their answers, circumstances, interest, focus, attention, honesty and commitment while answering the survey (Ilieva et al., 2002). Moreover, when responding to surveys, it is common for participants to be influenced by social desirability, which leads them to change their answers to impress others or feel good about themselves (Larson, 2019). Therefore, results might have been influenced by the social desirability bias. My network of contacts wasn't big enough to be able to collect the necessary amount of answers to build a reliable study. Therefore, to collect more answers I had to use Prolific. This resulted in a sample composed by a lot of random countries and therefore in the loss of accuracy. Moreover, the sample was very homogeneous in terms of age, income and current occupation which compromised the analysis and therefore didn't allow an accurate profile characterization of the consumers from the different clusters.

7. References

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Appendix

Appendix A: In-depth interview of an expert transcript

Interviewee: Rui Moreira, responsible director of the sustainability consulting department in *Centro Tecnológico* (non-profit organisation);

- This organisation helps companies acquiring knowledge about the market and performs laboratory experiments connected with development and investigation;
- In the sustainability area they have three roles: Investigate and develop new materials and sustainable processes; Develop or improve sustainable solutions/processes; Help suppliers searching for new/more sustainable solutions; Consulting services and workshops/seminars about sustainability and CSR matters;

Question Content	Question Answer
What was the receptivity of the companies relatively to the adoption of sustainable and CSR practices?	It is something done by pure need in order to maintain relevancy for the customers. Companies build their strategy according to the market and right now the trends are sustainability and CSR which makes them adopt strategies in these matters.
Did the managers immediately acknowledge that companies would have to adopt sustainable practices?	It was a gradual process remarking four years ago and according to the customers, since something that was not relevant started to be. Companies in the front line of innovation were the pioneers and therefore the ones that took the biggest risk, and the other companies ended up being followers. Industrialized companies only comply with minimal legal requirements.
What kind of companies has been adopting sustainable and CSR practices? Which kind of practices have they been doing/implementing?	There is nothing so called as "100% sustainability" and it is hard to define a measurement for it. The only KPI that exists it is the carbon footprint and it is not accurate. There is a lot of greenwashing. Consumers only see what companies communicate and not what they actually do and how they perform.
How many companies in the Footwear Industry can we consider as sustainable?	Almost every small-medium enterprise. Environmental performance is one of the three parameters of a business (people, planet and profit). These companies are "victims" of social annual audits. Around 40/50 companies adopt active sustainable and CSR practices and are certified by the norm ISO 14001.
Which parameters do companies have to accomplish in order to be considered socially and sustainably responsible?	The minimal legal requirements and everything that they do that proves they are getting better and improving every year.
Do you think that is the consumer that impacts the companies or the companies that impact the consumers?	Consumers impact companies, because companies always want to benefit from a first mover advantages. An interactive process starts in the market. Climate change information impacts consumers and therefore they start having higher consumers regarding this matter and change their consumption behaviour. Companies acknowledge that and try to catch the niche by adapting their strategies.
Do you think that the focus on sustainability had an impact in the exports?	There are no numbers available due to the pandemic crisis in 2020. There was a reduction of 4 billion shoes purchased worldwide and a drop of 20% in the Portuguese shoes' production. The companies' intervention was positive because more and more companies start implementing sustainable and CSR practices.
If you had to choose one or two successful companies, which ones would be?	Lemon Jelly. Their shoes promote circular economy.
Is there any interesting story you would like to share?	A client that said "Five or six years ago only the price and quality of a pair of shoes mattered to the final consumer and to the stores. However, nowadays everything they want to know is about the environment and CSR and price or quality are not a concern."

1- What was the receptivity of the companies relatively to the adoption of sustainable and CSR practices?

It is what it has to be and not something that it is forced for companies to adopt. It is something that they do by pure need, to adapt themselves to market and therefore maintain their relevancy for the customers. Companies develop their businesses in accordance to the market and right now one of the biggest and most relevant strategic areas/niches in emergence is sustainability and CSR. The companies who listen to the market know that they have to make efforts to improve their environmental performance and impact and also to build a company strategy that complies with the working, environmental and social legislation;

2- Did the managers immediately acknowledge that companies would have to adopt sustainable practices?

It started to be a gradual process three or four years ago. It is a process that is developed in accordance with the client since something that was not relevant, suddenly started to be. Due to that, companies needed to start focusing on the macro environment, because it impacted them through the clients and suppliers. It is an irregular/inconsistent process across companies.

The companies in the innovation, design and marketing front line are the pioneers and therefore the ones that take more risks but also the ones that, if things go right, get more rewarded. All of them start adopting strategies in response to the market and the other companies ended up acting as followers. There are also merely industrialized companies that don't follow these strategies and only comply with the minimal legal requirements.

3- What kind of companies has been adopting sustainable and CSR practices? Which kind of practices have they been doing/implementing?

There is never something called as “100% sustainability” and its measurements are hard to define and actually don't exist. The only KPI used is the Carbon Footprint and it is not totally efficient. There is a lot of greenwashing in the market and it is visible since the consumer only sees the storytelling and the marketing of a company and not the actual impact that the same one has in the environment and society. Consumers only see the impact that companies say that they have. For example, we have a vegan brand that only uses non-animal and recycled materials, but their productive process is highly pollutive and their socially practices are not so good. And we have another company, that produces leather shoes, but through a minimal gas emission production process, and therefore has a reduced environmental impact. This company also has strong employees' policies. When we do a comparison analysis between both companies, we end up concluding that their overall negative impact is basically the same even

though for consumers the companies' impact is completely different because they only guide themselves through the stories that brands tell.

A lot of non-profit organisations (Fashion Revolution for example) evaluate brands in terms of sustainable and CSR practices through five or six parameters and then rank them according to their performance in each one of those parameters.

4- How many companies in the Footwear Industry can we consider as sustainable?

Almost every small-medium enterprise adopts these practices. The environmental performance is one of the three fundamental parameters of a business according to the "Three P's" policy (people, planet, profit). These companies work with local suppliers, develop active sustainable/social practices, have collective working contracts and they are "victims" of Social Annual Audits.

Active CSR and Sustainable practices: More than 40/50 companies are certified with the ISO 14001 norm (environmental norm).

5- Which parameters do companies have to accomplish in order to be considered socially and sustainably responsible?

The minimum legal requirements and everything that they are proving that they do to become more responsible. They have to show and prove that they improve every year.

6- Do you think that is the consumer that impacts the companies or the companies that impact the consumers?

Clearly the consumers impacting the companies, because companies always want to benefit from the first mover advantages. This creates an interactive process that starts in the market. The climate change information affects and impacts consumers (information that they didn't have 6/10 years ago). From the moment that consumers start having access to this information, everyone starts to have a bigger concern regarding this topic and therefore changes in the consumption patterns and behaviours are developed. In the following, the brands and companies acknowledge these behavioural changes and try to catch the niche by adapting their strategies and maintaining relevant.

7- Do you think that the focus on sustainability had an impact in the exports?

There are no numbers available. First of all, we were in a pandemic on 2020 which impacted negatively the market and triggered a reduction of 4 billion shoes purchased worldwide and a drop of 20% in the Portuguese shoe production.

The companies and cluster (main companies, suppliers and all of the other companies that influence the market) intervention was positive because there more and more companies implementing these kinds of practices in their business models. Nowadays, the clients (shoes'

stores, department stores, marketplaces, etc.) go to a manufacturer and say all the specificities they want in a shoe and now, more than ever before, all of them starting to have the solutions. However, there is still no way to measure these impacts in monetary terms.

Companies are continuously actively searching for the best solution, all of them are prepared which means that they are ready to address the international clients.

8- If you had to choose one or two successful companies, which ones would be?

Shoe sole producers: Industry of the injectable shoe soles;

Shoe brand: YouShoes (small company) and Lemon Jelly (the characteristics of the product promote circular economy).

9- Is there any interesting story you would like to share?

Story: In the other day I was with a client that said to me “Five or six years ago only the price and quality of a pair of shoes mattered to the final consumer and to the stores. However, nowadays everything they want to know is about the environment and CSR and price or quality are a not a concern”.

Curiosity: They have been working with a brand named Felmini for a long time. This brand has been in the fashion market for more than twenty years. There was a time that this company/brand got to a point that they started being left behind for their biggest client (Zalando) because in the website search motor they added a “Sustainability” filter. This dropped down the number where Felmini appeared in the Zalando webpage and therefore impacted negatively their sales. This led the company to start making efforts to develop products with less social and environmental impact and introducing new sustainable practices in order to not loose sales and competitive advantage.

Important values in the industry: Authenticity vs Greenwashing; Transparency (capacity that companies have to show how they do things. The future will be a QR code than consumers will scan and see everything about the product they are intending to purchase); Traceability (Capacity to track everything about the product and how the product was built to create the minimal possible impact in the end of its lifecycle).

Appendix B: In-depth Interview Consumers transcript

		Portuguese young woman, 22 years old, Management Master Student	German young man, 27 years old, Management Master Student	German woman, 57 years old, Teacher	Portuguese young woman, 22 years old, Psychology Master Student
Purchase Habits and Concerns in general	1- How do you feel about shopping in general?	Likes shopping; Always visiting stores and brands' websites; Buys impulsively;	Likes shopping and the feeling of having new things; Prefers the offline experience;	Likes shopping but does not shop regularly;	Moderate about her purchases (complex thinking before any purchase);
	2- What drove your purchases? Necessity or satisfaction?	Satisfaction;	Satisfaction;	Either satisfaction or necessity;	Necessity;
	3- Which concerns do you have while shopping?	Quality (does not mind paying high prices for higher quality);	Price sensitive; Connection with prior brands; Sensations;	Quality and look of the products;	Price-quality relation;
	4- How those concerns guide your purchases?	Might not buy a certain product that she likes because the quality is low;	If the product does not look nice he does not purchase the item;	Pays more for a really good looking and high-quality product;	Does not mind paying a bit more for a higher quality product;
Purchase Habits Regarding Shoes	1- What are the key moments that led you to buy shoes?	Necessity but also picturing a certain pair with an outfit;	Necessity and seeing a nice pair of shoes from a brand with whom he has a prior connection;	Comfort (health condition);	Necessity;
	2- Do you have any kinds of concerns when you purchase shoes?	Comfort, look and quality;	Quality, brand reputations and style;	Comfort and presence of a special medical component;	Price-quality relation;
Environmental Concerns	1- What are the measures you take to reduce your environmental impact?	Recycles; Public transports; Reduced meat consumption; Tries to purchase from brands with a positive impact, with no social or environmental scandals;	No measures;	Recycles; Ordered an electric car; Drives by bike whenever she can; Buys regional products in the fresh market; Bio products;	Buying by pure necessity and not by pleasure; Concerns about the brand from whom she purchases; Recycles; Public transports; Own bad when she goes grocery shopping; Unplugs devices whenever she is not using them;
	2- How do you feel about future generations and your impact on them?	Feels really bad;	Concerned but does not guide his life based on that;	Feels really bad because of her family overall impact;	She tries to communicate her sustainable behaviors to future generations;
	3- How would you describe yourself as a consumer?	Social-conscious consumer;	Normal consumer;	Conscious and critical;	Conscious;
	4- What are your concerns about sustainability and social matters when you purchase a product?	Biological products; Minimal animal exploitation; Good quality; Makes sure that the brands are socially and environmentally responsible and friendly;	Not any specific concerns;	Where and how is the product produced; Does not buy fast-fashion;	Type of materials and resources used;
	5- How those concerns might affect your purchase decisions?	If a brand has a bad reputation, treats unfairly its employees and has a negative impact in the society and in the environment she does not buy from them;	Does not play a big role in his decision process;	Does not buy too cheap; Does not buy fast fashion;	Only searches from brand with a low negative impact;
Knowledge of the Portuguese Footwear Industry	1- What are your perceptions about the Portuguese Footwear Industry?	Big market; High quality and famous around the world; Unique and expensive;	Important sector in the Portuguese Fashion Industry; A lot of shoes from them are sold across Europe;	No;	No;
	2- Do you know any Portuguese shoes' brand? If yes, which one? Where did you hear about it?	Lemon Jelly; Cubanas; Nae; (knows all the brand because of their Instagram pages);	No;	No;	No;
	3- Do you know any sustainable Portuguese footwear brand?	Lemon Jelly and Nae;	No;	No;	No;
	4- Are you aware of any measures taken by the Portuguese footwear industry regarding sustainability and social responsibility?	Industry committed in reducing their environmental impact in x% until 2030;	There are general regulations;	No;	No;
	5- Do you own any pair of shoes from a Portuguese brand? From which brand?	Lemon Jelly and Cubanas;	No;	No;	No;
	6- Describe yourself as a consumer in one word.	Addicted;	Conscious/Indifferent;	Conscious;	Conscious;

Purchase habits and concerns in general

1. How do you feel about shopping in general?

Portuguese young woman, 22 years old, Management Master Student: I like shopping and I have always been super addicted to it. Always visiting stores, visiting brands' websites and searching for the latest trends. I have always bought in an impulsive way, but I have been improving and I am getting more conscious and also thinking more about the impact of my purchases.

German young man, 27 years old, Management Master Student: I like shopping, I like to go for a shopping day, I like the sensation of having new things, I like the online and offline experience. I think that offline is even nicer, because you can try clothes, you can see them real life and it is a happier experience. I consider myself a shopping addict person.

German woman, 57 years old, Professor: I like shopping, but I am not shopping every day or every week, once or twice a month only.

Portuguese young woman, 22 years old Psychology Master Student: I usually think a lot about the purchases I make, I don't purchase anything without a complex thinking before. I always analyze if it is worth it, if I really need it, and the price-quality relation of a product. I also have concerns about the degree of sustainability that a product might have, but it is not always present in every purchase. Sustainability concerns are mostly present when I purchase clothes. Usually sustainable brands are more expensive, leading me to choose the cheapest option in the majority of times.

2. What drives your purchases? Necessity or satisfaction?

Portuguese young woman, Management Master Student: I think that it used to be satisfaction but 2/3 years ago I started being more moderated in my purchases and therefore I only purchase out of necessity. Sometimes is still really hard to contain myself for not buying something that looks really nice in a shop.

German young man, 27 years old, Management Master Student: Most of the times is satisfaction because I like the process, to try clothes, have and wear new things. Even though there is always a part of necessity. I think overall it is a mix of both, but if I am honest to myself, I am more a person that buys out of satisfaction.

German woman, 57 years old, Professor: Sometimes I need certain things, but sometimes I just want to feel better and purchase something for myself. But a lot of times, I decide to go out to purchase something for myself and I get disappointed (sometimes it is even frustrating).

Portuguese young woman, 22 years old Psychology Master Student: In general, my purchases are driven by necessity in terms of clothes and shoes. If I do not drive my purchases through necessity, I believe that I will end up having too many shoes and clothes, resulting in a waste of money.

3. Which concerns do you have the most while shopping?

Portuguese young woman, 22 years old, Management Master Student: Quality. I think it is what I care about the most specially in fashion items like clothes. I am really passionate about clothes and therefore I pretend them to last that's why quality is my main decision factor. I don't mind paying more if that will mean more quality.

German young man, 27 years old, Management Master Student: Since I am student, first and foremost I am price sensitive because of my budget, so price is definitely a factor. I am a person that reacts to brands I know, so I have a prior connect with brands that I already

purchase before. But of course, it depends on the shopping category, if I go for something more utilitarian price counts more when compared to a hedonic product. For something hedonic I care more about brand, quality, sensation (looks and feels nice) but the price is still there.

German woman, 57 years old, Professor: I think I like quality and of course I don't want to pay too much for things, but I don't mind paying more. Clothes must fit which is the biggest problem. Overall, I can state price-quality as my main decision factor.

Portuguese young woman, 22 years old Psychology Master Student: Price-quality relationship it is the one that concerns me the most due to my available money during the month. I prefer to buy more expensive, and less, but with higher quality than to buy a cheaper, more, but with a lower degree of quality.

4. How those concerns might guide your purchase decisions? Why?

Portuguese young woman, 22 years old, Management Master Student: Quality is my number one decision factor, so if I see something that I really like but then I look at the tag and the materials that are present in the biggest quantities are not good, I just don't buy the item. I don't want to risk having to buy the same kind of product only a few years after.

German young man, 27 years old, Management Master Student: I want what it looks nice (if I feel nice wearing the product). Price counts but only when is way higher than of what I would be willing to pay.

German woman, 57 years old, Professor: If I find something which is really nice, that fits and looks good, it is not so important the price. But it is not as if I am buying from luxury brands or anything.

Portuguese young woman, 22 years old Psychology Master Student: These concerns end up guiding my purchase behavior, because I need to manage my money every month. It's a matter of doing the math. If we buy cheaper with lower quality; we end up having to buy new clothes with a higher frequency and in the end of the day it ends up getting more expensive than to buy more expensive with a higher quality but only one time (products tend to last longer).

Purchase habits regarding shoes

1. What are the key moments that can lead you to purchase shoes?

Portuguese young woman, 22 years old, Management Master Student: I think I purchase shoes out of necessity but also when I like a pair of shoes and I imagine that will look nice with a certain outfit. I think there is no specific moment. If I like a pair of

shoes and I can imagine myself using them in certain occasions and I have the money to purchase them, then I end up buying the shoes.

German young man, 27 years old, Management Master Student: Seeing shoes around me for example, seeing “a nice pair” so I immediately think “I want one of those”. I am influenced from what I see around me. I always have one new pair of shoes that I use regularly and then I have a used pair that I use in more “dirty” situations like parties for example. In Germany I have a pair of boots (one black and beige) for special circumstances. Necessity is the main reason to buy, that’s when I search the most and pay more attention to the visual context I am exposed to.

German woman, 57 years old, Professor: I can’t buy normal shoes in a normal store because of my damaged shoe. I always have to order shoes from a special brand that makes shoes for feet like mine. Not pretty and fashionable but they are comfortable.

Portuguese young woman, 22 years old Psychology Master Student: Necessity. If we buy too much, we end up accumulating too many things that we don’t use that much. Also, it doesn’t compensate for me to always buy what I like due to money issues. I take advantage of sales season a lot of times, because I can manage to buy high quality products but with a lower price.

2. Do you have any kind of concerns when you purchase shoes?

Portuguese young woman, 22 years old, Management Master Student: Not really. I think maybe comfort and how nice they look is the only concern beyond the quality that I mentioned before (that guides all my types of purchase).

German young man, 27 years old, Management Master Student: Quality, and it is an expensive purchase, so brand reputation is super important (always search for the same brands, adidas, nike, etc), style.

German woman, 57 years old, Professor: Comfort and if it has this special medical component for the feet problem.

Portuguese young woman, 22 years old Psychology Master Student: I don’t have any particular concerns when buying shoes despite from the price-quality relation. It is not something that I purchase in a regular basis.

Environmental concerns

1. What are the measures you take to reduce your environmental impact?

Portuguese young woman, 22 years old, Management Master Student: I recycle, I use public transports, I reduced heavily my meat consumption and I try to buy less and

not discard my clothes really fast. I also try to purchase from brands that have a positive impact in the world and that have no social or environmental scandals.

German young man, 27 years old, Management Master Student: No measures or whatsoever.

German woman, 57 years old, Professor: I am not really good I think, I am still driving around with the car, eating meat, flying in vacations. But I try to do some basic things like, recycling, I ordered an electric car, I try to drive by bike (depending on the weather and time of the day). I try to buy regional products, to go to the fresh market and buy bio products.

Portuguese young woman, 22 years old Psychology Master Student: The first measure I take is to only buy because of pure necessity and not by pleasure. Beyond having concerns regarding the impact of the brands from whom I purchase, I recycle, I use mainly public transports, I always take a bag with me when I go grocery shopping to not use plastic ones, and I unplug devices whenever I am not using them.

2. How do you feel about future generations and your impact on them?

Portuguese young woman, 22 years old, Management Master Student: I feel really bad actually. I think that we as a society just don't care. We use and abuse of the available resources and there will be a time in the future where we will face scarcity and there will be no resources and quality of life as we know today for future generations.

German young man, 27 years old, Management Master Student: I am concerned about future generations, but I don't live concerned about future generations. I think that my impact is not that big, I do. Nor purchase every day. Maybe it will get better in major purchases like a car or a house. From the moment onwards that you will have the money to afford this kind of lifestyle (because it is way more expensive) you will definitely start pursuing a more environmentally friendly way of living (that's my honest opinion).

German woman, 57 years old, Professor: Not so good. We as a family are really bad in using all of these resources, doing what we want to do and not really caring about what comes next. I am concerned about future generations; it is not that I don't do anything I just don't do enough. And I didn't educate my children very nice about it.

Portuguese young woman, 22 years old Psychology Master Student: I think that the impact I can have is transmitting to future generations these little things that I do, to reduce my environmental impact. If we are a huge group doing the same small actions,

it ends up impact the world in a significant degree. I take these actions not only because I care about future generations but also because I feel good doing them.

3. How would you describe yourself as a consumer?

Portuguese young woman, 22 years old, Management Master Student: I am a social conscious consumer because I try to buy from conscious brands but at the same time, I purchase a lot so I cannot say that I have a low environmental impact. Even though I know the negative impact I am having in the environment I just can't avoid buying.

German young man, 27 years old, Management Master Student: I am a normal consumer, I have what others have, but maybe in a higher quantity and sometimes I buy too much. I am a victim of Apple for example, I like to have the new stuff.

German woman, 57 years old, Professor: Conscious and critical and I am looking for quality. I try to not buy things that I don't need.

Portuguese young woman, 22 years old Psychology Master Student: I am a conscious consumer. In every purchase I make, they not only impact myself and my budget but also because I end up impacting everyone around me in terms of environmental impact.

4. What are your concerns about sustainability or social matters when you purchase a product?

Portuguese young woman, 22 years old, Management Master Student: I try to make sure that everything is biological, with minimal animal exploitation, good quality (to keep everything for a long time and not discard it quickly). I try to make sure that the organization is socially responsible and friendly.

German young man, 27 years old, Management Master Student: Not really. I wouldn't buy for a company that mistreat children (based on reputation which I am aware).

German woman, 57 years old, Professor: I think about where it is and how it is produced but it doesn't really lead me to go to a special shop and just buy products that are nicely produced.

Portuguese young woman, 22 years old Psychology Master Student: I consider the type of materials and resources (human and non-human) that brands use to produce every single piece of cloth.

5. How those concerns affect your purchase decisions? Why?

Portuguese young woman, 22 years old, Management Master Student: They totally affect, if a brand has a bad reputation, doesn't give fair conditions to the employees and has a significant negative impact in the society I just don't purchase from them, no matter how much I like the product.

German young man, 27 years old, Management Master Student: It doesn't play a big role in my decision process. In the moment that a brand step the line that I find acceptable I stop purchasing from them (scandals and don't comply with the legal requirements).

German woman, 57 years old, Professor: I don't buy very cheap things because I think they are not fairly produced, and I don't purchase from fast-fashion brands because things are so cheap which can mean not fair working conditions. I buy from brand that I think are nice, but I am not so sure.

Portuguese young woman, 22 years old Psychology Master Student: They affect to the extent that I only look for brands that have a lower negative social and environmental impact. I think twice before purchasing since sustainable and socially responsible brands are more expensive, so I have to find a balance that enables me to purchase these kinds of products.

Knowledge of the Portuguese footwear industry

1. What are your perceptions about the Portuguese Footwear Industry?

Portuguese young woman, 22 years old, Management Master Student: I think it is a big market in Portugal. Shoes with high-quality and famous around the world and also expensive and unique.

German young man, 27 years old, Management Master Student: I know that it is an important factor for the overall fashion Portuguese Fashion Industry and I also know that a lot of shoes that are sold across Europe are made in Portugal.

German woman, 57 years old, Professor: I have none.

Portuguese young woman, 22 years old Psychology Master Student: The idea that I have is that they are high-quality brands, that have concerns regarding sustainability and social responsibility.

2. Do you know any Portuguese Shoes' brand? If yes, which one? Where did you hear about it?

Portuguese young woman, 22 years old, Management Master Student: Yes, I know some. I know LemonJelly (I have 2 pairs of boots from them), Cubanas (1 pair) and nae. I know them because of their Instagram pages.

German young man, 27 years old, Management Master Student: No.

German woman, 57 years old, Professor: No.

Portuguese young woman, 22 years old Psychology Master Student: No.

3. Do you know any sustainable Portuguese footwear brand?

Portuguese young woman, 22 years old, Management Master Student: LemonJelly and nae.

German young man, 27 years old, Management Master Student: No.

German woman, 57 years old, Professor: No.

Portuguese young woman, 22 years old Psychology Master Student: No.

4. Are you aware of any measures taken by the Portuguese Footwear Industry regarding sustainability or social responsibility?

Portuguese young woman, 22 years old, Management Master Student: I know that the industry is committed in reducing their environmental impact in x% until 2030.

German young man, 27 years old, Management Master Student: I think there is a general rule that regulates that.

German woman, 57 years old, Professor: No.

Portuguese young woman, 22 years old Psychology Master Student: No.

5. Do you own any pair of shoes from a Portuguese brand? From which brand?

Portuguese young woman, 22 years old, Management Master Student: Yes, from LemoonJelly and Cubanas.

German young man, 27 years old, Management Master Student: No.

German woman, 57 years old, Professor: No.

Portuguese young woman, 22 years old Psychology Master Student: No.

6. Describe yourself as a consumer in one word.

Portuguese young woman, 22 years old, Management Master Student: Addicted.

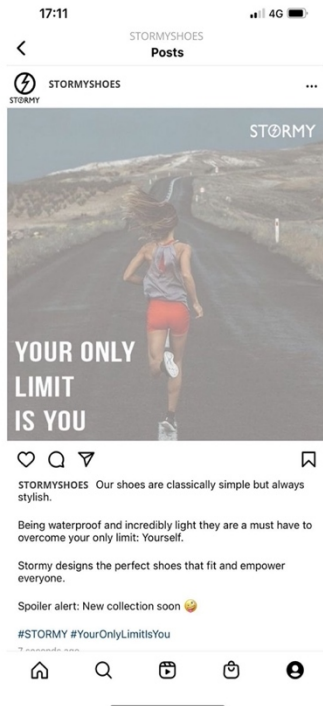
German young man, 27 years old, Management Master Student: Curious/Indifferent.

German woman, 57 years old, Professor: Conscious.

Portuguese young woman, 22 years old Psychology Master Student: Conscious.

Appendix C: Hedonic and Utilitarian ads

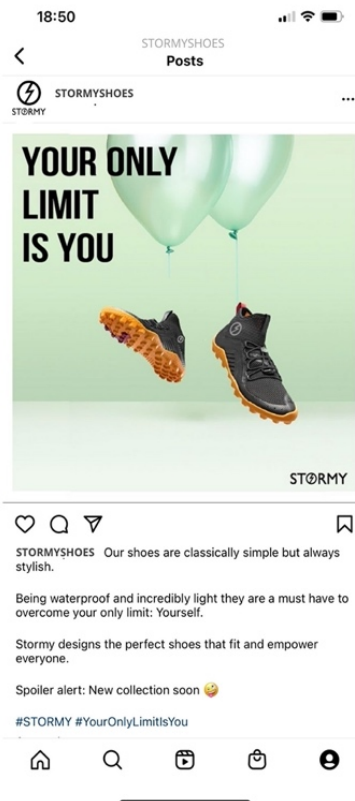
Hedonic 1



Hedonic 2



Utilitarian 1



Utilitarian 2



Appendix D- Pilot Study

Introduction Block

Dear Participant,

Welcome and thank you in advance for taking the time to complete this survey.

This survey is part of my master thesis and aims to study the impact of sustainability and CSR strategies in the consumer behavior and purchase intentions, in the footwear industry.

There are no right or wrong answers so feel free to give me your most honest opinion.

This questionnaire is anonymous and therefore confidential, so your identity will never be revealed.

If you have any further questions do not hesitate to contact me via the following email:

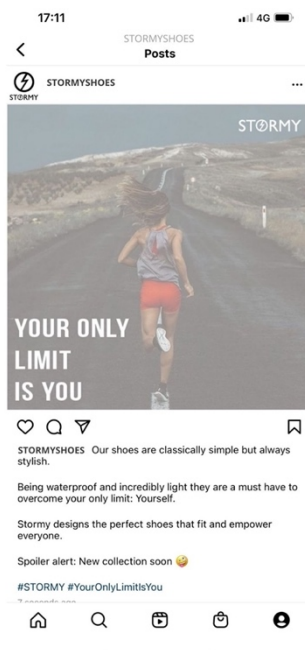
shoesstormy@gmail.com

Your contribution is highly appreciated!

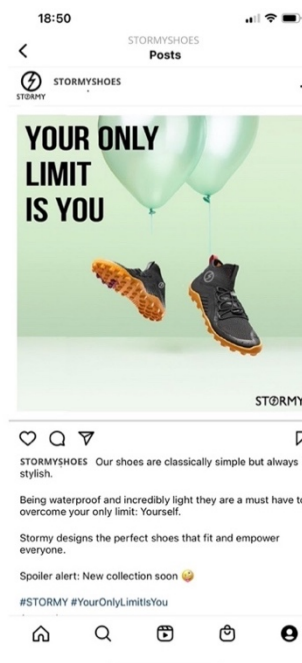
Main Questions

Now you will be presented with the following advertisements.

Advertisement 1



Advertisement 2



Advertisement 3



Advertisement 4

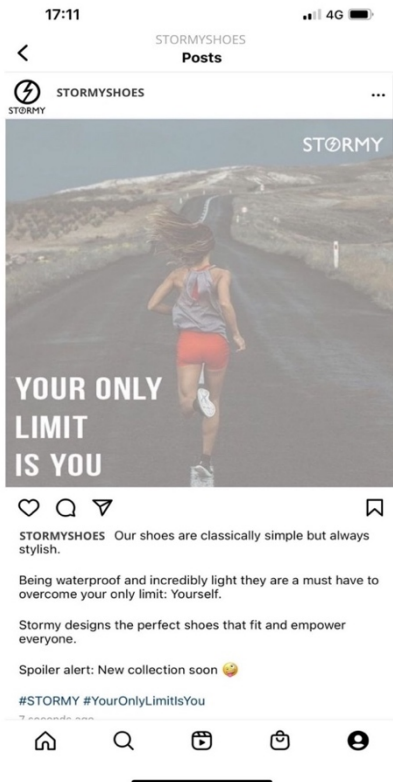


Q1: Consumers attitudes/perceptions towards the ad.

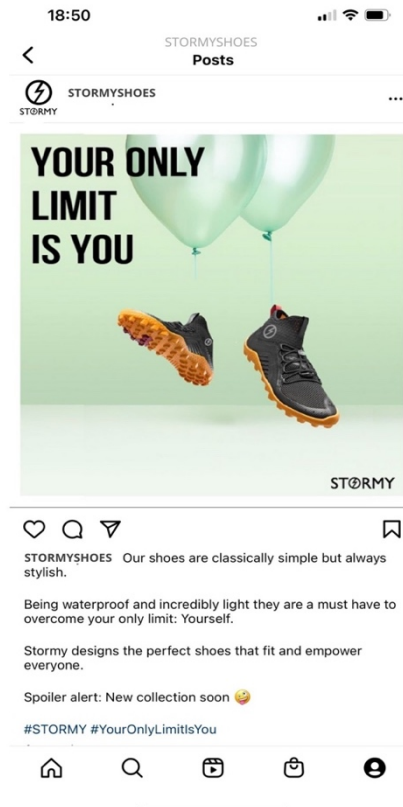
	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I find this advertisement likeable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find this advertisement attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement creates certain emotions in me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find this advertisement mostly hedonic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find this advertisement mostly utilitarian.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix E: Stimulus presented in the main study

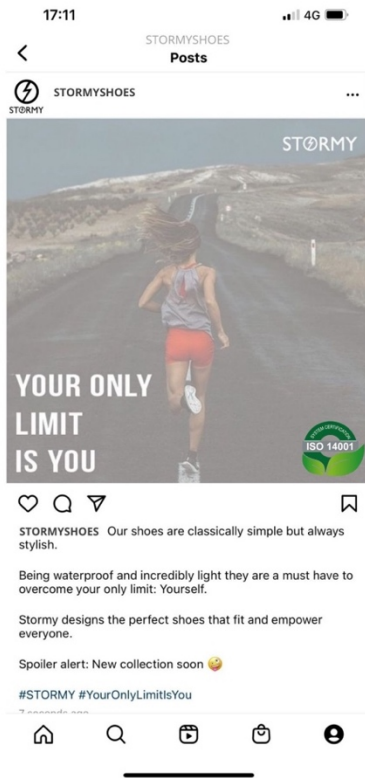
Hedonic Control Group



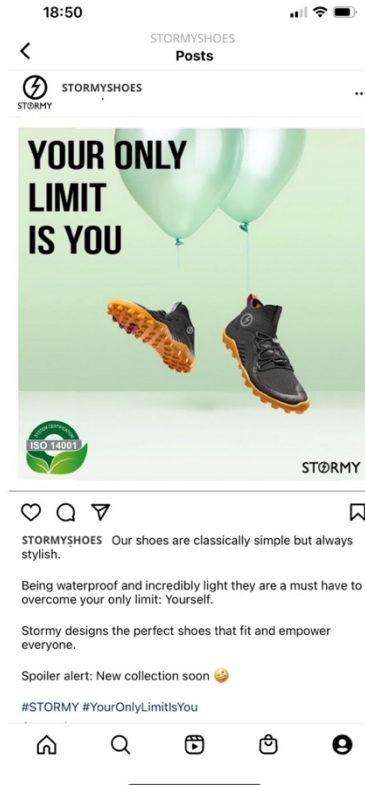
Utilitarian Control Group



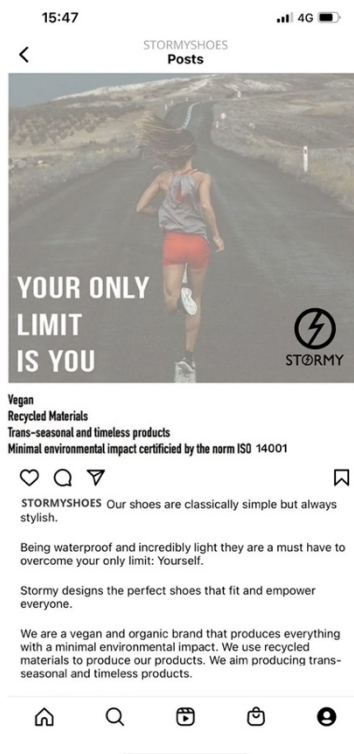
Hedonic Sustainable Certificate



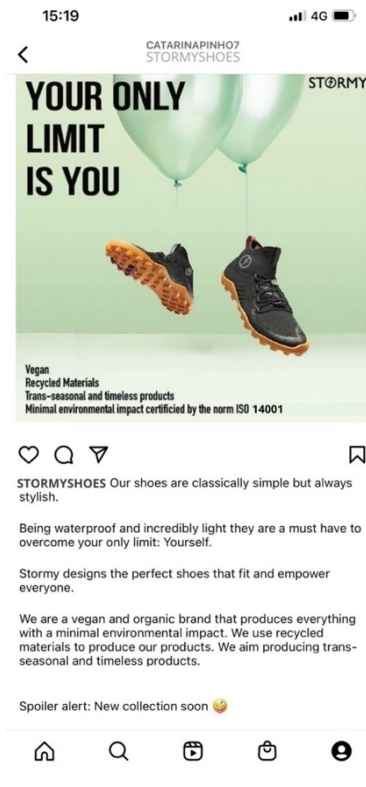
Utilitarian Sustainable Certificate



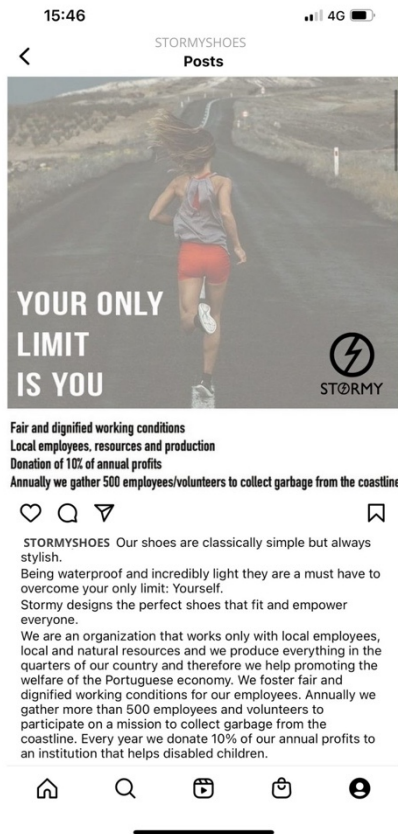
Hedonic Sustainable Claims



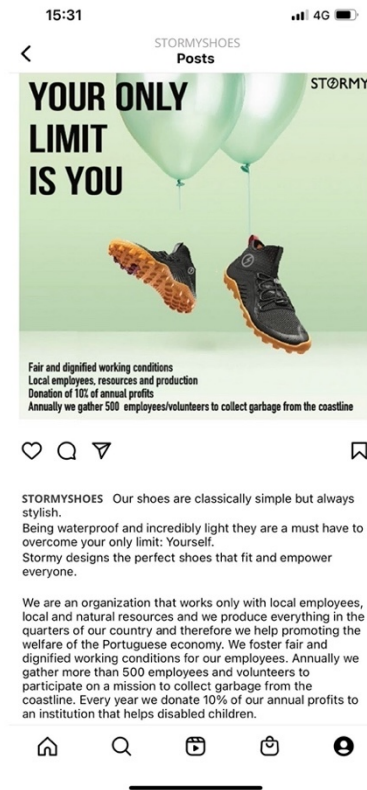
Utilitarian Sustainable Claims



Hedonic CSR Claims



Utilitarian CSR Claims



Appendix F- Consumer Profiles

Variables	Number of Items	Items Description	Source
Knowledge and Awareness of Sustainability	4	1-I know very well what the term "climate change" means; 2-I know very well what the term "sustainable product" means; 3-The amount of energy I use does not affect the environment in any significant degree; 4-Regardless of what I do, future generations won't be affected;	Adapted from Taufique (2014)
Attitudes towards Sustainability	6	1-There is nothing that a normal citizen can do to helping stop the environmental pollution; 2-My actions today will not influence the future generations; 3-I think environmental protection is meaningless; 4-Environmental protection issues and measures are a complete waste of money; 5-Environmental issues are none of my business; 6-I only recycle because others do so too;	Adapted from Taufique (2014)
Green Consumer Value	4	1-It is important to me that the products I consume are not harmful to the environment; 2-I consider the potential environmental impact of my actions before I make any decision; 3-My purchase habits are influenced by my environmental concerns; 4-I would describe myself as a person	Adapted from Taufique (2014)

Altruism	5	1-I have given money to charity; 2-I have done volunteer work for charity; 3-I have carries strangers' belongings (ex: Groceries); 4-I havde allowed a stranger to go ahead of me in a lineup (ex: Supermarket); 5-I have offered my seat on a bus or train to a stranger who was stending;	Adapted from Rushton, (1981)
Ethical Consumption	8	1-I try to avoid excessive product packaging; 2-I purchase products according to the company reputation; 3-I prefer to use public transports or to cycle to work instead of going by car; 4-I purchase fair trade products; 5-I purchase free animal products; 6-I don't purchase meat from the supermarkets; 7-I pursue an organic diet; 8-I try to avoid buying new clothes;	Adapted from Wooliscroft, (2013)
Consumption Orientation	7	1-I care about the employees beyond an organization; 2-I am concerned about fair trade when I purchae products; 3-I am concerned about the social and environmental impact of the organizations from whom I purchase; 4-i tend to keep clothes as long as possible rather than discarding them; 5-I prefer to purchase from local producers; 6-We need to support our country's economy;	Adapted from Jung & Jin (2016)
WTP more for a sustainable/socially responsible product	1	How much more you would be willing to pay for a sustainable/socially responsible product.	Adapted from Salonen, (2014)

Appendix G: Main Study

Introduction Block

Dear Participant,

Welcome and thank you in advance for taking the time to complete this survey.

This survey is part of my master thesis and aims to study the impact of sustainability and CSR strategies in the consumer behavior and purchase intentions, in the footwear industry.

There are no right or wrong answers so feel free to give me your most honest opinion.

This questionnaire is anonymous and therefore confidential, so your identity will never be revealed.

If you have any further questions do not hesitate to contact me via the following email: shoesstormy@gmail.com

Your contribution is highly appreciated!

Block 1- Consumer Profiles

Q0: In this first group I would like you to answer some questions about your beliefs

Q1: Knowledge and Awareness of Sustainability

Now I would like to ask you some questions regarding your knowledge and awareness of sustainability. Please indicate to what extent do you agree with the following sentences (1-strongly disagree, 5-strongly agree).

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I know very well what the term "climate change" means.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know very well what the term of "sustainable product" means.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of energy I use does not affect the environment in any significant degree.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regardless what I will do, future generations won't be affected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2: Attitudes towards Sustainability

Now I would like to ask you some questions regarding your attitudes towards sustainability. Please indicate to what extent do you agree with the following sentences (1-strongly disagree, 5-strongly agree).

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
There is nothing that a normal citizen can do to helping stop the environmental pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My actions today will influence the future generations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I think environmental protection is meaningless.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental protection issues and measures are a complete waste of money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental issues are none of my business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I only recycle because others do so too.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3: Green Consumer Value

Now I would like to ask you some questions about your concerns during the consumption process. Please indicate to what extent do you agree with the following sentences (1=does not describe me, 5=describes me extremely well).

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
It is important to me that the products I consume are not harmful to the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider the potential environmental impact of my actions before I make any decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My purchase habits are influenced by my environmental concerns;	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would describe myself as a person who is concerned about the future generations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4: Altruism

Now I would like to ask you to which extent you do any of the following actions (1=never, 5=very often).

	Never (1)	Once (2)	More than once (3)	Often (4)	Very Often (5)
I have given money to charity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have done volunteer work for charity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have carried strangers' belongings (ex: Groceries)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have allowed a stranger to go ahead of me in a lineup (ex: Supermarket)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have offered my seat on a bus or train to a stranger who was standing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5: Ethical Consumption

Now I would like to ask you to which extent do you believe that the following sentences describe you (1=does not describe me, 5=describes me very well).

	Does not describe me (1)	Describes me slightly well (2)	Describes me moderately well (3)	Describes me very well (4)	Describes me extremely well (5)
I try to avoid excessive product packaging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I purchase products according to the company reputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to use public transports or to cycle to work instead of going by car.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I purchase fair trade products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I purchase free animal products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't purchase meat from the supermarkets.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I pursue an organic diet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to avoid buying new clothes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

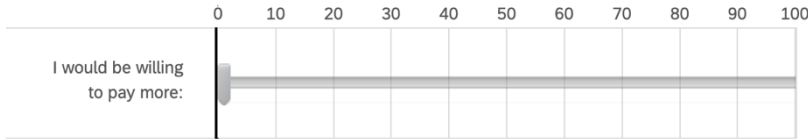
Q6: Consumption Orientation

Now I would like to ask you some questions about your consumption orientation. Please indicate to what extent do you agree with the following sentences (1=does not describe me, 5=describes me extremely well).

	Does not describe me (1)	Describes me slightly well (2)	Describes me moderately well (3)	Describes me very well (4)	Describes me extremely well (5)
I care about the employees behind an organization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about fair trade when I purchase products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about the social and environmental impact of the organizations from whom I purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to keep clothes as long as possible rather than discarding them quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to purchase from local producers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We need to support our country's economy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7: WTP more for a sustainable/socially responsible product

Please indicate how much more you would be willing to pay for a **sustainable and socially responsible product**.



Block 2- Video

Now a 30 seconds video will be showed. Please watch it carefully since some questions will be asked in the end.

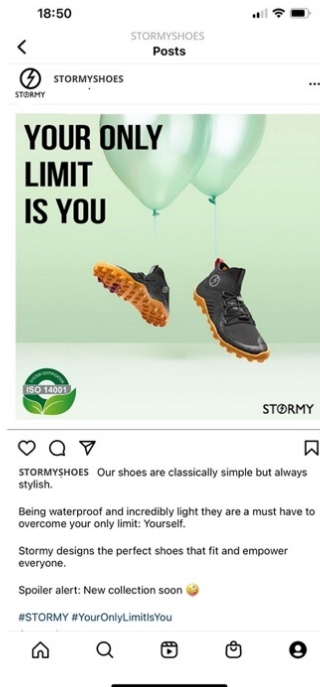
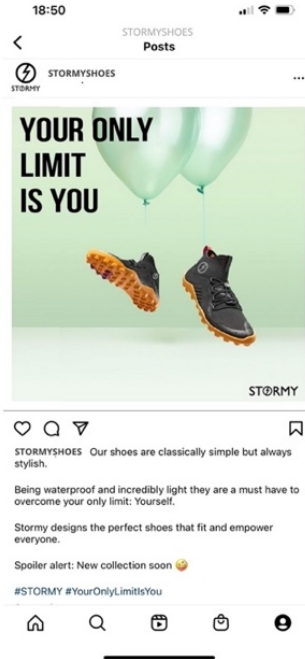
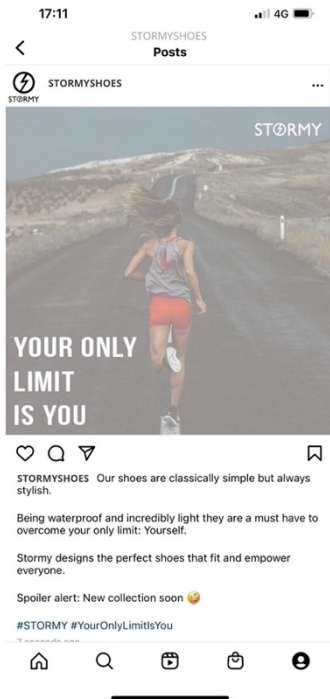


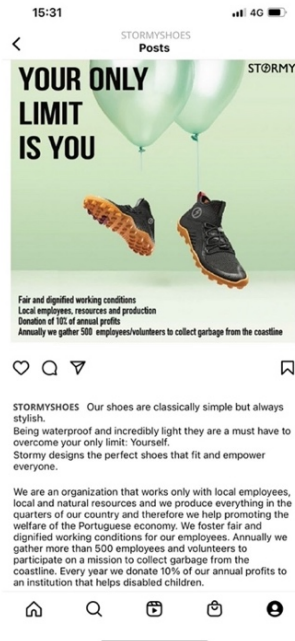
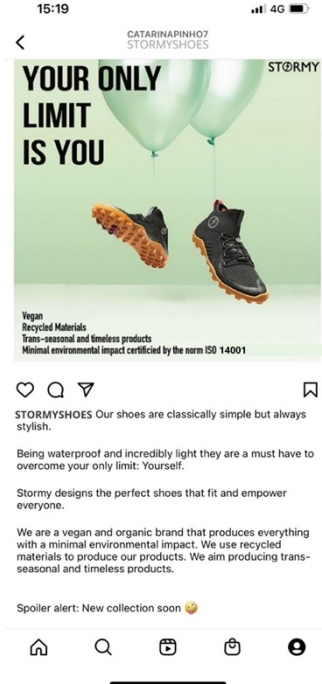
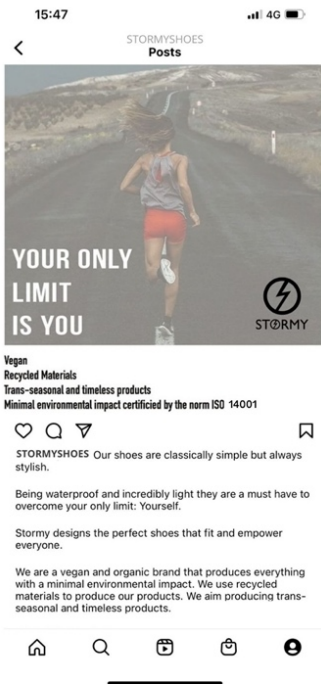
Please indicate to which extent you agree with following sentences:

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
This video made me feel encouraged and motivated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This video is the perfect demonstration of resilience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After watching this video, I feel that failing is acceptable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Main Study

Now you will be presented with an Instagram post. Please analyze the image and its description carefully and then answer a couple of questions about it.





Q1: Manipulation check 1

I find this advertisement mostly:

Utilitarian Hedonic

Block 11-Main Questions

Q1: Now a set of questions about your general perceptions about Stormy Shoes will be asked. Please indicate to which extent you agree with the following statements (1-strongly disagree, 5-strongly agree).

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I find this company highly focused on Sustainability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find this company highly focused on CSR.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2: Now a set of questions about your opinion regarding Sustainable and Corporate Social Responsibility actions of Stormy Shoes will be asked. Please indicate to which extent you agree with the following statements (1-strongly disagree, 5-strongly agree).

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Stormy Shoes respects social norms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormy Shoes is a socially responsible brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormy Shoes is a sustainable brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormy Shoes cares about its employees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormy Shoes acts above the minimal legal requirements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormy Shoes tries to make an impact in others' lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3: Now a set of questions about your feelings towards Stormy Shoes will be asked. Please indicate to which extent you agree with the following statements (1-strongly disagree, 5-strongly agree).

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I find this advertisement likeable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find this advertisement attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement makes me feel good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5: Now a set of questions about your purchase intentions and interest in Stormy Shoes will be asked. Please indicate to which extent you agree with the following statements (1-strongly disagree, 5-strongly agree).

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I would be willing to purchase from this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very interested in buying these shoes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very interested in obtaining more information about these shoes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 11-Deomographics

Now I would like to ask you some questions about yourself.

Q1: Gender

What is your gender?

- Female
- Male
- Other

Q2: Age

How old are you?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54

- 55-64
- 65 or above

Q3: Country/Nationality

Where are you from?

Portugal



Q4: Education Level

What is the highest level of education you have completed?

- Less than High-School
- High School
- Bachelor's Degree
- Master's Degree
- Doctoral Degree
- Professional Degree

Q5: Current Occupation

What is your current occupation?

- Student
- Student-Worker
- Employed
- Unemployed
- Retired

Q6: Monthly Personal Income

What is your personal available monthly income before taxes?

- <500€
- 501€-1000€
- 1001€-1500€
- 1501€-2000€
- >2000€

Appendix H: Clusters

Demographic and Psychographic Profile of the Clusters

The Conscious (Cluster 1): Mainly women (70,8%) aged between 18-24 years old (49,4%) and 25-34 years old (31,8%). They have as highest level of education either high school (31,8%), a bachelor's degree (45,5%) or a masters' degree (20,1%). The majority is employed (40,9%) or still studying (37,7%). Around 5,8% are unemployed. Their personal monthly income is around <500€ (46,1%), 501€-1000€ (25,3%) and >2000€ (12,3%).

Their knowledge and awareness of sustainability is extremely high (M=4,64) and their attitudes towards the environment are friendly and conscious (M=4,62). They are concerned about the environment and that is reflected in the fact that their concerns guide their purchases, they try to purchase products that are not harmful to the planet, consider the impact that their decisions have in the society and are concerned about the future generations (M=3,98). They altruistic people and try to make a positive impact in others' lives (3,52). They have a moderately ethical consumption by trying to buy from conscious organizations, animal free and fair-trade products, avoiding excessive product packaging and prefer using public transports over their own car to move in around city (M=3,2). Their consumption orientation is highly sustainable and socially responsible since they care about the reputation of the organizations from whom they purchase, if those organizations promote dignified working conditions, they support the local economy and its maintenance importance (4,08). They are usually willing to pay 37% more for a sustainable or socially responsible product.

The Indifferent (Cluster 2): Both women (53,2%) and men (46,8%) aged between 18-24 years old (47,4%) and 25-34 years old (33,5%). As the highest education a high school diploma (31,8%) or a bachelor's degree (49,7%). The majority is employed (35,8%) or still studying (35,8%). A minority of 9,2% is unemployed. Their personal available income is <500€ (38,2%), 501€-1000€ (26%) and >2000€ (13,3%).

Their knowledge and awareness of what climate change and sustainable product mean is high (M=4,23) as well as their attitudes towards sustainability (M=4,46) which means that they believe that they can do something to improve the environmental situation, believe that environmental protection measures should be taken and know that their actions will impact future generations. Even though this happens, they do not care that much about the environmental performance of the products they purchase, and they are not conscious about their actions and their environmental concerns do not guide their purchases (M=2,61). They are

not such altruistic people and do not try that hard to help strangers. Their consumptions are not that ethical in the sense that they do not care about the reputations of the organizations from whom they purchase, they are not concerned about buying free-animal or fair-trade products and they do not try to avoid product packaging (2,08). They are not concerned if the employees behind an organization are fairly treated or about the environmental and social impact of the organizations from whom they purchase (M=2,91). They are not concerned about supporting local economy and that is reflected in the fact that they do not prefer buying from local producers. These individuals are willing to pay 23% more for a sustainable or socially responsible product.