



Consumer Attitudes Towards Greenwashing Scandals

*-The moderating effect of gender and
personality*

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ABSTRACT

This study aims to investigate how gender and the five personality traits affect the link between Greenwashing, Brand Trust, Word-of-Mouth, and Purchase Intention. Two groups, an experimental group and a control group, were selected as the study's subject. A before-and-after metric were also created in order to more accurately assess the impact of greenwashing controversy. In order to test the study hypotheses, data from 222 individuals were gathered using a survey approach. As a result, it was discovered that when faced with a greenwashing scandal, there is a negative impact on Brand Trust, Word-of-Mouth, and Purchase Intention. Furthermore, when faced with a sustainability label, the respondents showed higher sensitivity to the Greenwashing Scandal. Regarding personalities, no personality fully moderated the relationship between the Greenwashing Information and the dependent variables. Gender moderates the relationship on the two dependent variables, Brand Trust and Purchase Intention.

Studies from the past define greenwashing and looked at how it affects business success. To the best of the author's knowledge, this study is the first to investigate the moderating effect of personality and gender. Managers need to be aware that brand relationships suffer as a result of greenwashing, which also has a negative impact on consumers' intentions to make purchases.

Limitations and implications are discussed, as well as future research directions.

Keywords: Purchase intention, Brand Trust, Greenwashing, Word-of-Mouth, Personality Traits, Gender.

Title: Consumer Attitudes Towards Greenwashing Scandals - The moderating effect of gender and personality

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RESUMO

O objetivo deste estudo é investigar como o género e traços de personalidade afetam a ligação entre Greenwashing, Confiança na Marca, Boca-a-Boca e Intenção de Compra. Dois grupos, um grupo experimental e um grupo de controlo, foram selecionados como sujeitos do estudo. Métricas antes-e-depois também foram criadas para avaliar o impacto da controvérsia. Para testar as hipóteses do estudo, os dados de 222 indivíduos foram recolhidos usando um questionário. Como resultado, diante de uma controvérsia de Greenwashing, há um impacto negativo na Confiança na Marca, em Boca-a-Boca e em Intenção de Compra. Ainda, quando confrontados com uma etiqueta de sustentabilidade, os participantes mostraram maior sensibilidade ao escândalo de Greenwashing. Em relação às personalidades, nenhuma personalidade moderou totalmente a relação entre a Informação de Greenwashing e as variáveis dependentes. O género modera a relação com duas variáveis dependentes, Confiança na Marca e Intenção de Compra.

Estudos passados definem Greenwashing e analisam como isso afeta o sucesso dos negócios. Do melhor conhecimento do autor, este estudo é o primeiro a investigar o efeito moderador da personalidade e do género. Gerentes de qualquer empresa precisam de estar cientes que o relacionamento com a marca sofre com o Greenwashing, e tem um impacto negativo nas intenções de compra.

Limitações e implicações são discutidas, e direções de pesquisas futuras.

Palavras-chave: Intenção de Compra, Confiança na marca, Greenwashing, Boca-a-boca, Traços de Personalidade, Género.

Título: Atitudes dos Consumidores perante Escândalos de Greenwashing – O efeito moderador da personalidade e do género

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LIST OF ABBREVIATION

CSR - Corporate Social Responsibility

WOM - Word of Mouth

BT - Brand Trust

PI - Purchase Intention

GP - Greenwash Perception

RQ - Research Question

1. INTRODUCTION

1.1.Problem definition and relevance

In recent years, environmental problems have been a hot topic. Due to this environmental pressure, stakeholders see fit to create operating tactics aligned with the protection of the environment (Berrone et al.,2017; Berrone & Gomez-Mejia,2009; Delmas & Montes-Sancho,2010). It was suggested in the latest literature that companies and brands that adopt green communication boost their legitimacy, reputation and financial performance (Aerts & Cormier,2009; Berroneet al.,2017; Cerin,2002; Kim,2019). Accordingly, it is clear that whenever this green communication is questioned, the firm's legitimacy, reputation, and financial performance may suffer some type of loss.

One thing is certain, there is a fine line between green communication and greenwashing. The fundamental substance of green communication remains in question. Scholars and the media have noted that companies, due to this environmental pressure, may use greenwashing to communicate with their stakeholders (Delmas & Burbano,2011; Testa, Boiral, & Iraldo, 2018; Torelli et al.,2020). Whenever companies exaggerate their green communication, it can be perceived as a greenwashing strategy that may lead to a greenwashing scandal. This approach embellishes the company's green efforts by distorting and exaggerating its communication and not really amplifying its sustainability performance (Bowen & Aragon-Correa,2014; Delmas & Burbano,2011; Kim & Lyon,2015).

As previously mentioned, this may cause a deeply negative impact on the company's reputation and legitimacy because the public is starting to become more attentive to these deceptive and misleading communication strategies. This may in turn also undermine the company's profitability (Walker & Wan,2012). Consumers are more interested in eco-friendly lives because they want to be ecologically responsible while still receiving personal benefits from sustainable products (Marchand & Walker, 2008). Nevertheless, consumer insights on greenwashing exist, and their effect on brand views and purchasing intention is important. Consumer awareness and understanding of green products are relatively crucial for consumers making eco-friendly purchase decisions (Leire & Thidell, 2005).

Greenwashing has been identified as a primary source of consumer mistrust about Corporate Social Responsibility (Goh & Balaji, 2016). There is fear that its rise may jeopardize the effectiveness of legitimate firms' CSR efforts, perhaps jeopardizing global sustainable development (De Jong et al., 2017; Chen et al., 2013). Greenwashing techniques have drawn attention, particularly from environmental organizations and consumer groups who condemn firms for dishonest advertising and misleading environmental claims in order to create false "green" images in the public's eyes (Ramus & Montiel, 2005). According to research, individuals in individualistic nations favor the regulation of functional green advertisements when they believe they are being deceived. The opposite is true in collectivist nations, where individuals are more prepared to supervise when they believe communication is being used to manipulate others (Mo et al., 2018).

Most of the existing research focuses on the relationship between greenwashing and consumers' responses, company performance, and market value. But, not enough studies have tried to shed light on how different consumer personalities may be affected by these greenwashing scandals. Marketing-related personality research is a mystery and a complex area of research for marketers. A reading of key psychology texts reveals that personality studies have been the foundation of psychology since the early 20th century. (Monte, 1999). Also, there's some ambiguity on how gender plays a role in how people perceive and react to corporate greenwashing and environmental responsibility, thus, this topic warrants additional study.

1.2. Research objective

This study investigates the impact of greenwashing scandals on various consumer personalities. It also examines the role that gender plays in influencing how those consumers respond to greenwashing. This study's research objective is to identify the personality traits most impacted by greenwashing controversies and determine whether gender has any bearing on that impact. This will be investigated through the examination of five personality types based on the five-factor theory of personality framework and how the various personalities will vary in their purchase intention, word-of-mouth, and brand trust, after being exposed to two different stimuli. In an effort to understand the role of gender in the response to greenwashing controversies, the study also examines how the different genders will differ on purchase intention, word-of-mouth, and brand

trust, again, after being given two stimuli. In conclusion, the following Research Questions (RQ) will be attempted to be answered by the current research:

RQ1: Will Purchase Intention, Brand Trust and Word-of-Mouth suffer consequences after exposure to Greenwashing Controversy?

RQ2: To what extent do different personalities react differently to Greenwashing scandals? More specifically, whether openness to experience, conscientiousness, extraversion, and agreeableness influence the effect of greenwashing on Purchasing Intention, Word-of-Mouth and Brand Trust?

RQ3: Does gender affect how consumers react to Greenwashing scandals? Whether gender will influence the effect of greenwashing on Purchasing Intention, Word-of-Mouth and Brand Trust?

2. LITERATURE REVIEW

2.1. Corporate Social responsibility (CSR)

Corporate social responsibility more commonly referred to as CSR is defined as the acts taken by a corporation that is not legally required but are intended to have a beneficial influence on stakeholders (Davis et al, 2005). It has gained much prominence in recent years, with a dramatic increase in the number of corporations shifting their focus from just profit to combining social and environmental advantages (Zhang, 2021).

When an organization behaves in a socially responsible manner, it implies that it has a continuous interest in enhancing the value it provides, both social and economic, to fulfill the needs of its stakeholders (Padilla-Lozano & Collazo, 2019). Companies of all sizes have taken steps to incorporate more sustainable business practices and socially responsible initiatives into their daily operations. Corporate social responsibility has also been seen as a standard for the public to assess if a firm provides more extensive social and economic advantages (Zhang, 2021).

Although these CSR initiatives may have started just as a result of prolonged external pressure, it is evident that, if adopted, they will have a beneficial impact. Namely, improved brand image and reputation; lower operating expenses; reduced regulatory scrutiny; increased revenue and brand/customer loyalty; higher productivity; increased employee retention rate and attraction (Panwar et al., 2016; Porter and Miles, 2013; Servaes and Tamayo, 2013). Therefore, CSR-conscious innovation is increasingly seen not only as a response to environmental concerns but also as a generator of long-term growth (Kam-Sing Wong, 2012).

Towards that purpose, organizations are increasingly turning to green innovation and green marketing tactics to assist them to establish new market possibilities and gain a competitive edge by branding themselves as eco-friendly enterprises (Chen et al., 2006; Kam-Sing Wong, 2012).

2.2. Green marketing strategies

Green marketing strategies are used to preserve the environment and give consumers clean and green products and services (Eneizan et al., 2022). Green marketing has various

definitions, but Polonsky (1994) has defined green marketing as “all activities designed to generate and facilitate any exchanges intended to satisfy human needs, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment”.

Green marketing is sometimes used interchangeably with terms like Environmental Marketing, Ecological Marketing, and Sustainable Marketing. Green marketing now encompasses a wide variety of initiatives, including product modification, modifications to the manufacturing process, sustainable packaging, and changing advertising, among others (Wahab, 2018).

Green marketing, when done correctly, may serve to strengthen the emotional bond between customers and companies. Being labeled as a green firm might result in a more favorable public image, which can boost sales and stock prices. A green image may also improve consumers' affection for a company or a certain product, resulting in increased brand loyalty (Ginsberg and Bloom, 2004). As a result, it may be argued that enterprises selling ecologically responsible products will have a competitive advantage over firms marketing non-environmentally reliable alternatives (Polonsky, 1994).

One of the most noticeable changes in corporate conduct in recent decades has been corporations' rising sensitivity to environmental challenges (Lyon and Maxwell, 2004). However, businesses must select the appropriate green marketing strategies to properly act in a socially responsible way; they may adopt a more effective approach if they recognize that there is no such thing as a one-size-fits-all plan (Ginsberg & Bloom, 2004). Unfortunately, the push to "be green" prompted some businesses to engage in greenwashing, which is a deceitful practice used to influence public perception about being green (Akturan, 2018).

2.3. Greenwashing

Following a significant increase in green advertising that had almost tripled between 2006 and 2009, the topic of "greenwashing" became a hot topic of research in the late 2000s (Parcel et al., 2015). Companies are using phrases like "eco-friendly," "green," and "earth friendly" in their advertising more frequently, encouraging customers to "go green" and

"save the environment." However, greenwashing becomes a significant issue when businesses cannot live up to their promises of "being green" (Akturan, 2018).

Greenwashing, like green marketing, has several definitions. It can be defined as "disinformation disseminated by an organization to present an environmentally responsible public image" (Concise Oxford English Dictionary, 2010); or even the practice of deceiving customers about a company's environmental policies or the environmental consequences of a service or product (Parcel et al., 2015, p. 2). Regardless of the definition, one thing is sure: the fundamental purpose of greenwashing is to give consumers the impression that the company is taking the necessary and adequate steps to appropriately control its environmental impact (Wahab, 2018).

From evaluating many pieces of research, we may conclude that greenwashing has a favorable impact on green skepticism but a detrimental impact on purchase intent (Leonidou and Skarmeas, 2017), the business's market value (Du, 2015), organizational credibility, perceived corporate performance (Nyilasy et al., 2014), and green trust (Chen and Chang, 2013). Furthermore, it intensifies information-seeking behavior (Leonidou and Skarmeas, 2017), consumer confusion, and risk perception (Chen and Chang, 2013). Customers who encounter false information start to doubt the products, which hurts word-of-mouth marketing, purchasing intent, and green trust (Leonidou and Skarmeas, 2017; Chen and Chang, 2013). The public frequently questions claims about going green, and if a claim is proven to be false, firms risk harming their image and their sales results (Wahab, 2018).

Because green products generate positive emotions, and some customers feel better when they believe they are using green brands, consumers can be readily persuaded about "being green" (Hartmann and Ibáñez, 2006). Greenwashing has a detrimental effect on customers' attitudes and actions. It increases perceived risk and prompts green skepticism (Lin et al., 2017; Chen and Chang, 2013). Moreover, empirical data shows that customers are increasingly seeing a discrepancy between CSR policy and execution, like greenwashing and take it as a sign of corporate dishonesty and hypocrisy (Wagner, 2009). As early as 2009, the media disclosed multiple examples of "green hypocrisy" by numerous corporations and continues to do so (Ioannou et al., 2022). We can find examples of this in the biggest companies in the world, particularly Volkswagen, Coca-

Cola, Nestlé, Beyond Petroleum (BP), and IKEA, among others. And, customers also appear to be paying closer attention and becoming better at spotting these hypocritical behaviors. When customers become aware of corporate duplicity, they turn against the enterprise and tend to view them with ire.(Carlos & Lewis, 2018; Janney & Gove, 2011). As a result, there will be intense media backlash and activist criticism (Carlos & Lewis, 2018).

Greenwashing is mostly carried out through communication media, particularly advertising. Claim greenwashing and executional greenwashing are the two forms of greenwashed advertising that are described in the green marketing literature (Akturan, 2018). Leveraging ambiguous or debatable language, making misleading claims, and altering statements to exclude crucial details are all examples of claim greenwashing (Kangun et al., 1991). Executional greenwashing is the use of nature-evoking aspects in advertising such as nature images employing colors, particularly blue and green, sounds, primarily nature noises, and natural landscapes such as cascades, forests, and so on (Parcel et al., 2015). To counteract this, government regulation imposes external direct constraints on advertising to avoid an unclear regulatory situation that allows for the opportunistic use of greenwashing (Delmas and Burbano, 2011). However, self-regulation or even government regulation is considerably more difficult to implement in the case of executional greenwashing. Indeed, depending on each consumer's cultural background, the number of sights or graphical aspects that might mislead them is limitless, making it hard to make a general and exact suggestion (Parcel et al., 2015).

The likelihood that customers will buy environmentally friendly products and risk the possibility of witnessing greenwashing is measured by their green buying intentions. It is a nuanced idea that is influenced by several variables of marketing and branding, namely pricing, promotions, relevance, perceived quality, and brand trust (Weisstein et al., 2014; Hopkins and Roche, 2009). Additionally, and more undeniable, the key factor influencing consumers' decision to purchase green items is environmental concerns (Kim and Choi, 2005). Another issue to examine is the product's purchasing involvement; customers' intentions and actions toward green items differ depending on whether the product is low or high-involvement green (Coşkun et al., 2017; Atkinson and Rosenthal, 2014). The traits of "green" consumers (Ginsberg and Bloom, 2004) and consumer personality (Kvasova, 2015; Sun et al., 2018) have also been widely employed to predict individual

actions in the domain of pro-environmental behaviors, which is particularly pertinent to this study.

2.4. Greenwashing and Word-of-Mouth

Any verbal exchanges between customers and other individuals or groups, such as media outlets, service providers, industry experts, friends and family is referred to as Word-of-Mouth (WOM) (Chaniotakis and Lymperopoulos, 2009). WOM may spread both positive and negative consumer experiences via hearsay and complaints (Anderson, 1998). Chen et al. 2014, proposes that green word-of-mouth refers to how much a consumer tells their friends, family, and coworkers about a product or brand's environmental friendliness. This is an extension of WOM to the environmental sphere. When a business "walks the walk" in terms of environmental management, customers may have high opinions of it and spread the word about its eco-friendly initiatives. WOM is an extremely cost-effective and affordable form of advertising. Many businesses use WOM into their marketing efforts because they regard it as a vital tool for the development of new products, and they also see seeding campaigns as helpful for starting the process (Libai et al., 2013).

However, individuals frequently choose to uncover and highlight the flaws rather than the strengths. As a result, if a company deceives its customers by greenwashing, the offended customers will spread the word about the wrongdoing and warn or even discourage others from buying the product (Chen et al., 2014). This may indicate that once consumers learn about greenwashing, some may become more skeptical and refuse to buy the company's products, which might discourage others from doing the same. This is especially likely in the age of social media, when knowledge travels far and rapidly (Lim et al., 2013). Therefore, it may be argued that views of greenwashing have a negative effect on green WOM (Chaniotakis and Lymperopoulos, 2009; Chen et al., 2014).

2.6. Greenwashing and Brand Trust

The term "trust" refers to the degree of confidence between two parties who would act as expected by the other (Hart and Saunders, 1997). Companies must demonstrate consistency, competence, honesty, and responsibility – all of which are connected to brand trust – in order to forge long-term relationships with stakeholders (Chen, 2009). As previously indicated, due to a rising skepticism about such initiatives, there is a frequent

propensity to distrust green products, green marketing, and green advertising in general. Low levels of green trust are indicated by this green skepticism.

According to several studies, there is a correlation between customer trust and a company's business ethics, and by being ethically correct, firms can establish strong and long-term relationships with their consumers (Leonidou et al., 2012). According to several research, greenwashing has a detrimental impact on brand trust since it deceives consumers and damages their perception of a brand (Paraguel et al., 2011). Customers are less inclined to trust the business when it makes inaccurate or vague green claims (Chen, 2009).

2.7. Greenwashing and Purchase Intention

Purchase intention is characterized as a person's propensity to buy a certain item or service (Bagozzi, 1981). The idea of purchasing intention is significant in the realm of marketing. Intentions are distinct from attitudes and may be characterized as an individual's deliberate decision to make an attempt to engage in an action (Eagly and Chaiken, 1993). Customers may not be willing to build long-term connections or trust with businesses if they employ greenwashing to deceive them, which eventually lowers their propensity to make purchases (Leonidou et al., 2013; Chen and Deng, 2016). Additionally, buyers could be perplexed by inaccurate information about being green, which makes it difficult for them to purchase genuine green goods (Maichum et al., 2016) and eventually prompts them to be more careful in the future in order to avoid becoming victims of greenwashing.

2.5. Five-Factor Personality Traits

Since the late 1940s, numerous marketing theorists have proposed that personality should be linked to customer decision-making (Brody & Cunningham, 1968). Personality factors and processes have been shown to influence consumer attitudes and actions (Winter et al., 2021). Customers with different personality types would thus be more or less inclined to be brand loyal, buy particular designs or colors, favor particular brands or stores, or have other regular purchasing behavior patterns (Brody & Cunningham, 1968).

According to some researchers, personality types have an impact on how green goods are consumed, and people with various personality types would score highly or poorly in

terms of environmental activity (Fraj and Martinez [2006](#); Milfont and Sibley [2012](#)). We can infer that multiple personality types may result in various levels of responsibility for green purchasing (Ramanaiah et al. [2000](#)).

The "Big Five" model of personality was created as a result of research into the structure of personality traits, which implies that they may be categorized into five major trait areas - Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience (Golberg, 1990, 1999; McCrae & John, 1992).

To this day, one of the most commonly used frameworks to study consumer behavior is the Five-Factor theory of personality (Kvasova. 2015; Sun et al., 2018). This is a suggested grouping categorization for personality traits. Although there were several studies conducted over the years, by many different researchers, the most extensively used categorization is this one, developed from the 1980s onwards by McCrae *et al.* (1986). These five dimensions are the following: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience.

The first one refers to an individual's engagement with the external world. Extraverts feel comfortable interacting with other people, are enthusiastic individuals, and are perceived as very energetic and talkative (Friedman & Schustack, 2016). On the other side of the spectrum, there are introverts, who are far quieter, more reserved, and less likely to be involved in social situations (Rothman & Coetzer, 2003).

Agreeableness implies one's care and consideration for others. An agreeable individual is generally kind, generous, trustworthy, helpful, and willing to put others' interests in front of their own (Rothman & Coetzer, 2003). Conversely, unagreeable individuals tend to be selfish, uncooperative, and unfriendly. They keep their guard up and show constant skepticism toward others. Unsurprisingly, these are generally unpleasant leaders and untrustworthy teammates (Toegel & Barsoux, 2012).

Conscientiousness incorporates traits of organization, self-discipline, responsibility, and accountability. Conscientious individuals are very dependable and detail-oriented, they value honesty and hard work (Costa & McCrae, 1992). These are forward thinkers (Milfont & Sibley, 2012), who feel a high moral obligation and plan all their moves rather than acting spontaneously (Costa & McCrae, 1992).

As implied by its name, Openness to Experience indicates one's intellectual curiosity and willingness to try new things. Individuals with high openness tend to be sharper, more creative, and artistically sensitive (McCrae & John, 1992). Furthermore, they are environmentally conscious and, again, very open to green consumption (Hirsh, 2010).

Finally, Neuroticism describes an individual's tendency to feel negative emotions, such as depression, anxiety, and stress, among others (Jeronimus et al, 2014). Unlike the other five traits, this one ends up directly measuring negative feelings. In fact, before being incorporated into the Five Factor Personality Model, it was studied as a temperament trait (Kagan & Snidman, 2009). With this being said, individuals that have high neuroticism scores tend to have frequent mood swings, a pessimistic behavior and struggle to find an emotional balance.

Four out of the five personality traits - openness to experience, conscientiousness, extraversion, and agreeableness - have a strong positive correlation with green purchasing behavior (Fatoki, 2020).

2.6. Role of Gender in Green Behavior

Age, income, gender, and region were formerly the key socio-demographic variables considered to describe consumer preferences for going green, or showing some preference towards a green preference (Straughan and Roberts, 1999). Gender-related concerns haven't gotten as much attention as other socio-demographic categories in environmental studies (Zelezny et al., 2000), particularly in the context of developing markets (Lee, 2009). When examining behavior toward the environment, gender must be taken into consideration because it may have an impact on attitudes, beliefs, views, conduct, etc (Eisler et al., 2003; Xiao and McCright, 2015).

Because men and women go through distinct socialization processes, there are behavioral differences between the sexes that may be explained (Blocker and Eckberg, 1997; Davidson and Freudenburg, 1996). According to the Gender Socialization hypothesis, socialization processes for boys and girls differ from early on, and as a result, boys and girls grow up with different societal expectations and values (Chodorow, 1978; Gilligan,

1982). Gender disparities in environmental concerns and behavior are a result of these discrepancies in early socialization (Xiao and McCright, 2015). Researchers have further expanded on the gender socialization theory to take into account elements that may operate as mediators between gender and pro-environmental concern and conduct, such as environmental literacy, religious convictions, values, motives, social roles, and status (Blocker and Eckberg, 1997; Davidson and Freudenburg, 1996; Xiao and McCright, 2015). The likelihood of gender having any mediating influence on environmental concerns and, ultimately, on pro-environmental conduct is, however, more comprehensive empirical proof of the association between gender and pro-environmental behavior is still required (Eisler et al., 2003).

In a review of the literature on how attitudes and behavior differ between men and women concerning the environment, Zelezny et al. (2000) came to the conclusion that women exhibit more pro-environmental attitudes and behavior than men, as well as higher levels of socialization and social responsibility. Furthermore, additional research indicates that when questioned about routine behavior including energy saving, recycling, water conservation, and way of transportation, women report taking more pro-environmental actions (Duchène, 2011; Matthies et al., 2002; Schahn and Holzer, 1990).

Women are more engaged with environmental causes in one specific area of consumer behavior (purchasing organic goods, reducing car usage, and sorting recyclables) in the private realm, but not in other areas that are connected to the public sphere (membership in environmental groups and the signing of petitions, which, are considered as more male-dominated) (Dietz et al., 1998). Furthermore, women see greenwashing more negatively than men. And, women also react more strongly to environmental scandals.

In addition, it was discovered that the level of greenwashing that was used in the communication affected how women reacted to an environmental issue. However, gender once more had no significant effect on how people see corporate greenwashing and environmental responsibility as a whole or on how people respond to the issue. Thus, gender plays a significant role in how people perceive and respond to corporate greenwashing and environmental responsibility, and this topic warrants additional study (Torelli et al., 2019).

3. CONCEPTUAL FRAMEWORK AND HYPOTHESES

This chapter focuses on the conceptual model and the hypotheses that will be investigated, drawing on the literature about CSR, Greenwashing, how the various personality types are affected by green purchasing behavior, and how gender influences green behavior. The study will look at how greenwashing information affects brand trust, purchase intention, and word-of-mouth, and how this will be moderated by four out of the five personality factors and gender:

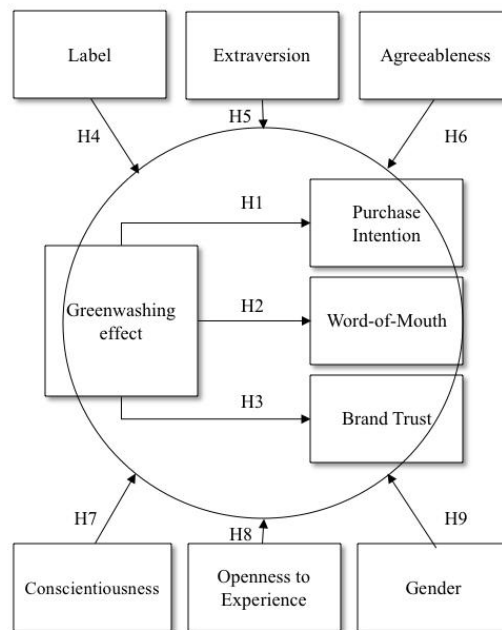


Figure 1-Conceptual Framework

Purchasing intentions related to green behavior, as previously mentioned, refer to the likelihood that a consumer will buy a particular product as a result of his or her environmental views. It also measures how willing consumers are to buy goods and services from companies that have a reputation for being environmentally friendly (Netemeyer et al., 2005; Newton et al., 2015). Regarding the impact of perceived greenwashing, a number of authors have claimed that customers are more cautious and less willing to purchase items from companies when they are aware that they are engaging in greenwashing (Zhang et al. 2018; Du et al. 2015; Atkinson et al. 2014). Therefore, it is hypothesized:

H1: There is a negative relationship between Purchase Intention and greenwashing scandal.

Whenever a customer learns about greenwashing, some may become more skeptical, refuse to buy the company's products, and discourage others from doing the same. Therefore, it may be argued that views of greenwashing have a negative effect on green WOM. Therefore, this study hypothesizes the following:

H2: There is a negative relationship between Word-of-Mouth and greenwashing scandal.

Due to companies' greenwashing practices, customers are unable to build a trusty long-term connection (Cherry and Sneirson, 1999). Green trust is adversely correlated with greenwashing actions since they deceive strategies and harm customers' attitudes about a firm (Paraguel et al., 2011). Based on this argument, this study proposes the following hypothesis:

H3: There is a negative relationship between Brand Trust and greenwashing scandal.

In light of this, tests will be run, and a comparison between the experimental group and the control group will be made. The control group is exposed to a generic label that makes no promises about sustainability. The experimental group, however, will see a label that makes several sustainability promises and gives out sustainability-related cues. As a result, it is anticipated that the control group would experience the greenwashing controversy less severely. The following hypothesis is put forth by this study:

H4: The experimental group, exposed to a label with sustainability claims and cues, will be more affected by the greenwashing scandal.

As suggested by prior research, an individual's propensity to be outgoing, assertive, gregarious, and helpful to others is known as extraversion (McCrae & Costa, 1985). People that exhibit high levels of extraversion value relationships and have a positive attitude toward the environment (Markowitz et al., 2012). However, empirical data on the association between extraversion and pro-environmental behavior are not conclusive. In their studies, Hirsh & Dolderman (2007) and Hirsh (2010), extraversion and environmental concern were not linked. However, extraversion and environmental engagement, and pro-environmental conduct are found to have a substantial positive link by Markowitz et al. (2012) and Milfont & Sibley (2012). High degrees of extraversion

are frequently linked to self-expression, subjective well-being, and consequently susceptibility to scandals involving greenwashing. Consequently, it is hypothesized that:

H5: Respondents that present higher extraversion will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

Moreover, Agreeableness indicates a person's propensity for warmth, compassion, generosity, cooperation, and social harmony (McCrae & John, 1992). Hirsh & Dolderman (2007) found that agreeableness is a strong personality predictor of empathy, and that agreeable people exhibit higher levels of environmentalism along with Sun et al. (2018), that found that agreeableness is significantly positively correlated with the intention to make green purchases because agreeable people are more charitable and altruistic and are more willing to take other people and the environment into account. A favorable correlation between agreeableness and environmental participation, pro-environmental conduct, and eco-friendly tourism behavior has also been found in studies by Hirsh (2010) and Kvatova (2015). Altruistic and caring people will exhibit a higher level of environmental consciousness and a greater inclination to buy green goods, making them more aware of greenwashing issues. One hypothesis is that:

H6: Respondents that present higher agreeableness will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

Conscientiousness emphasizes an individual's prominent levels of responsibility, organization, self-discipline, enthusiasm to adhere to standards, and attention to future outcomes (McCrae & Costa, 1985). The impact of conscientiousness on environmentally friendly conduct has not been definitively demonstrated by empirical research. Conscientiousness and environmentalism have a strong negative link, according to Hirsh & Dolderman (2007), while conscientiousness and environmental activities have a weak but favorable relationship, according to Markowitz et al. (2012). Hence the ambiguous

results. The studies by Sun et al. (2018), Kvatova (2015), and Milfont & Sibley (2012), however, suggest a considerable positive association between conscientiousness and several measures of environmentalism. Milfont and Sibley (2012) claim that people who are highly conscientious are future-focused and concerned about how their activities will affect the environment in the long run and therefore, are concerned about greenwashing scandals. It is hypothesized that:

H7: Respondents that present higher conscientiousness will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

Additionally, a person's appreciation of various and uncommon experiences is referred to as having the personality trait defined as Openness to Experience. People who are open to new experiences are more likely to be broad-minded, bright, creative, aesthetically sensitive, and inquiring (McCrae & Costa, 1985). Intellectual curiosity and aesthetic appreciation may be encouraged as a result, which may encourage ecological behavior. Openness to experience, according to research, encourages pro-environmental behavior and green consumption (Sun et al., 2018; Milfont and Sibley, 2012; Markowitz et al., 2012; Hirsh, 2010). People who are open to new experiences tend to be intellectually curious, appreciative of nature, and thus more sensitive to scandals involving greenwashing. It is hypothesized that:

H8: Respondents that are more openness to experience will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

Last but not least, a number of theories have been developed to account for gender disparities in pro-environmental behavior. One strategy used is based on gender roles and socialization theories (Zelezny et al., 2000). This framework supports that women take on the nurturing caregiver role, which motivates them to be more cooperative, compassionate, and empathic than men, and as a result, more protective of nature (Blocker and Eckberg, 1997). There is, however, little proof that gender has any possible moderating influence on environmental concern, sensitivity to greenwashing

controversies, and ultimately pro-environmental conduct (Xiao and McCright, 2015). Hence it needs further investigation. Therefore, the following hypothesis can be formulated:

H9: Women will be more impacted by greenwashing scandals. Women will have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

4. METHODOLOGY AND DATA COLLECTION

This chapter will elucidate how the required data was gathered and how the variables were used to reach the research objective and answer the research questions.

4.1. Research Design

After analyzing the secondary data, primary data was acquired by creating an online survey to address the aim of the research. Only comprehensive responses were regarded as pertinent for addressing the study objective.

This research followed a two by two mixed design. The first factor being randomized between subjects (sustainability label vs. non-sustainability label), meaning that half of the respondents saw the sustainability label while the other saw the non-sustainability label. The other factor is within subjects which is the greenwashing effect before and after scandal.

This study focusses on consumers' attitudes towards greenwashing and how personality traits and gender may moderate those attitudes. Therefore, the first question on the survey was about the five-factor personality test developed by Gosling et al., 2003. When time is limited, researchers may have to choose between employing a very quick test of the Big Five personality traits or not using any measure at all. A ten-item inventories were employed on this survey to rate their agreement with the ten paired traits, on a 7-point Likert Scale (1 – Strongly Disagree, 7 – Strongly Agree).

After completing the first set of questions, respondents were randomly exposed to one of the two experimental manipulations (scenario). One half were exposed to a label with sustainability claims while the other exposed to a label without sustainability claims. All

participants were asked the same set of question to measure Word-of-Mouth, Brand Trust and Purchase Intention, asking them to rate their agreement with two or three statements, on a 7-point Likert Scale (1 – Strongly Disagree, 7 – Strongly Agree). In both scenarios, the respondents were asked three manipulation check questions, also rating their level of agreement with the statements on a 7-point Likert scale. These three questions were about greenwashing perception, which they still hadn't been exposed to.

Right after seeing the first stimuli, the respondents were faced with another. This time, they were exposed to a greenwashing controversy news about the brand they just answered about. This stimulus was shown to all participants and another set of questions about Word-of-Mouth, Brand Trust and Purchase Intention were asked rating their level of agreement on a 7-point Likert scale. This way it was possible to measure the effect of the exposure to greenwashing scandals.

Finally, following the completion of certain demographic questions, participants were thanked for taking part.

4.2. Stimuli Development

A fictional brand and label were created (appendix 1). The participants were randomly exposed to one of two scenarios. The common and fixed characteristics of these scenarios were the name of the brand (Prand), the logo, QR code, and the scandal news about this brand suffering greenwashing controversy. In the first scenario, the controlled group, the participants were exposed to a generic label of Prand with no sustainable claims, only a bar code, and indicator of price. The second scenario had a sustainability label, with three sustainability claims and a call to action.

It was done in this way to make sure we could measure what was under research-the participants reaction to the greenwashing scandal after seeing a brand claiming their taking sustainability action and after seeing generic, non-sustainable claims from a brand.

For the chosen brand name, it had to be completely fictional and not related to any product or industry. It was made in a way that the participants would look at it and not associate with any specific product. This also made it suitable to both genders, male and female, and could satisfy the tastes of several people, in order not to influence the values given

for the dependent variable (since these values could be lower than expected due to the fact that the person did not like the product and not due to the label presented). To complement this, an introduction to the stimuli was also given. It claimed reinforced that this was an everyday product from a brand the participants were familiar with, and regularly bought from.

For the development of the greenwashing scandal, it was crucial that it was inspired by real life scandals, and that it debunked the claims of the previously shown label. Also, it was mentioned a real reputable organization that dedicates its business time to expose irresponsible corporate practices. Moreover, the title of the news was very straight to the point and the body of the news was also short and very direct. This was done to further avoided misconceptions and survey abandonment.

4.3. Variable Descriptions

4.3.1. Manipulation Check

The Manipulation check was measured by the variable Greenwash Perception. After being exposed to the first stimuli, the respondents were asked to rate their agreement with three statements on a 7-point Likert Scale (1 – Strongly Disagree, 7 – Strongly Agree). The first statement mentioned that the product misleads with words regarding its environmental features, the second that it misleads with visuals, graphics or claims regarding its environmental features, and finally that product is associated with a green claim that is vague. A manipulation check was included to make sure participants understood the element of the manipulation that was of interest, and that they responded as predicted.

4.3.2. Dependent Variables

The dependent variables were assessed after participants were exposed to the stimuli, using a 7-point Likert scale (1 – Strongly Disagree, 7 – Strongly Agree).

Word-of-mouth: After being exposed by the stimuli, participants were asked to rate their level of agreement with three statements, in order to evaluate their perceived level of Word-of-Mouth. These statements mentioned if they would recommend this brand due to its positive image, whether the participants would recommend friends to buy it because it

showed social responsibility and if they would share positive things about the product due to its positive image

Brand Trust: After being exposed by the stimuli, participants were asked to rate their level of agreement with two statements, in order to evaluate their perceived level of Brand Trust. The statements questioned whether the participants believed the brand is reliable, and if they believed the brand had high standards regarding morality and honesty.

Purchase Intention: After being exposed by the stimuli, participants were asked to rate their level of agreement with two statements, in order to evaluate their perceived level of Purchase Intention. The statements asked whether the participants would buy the brands' products in the future and if they would choose that brand when they needed to buy an everyday product.

Table 1-Dependent Variables | Author Elaboration

Variables	Items	Adaptation From
Word-of-Mouth (WOM)	I would highly recommend this product due to its positive image I would recommend friends to purchase this product because its socially responsible I would say good things about this product because of its positive message	Zhang, L.; Li, D.; Cao, C.; Huang, S. The influence of greenwashing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. <i>J. Clean. Prod.</i> 2018, 187, 740–750.
Brand Trust (BT)	Prand is reliable Prand has high standards regarding morality and honesty	Chen, Y.-S. The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. <i>J. Bus. Ethics</i> 2009, 93, 307–319.
Purchase Intention (PI)	I will buy brand's XYZ products in the future This will the brand I'll choose whenever I need to buy my everyday products	Chen, C.F.; Chang, Y.Y. Airline brand equity, brand preference, and purchase intentions—The moderating effects of switching costs. <i>J. Air Transp. Manag.</i> 2008, 14, 40–42.

4.3.3. Independent Variable

Greenwashing information: This variable was divided by two different stimuli causing the effect to greenwashing information. Firstly, they were exposed to either a generic label or a sustainable label and then a greenwashing controversy news about the brand.

4.3.4 Moderators

Big Five Personality Domains (Gosling et al., 2003): Before any stimuli the respondents were asked to provide their level of agreement using a 7-point Likert scale (1 – Strongly Disagree, 7 – Strongly Agree).

Extraversion: The respondents were provided two statements in order to measure the level of Extraversion Personality Trait. The first pair of traits were extraverted, and enthusiastic, and the second was reserved, and quiet.

Agreeableness: The respondents were provided two statements in order to measure the level of Agreeableness Personality Trait. The first pair of traits were critical, and quarrelsome, and the second sympathetic, and warm.

Conscientiousness: The respondents were provided two statements in order to measure the level of Conscientiousness Personality Trait. The first pair of traits were Dependable, and self-disciplined, and the second disorganized, and careless.

Neuroticism: The respondents were provided two statements in order to measure the level of Neuroticism Personality Trait. The first pair of traits were anxious, and easily upset, and the second one calm, and emotionally stable.

Openness to Experiences: The respondents were provided two statements in order to measure the level of Openness to Experiences Personality Trait. The first pair of traits were open to new experiences, and complex, and the second were conventional, and uncreative.

Finally, **Gender** also served this study as a moderator. For this question, the participants were asked how they described themselves gender wise.

4.3.4. Respondents

Within the period allocated for data collection, 249 people began to fill out the questionnaire, however 27 of them did not finish it, abandoning the survey before the last question. This results in a total of 222 valid responses being analyzed in this research.

Given that each participant only answered questions about one scenario, the first scenario using a sustainable label got 113 valid responses, whereas the second scenario had 109.

5. ANALYSIS AND RESULTS

5.1. Sample characterization

To generally characterize the sample, demographic data was collected based on only two variables (age and gender), since this was not the focus of this research. Analyzing the results, we can observe that the majority of the respondents were female counting for 138 out of the 222 respondents, representing 62,2% of the sample. This means that only 36% are male, and the rest, a very small percentage (1,9%) are either non-binary, preferred to describe themselves or preferred not to say.

Regarding the respondents age, the majority of the participants were between the ages of 18 and 24 (69,4%), followed by those who were between the ages of 25 and 34 (21,6%), demonstrating that the sample is primarily made up of young individuals. And, it matches what was expected due to the method that this survey was distributed. Only few of the respondents were aged below 18 years or above 35.

Table 3-Demographics | Author Elaboration

	N	%
Gender		
Male	80	36
Female	138	62,2
Age		
Under 18 years old	3	1,4
18 – 24 years old	154	69,4
25 – 34 years old	48	21,6
35 – 44 years old	2	0,9
45 – 54 years old	9	4,1
Above 55 years old	6	2,7

More than demographic data, some psychographic data was collected for this study which regarded the respondents' personality. We can conclude from the analysis that the respondents show a pretty high level of Conscientiousness (mean of 5,26), followed by Openness (mean of 5,24), Agreeableness (mean of 4,90), Extraversion (mean of 4,60), and somewhat low levels of Neuroticism (mean of 3,90).

Table 4-Psychographics|Author Elaboration

	Mean
Openness	5,2410
Conscientiousness	5,2545
Extraversion	4,6014
Agreeableness	4,9032
Neuroticism	3,9099

5.2. Scale Reliability

It is important to check the internal consistency of each construct since the constructs under study (Word-of-Mouth, Brand Trust, and Purchase Intention) are measured using a variety of items. A widely used measure of test reliability is the Cronbach's alpha. The test length and complexity have an impact on alpha. The essential tau-equivalent approach's presumptions should be applied to alpha as a reliability metric. The acceptable range for alpha, based on various sources, is between 0.60 and 0.95. The findings are shown in Table 4.

The Cronbach's alphas for the three variables were all over 0.8, with the exception of the value observed for Purchase Intention in the scenario with the sustainability label. However, that score (0.650) is still within a reasonable range and cannot be increased by eliminating any of the Purchase Intention scale elements. In short, the results show a high level of dependability.

Table 5 - Cronbach's Alphas | Author Elaboration

Cronbach's alpha			
Dimension	Number of items	Scenario	α
Word-Of-Mouth	3	Sustainability	0,851
		Control	0,889
		Scandal	0,951
Brand Trust	2	Sustainability	0,866
		Control	0,786
		Scandal	0,916
Purchase Intention	2	Sustainability	0,650
		Control	0,890
		Scandal	0,889

5.3. Manipulation check

The purpose of the manipulation check in this experiment was to make sure that participants see, understand, and respond to the relevant element of the manipulation included inside the independent variable as intended. The manipulation check is composed of a few questions—in this example, three—that are intended to ascertain each participant's awareness of the situation to which they were exposed. It is possible to conclude that if participants correctly perceived, interpreted, or responded to the stimulus it is possible to draw more precise conclusions about the relationship between the independent and dependent variables.

Given the sample size (222 participants), it was assumed that the sample has a normal distribution and that parametric tests may be applied. In order to compare the outcomes of the two situations (before and after), and two groups, a repeated measures ANOVA with a 95% confidence level was used in these manipulations. These manipulation check questions were all about greenwashing perception, thus a greenwashing perception variable was developed. The expected results for this variable are that both the control and the experimental group have low values of Greenwashing Perception before the Greenwashing Scandal and these values increase when faced with the stimuli of the greenwashing controversy.

First, looking at the Greenhouse-Geiser test of within subject effects (p -value $< 0,001$) is possible to conclude that there is a significant difference between the before and after scandal measures of Greenwashing Perception, the main effect. The Greenhouse-Geiser test on the interaction between the before vs after and the two groups (p -value $< 0,001$) might be compared to this. The interaction is still significant (p -value $< 0,001$) when looking at the between-subjects test, but the group variable is not.

The results of the repeated measures ANOVA can be seen in Table 5. Before being exposed to the Greenwashing Scandal, the mean for the Greenwashing Perception was 3,96 for the control group and 3,68 for the experimental group. After the stimuli the mean values of Greenwashing Perception for the control group it increased to 4,80. And, the experimental group increased even more to 5,31. This confirms that the results were the expected ones and confirms a successful manipulation.

Table 6-Repeated Measures ANOVA for Greenwashing Perception-Manipulation Check | Author Elaboration

	Group	Mean	SD
GP Before Scandal	Control Group	3,96	1,11
	Experimental Group	3,68	1,26
GP After Scandal	Control Group	4,80	1,28
	Experimental Group	5,31	1,24

5.4. Main Results

5.4.1. Purchase Intention and Greenwashing Information

H1: There is a negative relationship between Purchase Intention and greenwashing scandal.

To test the first hypotheses, it was necessary to understand what the effect of the greenwashing controversy on Purchase Intention was. To do so, a Repeated Measures ANOVA at a 95% confidence level was done. The Repeated measures ANOVA procedure provides multivariate analyzes for the repeated measures data. For this test, there was a within subject factor which was the Purchase Intention before the scandal and Purchase Intention after the scandal. To have the between subject factor, it was necessary to compute a categorical variable that categorized the control group and the experimental group.

Analyzing the results of this repeated measure ANOVA, looking first into the Greenhouse-Geiser test of within subject effects (Table 6), it is possible to conclude that there's a significant difference among the before and after scandal measures of Purchase Intention, the main effect (p-value < 0,001). The same can be said for the Greenhouse-Geiser test on the interaction between the before versus after and the two groups (p-value < 0,001). Evaluating the between subjects test, we can see that the interaction remains significant (p-value < 0,001) while the group variable does not. This indicates that there is no discernible difference in mean between the experimental group and the control group. Given how similar the values are, this was anticipated.

Table 7-Within and Between subjects effects PI-Greenhouse-Geiser Test | Author Elaboration

		F-value	p-value	Eta Squared
Within subjects effect	Before & After	308,59	< 0,001	0,584
	Before & After * Group	14,77	< 0,001	0,063
Between subjects effect	Interception	3792,40	< 0,001	0,945
	Group	0,04	0,840	0,000

This being said, the important effect to analyze is if the Purchase Intention decrease after a greenwashing controversy. In other words, if the greenwashing scandal had a negative impact on Purchase Intention. And, after knowing the means are significantly different it is possible to look at Figure 2 and interpret the means of these variables to reach a conclusion for this hypothesis.

Before being exposed to the Greenwashing Scandal, the means for the Purchase Intention were 4,42 for the control group and 4,77 for the experimental group. After the stimuli the mean values of Purchase intention decreased a lot. For the control group it decreased to 3,10, losing 1,33 points. And, the experimental group lost even more, decreasing to 2,70.

	Group	Mean	SD
PI Before Scandal	Control Group	4,42	0,98
	Experimental Group	4,77	0,97
PI After Scandal	Control Group	3,10	1,38
	Experimental Group	2,70	1,25

Figure 2-Repeated Measures ANOVA for Purchase Intention | Author Elaboration

The first Hypothesis, that Purchase Intention has a negative relationship with Greenwashing Information (scandal), can thus be accepted.

5.4.2. Word-of-Mouth and Greenwashing Information

H2: There is a negative relationship between Word-of-Mouth and greenwashing scandal.

Similarly, to what was done to test Hypothesis one, for the second Hypothesis a Repeated Measure ANOVA was done with a confidence level of 95%. This time, the Within subject factors were the Word of Mouth before and after scandal. Also, like the previous test the before variable combined the responses of the control group and the responses of the experimental group. For the Between subjects factor was the same, belonging to the control group versus belonging to the experimental group.

It is reasonable to infer that there is a significant difference between the before and after scandal measurements of Word-of-Mouth, the main effect, after analyzing the outcomes of this repeated measure ANOVA and looking at Table 7, the Greenhouse-Geiser test of within subject effects ($p\text{-value} < 0,001$). The Greenhouse-Geiser test on the interaction between the before vs after and the two groups ($p\text{-value} < 0,001$) also shows these means are significantly different (Table 7). The interaction is still significant ($p\text{-value} < 0,001$) when looking at the between-subjects test, but this time the group variable is also significant ($p\text{-value} = 0,033 < 0,005$).

Table 8-Within and Between subjects effects WOM-Greenhouse-Geiser Test | Author Elaboration

		F-value	p-value	Eta Squared
Within subjects effect	Before & After	624,49	< 0,001	0,739
	Before & After * Group	34,41	< 0,001	0,135
Between subjects effect	Interception	3520, 90	< 0,001	0,941
	Group	4,61	0,033	0,021

Given this, it is crucial to examine if Word-of-Mouth declines following a greenwashing scandal. Or, if the purchase intention was negatively impacted by the greenwashing incident. And since it is known that the means differ significantly, it is possible to interpret

the means of these variables in Figure 3 in order to draw a conclusion supporting, or not, this hypothesis.

The means for Word-of-Mouth were 4,45 for the control group and 5,28 for the experimental group prior to learning about the Greenwashing Scandal. Following the stimulation, the mean word-of-mouth values significantly declined. It fell to 2,58 for the control group, losing 1,87 points. The experimental group also suffered further losses, falling to 2,27.

	Group	Mean	SD
WOM Before Scandal	Control Group	4,45	1,14
	Experimental Group	5,28	0,98
WOM After Scandal	Control Group	2,58	1,26
	Experimental Group	2,27	1,28

Figure 3- Repeated Measure ANOVA for Word-of-Mouth | Author Elaboration

As a result, the second Hypothesis, that Word-of-Mouth has a negative relationship with Greenwashing Information (scandal), may be accepted.

5.4.3. Brand Trust and Greenwashing Information

H3: There is a negative relationship between Brand Trust and greenwashing scandal.

The same analysis as for the two preceding Hypotheses was conducted to examine the impact of Greenwashing Information on Brand Trust. The Brand Trust before and after the incident served as the Within Subject variables for this Repeated Measures ANOVA with a 95% confidence level. Similar to the previous test, the before variable aggregated the results from the experimental group and the control group. Belonging to the experimental group vs the control group represented the Between subjects factor.

After examining the results of this repeated measure ANOVA and the Greenhouse-Geiser test (Table 8) of within subject effects, it is plausible to conclude that there is a significant difference between the Brand Trust assessments taken before and after the scandal, the main effect (p -value $< 0,001$). These means are likewise substantially different, according to the Greenhouse-Geiser test on the interaction between the two groups and the before

vs. after comparison (p-value < 0,001). When examining the between-subjects test, the interaction is still significant (p-value 0,001), and, similar to the first test, the group variable is not significant (p-value > 0,005), which was expected.

Table 9-Within and Between subjects effects BT-Greenhouse-Geiser Test | Author Elaboration

		F-value	p-value	Eta Squared
Within subjects effect	Before & After	469,83	< 0,001	0,681
	Before & After * Group	25,96	< 0,001	0,106
Between subjects effect	Interception	3576,70	< 0,001	0,942
	Group	0,03	0,853	0,000

Analyzing now the descriptives for this test (Figure 4), we can come state that there's a significant decrease of the control group after being exposed to the greenwashing scandal. Falling from 4,49 to 2,78. Likewise, the experimental group also falls even more significantly from 5,00 to 2,23, losing 2,77 points. These results support the third hypotheses that Brand Trust decreases with Greenwashing Information, and therefore have a negative relationship.

	Group	Mean	SD
BT Before Scandal	Control Group	4,49	0,94
	Experimental Group	5,00	1,01
BT After Scandal	Control Group	2,78	1,41
	Experimental Group	2,23	1,32

Figure 4-Repeated Measures ANOVA for Brand Trust | Author Elaboration

5.4.4 Control Group vs. Experimental Group

H4: The experimental group, exposed to a label with sustainability claims and cues, will be more affected by the greenwashing scandal.

After analyzing the three previous repeated measures ANOVA, it is possible to tell that for all three dependent variables, the experimental group is the one more affected by the greenwashing scandal. For Purchase Intention the difference between the before-

exposure and after-exposure for the control groups is much less than for experimental group (Figure 2). The same is applied for the before and after values of Word-of-Mouth for the control group, the difference is much lower than the difference for the experimental group (Figure 3). Finally, for Brand Trust, the same happens, the difference is much smaller for the control group than the difference for the experimental (Figure 4). This leads to the conclusion that hypothesis four is accepted.

5.4.4 Moderating effect of Personality Traits

The aim for this section is to understand the moderating effect that personality traits may have on the greenwashing effect, meaning, effect that greenwashing has on Brand Trust, Word-of-Mouth, and Purchase Intention. To research this moderating effect, three variables were created under the umbrella of the greenwashing effect. These variables defined the effect by subtracting the values of the dependent variables after being exposed to the greenwashing controversy from the values of the dependent variables before being exposed to the greenwashing scandal, this made it easy to comprehend the effect and portray it. This was conceptualized due to the discrepancy between the before and after means of these dependent variables (Table 9). We also know that the higher the value, the higher the greenwashing effect since it means the before and after values are closer. We can observe this in Table 9. With these three variables, it was possible to run different linear regressions to test if the personality traits actually had any moderating effect on the dependent variables.

Table 10-Descriptives of Dependent Variables and Greenwashing effect | Author Elaboration

Variables	Mean
Brand Trust Before	4,23
Brand Trust After	2,50
Greenwashing effect on Brand Trust	2,25
Purchase Intention Before	4,10
Purchase Intention After	2,89
Greenwashing effect on Purchase Intention	1,71
Word-of-Mouth before	4,34
Word-of-Mouth after	2,42
Greenwashing effect on Word-of-Mouth	2,45

H5: Respondents that present higher extraversion will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

To test hypotheses 4, three linear regressions were developed. The first one having the Greenwashing Effect on Brand Trust as the dependent variable (X), and the independent variable as Extraversion (Y). The second one, the Greenwashing effect was on Purchase Intention as the dependent variable and finally, the third one had the Greenwashing effect on Word-of-Mouth as the dependent variable.

By using these Linear Regressions, it was possible to get to the results in Table 10. It is possible to see that when testing if Extraversion moderates the effect of Greenwashing on Brand Trust, we don't have a statistically significant coefficient for a 95% confidence level ($p\text{-value} > 0,05$). If we decrease the confidence level to 90%, we have now a statistically significant coefficient with a positive value of 0,137. This means that extraversion increases the greenwashing effect. And, therefore we conclude that people with higher levels of extraversion actually are more impacted by this greenwashing controversy on Brand Trust. For the other dependent variable, with a 95% confidence level, the coefficients is significant ($p\text{-values} < 0,005$), and therefore, extraversion does moderate the relationship between the greenwashing effect and Purchase Intention. Regarding the coefficient of extraversion on the Greenwashing effect on Word-of-Mouth even with a positive value of 0,088, it is not statistically significant.

Table 11-Linear Regressions for Extraversion as Moderator | Author Elaboration

Dependent Variables	Extraversion-Independent Variable		
	<i>p-value</i>	Coefficient	Standard error
Greenwashing effect on Brand Trust	0,069	0,137	0,075
Greenwashing effect on Purchase Intention	0,034	0,146	0,068
Greenwashing effect on Word-of-Mouth	0,225	0,088	0,072

This leads to the conclusion that hypothesis five is not accepted.

H6: Respondents that present higher agreeableness will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

To test hypothesis five, three linear regressions were generated for, as was done with hypothesis four. The first has the Greenwashing Effect on Brand Trust as the dependent variable (X) and Agreeableness as the independent variable (Y). The second was a Greenwashing effect on Purchase Intention as the dependent variable, and the third was a Greenwashing effect on Word-of-Mouth as the dependent variable.

By running these linear regressions is possible to observe that only one coefficient showed to be statistically significant for a 95% confidence level (Table 11). All other coefficients showed no statistical significance, meaning that even with positive coefficients, it is not possible to tell that Agreeableness moderates the effect of greenwashing on either Brand Trust or Purchase Intention (p-values are above 5%). However, we can conclude that Agreeableness moderates the effect on Word-of-Mouth and the higher the values of Agreeableness, the higher the Greenwashing effect.

Table 12-Linear Regressions for Agreeableness as Moderator | Author Elaboration

Dependent Variables	Agreeableness-Independent Variable		
	<i>p-value</i>	Coefficient	Standard error
Greenwashing effect on Brand Trust	0,225	0,121	0,106
Greenwashing effect on Purchase Intention	0,217	0,120	0,097
Greenwashing effect on Word-of-Mouth	0,019	0,238	0,101

This being said, although one coefficient is statistically significant and moderates the effect, hypothesis five is rejected.

H7: Respondents that present higher contentiousness will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

In order to test hypothesis six, the three linear regressions were created, like the previous. However, this time, Contentiousness was the Independent Variable. Running the linear regressions, it was possible to get to the results in Table 12.

When testing if Contentiousness moderates the effect of Greenwashing on Brand Trust, we have a statistically significant coefficient for a 95% confidence level ($p\text{-value} < 0,05$), and a coefficient with a positive value of 0,201. This means that Contentiousness increases the greenwashing effect. And, therefore we conclude that people with higher levels of Contentiousness actually are more impacted by this greenwashing controversy. Similarly, using the Greenwashing effect on Word-of-Mouth as the dependent variables, with a 95% confidence level, the coefficient is significant ($p\text{-values} < 0,05$), and with a positive value of 0,236. Regarding the coefficient on of Contentiousness on the Greenwashing effect on Purchase Intention, it is also positive (0,061), but not significant ($p\text{-value} > 0,05$). This cannot lead to the conclusion that Contentiousness moderates the overall effect of Greenwashing.

Table 13-Linear Regressions for Contentiousness as Moderator in the Experimental Group| Author Elaboration

Dependent Variables	Contentiousness -Independent Variable		
	<i>p-value</i>	Coefficient	Standard Error
Greenwashing effect on Brand Trust	0,034	0,201	0,094
Greenwashing effect on Purchase Intention	0,488	0,061	0,087
Greenwashing effect on Word-of-Mouth	0,009	0,236	0,090

Hypothesis six is, therefore, rejected.

H8: Respondents that are more openness to experience will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

As with the previous hypothesis, three linear regressions were produced to test hypothesis seven. The Greenwashing Effect on Brand Trust is the dependent variable (X) in the first, while Openness to Experience is the independent variable (Y). The second was a Greenwashing effect on the dependent variable Purchase Intention, and the third was a Greenwashing effect on the dependent variable Word-of-Mouth.

Table 13 shows the outcomes of these linear regressions. Similar to hypothesis five, only one coefficient was found to be statistically significant at a 90% confidence level (p-value > 0,10). Leading to the conclusion that Openness to Experience moderates the effect on Purchase Intention. However, the other two, even with positive coefficients, are not statistically significant. Therefore, it is not reasonable to conclude that Agreeableness moderates the effect of greenwashing on Brand Trust or Word-of-Mouth (p-values are more than 5%).

Table 14-Linear Regressions for Openness to Experience as Moderator in the Experimental Group| Author Elaboration

Dependent Variables	Openness to Experience -Independent Variable		
	<i>p-value</i>	Coefficient	Standard error
Greenwashing effect on Brand Trust	0,299	0,118	0,113
Greenwashing effect on Purchase Intention	0,054	0,200	0,103
Greenwashing effect on Word-of-Mouth	0,262	0,122	0,109

Once more, even though there's statistically significant proof that Openness to Experience moderates the Greenwashing effect on Purchase intention, it does not moderate the other two. Therefore, this hypothesis is rejected.

5.4.5. *The moderating effect of gender*

H9: Women will be more impacted by greenwashing scandals. Women will have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.

Finally, to determine if gender moderates the impact of greenwashing on Brand Trust, Purchase Intention, and Word-of-Mouth, the three variables developed earlier were utilized for the three linear regression. The results for these three linear regressions are in Table 14. One coefficient showed to be statistically significant for a 95% confidence level, p-values are lower than 0,005. And one is statistically significant for a 90% confidence level. However, regarding the effect of gender on the greenwashing effect on word-of-mouth, there's no statistical significance. This leads to the conclusion that gender does moderate the effect of greenwashing on Brand Trust and Purchase Intention. Not only that but, since the gender variable is defined as 0=Male and 1=Female, we can conclude that women are more impacted than men by the greenwashing scandal on their Brand Trust and Purchase Intention, but not Word-of-Mouth. Therefore, the hypothesis is not accepted.

Table 15-Linear Regressions for Gender as Moderator in the Experimental Group| Author Elaboration

Dependent Variables	Gender -Independent Variable		
	<i>p-value</i>	Coefficient	Standard error
Greenwashing effect on Brand Trust	0,049	0,441	0,223
Greenwashing effect on Purchase Intention	0,011	0,525	0,205
Greenwashing effect on Word-of-Mouth	0,523	0,139	0,218

5.5 Hypothesis Validation and Overview

Table 16- Hypothesis results | Author Elaboration

Hypothesis	Statement	Result
H1	<i>There is a negative relationship between Purchase Intention and greenwashing scandal.</i>	Accepted
H2	<i>There is a negative relationship between Word-of-Mouth and greenwashing scandal.</i>	Accepted
H3	<i>There is a negative relationship between Brand Trust and greenwashing scandal.</i>	Accepted
H4	<i>The experimental group, exposed to a label with sustainability claims and cues, will be more affected by the greenwashing scandal.</i>	Accepted
H5	<i>Respondents that present higher extraversion will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.</i>	Rejected
H6	<i>Respondents that present higher agreeableness will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.</i>	Rejected
H7	<i>Respondents that present higher conscientiousness will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.</i>	Rejected
H8	<i>Respondents that are more openness to experience will be more impacted by greenwashing information. They'll have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.</i>	Rejected
H9	<i>Women will be more impacted by greenwashing scandals. Women will have more negative reactions (lower Purchase Intention, Word-of-Mouth and Brand Trust) in the case of greenwashing controversy information.</i>	Rejected

6. CONCLUSION AND FUTURE RESEARCH, IMPLICATIONS AND LIMITATIONS

6.1. Conclusions

Globally, there is an increasing awareness of environmental issues. However, the pressure to "be green" prompted some businesses to engage in greenwashing, which is a dishonest practice used to influence public perception about being green.

The majority of available research focuses on the link between greenwashing and corporate performance and market value. This study attempted to shed light on an understudied topic, the impact of greenwashing on various consumer personalities and gender. This study suggests that greenwashing has a negative effect on brand trust, word-of-mouth, and purchase intention as it was proven by the repeated measures ANOVAs done to test the first, second and third hypothesis. These tests showed that there was a decrease in value of Brand Trust, Purchase Intention and Word-of-Mouth after the respondents were exposed to the stimuli of the Greenwashing Controversy. This was also demonstrated for both the control and experimental groups. With that being said, we can now provide conclusive findings and a favorable response to the study's initial research question. Following a review of the literature on the subject, it became obvious that these variables were commonly employed to quantify green behavior, and so it was predicted that they would alter when confronted with a Greenwashing Scandal. These results add further validity to studies made relating these variables to Green Behavior and Greenwashing.

When testing the moderating effect of the different personalities, the results were mostly the expected ones. As previously mentioned, four out of the five personality traits - openness to experience, conscientiousness, extraversion, and agreeableness - have a strong positive correlation with green purchasing behavior (Fatoki, 2020). This led to the believe that these four personality traits would also moderate the effect of greenwashing. In other words, those with high degrees of openness to experience, conscientiousness, extraversion, and agreeableness would react more strongly to greenwashing and hence have a higher greenwashing impact. The greenwashing variables were formed by subtracting the after-exposure values from the before-exposure values, and when it was used in the linear regression to evaluate the moderating effect of the personalities, it was discovered that they all had a positive impact on the greenwashing effect, but not all were statistically significant.

In terms of extraversion, the results were statistically significant at a 90% confidence level, indicating that there was a moderating impact for two coefficients. The greater the extraversion, the greater the difference between after-exposure and before-exposure. Except for the moderation of the greenwashing effect on Word-of-Mouth. And thus, the hypothesis was not accepted. In terms of agreeableness, the tests revealed only one coefficient was statistically significant moderating influence of this personality trait on the relationship between Greenwashing Information and Word-of-Mouth. There was a strong moderating influence of conscientiousness on Brand Trust and Word-of-Mouth, but not on Purchasing Intention. This moderating effect, like extraversion. Finally, there was only one statistically significant coefficient for openness to experience moderating the effect on the greenwashing information and Purchase Intention.

Finally, several ideas have been established to explain gender differences in pro-environmental behavior. However, as previously stated, there is no evidence that gender influences environmental concern, sensitivity to greenwashing concerns, and ultimately pro-environmental behavior (Xiao and McCright, 2015). As a result, more investigation was required. In this study, however, tests made showed moderating effect of gender on the greenwashing effect on Brand Trust and Purchase Intention, but not Word-of-Mouth. And, that women have a higher reaction to the greenwashing controversy on the two dependent variables mentioned. All in all, the hypothesis was rejected.

6.2. Implications

Academically speaking, this dissertation contributes with significant information, particularly in regard to whether or not different personality traits and gender influence how customers react to greenwashing, given there is very little research on this topic. The majority of the research that is now accessible focuses on the relationship between greenwashing and business performance and market value, therefore there are also not many studies regarding the effects of greenwashing.

This research draws attention to important issues for every company by outlining the necessity to comprehend the repercussions of deceiving customers with deceptive environmental policies.

Companies should also be mindful of the messages they convey since these messages may influence customer purchase intent, brand trust, and word-of-mouth, all of which have been shown to have negative short- and long-term effects on businesses. Additionally, businesses should consider tailoring their communications to the types of customers they have on a regular basis, but specially after Greenwashing scandals. For, this, it is easier, and mostly likely, more impactful, if the company knows their customers on a deeper level.

The management of various businesses should make an extra effort to check and monitor their environmental initiatives in an appropriate and efficient manner, limiting the spread of unfavorable remarks and controversies that will promote a poor reputation. Companies' total performance, as well as the wellness of the planet and the population, may improve if they continue to make an effort and are successful with their green conduct.

6.3. Limitations and Future Research

This study added to the ever-expanding body of knowledge on this subject, although it had limitations much like many previous studies. First off, because the survey was primarily disseminated through social media platforms like WhatsApp and Instagram, it doesn't allow the access and comprehension of the circumstances in which the participants responded to the survey, including whether they were attentive and took the time necessary to complete it. As a result, there was little control over the general environment in which they conducted the survey. As a result, we can see that some respondents did not complete the entire survey, resulting in incomplete replies. This suggests that the sample size might have been larger, and hence the research may have been more accurate. Still on the subject of dissemination, the sample size was fairly modest due to a lack of resources to reach a wider audience.

Another drawback of this study was that the stimuli were created by the author rather than a professional marketer, which raised the possibility that they were faulty. Unintentionally, it can include biased information such as the brand's name, the information that was delivered, the design, or color. Additionally, while the before and after stimuli only examined short-term, instantaneous reactions, the respondents' long-term behavior and attitude may have been much different and more accurate.

It's also vital to note that the hypotheses that were established may have been too broad. Three tests each were necessary for the hypothesis created to understand the moderating influence of gender and personality. The three tests had to be statistically significant in order to be accepted, which made it more difficult to get the hypothesis approved.

Finally, the quantitative analysis sample was based on a convenience sample, which may have limited diversity in some characteristics, such as gender, because 62.2% of the sample was female. Older individuals were also underrepresented, as previously indicated, because the poll was distributed via social media channels, which may have influenced the results significantly and gave the uneven distribution of gender and age.

For future research it would make sense to repeat the study but focusing on specific industries, to understand the differences. Another interesting comparison would be to understand how different the reactions would be to the different type of products (hedonic vs. utilitarian). And, finally, instead of gender or the personality traits, an interesting moderating effect to test would be across Hofstede's Cultural Dimensions which includes power distance, uncertainty avoidance, individualism-collectivism, masculinity-femininity, and short vs. long-term orientation.

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8.APPENDICES

Appendix 1-Research method

The online platform Qualtrics was chosen for the design and delivery of the online survey in order to reach a wide number of individuals and acquire a significant number of replies. The use of this platform facilitates the distribution of the online survey since it provides a link that can be quickly copied and shared with others, allowing people to easily access it. The questionnaire was distributed via social media channels such as Instagram, WhatsApp, and LinkedIn. This made the distribution of this survey simple, quick, and with no costs associated with it.

This online platform has a variety of options for survey structures and question formats, as well as a number of tools that may be utilized, such as the randomizer which makes the survey easier to create and manage, especially with a control group. In order to make the process of analyzing the survey findings easier, Qualtrics enables users to download the final dataset straight to the statistics tool SPSS. Additionally, using an online platform

is practical for participants because they are not under any time constraints and do not need to be in a certain location at a given time in order to complete the survey.

However, adopting an online platform has several disadvantages for the researcher, such as losing control over the respondents' surroundings and level of focus throughout the survey. Furthermore, in the event that questions are raised, the researcher is unable to provide immediate direction or give specific information, only after contacting the researcher by email. The survey's design was maintained brief and straightforward to prevent misconceptions and survey abandonment. Only closed-ended questions with an average response duration of four minutes were included in the online questionnaire, and only two images were shown during the completion of the survey.

Appendix 2-Stimuli

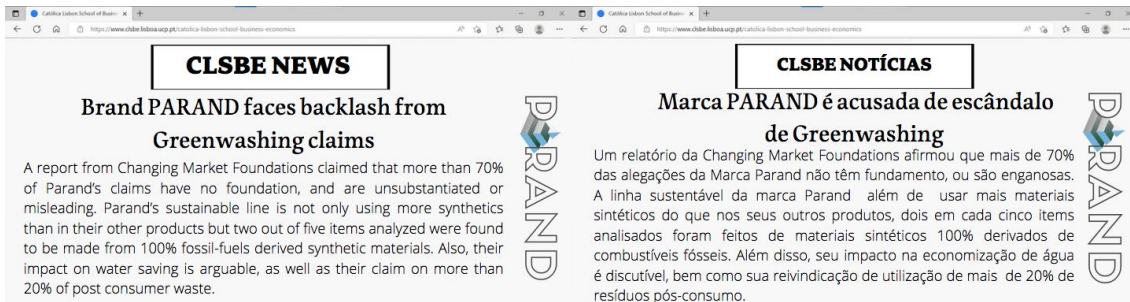
Appendix 2.1-First Stimuli: Experimental Group



Appendix 2.2-First Stimuli: Control Group



Appendix 2.3-Second Stimuli: Both Groups



Appendix 3-Survey

Q1:

Hello!

The present survey was designed to understand how different consumer personalities react to greenwashing scandals. We want to better understand to what extent a product or a brand suffers consequences due to these scandals, and what is the consumers' perspective after. Please help us dive deeper into this topic.

Keep in mind that the brand we'll talk about is not real and therefore you shouldn't associate it with any brand you know. Also, anonymity is assured, so the results are confidential. You can only participate in the survey once, and all questions require an answer.

If you have any questions regarding the survey, please send me an E-mail to: s-cfaleiro@ucp.pt

Thank you for your participation!

Q2:

These personality characteristics may or may not apply to you. Indicate your level of agreement or disagreement with each statement by choosing a number that fits the best. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neither Agree nor disagree (4) Somewhat agree (5) Agree (6) Agree strongly (7)

I see myself as:

	(1) Strongly disagree	(2) Disagree	(3) Somewhat disagree	(4) Neither agree nor disagree	(5) Somewhat agree	(6) Agree	(7) Strongly agree
Extraverted, enthusiastic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Critical, quarrelsome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dependable, self-disciplined	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anxious, easily upset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open to new experiences, complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reserved, quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sympathetic, warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disorganized, careless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calm, emotionally stable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conventional, uncreative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.1 Only for Control Group:

Q3.1.1. To answer the following questions imagine you are buying a regular product from the brand PARAND (a brand you normally use). While buying this product you came across the label bellow:



Q3.1.2. Please indicated to what extent you agree or disagree with the following statements about the brand taking into account the label you found above:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I would strongly recommend this product due to its positive image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend friends to purchase this product because its socially responsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would say good things about this product because of its positive message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand PARAND is reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand PARAND has high standards regarding morality and honesty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy PARAND's products in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'll choose PARAND whenever I need to buy my everyday products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product misleads with words regarding its environmental features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product misleads with visuals, graphics or claims regarding its environmental features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product's green claim is vague	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.2 Only for Experimental Group:

Q3.2.1. To answer the following questions imagine you are buying a regular product from the brand PARAND (a brand you normally use). While buying this product you came across the label bellow:



Q3.1.2. Please indicated to what extent you agree or disagree with the following statements about the brand taking into account the label you found above:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I would strongly recommend this product due to its positive image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend friends to purchase this product because its socially responsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would say good things about this product because of its positive message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand PARAND is reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand PARAND has high standards regarding morality and honesty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy PARAND's products in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'll choose PARAND whenever I need to buy my everyday products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product misleads with words regarding its environmental features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product misleads with visuals, graphics or claims regarding its environmental features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product's green claim is vague	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4 Greenwashing Controversy:

Q4.1. While browsing on the internet you came across the following news about PARAND:

CLSBE NEWS

Brand PARAND faces backlash from Greenwashing claims

A report from Changing Market Foundations claimed that more than 70% of Parand's claims have no foundation, and are unsubstantiated or misleading. Parand's sustainable line is not only using more synthetics than in their other products but two out of five items analyzed were found to be made from 100% fossil-fuels derived synthetic materials. Also, their impact on water saving is arguable, as well as their claim on more than 20% of post consumer waste.

CLSBE NOTÍCIAS

Marca PARAND é acusada de escândalo de Greenwashing

Um relatório da Changing Market Foundations afirmou que mais de 70% das alegações da Marca Parand não têm fundamento, ou são enganosas. A linha sustentável da marca Parand além de usar mais materiais sintéticos do que nos seus outros produtos, dois em cada cinco itens analisados foram feitos de materiais sintéticos 100% derivados de combustíveis fósseis. Além disso, seu impacto na economização de água é discutível, bem como sua reivindicação de utilização de mais de 20% de resíduos pós-consumo.

Q4.2. Please indicated to what extent you agree or disagree with the following statements about the brand taking into account the news you found above:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I would strongly recommend this product due to its positive image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend friends to purchase this product because its socially responsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would say good things about this product because of its positive message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand PARAND is reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand PARAND has high standards regarding morality and honesty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy PARAND's products in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'll choose PARAND whenever I need to buy my everyday products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product misleads with words regarding its environmental features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product misleads with visuals, graphics or claims regarding its environmental features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product's green claim is vague	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5: How old are you?

- Under 18
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+ years old

Q6: How do you describe yourself?

- Male
- Female
- Non-binary / third gender
- Prefer to self-describe
- Prefer not to say

Q7:

We thank you for your time spent taking this survey.

Your response has been recorded.