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THE IMPACT OF GREEN MARKETING PRACTICES ON CONSUMER BUYING DECISION

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Master Dissertation in Business Administration

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Idea is the object of thinking.

- John Locke.

It is sometimes hard to grasp the difference between identifying with one's own roots, understanding people with other roots, and judging what is good or bad.

- Umberto Eco

Abstract

Color can be one of the most important characteristics to impulse customers to buy certain products. So, organizations have been using green marketing practices, as transforming products into more friendly for the environment and incorporating features which cause the less impact in it. These products are emerging as differentiating products, in order to follow up with these value-conscious customers, whose consumptions patterns and buying-decision have been evolving. Customers have become more and more concerned with environmental issues and they want to have an active role in order to diminish the impact their actions have in the environment.

There is no possible way the earth has the ability to sustain itself. Therefore, it requires customers and organizations interaction and contribution for protecting it and the awareness of environmental issues, such as global warming, currently affecting every individual on earth. Corporate social responsibility is another topic which refers to the organizations' responsible actions in society, offering and marketing products which can be less hazard for the environment.

Therefore, the purpose of this research is to investigate the customers' perception on organizations attitudes when these engage in green marketing practices, and also how it affects and, in ways, shapes customers buying-decision when aware of the impact of their actions in the environment.

This study was based on the literature review and it was conducted a questionnaire to 250 customers. The analysis of the results show customers tend to be influenced by green marketing practices and are more motivated when aware of the environmental issues. However, customers are still not very clear about companies' intentions, when engaging into these approaches.

Key words: Green marketing, buying-decision, value-conscious customers and Corporate Social Responsibility.

JEL Classification System: Marketing (M31) and Social Responsibility (M14)

Resumo

A cor é uma das características mais importantes que pode impulsionar os consumidores na aquisição de produtos. Assim, as empresas têm vindo a utilizar práticas de marketing verde, como a transformação de certas características dos produtos de modo a tornarem-se mais amigos do ambiente ou através da incorporação de atributos que tenham o mínimo impacto para o meio ambiente. Estes produtos têm vindo a emergir no mercado como produtos diferenciadores de forma a colmatarem as necessidades de consumidores conscientes de valor, cujos padrões de consumo e decisão de escolha têm vindo a mudar ao longo dos tempos. Os consumidores estão cada vez mais conscientes para todos os assuntos ligados ao meio ambiente, assumindo uma função activa de forma a diminuírem o impacto que as suas acções têm para o meio ambiente.

O planeta Terra está a deixar de ser auto-sustentável, requerendo a interacção e contribuição dos consumidores e organizações para a protegerem. E também o alerta para a consciencialização dos assuntos do ambiente, como por exemplo o aquecimento global que afecta todos os indivíduos que coabitam na terra. A Responsabilidade Social Corporativa é outro dos tópicos que se refere ao facto das empresas se comprometerem com acções mais responsáveis na sociedade, oferecendo assim produtos que tenham o menor risco para o ambiente.

Consequentemente, o propósito desta pesquisa foi investigar a percepção dos consumidores relativamente às organizações que optam pelas práticas de marketing verde. E ainda de que forma é possível moldar as decisões dos consumidores aquando do seu conhecimento dos impactos que as suas actividades possam ter para o ambiente.

Este estudo foi baseado na revisão de literatura e que conduziu ao lançamento de um questionário dirigido a 250 consumidores. Os resultados desta pesquisa revelam que os consumidores são influenciados pelas práticas de marketing verde, especialmente quando estão conscientes das questões ambientais. No entanto, ainda não estão claros das intenções das empresas quando tomam estas iniciativas.

Palavras-Chave: Marketing verde, decisão de escolha, consumidores conscientes do valor, Responsabilidade Social Corporativa.

JEL Sistema de Classificação: Marketing (M31) e Responsabilidade Social (M14)

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1. Introduction

Green marketing is a topic which has been recently studied. This concept emerged in the late 80's decade representing the advertising products with environmental characteristics. New types of products were introduced in the markets, named by "green products" which had features would have less damage for the environment.

Peattie, K. (1995), identified three different phases of this new tendency of green marketing: the "ecological" which reflects the development of ways to solve the existing environmental problems; the "environmental" which involves using "clean technology" in the process of creating new products; and the "sustainable", reflecting organizations behavior in developing and marketing products which are environmentally friendly as customers are becoming more aware of these issues.

However, regarding Henion and Kinnear (1976), green marketing is not only about incorporating environmental characteristics to products or services. Some of these changes can be realized in products' advertising, some others in the company's trademark which can occur with a logo change or in the packaging material used. Modifying the product itself or even the production process are other activities companies engage when becoming green.

The concept of being green displays the increasing awareness of economy elements, businesses and customers, to diminish their impact in the environment (Singh and Pandey 2012).

Relying on customers' needs and freedom of choice, this concept has been revolutionary in terms of meeting the "needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Commission's report in 1987 – *Our Common Future*), or in other words, finding alternatives to satisfy these unlimited needs.

1.2.Problem statement

More relevance should be given to specific features of green products and to customers who are environmentally conscious of the impact of their actions.

1.3.Research Purpose

The purpose of this research is to determine the impact green marketing practices have on influencing customers' reactions and perception on it. The way these products have becoming so appealing to them through their characteristics, as it changes customers habits going over the bounds of their consciousness.

1.4. Research Questions

1. How do color, quality and post-use fate influence customers purchasing habits, for green products?
2. How green marketing affects customers' attitudes when acquiring eco-products?
3. How green marketing practices influence customers' perception on companies' attitudes?

1.5. Relevance of the topic

This topic is extremely important as it can arise new opportunities for companies in such a highly competitive global environment. Many researchers defend becoming green is the only option to save our planet. Governments also have an important role as they should increase consciousness and awareness of economic policies aligned with social responsibility about these environmental issues.

The increasing awareness about environment concerns has been changing customers' preferences and tastes turning this concept into a revolutionary one, establishing a barrier from the traditional marketing. This shift from traditional marketing to green marketing reflects the change of customers' perception (Ottman 2011). Nowadays, it is clear how customers and businesses are embracing this new perception and prefer environment friendly products even if it means they have to spend more for these green products (Porter and Kramer 2006).

Becoming green means businesses behave in a more responsible way (eco-friendly) diminishing their impact on the environment to prevent serious consequences to happen in society's welfare (Dembkowski and Hanmer-Lloyd, 1994).

1.6. Research Structure

The dissertation is structured in seven parts, in the following way. The first part – Chapter 1 identifies the problem and the purpose of the study, Chapter 2 covers up the literature review of green marketing as a trend, customer behavior and the importance of the evolution of environmental concern. The chapter 3 defines the conceptual model and Chapter 4 defines the research methodology. Finally, there is Chapter 5 and 6, which states the results from the followed research and the assessment based on the outcomes, the validity of the research hypotheses and the recommendations and limitation found out in order to be useful for future studies.

2. Literature review

2.1. Green Marketing

2.1.1. Green marketing concept

The negative impact of human activities throughout the years brought a new concept of marketing – green marketing.

The green marketing concept has been recently immensely studied due to its impact on day-to-day buying decisions. This concept can also be perceived as: environmental marketing or ecological marketing (Henion and Kinnear 1976).

"Green products" or "environmental products" are often associated for having certain characteristics which were developed with green process, or in other words with as less impact on the environment as possible. Protecting the environment, reducing energy and resources describe some of their features. The processes associated tend to eliminate the use of toxic products, pollution and waste which are hazard to the environment. The green products have to increase the productivity and use of natural resources, must involve biological production model and also reduce the quantity of materials used in its processes - dematerialization (Singh and Pandey 2012).

This marketing approach concerning Ottman, Stafford and Hartman (2006) perspective, has a huge impact both on society and companies as green products promote health and safety, cost effectiveness and efficiency, and also performance, symbolism and reputation and convenience. According to what was mentioned, many green products have energy saving potential. For instance, there's been an increase in the demand for electric cars not only due to government incentives but also because of long-term savings. Nowadays, we've been consuming everyday products which contain countless chemicals, hormones or other drugs. However, the consuming patterns have been changing and the importance given to health and safety products as become more relevant with the increase of sales of organic foods, for instance, as people tend to be concerned with their own well-being and with the future generations. In terms of performance, people still think green products do not perform as good and as efficiently as other products. Nevertheless, in many cases green products are design to perform better than other products. We can take the example of clothing washer, which cleans

better and are gentler to clothes than the older washers. Many organizations are trying to establish a "green chic" appeal to their products, so using celebrities to publicize them in order to determine trends and reach and expand targets. Green products are not only efficient, they can provide other benefits. LED lightening, is an example, which is the most power saving alternative when compared to the traditional bulbs and also have no toxic chemicals in the composition, and last longer.

In general, green products can have some of the following characteristics: being made from recycled materials, products which can be recycled or reused, organic products, products which meet environmental responsible packaging or other environmental criteria.

Green marketing doesn't only refer to the promotion or advertising of products with environmental characteristics. We tend to associate this concept to terms such as: recycling, environmentally friendly, or for example refillable. However, regarding Henion and Kinnear (1976) this concept is wider, as it also involves product modification, changes in the production process, brand adaptation (e.g. logo, packaging), and alteration and improvement of the advertising approaches. It also implies the consequences marketing activities have on pollution, environment degradation and on energy consumption. It provides a different perspective of the general concept of marketing, as it is no longer focused on particular societies concerns, but in global ones. It consists of being able to satisfy customers' needs having the minimum impact and harm in the environment.

This concept brought new concerns for businesses and customers which consider social responsibility the main key for reducing the impact that certain activities might have in the environment. However, organizations should be aware of some obstacles they might have to overcome as, once they become green they will turn into the focal point of many critics, so they have to assure that their practices are not being misleading whatsoever to customers or to the industry.

Green marketing has become increasingly significant to the modern market. Companies have to re-think about all the activities which involve their products, whether it is the process or advertising for example, in order to reach environmentally conscious consumers, those consumers who are focused on their actions and the impact they have in the world, setting apart their materialistic side. And at the same time expand the mind

set of consumers who are still not aware of their actions impact and the meaning of green-friendliness products. The current tendency is for consumers paying more attention to the companies' practices as well as the product characteristics whether they are sustainable or not. Marketing practices such as adapting their brand image with "visual images most associated with the environment" or products made with recycled materials. However, implementing green marketing involves the analysis of several conditions as consumer awareness, costs and profit issues, awareness of the topic and competitive pressures (Singh and Pandey 2012).

In order to have a successful green marketing strategy, the organization must be genuine in terms of it stands for, or in other words, whether companies are accurate, comply and act according the companies' policies. Organizations must also act accordingly to what they claim during their marketing campaigns. Empower customers is also an important key to achieve success as it gives customers the power to intervene and make them part of the environmental actions and assure customers recognize the coming benefits from being green. The acknowledgment of customers' preferences and characteristics is an essential asset allows the anticipation of their need. In this particular case in order to sell green products, organizations must know whether customers are aware and conscious of their actions and the consequences they might have in the environment. Focus on transparency as long as companies have been acting according to their procedures and their claims regarding their position as environmentally friendly and so, avoid all the skepticism coming from adopting a greener strategy. And finally, set prices according to the defined target (Singh and Pandey 2012).

2.1.2. Importance of green marketing

One of the main issues of green marketing is satisfying customers' needs, providing them with alternatives which do not contaminate or are considered harmful to the environment due to the scarcity of resources which relies on the basic definition of Economics - the study of how people use their limited resources to try to satisfy unlimited needs (McTaggart, Findlay and Parkin 1992). So, it is important to find different alternatives with limited resources to satisfy these unlimited needs of both individuals and industry, and at the same time correspond with the company's goals.

Regarding Ottman (2011), nowadays, companies focus on product development and ways to align it with sustainability. Actions in producing, distributing, usage and recycle processes must have the minimal impact on the environment. It's important to consider the resources involved in each process, which resources are required during the product lifetime and whether the practices used are ethical. The companies' role in society has more duties and consequently is becoming more important with their active participation (Keller 1987, Shearer 1990). They believe they have moral obligation (Davis 1992) in their policies and practices to have a positive impact on the environment (Azzone, Giovanni and Manzini 1994). So companies using green marketing approaches are gaining competitive advantage over companies which don't engage in responsible practices. This current trend emerges in order to better satisfy customers' needs (Polonsky 1994).

On the other hand, the increasing pollution and the damages from global warming are some of the examples of human destruction which are devastating the environment. So, we have been observing how social responsibility has been assuming an important part in today's society. Therefore, not only marketeers but also consumers are taking actions and being more concerned about it, changing their behavior patterns.

This concept explores customers' mind set and how they stand about the environmental issues, becoming more of a "central core value" rather than being too explicit and so that influence consumption and marketing decisions.

Some of the other benefits coming along with being green are the advances in technology towards the utilization of recycled goods and use of new forms of goods. The imposition of technology has been shaking the everyday life and it's often confused technology with nature. So it's essential to develop products and services which have little harm in the atmosphere (Winner 1986).

2.1.3. The green marketing new paradigm

Facing the needs of consumers who are now more social and environmentally consciousness and aware of their actions' impact and as the times have also evolved, a new paradigm as emerged – the green marketing paradigm.

Regarding Ottman (2011), the traditional marketing, it was focused on satisfying customers need along with the best prices and then assuring the product or service was publicized. On the other hand, green marketing is a bit more complex than that. Thus, it offers products which go along with "customers' needs for quality, performance, affordability and convenience" having the minimal impact and consequences in the environment. And at the same time developing the brand concept, where customers can have an active role towards it and engaging in its activities and obtaining sustainable benefits. Basically, being conscious of their consumer patterns has a meaningful significance in the environment.

Issues	Conventional marketing	Green marketing
Consumers	Consumers with lifestyles	Human beings with lives
Products	Cradle-to-grave One-size-fit-all products	Cradle-to-cradle Flexible Services
Marketing and Communication	Selling oriented End benefits	Education Values
Corporate	Reactive Independent departmentalized Short term oriented Profit maximizing	Pro-active Interdependent Co-operative Holistic Long term oriented Double bottom line

Exhibit 1 - Differentiation between conventional and green marketing. Source: J.Ottman Consulting, Inc.

There are seven strategies for green marketing success and they underline on innovation and flexibility (Ottman 2011).

- Acknowledge of customers and stakeholders' values regarding their social and environmental concerns.
- Develop products which satisfy customers in terms of quality, convenience and affordability and the same time which have the smallest impact in the environment.

- Offer products which have benefits that make customers engage in a way they know their actions have impact for the current and future generations
- Assure organization practices are legitimate
- Find competitive advantages when adopting new strategies in the product development
- Focus on comprehensiveness and satisfying customers and make a statement in terms of corporate environment issue
- "Don't quit." Encourage the engage in sustainable activities and influence environmentally friendly buying patterns.

2.1.4. Greenwashing

Greenwashing, means organizations engage in green practices through "clever advertising and public relations activity" with other intentions than protecting the environment and diminishing individuals' impact on it. Some organizations use green marketing in an unjustified and exaggerated way of promoting their practices only with the purpose to gain market share and to obtain recognition, acceptance. Therefore, this is a misleading and unethical practice, as most of the times customers don't have entire access to information to know what is more or less harmful to the environment.

Greenwashing is only used by "dirty" companies known by their bad reputation but claim they have been engaging in sustainable and green trends with the only purpose of obtaining market share (Dahl 2010).

So, there are some examples which can reflect greenwashing tactics, collected from a summary report named Environmental Claims in Consumer Markets (2009). When organizations suggest a product is green due to some of its features without taking into concerns of other issues which might include the process of production affecting the environment. Every time, there is no certification from some other institution stating it is green. A product claiming to be green, but it appears to be very vague for customers (e.g. products stating they're all natural). When products are appealed to be environmentally friendly, however it doesn't add anything clear to the customer (e.g. some companies market their products as CFC free, however this component has already been banned by regulation). And it is also greenwashing, when it is claimed to be an ecologic product, which might be truth, nevertheless it turns to be harmful to the

customer (there are organic cigarettes, however the consequences to smokers are as terrible as the normal ones); claims of having environmental characteristics which are just false, because those features do not correspond to the real product; and every occasion where it is used fake certifications of being eco-friendly.

2.2. Green consumerism

2.2.1. Buying-decision process

According to Kotler and Keller (2009), there are 5 stages of buying-decision process: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Basically, it focuses on consumers' needs and how these needs might be triggered by external features to stimulate a need of purchasing. Customers also try to collect the maximum information possible from friends, family, past experience and advertising in order to justify their buying decisions. Their choices can be based on their beliefs, attitudes or knowledge.

However, it doesn't mean all customers pass throughout all of these phases mentioned before, they can skip or reverse some.

The purchase process focuses on the assembly of certain goals or objectives on both organizational and individual levels. These goals can be directly or indirectly related to the purchasing activity itself. Therefore, the reasons to refer the buying behavior are due to the importance of the relations between selling, customers' previous experience, competitor offer, and purchasing process. On the other hand, the final reactions involve the purchase or rejection of a product (Baker 2003).

Bunn (1993) came up with an analysis of buying patterns and defined six prototypical buying-decision attitudes as: casual purchase, routine low priority, simple modified re-buy, judgmental new task, the complex modified re-buy and strategic new task.

The first one – casual purchase, involves no information collecting and deliberation. This happens when these purchases don't have much importance and it turns to be an impulse.

The routine low priority consists of more repetitive purchases. It requires more deliberation than the casual purchase, however in an adequate way. The acquisition of production supply items or raw materials are some of the examples of this category.

The next approach - the simple modified rebuy - involves searching for information and analysis in a moderate amount. Nevertheless, in this case, buyers restrict their choices.

The judgmental new task relies on a high level of uncertainty as there is a constricted set of choices and power of the firm, so decisions must be done as *"decide as you go"* which requires some research, analysis but not much reliance on the procedures. Complex technology products or some products, new in the market where companies have little experience can be taken as examples.

Then, there is the complex modified re-buy approach where there's little uncertainty, and there is much choice and companies detain a strong power. Buyers perceive as much information as they can, and deliberate about their needs and life cycle of the products.

The strategic new task involves some level of uncertainty and a small set of choices, however the buyer detains a strong power position in the relationship between buyer and seller. It also relies on a high level of search of information, analysis and deliberation. Despite being similar to the judgmental new task, this one requires more effort in the entire buying process and activities.

2.2.2. Consumers' decision making

Consumers are always looking forward to gather as much information as possible.

Solomon (2009) explains that there are two types of decisions: the behavioral influence perspective and the experimental perspective. The first represents all the decisions driven by impulse whether there is, for instance, a promotional or sales campaign. On the other hand, the experimental perspective characterizes all the decisions where customers are highly involved in and with it.

In many cases customers are not necessarily seeking for rationality and they just go for their impulse. Usually, customers only look for one or two stores before their purchase decisions, mainly when they are acquiring durable goods. The reason for this to happen

is because sometimes seeking for information can be time consuming. Moreover, it's important to mention customers are more willing to look for external searches when it involves the purchase of "symbolic items" – insignificant investments (e.g. clothes). Regarding this previous example, it's obvious the importance of others' opinions which can make customers fully satisfied with their needs engaging in a brand switching.

There's also another point very important to mention which is related to customers' loyalty and the reliability given from customers to a certain product. Once consumers became loyal to a certain brand, they are less willing to find out other alternatives before their purchase. Or go for brand trials instead of intensive deliberation of purchasing a new brand alternative for this particular product. Consumers also try to diminish their brand alternatives in this case, or in other words they splay the range of the same category products and their decisions are usually based in situational pressures.

2.2.3. Brand equity and value conscious customers

Regarding Kotler (2009), brand equity is "the added value endowed on products and services". The way customers feel and think about some brands are part of brand equity along with organizations' profitability, market share and reputation.

According to Aaker (1991) there were considered four dimensions of brand equity: loyalty, perceived value, quality, associations and awareness. The study of this concept derives from companies improving their marketing productivity and for financial purposes. So, Keller (1993) explains how brand equity is applied to describe consumer behavior which is an essential part from a marketing management perspective.

Loyalty to a brand can reduce the costs of marketing, as attracting new customers turns out to be more expensive and harder than retaining the already existing ones. Loyal customers have also a constant contribute to the brand's revenues and they can help the organization to attract new customers through word of mouth and personal experiences related to it.

According to Aaker (1996), a loyal customer turns harder for the entry of other brands, they are not quick to switch brands and they allow and give time for the company to adapt to the competitive threats. Therefore, competition has to focus in a way to break this wall through price or innovations offers for example.

The perceived value refers to the extend which a brand is known, among the public. Thus, organization should focus on some details as the brand name and the associations their brand can be attached to. Familiarity is also an important factor for customers to develop positive attitudes towards the brand and consequently spread brand awareness. The perceived value reflects where the brand positions itself in the customers' mind and their commitment to the brand.

A brand is considered to provide good quality products when the purpose to buy the product is due to its quality. It means, it is the competitive feature, the organization can differentiate itself.

Customers are more likely to perceive quality when the product is widely available, so a common practice is to have a brand in different sales channels.

Then, there are the brand associations which can be whether the brand can make relations using the customer's brain through marketing practices such as on TV advertising for example. Brand associations can create and bring positive attitudes and feelings. And it is a way to develop a strong personality in the brand.

Lastly, awareness is another important component as it can impact customers' perceptions and attitudes. In other words, how the brand positions itself in the customers' minds. There are several levels of awareness: recognition; recall; top-of-mind, which are the first brand names coming to your mind; brand dominance, which is the only brand that comes to your mind; brand knowledge and brand opinion.

Therefore, new or niche brands tend to be associated to recognition, on the other hand for well-known companies such as McDonalds and Starbucks are recall and top-of-mind levels of awareness as they are more meaningful.

Furthermore, both Williamson and Zeng (2009) consider customers are in a constant search for products or services which have unique features. Features, which go along with customers' attitudes and beliefs. It turns out to make them search for and be more concerned with ethical labeling, recycling or pollution control equipment, for example. These value conscious customers avoid any product which they consider the activities involved were not appropriate of the producer, supplier or even investors. Thus, companies should focus their strategy on cost-innovation abilities instead of just

focusing on a cost cutting strategy, in order to provide to their customers more for less cost.

2.2.4. Reasons to choose green products

The definition of the green consumer profile requires the analysis of the relationships between individuals' environmental awareness and their purchasing patterns. There are several factors which are considered to be an influence on customers' behavior such as: consumer values, demographic factors, importance and knowledge about environmental issues, alert of the existence of alternative products, and the customers' perception on their actions impact to protect the environment (Dembkowski and Hanmer-Lloyd, 1994).

As it is hard to create and isolate the characteristics of the green consumer behavior, it's necessary to understand first everything involved in the purchase act and then the features which characterize the green consumer.

So, Kardash (1974) assumes buying green products also involves some other compromises from the customers whereas it is paying a green premium, which means higher prices for these products, because some state green products require higher production costs. However, some companies use this, in order to position their products in green market niches and charge premium prices, regardless the production costs, only for positioning and reputation goals. Some of the other compromises are: customers accepting the fact the performance of their products might be lower comparing to the other products as they are eco-friendly, and finding the green products in non-standard places.

Furthermore, Baker (2003) considers there are some attributes which must be intrinsic to customers. Customers' awareness that their actions have an impact on the environment, which might have consequences to future generations and knowing these environmental issues involve serious problems to the societies. The company's offers are competitive, nevertheless choosing green products means it also includes other characteristics as eco-performance. This purchase will make a difference in terms of materials incorporated in it (e.g. recycled materials).

Regarding Baker (2003), there are two different categories of features of the green products. One is associated to the social and environmental impact and to the existing alternatives after the lifetime of the product comes to an end – "post use fate". So the social and environmental impact includes aspects such as: efficiency of the products (e.g. fuel efficiency), longevity, safety when using the product and the recyclability when the product reaches the end of its life. The post-use of the product can have different destinies such as: repair, by extending the product life and at the same time being cost-effective; reconditioning, as it works as an upgrade of the product (e.g. getting tires for cars); reuse (e.g. mugs in Starbuck); recycling, we can take the example of the beer cans; re-manufacture (e.g. Women Secret collecting old bras for re-manufacturing).

On the other hand, the other category focuses on the production processes and the companies attributes. It involves everything from the core product, to the tangible product such as packaging for instance, to the augmented product which includes the service (Peattie 1995).

2.2.5. Colors affecting customers' perception of the brand

Regarding Williams (2007), color is an extremely important element in branding, in order to create an image or immediate association in customers' minds. Color might have different meanings "depending on culture, situation and industry". However, colors can also be dependent on and related to previous personal experiences of individuals and it creates different emotions which individuals will associate to it (Moser 2003).

Each color can result in different reactions (Schmitt and Simonson 1997). Colors bring out some feelings and ideas to individuals. In general, concerning certain colors, blue is related as trustworthy, responsible and secure. Red is a color that stand out drastically and it can be used to get attention, or to shock, for example. Black is a color of seriousness and classic and can be associated to more sophisticated products.

On the other hand, green is a color of growth, health, reliability, environmentally friendly, serenity, durability or even security. And it can also suggest a product as being natural and organic (Ciotti, 2013).

Each color implies certain concepts individuals associate it to. Thus, it's important to make the most appropriate association between the brand identity and concept and align it to the color among other factors such as type, line and form. Therefore, customers would have a clear idea of the brand itself and at the same time obvious to make brand association (Lindstrom, 2005).

Exhibit 2 - Association of colors meanings to brands

2.2.6. Appeal for products with environmental characteristics

The greatest appeal of turning green is not only to satisfy and anticipate customers' needs, but also towards companies in achieving some benefits when adopting these practices.

So firstly, regarding the products' characteristics and how it can influence customers, green marketing main objectives emphasizes the constant improve of environmental quality and also finding ways to attain customers' attention and satisfaction. And when just one of these goals, is highlighted over the other, it can lead to "green marketing myopia". This term was first used by a Harvard professor, Theodore Levitt, when businesses found the product features more important than consumer benefits. So, rather than focusing on the existing products, production methods, market structures and consumption patterns, businesses should focus on ways to satisfy the unlimited needs customers have (Levitt 1960).

As businesses had to keep it up with the constant evolution in technologies, some of their practices contributed to the degradation of the ecosystems due to toxic contaminations, deforestation, soil erosion and the loss of some species, because it is

clear customers are starting to engage in activities to protect the environment. Therefore, businesses should focus on developing alternatives which go along with customers' concerns (Howard 2005).

On the other hand, companies go green and have corporate ecological responsibility in order to achieve some benefits. Some studies reveal companies only engage in adopting green practices for regulatory compliance, competitive advantage, stakeholders' pressure, ethical concerns, critical events and top management incentives (Dillon and Fischer 1992).

Acting according legislation, in terms of ecological responsiveness, and avoiding penalties, fines, legal costs, has become more important as organizations are positioning themselves ahead to legislation in order to escape to these additional expenses (Lampe; Ellis and Drummond 1991).

Green marketing can improve revenues through the sale of waste products, outsourcing a firm's environmental expertise. Thus, firms should focus on production processes in order to develop ways to diminish the environmental impact and at the same time benefiting from it by lowering costs and waste disposal (Cordano 1993).

Top management has an essential part as it makes companies realize their role in society and how they can adapt their business practices with the minimal effect in the environment. Therefore, Lampe, Ellis and Drummond (1991) stated companies should focus on their values instead of just being motivated by the "right thing to do". Stakeholders also determine the companies' choices. Customers, communities and the environment influence firms in their decision making in order to make them aware of their possible impact in the environment (Berry and Rondinelli 1998).

2.2.7. Customer Satisfaction

Many researchers (Cronin, Brady and Hult 2000) consider the association of the following factors: quality, service value and satisfaction can influence customers' behavior and intentions to purchase.

According to Rust and Oliver (1994), the concept of satisfaction can be translated as the customer believing the acquisition of a certain product will reflect and transmit "positive feelings" to them. Customer satisfaction can be separated in two types,

nevertheless at the same time being correlated with each other, "service encounter satisfaction" and "overall customer satisfaction". The first one is related to the transaction itself, and it relies on specific features of the service, while the overall satisfaction is related to the relationship between the provider and the customer (Rust and Oliver 1994). Customer satisfaction is understood as a post consumption reflex which depends on other factors as quality, perceived value, expectations and confirmation, meaning the gap between the actual and expected quality. Thus, expectations are the foundation of satisfaction providing an "anchor" allowing customers to adjust their satisfaction in terms of their experience of the product and service.

Regarding Kotler and Keller (2009), companies should pay more attention to customers' satisfaction than to market share, as this one goes along with satisfaction. Satisfaction has been seen as a basic foundation to retain customers. It has been developed in a way it can measure and monitor activities involved in the marketing concept. There are some facts which represent the higher the customer satisfaction, the higher the retention. It's more expensive (from 5 to 10 times) to attract new potential customers than to retain the already ones. Companies lose from 10 to 30% of the customers every year. When this rate is reduced for 5%, firms can increase their profits by 25 to 85%. There is an increase in customers profit rate throughout their life of retained customer. Whenever customers have high customer satisfaction, organizations should advertise it, in order to contribute with more confidence and trust from customers.

Nevertheless, organizations should not only focus on customers' satisfaction. According to Hennig-Thurau and Klee (1997), it is considered there is a direct relationship between customer satisfaction and customer retention. They assume customers' quality perception of the products can influence satisfaction and retention. Customer retention is related to the continuous purchase behavior of that product, in a certain way it works as a brand-loyalty measure.

Organizations should also concentrate on customer retention, as loyalty is an important goal for companies not simply correspond and meet customers' needs, but to exceed their needs and expectations.

Therefore, customer satisfaction towards a certain product or service of a company is usually associated to the "company's key success of competitiveness" (Hennig-Thurau and Klee 1997).

2.2.8. Customer loyalty

Loyalty is a feeling of commitment or attachment to something. Loyal customers tend to consider the service encounter and the overall experience more satisfying than the other customers when there is no relationship between these two parties (Anderson 1994). Customer loyalty represents the relation between customer and organization, and also the behavior of keep buying that product. It also means the decision of a retained customer is to re-buy the product and his/her willing to support that specific product in the future.

Regarding other authors, Asgharian and Saleki (2012) state customer loyalty refers to a positive connection between the product or service and customers through influencing them to have preference for it and suggest to others, keeping away other possible options. Loyalty can be defined as the upcoming decision of buying a product or service constantly, even when other options were also viable. In this case, loyalty can be expressed through emotional associations with the meaning of the brand align with their preference.

Johnson and Ettlie (2001) suggest quality is the consequence of a "well performance", meeting customers' needs and to make correspond their preferences with little flaws, which includes performance, packaging, design, characteristics and others. This feature in a product directly influences customer satisfaction and loyalty, as represents the intention to acquire that product again. Thus, studies (Kotler and Keller 2009) refer quality as being an antecedent of satisfaction and loyalty, so organizations must focus on customers' new trend of being environmental concern and extend the product differentiation by reaching these customers' needs.

A company's retention rate indicates the brand loyalty. Firms with high retention rate can lose around 20% of their customers every 5 years. However the retention rate can also indicate customers' lack of interest for switching brands or indifference of staying as a customer.

Therefore, firms should differentiate their customers, or in other words cluster them into profitable groups, which are more likely to stay and become loyal, or non-profitable ones. Companies should create a tight relationship with their customers based on interaction, offer a loyalty award program or reward loyal customers.

According to Kotler and Keller (2009), organizations aim to have loyal customers, however loyalty is never strong enough when competitors offer a stronger value proposition.

2.2.9. Green marketing as a factor of competitiveness

According to Porter and Kramer (2006), in order to have a competitive strategy, there are some points to take into account: the attractiveness of an industry, the elements determining the competitiveness rivalry and the competitive position of the organization. Therefore, it's extremely important to develop the strongest competitive forces to have a profitable industry. Nevertheless, the most noticeable force is not in every case the strongest. In this case of fast food and beverages industries, companies are finding new ways as the ecologic path, associated to customers' awareness and willing to change and participate in the environment protection, to have a competitive strategy.

Throughout the years, we've been observing to this marketing tendency of becoming greener and more eco-friendly. Companies have been taking actions in order to boost their reputation through customers' awareness of environmental issues, focus on specific groups of customers by clustering them to gain their trust and loyalty.

Once customers perceive that they also have an impact and can change their purchasing habits into diminish their impact in the environment, organizations will also be more effective when reaching their target market as they will be associate to a positive and proactive attitude.

2.3. Corporate Social Responsibility and Sustainability

Corporate Social Responsibility represents the effects of organizations in the environment. It refers organizations' impacts on society's welfare. Basically, CSR involves and takes into consideration the following issues: human rights, workplace and

employee issues, unfair business practices, organizational governance, environmental aspects, marketplace and consumer issues, community involvement and social development (Leonard and McAdam 2002).

CSR is the right approach as it stands for businesses and ethical behavior aligned together. On one hand, CSR focus on achieving great quality of products or services and also getting as much profitability as possible to businesses, however CSR stands where companies also have to develop a sustainable position when referring to individuals and society. It's the association of several factors which focus on the satisfaction of customers' needs at the most convenient places, in the fastest way, at a fair cost and at the same time emphasizing work satisfaction, human rights and fair business practices (DallaCosta 1998). Furthermore, CSR has an impact in several activities whereas it is in product manufacturing or marketing and advertising or even in selling practices, pricing and distribution. There are some benefits arising from the organization's sustainable performance such as: increase customers' loyalty and improve customers' satisfaction emphasizing not only customers' importance and connection to organization's practices and also reducing the employees turnover retaining the most qualified and skilled ones (Oppenheim and Przasnyski 1999).

Due to the increasing empower of stakeholders, and regarding this in particular, we focus on the case the growing power of consumers with a constant access to information and knowledge about corporations. Therefore, they have the power of acquisition of products, but at the same time they can easily condemn any practice which they consider to be inappropriate. Thus, as customers have an extremely important role, they can influence the importance of business related to corporate responsibility and the impact government and marketing detains on it (Baker 2003).

According to Kotler and Keller (2009), CSR relies on legal, ethical and social responsibility behavior. Legal behavior stands for the way customers should be aware of the existing laws in order to protect themselves and not being misled by any company when selling its products. Due to the fiercely competition among companies sometimes it's hard to distinguish marketing practices from unethical behavior. Some of these illegal behaviors can include: deceptive advertising, theft of trade secrets or false warranties for instance. Companies which are exposed for performing unethical practices face great risks. Regarding social responsibility behavior, it is clear marketeers

should practice an environmental initiative only in specific dealings as it will draw drastically customers and other entities attention and potential criticism. We've been observing how many crucial environmental disasters (e.g. Exxon-Valdez or Braer oil spills) had confronted industries and determined a different approach when reaching their customers.

Moral obligation, sustainability, license to operate and reputation are the four arguments which involve Corporate Social Responsibility determined by Porter and Kramer (2006). The first one mentioned, moral obligation, refers to companies turning Social Responsibility as their main goal, a priority for businesses. There are some examples of moral obligations which can be taken by companies such as: simply filling correctly companies' financial statements or operate according the law. Regarding Business for Social Responsibility, CSR is defined as "achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment." Therefore, companies have to act responsible. Basically, being able to align and create the perfect balance between responsibility and competitive value, interests and costs. Sustainability emphasizes the relationship between the environment and the community, or in other words, this principal states the ability of "meeting the needs of the present without compromising the ability of future generations to meet their own needs." License to operate, comes from the companies need to perform business according to government rules and communities and other stakeholders permission. However, this approach can be tremendously pragmatic because it defines and imposes regulations to businesses which directly affect other stakeholders, whether they have distinct perspectives on a matter for example whether it is environmentally hazardous or not.

And the last argument reputation, sometimes used to justify CSR initiatives which will permit to improve company's image, its brand and value, and possibly to increase profits. Companies with a reputation for social awareness will shake customers mind and thus being able to manipulate and focus on customers' satisfaction.

As mentioned previously, Corporate Social Responsibility and sustainability are two concepts which can be associated. Sustainability, assures the society needs, without compromising the prospects of future generations.

Kotler and Keller (2009) points out the importance of sustainability which goes beyond being eco-friendly, it's the connection of different elements people, planet and profit, where people stand out from it.

According to the Brundtland Commission's report in 1987 – *Our Common Future*, it was stated, there were numerous countries where individuals' battle and struggle for satisfying basic needs such as food, clothing, shelter or jobs. Sustainable development improves quality of life of general population and assures individuals' needs are met.

On the other hand, there are also some individuals living above the world's ecological means, or in other words, our energy use and consumption standards are higher than what the environment can handle regarding long-term sustainability. However, human needs are socially and culturally established, so sustainable development has to stimulate consumption standards which are ecologically possible. Thus, sustainable developments aim to align resources exploitation, the direction of investments, and the orientation of technological developments in order to assure individuals' needs are satisfied.

Therefore, people will only act according what sustainable development stands for, depending on education, institutional development and law enforcement. It requires an active participation of individuals in decision-making as citizens in a political system, a social system assuring guidance to preserve the ecological development and a technological system always providing new solutions.

2.4. Evolution of environmental concern

Environmental protection does not only depend on collective interests, but also on individuals and how they stand about the issue and the values which are associated to it.

Therefore, the influence values have, in particular situations, it's also linked to the association of it to individuals' altruistic behavior. According to Schwartz (1977), altruistic behavior only manifested when individuals hold norms to a specific behavior, which means, these norms come from the acknowledgement of the consequences of engaging or not engaging in that specific behavior. There are also values which motivate individual's own needs, personal interests or values which overcome the individual itself, and at the same time being aware of the society's welfare.

According to Schade and Schlag (2003), it is clear when individuals are more aware of environmental issues, they'll be more likely to voluntarily engage in activities and more acceptable to policies in order to reduce the impact on environment.

As consumers' actions might have some implications to the future, that doesn't mean the change in environmental attitudes will interfere in the same way as the evolution of pollution because it's highly dependent on technology. Consequently, we should take a look at the case of developing and industrialized countries and their relation with the levels of pollution and the awareness of the impact of it in the individuals. For the developing countries were considered the following countries: Brazil, India and Mexico, and for the industrialized countries were defined by Germany, the United States and the United Kingdom.

Regarding, the developing countries, the level of air pollution has been increasing in the past years, while the industrialized countries have shown a downward pattern.

Regarding the example of nitrogen dioxide, which is an air pollutant, its level has been decreasing by 29% in the developed countries where there are around 57% of people aware of air pollution and their effects on the atmosphere and to individuals, revealed by Dunlap, Gallup and Gallup (1992).

On the other hand, the nitrogen dioxide levels have been increasing in the developing nations by 59% when the percentage of people concerned and aware of air pollution is around 70%, higher than in industrialized nations. This means in these countries the level of pollution increased as well as the awareness for air pollution.

	Developed Countries			**Developing Countries**		
	Germany	USA	UK	Brazil	India	Mexico
% of increase or decrease in air pollution	↓48	↓12	↓26	↑59	↑34	↑28
% of people concerned with air pollution	60	60	52	70	64	77

Exhibit 3 - Changes of the level of pollution and individuals' awareness. Source: UNEP (2012).

This pattern can be explained through the observation and analysis of the pollution generating technologies, related to the composition of population in the long term.

This means that when the pollution generating technology is clean and if there is a high portion of individuals with environmental concern, pollution will reach a steady state, or in words, it will be constant over time.

On the other hand, if the pollution generating technology is dirty, it means, even with a high share of agents with environmental awareness, is associated to an ever-increasing pollution. This can also be explained through consumption. This means the current generation consumption levels will affect and jeopardize the following one, as the consumption is too high compared to the efficiency of abatement (dirty technology). Even with a high share of individuals concerned with the environment this will lead to high costs of changing these patterns.

There is also the example of the greenhouse effect which has become one of the main topics of international debates. In order to reduce the impact and the effects it has on the environment, energy used in products and services should be used in a more efficient way and at the same time decrease the exhaustive use of products and services. Therefore, as mentioned before, people are more likely to engage in certain policies meant to reduce energy use and waste when they're aware of the environmental problems. However, people won't accept policies when they're imposed to them, or which they consider might be harmful to the environment.

Steg, Dreijerink and Abrahamse (2006) refer two factors, which influence the engaging in these policies of protecting the environment, are: individual factors and the characteristics of the policy to be implemented. Transport pricing and energy use are some of the examples of individual factors. Regarding these factors, individuals feel they have a direct impact in these, which means they feel responsible for the problems arising from it and so actively contribute with solutions when they are concerned with environmental issues. On the other hand, the characteristics of the policy implemented refer to the relationship between acceptability and perceived effectiveness of energy policies. Individuals are more likely to accept policies which they believe in, and it will have a positive impact – reducing environmental impact (Schade and Schlag 2003). Nevertheless, individuals can turn to be wrong about policies which they've never experienced, without knowing the outcomes from it. This means, perceived effectiveness doesn't imply on acceptability. Thus, according to a study conducted by Poortinga, Steg, Vlek, and Wiersma (2003), consumers tend to be more likely to accept

or engage onto activities of energy saving of technical measures such as: applying radiator insulation, acquiring energy-efficient heating system; rather than in engaging in activities which require behavioral changes as: walking instead of driving, use line drying instead of using a dryer machine.

3. Conceptual framework

The information collected in the previous chapter allows the identification of the relationship between different existing models. Therefore, suggesting a conceptual framework in order to support determining the effect green marketing practices have on customers, through their perception of green products. Thus, this investigation model is presented in exhibit 4.

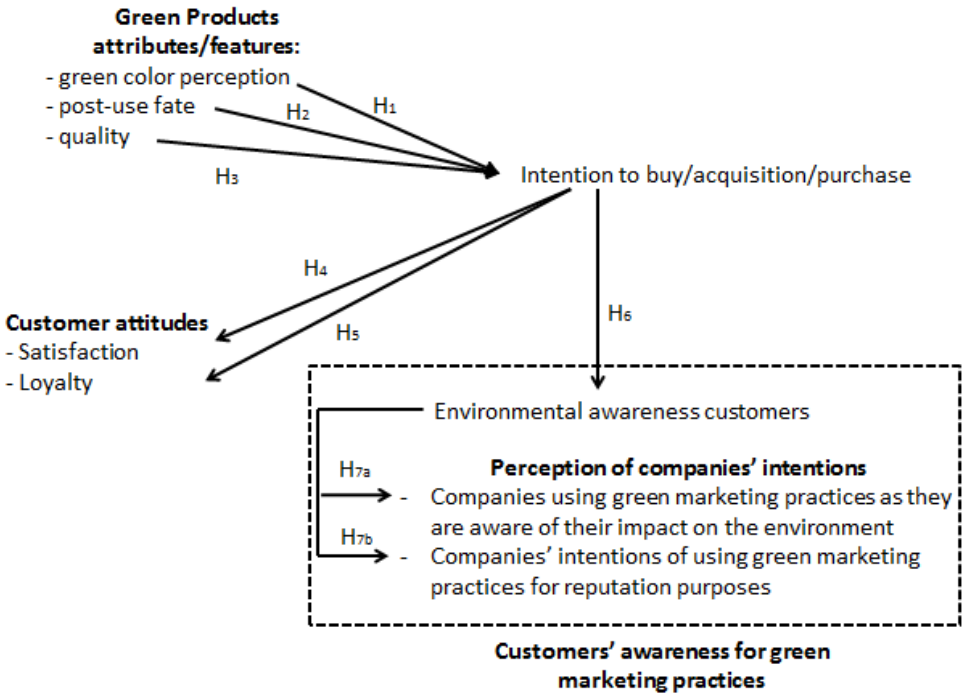

Exhibit 4 - Conceptual Model Proposed

Through this model, this investigation has the objective to analyze the impact green products have on customers, and so their intention to buy them. Also focusing on the satisfaction level due to their acquisition and whether or not customers become loyal to green companies. Furthermore, this study allows identifying which customers who purchase eco-products are environmentally conscious customers and how they feel about the companies intentions when pursuing these new marketing approaches.

Thus, this investigation model was created taking into consideration the model developed by Menck and Oliveira (2014).

Firstly, the model focuses on the green products features such as the color green used in these products whereas it is in their logo or in their package for example, the existence of alternatives after the use of the product (post-use fate) and the quality of eco-products which can influence customers' buying decision after theirs evaluation and perception of these particular aspects which turn the products into green ones. Regarding the review of literature, Williamson and Zeng (2009) consider customers are in a constant search for products or services which have unique features.

According to Dembkowski and Hanmer-Lloyd (1994), it was included the way customers evaluate their alternatives, in case there is the possibility to choose between products which have the minimum impact in the environment or others which can be harmful to it.

Similar to the model developed by Menck and Oliveira (2014), who highlight the profile of a conscious and aware customer influenced not only by the product performance, but also by the surrounding influences and the shape of consumers' perceptions and demands due to engaging in CSR actions, it will be analyzed and identified which customers are environmentally conscious and how their purchases can be translated into satisfied and loyal customers.

Thus, the main purpose of this investigation is understanding how effective these green marketing practices are in customers' minds and willing to purchase.

The customers' awareness for green marketing practices is the main component in order to analyze the way eco-products attributes and features. And also the new green approaches companies are adopting. These whole factors correspond to the independent variable. This variable interferes with customers' purchase experiences, their perception of companies' intentions when engaging these practices, and customers' awareness about the environment are identified as dependent variables. This last one is also considered by Menck and Oliveira (2014) as a dependent variable.

So, in order to summarize what was stated previously:

- **Independent variable:** - eco-products attributes and features
- **Dependent variables:** - customers purchases experiences
  - perception of companies' intentions
  - customers' awareness about the environment

- **Moderator variables:** age, gender and educational background (Socio-demographic characteristics)

Thus, the hypotheses related to this investigation are formulated, which are originated from the connection of these constructs.

4. Research hypotheses

After the presentation of the theoretical model which will permit the orientation throughout this investigation, the hypotheses are then formulated based on the literature review, which validity will be verified with a questionnaire.

Several authors consider there are various factors which can influence and shape customers' behavior and make them alert to environmental issues and being aware of the consequences their actions might have for the future generations (Dembkowski and Hanmer-Lloyd, 1994; Baker 2003). Customers' awareness of their role in society has a huge impact on their choice of a product (Menck and Oliveira 2014). So, the product performance align with its attributes will determine its effects on customer demands.

The green products attributes are an antecedent of the customers intentions for purchasing, already observed in previous studies (for example, Menck and Oliveira 2014).

Thus, it is possible to establish the following hypothesis:

H_1: The color green has a positive impact in customers' attitudes towards the purchase of these products.

Regarding Schmitt and Simonson 1997, colors can trigger different reactions on customers.

One of the most important senses when it comes affecting customers' perceptions, sight is the most relevant (Chang and Lin 2010). Colors can cause a "direct reaction" in individuals. So, brands are developed to stick in customers' minds as a way to be identified and recognized immediately (Perry and Wisonm, 2003).

So, this study will also analyze the influence the color green has in customers buying patterns. For example, the color green is often associated to health, reliability and environmentally friendly concepts (Ciotti, 2013).

Previous investigations proved customers can make immediate associations to brands by their symbols and colors (Chang and Lin 2010) and to measure customers' brand

awareness through their colors. And consequently, the way the color green, in specific, which is associated to "environmentalism and peace", stimulates and develops emotions and reactions in customers.

In terms of decision-making, it is assumed for this study, customers are presented with a complex modified re-buy approach, regarding Bunn (1993) buying patterns. So, customers have as much information available of the products and they can deliberate concerning their needs and the life cycle of the products.

This will lead to the formulation of the following hypothesis:

H_2: Green products having a post-use fate (reuse, repair, recycle, re-manufacture, re-condition) has a positive effect in the intention to purchase these products.

Baker (2003) highlighted another useful attribute of green products, its post-use fate, or in other words the existing alternatives after the end of the product lifetime such as reuse, repair, recycle, re-manufacture or re-condition. The literature review also suggests this is a different dimension which characterizes green products which can be related to the purchases impulse driving the customers. In fact, customers are looking for specific features, which go along the environmental requisites in products ,resulting into becoming more appealing to individuals (Howard 2005).

The following hypothesis also relates the attributes of the eco-products and the customers' attitudes towards it for acquiring them.

H_3: Customers' awareness of the superior quality of green products, when comparing to normal ones with the same features but not eco-friendly, has a positive effect in the intention to purchase.

Brand focus on providing products with competitive advantage, which have one or more features which stand out from other ones. Quality is one of the features which can differentiate a product (Aaker 1996). Referring to the fact, customers associate higher quality on eco-products as their features keep up with their attitudes and beliefs (Williamson and Zeng 2009).

H_4: Customers who opt for green products over normal ones are more satisfied.

Some authors refer to satisfaction as a way to correspond with customers' needs and their expectations. Kotler and Keller (2009) recognize the importance of satisfaction when compared to market share as more relevant. As products features should comprise and exceed customers' expectations.

Additionally, regarding also Kotler and Keller (2009) studies, it is possible to consider green products performance and attributes lead to satisfaction.

Also taking into consideration the green products consumers, it is also possible to formulate the following hypothesis:

H_5: Customers who opt for green products will remain loyal to these products.

Considering the Menck and Oliveira (2014) methodology, the product performance and its attributes are intrinsically related to achieve and retain customers. So, it is possible to consider green products consumers will remain loyal, as long as it is created a tight relationship, based on interaction, with customers focusing on corresponding with their own needs and personal interests and values (Schwartz 1977).

Moreover, it's also possible to create another hypothesis based on customers' intention to acquire eco-products, which is the resulting one:

H_6: Customers who purchase green products tend to be environmentally conscious.

Menck and Oliveira (2014) methodology also relates consumer social needs and CSR behaviors.

According to Schade and Schlag (2003), individuals who have preference for eco-products are the ones who are more aware for environmental issues. In other words, they will be more likely to voluntarily engage in activities and be more acceptable to policies in order to reduce the impact on environment. This will permit to cluster customers and so identify from all, the ones which represent environmentally conscious customers.

Thus, the resulting hypotheses to investigate are:

H_{7a}: Green products customers have a favorable opinion companies are adopting green marketing approaches because they're environmental conscious of the consequences and impact of their

H_{7b}: Green products customers have a favorable opinion companies are adopting green marketing approaches for reputation purposes.

Poortinga, Steg, Vlek, and Wiersma (2003) state customers perceive for effectiveness, does not imply their acceptability, in terms of new strategies companies are adopting. Individuals are more likely to engage in policies they have already experienced.

So, customers tend to evaluate the impact of these new practices, whether they can be misleading, when companies claim they are engaging in sustainable trends when their only purpose is to increase reputation – greenwashing (Dahl 2010), or on the other hand they can be legitimate due to the increasing importance of CSR shaking companies' consciousness for their impact on society's welfare (Leonard and McAdam 2002).

5. Research methodology

The investigation will pursue through the implementation of a questionnaire based on the literature review. Questionnaires are often conducted in marketing research because their easy, cheap and also allow reaching a wider number of people in an efficient way. Questionnaires are often designed in a way it permits to interpret and measure individuals' behaviors, opinions and experiences through a simple way with questions having standardized answers. Then, these questions will verify and confirm the validity of the stated hypotheses developed previously.

The questionnaire consists of 19 questions rated on a 5 point Likert scale aimed to consumers of all ages, with different nationalities and educational backgrounds. It is expected to have a sample size of at least 250 subjects to verify if green marketing practices have any influence on customers buying attitudes. The 19 questions were developed based on the literature review in order to measure the customers' awareness for green marketing practices.

5.1. Pre-test

Before the implementation of the questionnaire, it was conducted a pre-test to 5% of the sample, in order to verify whether or not it was being conducted in the most appropriate way, without bringing out questions and doubts about the particular topic to study or having not so relevant or duplicate questions. The pre-test was done to verify the validity of the questionnaire and also to analyze the acceptability of it of how the participants would react and willing to answer it. Therefore, for this percentage of the sample, the questionnaire was handed out, in physical form.

After some questionnaires were done, it was clear customers were answering it, thinking of the general customers' behaviors and not according to their own experiences. Therefore, it was necessary to reformulate some of the questions in order to make them more personal, otherwise it would lead to bias results, as customers would be thinking of the general customers buying choices of green products.

Furthermore, the corrections were made through the separation into two questions from the following one:

Q1. Do you think the color green of a product standing out as eco-friendly, makes you purchase it?

So, this question originated two separate ones:

Q1. Do you associate the color green in the brand logo as being an eco-friendly brand?

Q2. Do you consider these products having a green color, makes you buy them?

The other corrections are highlighted as followed by the alteration of words

Q7. I think green marketing practices affect positively **my** perception of the brand?

Q8. Knowing a product can be recycled, reused or repaired after you use it, is it a reason **for me** to buy these particular products?

Lastly, according to a few customers, they proposed question 11 could have different branches, and therefore the creation and differentiation of that question into 3 other questions.

Before:

Q11. Would you stop buy a product knowing it has a negative and harmful impact in the environment?

After:

Q11. When I learn about the negative and harmful impact a product has in the environment, I stop buying it.

Q12. In case there is an alternative, I prefer products which cause less pollution.

Q13. Choosing between two products, I always buy the one which has the minimum impact to people and the environment?

After the alterations in the questions were done, the remaining inquired individuals had no other questions about the understanding of the statements, so that the questionnaire was launched.

5.2. Final questionnaire

The main purpose of the questionnaire was to collect relevant information about green marketing awareness. This questionnaire was created in a way to justify and carefully explain the developed hypotheses and questions.

The questionnaire was first originally written in English, but there is also a Portuguese version. These two versions created had the purpose to reach a wider sample without excluding any possible respondent as it is a day-to-day topic which gets in our houses even in an implicit way.

Regarding the literature review, the dependent variable – customers purchasing experiences and perception on companies intentions, were measured based on the awareness of each customer regarding the influence green products characteristics have on them.

Therefore, the following table represents the corresponding variables and questions for the possible verification.

Variables	Questions
Perception of color	# 1, 2, 3
Perception of quality	# 5,6
Perception of the brand	# 3, 7, 15
Decision-making	# 4, 8, 11, 12, 13, 14
Customer preferences	# 6, 8, 9
Awareness of environmental impact	# 8, 11
Corporate Social Responsibility	# 12, 13, 14

Exhibit 5 - Questions and dependent variables summary

5.3. Data Measurement and Scales

All the data collected from the questionnaires was carefully introduced in the Excel tool and consequently transferred to SPSS 20 (Statistical Package for the Social Sciences), which is a very useful tool as it preforms almost every kind of statistical analysis, in order to be able to make a descriptive analysis and providing more organized and structured information and results.

In most part of the questionnaire, except the final question, every item related to the research model was measured according a 5 point Likert scale from 1 - strongly disagree to 5 - strongly agree, because questions are closed-ended type and to ease the way respondents can express their opinions and the track their choices might take (Garland 1991) and also collect the specific data convenient for the contributing factors of the research.

The scales reliability is confirmed by the Cronbach Alpha test, which is the coefficient of internal consistency, or in other words it measures how close variables and constructs are. It is acceptable from 0.7 to 1. However, below 0.7 implies some uncertainty. Regarding the table below, there are represented the constructs for the different independent variables.

In a way to create a questionnaire which can measure customers' awareness for green marketing practices, the constructs of the studying model have to be decomposed in items. Consequently, the concepts and definitions of the constructs and items used in this model are explained bellow:

Independent Variable	Construct	Questions	Cronbach's Alpha
Green Product features	Customer attitudes	# 9, 10, 11, 13	0.741, which indicates a medium level of internal consistency
Green Product features	Environmental awareness	# 11, 12, 13, 14	0.847, which indicates a high level of internal consistency
Quality and Post-use fate	Intention to acquire	# 5, 6, 8, 9, 10	0.713, which indicates a medium level of internal consistency
Green Product features	Perception of companies intentions	# 7, 12, 13, 14, 15	0.709, which indicates a medium level of internal consistency

Exhibit 6 - Analysis of internal consistency

6. Results

6.1. Participants' distribution

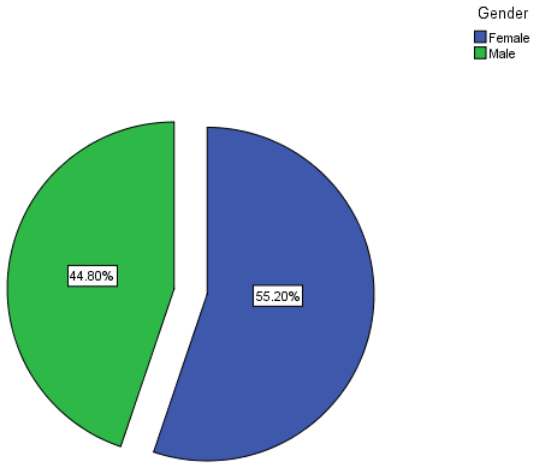

Exhibit 7 - Participants' distribution by gender

The majority of the population are women which represent 55.2% of the sample and men are 44.80%.

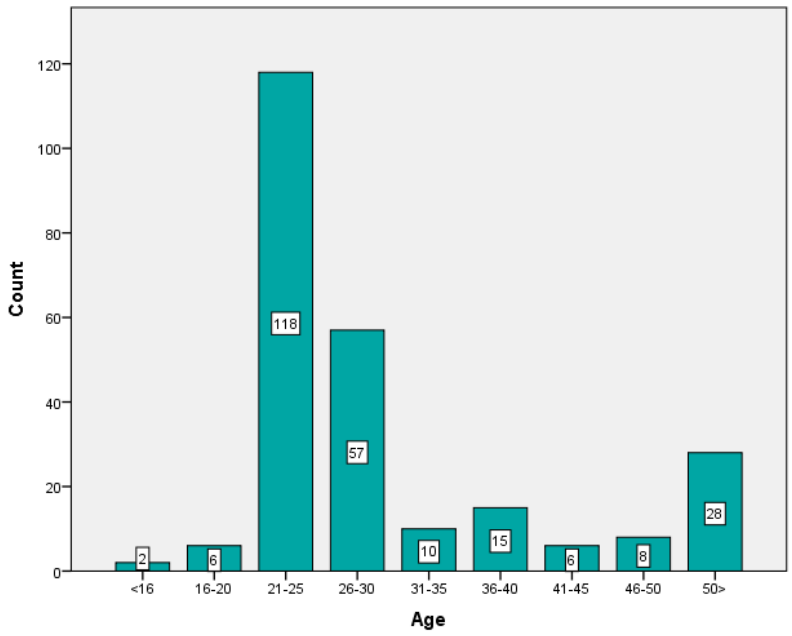

Exhibit 8 - Participants' distribution by age group

Regarding the exhibit, more than half – 70%, of the sample are young adults, from age 21 to 30. Participants older than 50 represent 11.2 % of the sample. The rest of the participants are distributed over the other age group categories.

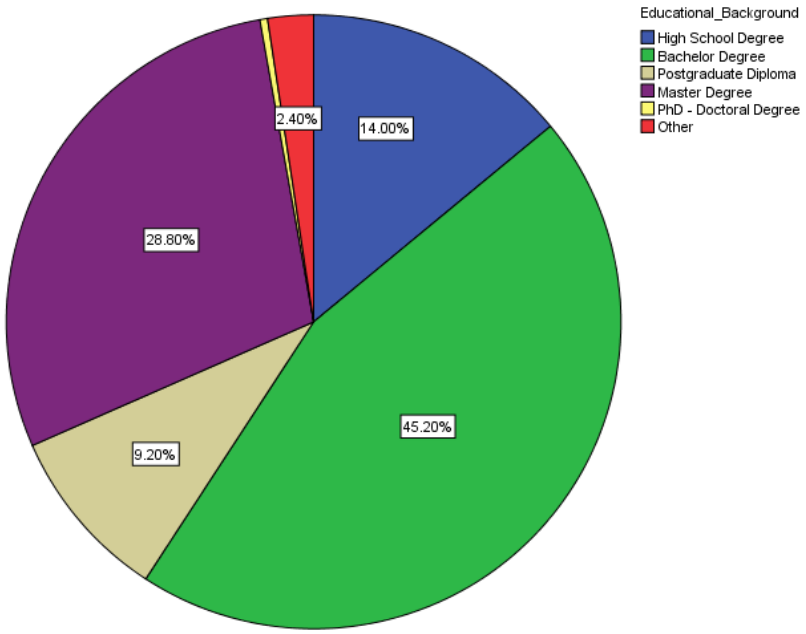

Exhibit 9 - Participants' distribution by educational background level

The majority of the participants have a bachelor degree – 42.2%. The second largest group, participants have a master degree – 28.8% of the population followed by 14% having a high school degree. The remaining respondents have either a Postgraduate Diploma, or a PhD or another degree, represent 11.6% of the sample.

6.2. Participants' perception on company's intentions

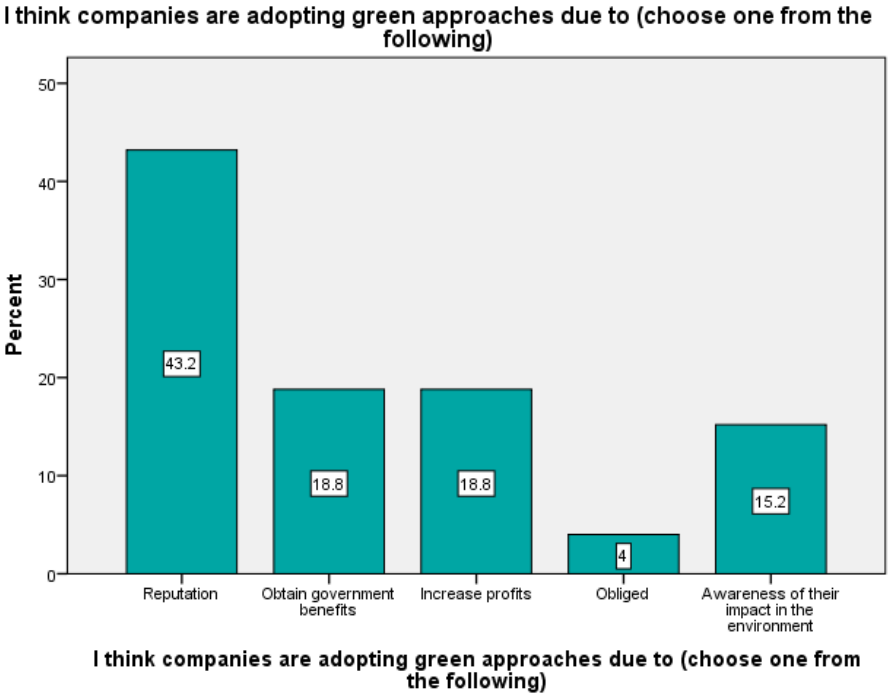

Exhibit 10 - Participants' perception of companies' intentions of being green

According to the sample, from the 250 respondents, the final question is related to the individuals' perception on company's intentions when engaging in green practices. The majority of the population – 43.2% consider it is for reputation reasons. And 18.8% respectively correspond to participants who consider these practices are to obtain government benefits and to increase profits. On the other hand, 15.2% of the population has the perception companies are doing because they are aware of their impact in the environment.

Taking into consideration the bivariate analysis, young participants have different perspectives on the companies' intentions about green marketing. So, from age 21-25 years old, participants consider companies are doing it because of reputation (60 cases), representing 50.08% within this age group choices, and 13.6% of this age group consider is for awareness of the impact in the environment (16 cases). On the other hand, older participants (>50) consider companies are doing it for their consciousness in the environment as 28.6% of this group, and 25% and 21.4% consider it is about increasing profits and to obtain benefits from the government, respectively. In general,

participants don't consider being obliged as a factor for companies to adopt these practices.

Participants with a Master degree or a Postgraduate diploma consider reputation as the main reason to adopt green practices, representing 62.5% and 47.8% within each group. And 5.6% and 13% of each of these groups, choose environmental consciousness. Alternatively, participants with a high school degree consider the awareness companies have as the main reason – 37.1%, and reputation and increase of profits as the following reasons (31.4% and 8.6% respectively).

So, regarding the outputs, the highest the degree participants have, they are more likely to consider companies' intentions are to enhance their reputation instead of being social awareness of their actions.

6.3. Influence of moderator variables in Likert scale answers

This part defines the impact of the moderator variables as: gender, age and educational background alongside with Likert scale questions on participants' answers. It also refers the most appropriate statistic tests used in order to explain and confront the statistical differences when the association of the question with the moderator variables. It was used the 5 point Likert scale: 1 "Strongly disagree", 2 "Disagree", 3 "Indifferent", 4 "Agree", 5 "Strongly agree" and 1 "Very dissatisfied", 2 "Dissatisfied", 3 "Neither satisfied or dissatisfied", 4 "Satisfied", 5 "Very satisfied".

Question 1 – *Do you associate the color green in the brand logo as being an eco-friendly brand?* – observing the Independent Sample T-test and Kruskal-Wallis output there isn't statistically significance difference ($p>0.05$) within gender and educational background (mean of 3.72).

Question 2 – *Do you consider these products having a green color, makes you buy them?* – there is no statistical significance difference ($p>0.05$) within gender and age groups. Here the uncertainty was clear among respondents consider themselves indifferent for buying for a matter of color in the products. In average, customers are indifferent to the color green as a reason to purchase (mean of 2.89).

Question 3 – *Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies?* – there isn't statistical significance difference between all groups. Basically, all respondents are unanimous and agree and are aware for the fact companies are adopting green colors to be associated to an environmentally friendly company (mean of 3.68).

Question 4 – *I realize when I am opting for green products over the other ones* – participants are unanimous and agree they realize when they're choosing an eco-product over another one. There isn't statistical significance difference between all groups, and all groups agree they perceive when they're acquiring eco-products (mean of 3).

Question 5 – *I consider green products provide higher quality than regular ones with the exact same characteristics* – respondents agree on eco-products providing higher quality comparing to other products. There isn't statistical significance difference between all groups (mean of 3.53).

Question 6 – *If I consider green products having higher quality, I choose them over the other ones?* – participants are unanimous and also agree that quality is a reason for them to buy green products. There isn't statistical significance difference between all groups (mean of 4.09).

Question 7 – *I think green marketing practices affect positively my perception of the brand?* – participants agree green marketing practices can affect their perception of the brand. There isn't statistical significance difference between all groups (mean of 3.92).

Question 8 – *Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?* – there isn't statistically significance difference ($p>0.05$) within gender and educational background. In average, participants agree on the fact products having a post-use fate is a reason to acquire it (mean of 3.86).

Question 9 – *I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)?* – there is statistically significance difference ($p<0.05$) within age groups and educational background. The agreement level for this question was statistically significantly lower within all groups of educational background and group aged from 16-40 and >50. Older participants who are more than 50 years old are more willing to remain loyal, mean of 4.39, than younger respondents

from age 16 to 40 with a mean average of 3.84. Respondents agree they will remain loyal to companies which engage into green marketing practices (mean of 3.86).

Question 10 – *From a scale 1 to 5 (1- very dissatisfied, 5- very satisfied) what is your level of satisfaction when buying green products?* – there isn't statistical significance difference ($p>0.05$) between all groups. All demographic groups unanimously are satisfied with green products (mean of 3.92).

Question 11 – *When I learn about the negative and harmful impact a product has in the environment, I stop buying it* – there isn't statistically significance difference within gender and educational background. In average, respondents agree on stop purchasing products when they learn about their damaging impact for the environment (mean of 3.84).

Question 12 – *In case there is an alternative, I prefer products which cause less pollution* – there is statistically significance difference ($p<0.05$) within age groups and educational background. In average, participants agree on the fact when having choices, they opt for the product which is less harmful to the environment (mean of 4.33).

Question 13 – *Choosing between two products, I always buy the one which has the minimum impact to people and the environment?* – participants agree when having a choice, they always go for the product which has the minimum impact. There is statistical significance ($p<0.05$) difference between all groups (mean of 3.79).

Question 14 – *I change products when they do not comply with the ecological conditions/rules?* – there isn't statistically significance difference within gender and educational background. In general, respondents agree they look for other products when they violate the environmental rules (mean of 3.40).

Question 15 – *I think companies are adopting green approaches due to...* – there is statistically significance difference within age groups and educational background. Participants classified companies' actions as reputation driven actions.

6.4. Testing relationships

To test **Hypothesis 1** - *the color green has a positive impact in customers' attitudes towards the purchase of these products* – the researcher correlated question 2 "Do you

consider these products having a green color, makes you buy them?" with question 1 "Do you associate the color green in the brand logo as being an eco-friendly brand?" and question 3 "Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies?". Regarding the values collected from the Model Summary it indicates the degree of the correlation/relationship among variables. In this case, there is a high positive correlation among question 2 and questions 1 and 3 (R=0.581). This correlation is statistical significant ($p<0.05$). So, 33.8% of consumers' perception of opting for eco-products can be explained by the fact consumers perceiving green color as environmental friendly.

To test **Hypothesis 3** - *customers awareness of the superior quality of green products, when comparing to normal ones with the same features but not eco-friendly, has a positive effect in the intention to purchase* - The researcher correlated question 6 "If I consider green products having higher quality, I choose them over the other ones?" with question 5 "I consider green products provide higher quality than regular ones with the exact same characteristics". Moreover, when analyzing the values form the Model Summary, it's possible to conclude there is a medium correlation (R= 0.342) between these two questions and statistical significant ($p<0.01$). So, R^2 explains that 11.7% of consumers' choices can be explained by the fact they are satisfied.

To test **Hypothesis 5** – *Customers who opt for green products will remain loyal to these products* - the researcher correlated question 9 "I remain loyal to companies which practices are environmentally friendly (decrease wastes, recycle materials, etc.)?" with question 2 "Do you consider these products having a green color, makes you buy them?" and question 8 "Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?". Regarding the Model Summary there is a medium correlation (R=5.82) between these questions. And the R^2 refers 33.8% of consumers will remain loyal is explained by the green products specific characteristics.

To test **Hypothesis 6** - *customers who purchase green products tend to be environmentally conscious* - The researcher correlated question 11"When I learn about the negative and harmful impact a product has in the environment, I stop buying it", with question 12 "In case there is an alternative, I prefer products which cause less pollution" and 13 "Choosing between two products, I always buy the one which has the

minimum impact to people and the environment?". There is a high correlation (R=0.746) between these questions and there is statistical significance ($p<0.01$). R^2 states 55.1% of consumers, who are environmentally friendly, can be explained by their buying habits.

6.5. Results Final Analysis

The conducted questionnaire allowed to collect important information to outline customers decision and buying patterns.

Therefore, in order to test and verify the hypotheses, the researcher was based on the gathered data from descriptive analysis, independent sample tests (T-test and ANOVA), non-parametric tests (Mann-Whitney U and Kruskal-Wallis) and also linear regressions.

Hypothesis 1: *The color green has a positive impact in customers' attitudes towards the purchase of these products* – is verified. Perceptions are trigged by what surround us and everything we observe. So, colors are the main cause for trigging brand awareness of customers and shape brand image. Several authors Chang and Lin (2010) suggest customers create associations with colors, specifically with red, yellow, green, blue, black, and white. Colors directly influence customers, turning it into an essential tool for brand shaping. Therefore, it starts when colors are implicitly used by customers to shape brand image, which will affect their motivations to purchase and finally it develops an image with meanings related to it, considered as "ideal brand image". So, due to the strength of colors influencing emotions and behaviors, customers and brands should find the perfect balance. Gathering the ideal customers to brands and keeping them aligned. The age group which reveals to make an immediate association of the color green as being an eco-friendly brand is from 26 to 30 years old. This age group is also the one which is more aware for the changes and evolution of brands when adopting green colors to their logos (68% within groups). These means younger generations are more exposed to these changes and absorbing it.

Hypothesis 2: *Green products having a post-use fate (reuse, repair, recycle, re-manufacture, re-condition) has a positive effect in the intention to purchase these products* – is verified. Out of 250 respondents, 63 and 118 "strongly agree" and "agree" respectively, for these particular characteristics of products having a different life after

they are used is appealing for customers to purchase them. This research goes in agreement with existing theories of several authors, Thierry, Salomon, Nunen and Wassenhove (1995), considering products which can have a different and new use at the end of their life time depending on their components, their value, and their potential to be harmful to the environment and also the practicality of recovering these products. The life cycle of the product is optimized through reducing waste and also in a way by minimizing purchasing costs. Customers' perception and choice of products with these characteristics is only triggered by the increasing awareness of customers about the protection of the environment. Thus, offering green products retains a cluster of customers who are environmentally conscious customers.

Hypothesis 3: *Customers' awareness of the superior quality of green products, when comparing to normal ones with the same features but not eco-friendly, has a positive effect in the intention to purchase* – not verified. Johnson and Ettlie (2001) suggest quality is the consequence of a "well performance", meeting customers' needs and making this feature correspond to their preferences with little flaws, which includes performance, packaging, design, characteristics and others. This feature in a product influences customer satisfaction and loyalty. Thus, taking into concern some other studies, Kotler and Keller (2009) refer quality as being an antecedent of satisfaction and loyalty. However, organizations must focus on customers' new trend of being environmentally concern and extend the product differentiation by reaching these customers' needs and developing and highlighting other features worth their attraction.

Hypothesis 4: *Customers who opt for green products over normal ones are more satisfied* – is verified. In general, consumers tend to feel satisfied when they acquire these products. Therefore, 152 out of the 250 respondents, say they feel satisfied and 38 feel "very satisfied". These results are coherent according to Ottman, Stafford, Hartman (2006) theory, as the exposure to chemicals are present among most products, which turns to be an important issue for those customers who are more susceptible to "health and safety", to influence their choice considerations when buying environmental products. As these products have been lately positioned as products which don't contain toxic chemicals becoming very attractive to customers who are aware of it. Therefore, currently green products are develop to have a better performance than the conventional ones due to their specific features: energy efficiency, efficient streams - by collecting several products into a single one (from CD's and DVD's to virtually store them) -

product dematerialization and sustainable services. These facts make the researcher believe customers who purchase environmental products feel more satisfied than when acquiring conventional ones due to their features and performance.

Hypothesis 5: *Customers who opt for green products will remain loyal to these products* – is verified. The result reveals there is a tendency for customers remaining loyal to companies who adopt green practices, and it is statistical significant meaning it can translate the entire population behavior. Regarding several authors – Asgharian and Saleki (2012) state customer loyalty refers to a positive connection between the product or service and customers through influencing them to have preference for it and suggest it to others, keeping away other possible options. Loyalty can be defined as the upcoming decision of buying a product or service constantly, even when other options are also viable. In this case, the researcher believes loyalty can be expressed through emotional associations with the meaning of the brand align with their preference.

Hypothesis 6: *Customers who purchase green products tend to be environmentally conscious* – is verified. There is a statistically significant correlation between purchasing habits and being environmentally conscious. This means the purchase of green products is related to the fact customers are aware for environmental issues. This research also goes in agreement with Schwartz (1977) study, stating individuals' experiences and how they associate norms and rules with specific behavior might dictate their behavior and actions as they feel they are responsible for it. Also regarding this study, the values which promote pro-environmental behavior are "activist, good citizen and health customer".

However, some authors Sharma et al (2008) consider the fact customers opt for eco-products is due to the cost factor. So choosing green products can reflect more efficiency in the products performance and at the same time saving money. Individuals measure the costs and benefits when engaging in an activity, or in other words it represents the "awareness of consequences" (Karp, D. 1996).

Hypothesis 7: *Green products customers have a favorable opinion companies are adopting green marketing approaches because they're environmental conscious of the consequences and impact of their actions* (H_{7a}) – not verified; *Green products customers have a favorable opinion companies are adopting green marketing approaches for reputation purposes* (H_{7b}) – verified.

Regarding H_{7a}, is also supported by other authors (Bansal and Roth 2000), that organizations have social obligations and values which are reflected in their social responsibility, however these concerns for ecological responsibility are considered being moderate. Thus, concerns for environmental issues must be also accompanied by a "charismatic and powerful manager" in order to inspire and influence in a stronger way the importance and legitimacy of environmental concerns.

On the other hand, taking into consideration the H_{7b}, it is confirmed and the researcher can conclude after the analysis of the results, customers perception on companies' attitudes is for reputation reasons. Concerning Bansal and Roth (2000), companies use green marketing in order to gain "competitiveness", as a way to improve profitability, waste management and decrease the utilization of resources (lowering costs) and at the same time improve their market positioning by stating they are ecological driven.

Hypotheses	Status	Main findings
H_1: The color green has a positive impact in customers' attitudes towards the purchase of these products.	Verified	Younger generations are more exposed to these changes and accepting it.
H_2: Green products having a post-use fate (reuse, repair, recycle, re-manufacture, re-condition) has a positive effect in the intention to purchase these products.	Verified	Customers' perception and choice of green products are only triggered by the increasing awareness of customers about the environment. Green products retain a cluster of customers who are environmentally conscious customers.
H_3: Customers' awareness of the superior quality of green products, when comparing to normal ones with the same features but not eco-friendly, has a positive effect in the intention to purchase.	Not verified	Organizations must focus on customers' new trend of being environmentally concern. Developing and highlighting other features worth customers' attraction.
H_4: Customers who opt for green products over normal ones are more satisfied.	Verified	Customers feel more satisfied when acquiring eco-products than conventional ones due to their features and performance.
H_5: Customers who opt for green products will remain loyal to these products.	Verified	Loyalty is defined as the upcoming decision of buying a product or service constantly.

H_6: Customers who purchase green products tend to be environmentally conscious.	Verified	Individuals' experiences, and how they associate norms and rules with specific behavior dictate their behavior and actions as they feel they're responsible for it.
H_{7a}: Green products customers have a favorable opinion companies are adopting green marketing approaches because they're environmentally conscious of the consequences and impact of their actions.	Not verified	Concerns for environmental issues must be also accompanied by a "charismatic and powerful manager" in order to inspire and influence in a stronger way the importance and legitimacy of environmental concerns.
H_{7b}: Green products customers have a favorable opinion companies are adopting green marketing approaches for reputation purposes.	Verified	According to customers, companies use green marketing in order to gain "competitiveness", as a way to improve profitability, waste management and decrease the utilization of resources.

Exhibit 11 - Hypotheses analysis summary

7. Conclusions, Recommendations and Limitations

7.1. Conclusions

The final purpose of this dissertation is to develop a conceptual model which would integrate and measure the effects green products have on customers and how they turn to be appealing for them, whether or not if it has a bigger influence on customers who are environmental concern. This model was made with the main goal of collecting information and therefore to take conclusions from it.

The questionnaire, based on Likert scales questions, was used in order to collect information about customers' behavior and at the same time allow making conclusions about customers' perception when exposed to green products and in the mean time being able to confirm the existing theories about the way these new marketing practices can influence customers' actions.

Regarding this investigation, it can be concluded firstly, customers are aware of the color green being a color which represents the protection of the environment, a brand which is environmentally friendly. The results reflect the consistency between colors and symbols and feelings customers associate to the brands, just through their look at it. Individuals immediately choose and go for what stands out more, according to their preferences. Therefore, organizations use colors in order to persuade customers' behaviors and influence their perceptions of the brands, with the ultimate intention of making customers want to acquire the product Chang and Lin (2010).

As seen throughout the results, colors can boost customers' attraction for these products and develop a strategic position of these products in customers' mind.

Customers don't consider green products as offering more quality comparing to regular ones. Despite the fact of quality being a feature which has been seen as an antecedent of satisfaction (Kotler and Keller 2009), customers feel that there are other features they consider a reason for them to purchase, as the possibility of the existence of other utilization of the products after they're life time ends.

So organizations are focusing on customers' new trend of being environmentally friendly and extend the product differentiation. Regarding the research developed, customers feel the post-use fate of a product a more valuable feature which catches their attention and stimulates them to purchase.

As a consequence, customers who capture these products' features are more likely to feel satisfied and consequently become loyal to these products which offer them characteristics they know will be important to diminish the harm for the environment, protecting the environment for their generation, but also for the future ones. The elements which characterize an eco-product and this new tendency of being environmentally friendly are valuable as it potentiates the attraction of customers.

Summing up, customers feel influenced by green marketing, although the main shopping motivation is the product features, customers seem to be more willing to acquire these products and more attentive for approaches because they're environmentally conscious. They're seeking for the option which will have the less impact to the environment as they are aware they have an active role to change, diminish and control the impact of their actions. These conclusions can be useful for organizations which look further than profits and want to evolve their brand image and develop the potential of the products by protecting the environment and being eco-friendly. It can improve customers' perception of companies' intentions when they become "green".

According to the obtained results, it is clear that there is still in customers' mind the perception companies only use green marketing and opt for products which cause less harm for the environment for reputation reasons. Customers should have more information about companies' intentions for changing their strategies in the market and cooperating with environmental institutions and stakeholders.

To summarize, the researcher suggests marketeers and organizations to fully understand the potential of the products and services, they have been marketed and evolve with this new tendency of green marketing. Green marketing is still a recent concept for customers. However, due to the increasing importance individuals are giving to environmental issues, green marketing can be seen as a way to market these products which have relevant features for this type of customers, who are environmentally conscious and so, use this approach as a competitive advantage.

7.2. Summary of Recommendations

Brushing up, customers' attitudes are resultant from the specific characteristics they find in a product and their distinct features which will stimulate their position and stand for choices and so, protecting the environment. Thus, marketeers should focus on the following topics which are related to the contributions of this research:

- Contribution for the evolution of the study of this particular branch in marketing, by assembling in this study customers' perception and green marketing.
- Recognize the importance of green marketing potential in terms of trends, shaping customers' behavior, and add value to products and services.
- Recognition of the importance of the expansion of the relationship between the brand and customers, in a way it allows the understanding of their need which have been evolving throughout the times, in other words, complying with a more responsible customer.
- Highlight products' features in order to make them more appealing and turning into a reason for their choice over regular ones.
- Enhance customers' perception of the color green, developing and establishing feelings to them, when thinking of the brand. Retailers must understand the way to develop the brand concept through the balance of their brand image and their own practices.
- Companies should invest and develop more on eco-practices, in order to have a bigger impact on the market, and emerge as being environmentally conscious organization. And giving more attention to environmentally conscious customers who take an active role in protecting it.
- Organizations shouldn't only invest in green practices when they are forced to, as it might turn into avoidance behaviors and also a negative perception of the brand from the customers.
- The fact this is a model which can be applied in every part of the world, as it is a global topic with no target restrictions.

7.3. Research Limitations and Future Research

"Once we accept our limits, we go beyond them."

- Albert Einstein

As in every investigation, there are usually some limitations, so it is important to refer those, in order to support future researchers taking into consideration what was done before. Realizing which points can be improved, in order to become better and "go beyond them".

- Nationality groups: was one of the limitations of the study. Nevertheless, the distribution of individuals by their nationality turned out to be not statistically significant in order to sort out other conclusions.
- Questionnaire questions: the introduction of some other questions derived from other ones, should have been done in order to make the research hypothesis more significant.
- Participants' emotional behavior: it was not taken into account the participants emotional actions and the way they were driven while they were acquiring products, which would possibly interfere with the results.
- Context: some other factors could influence customers to opt for green products and that would affect their choices.
- Qualitative research: combining the quantitative research with a qualitative one, developing interviews directed to an example of a company which is now introducing green marketing practices as its strategy.

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Appendix A – Structural frameworks

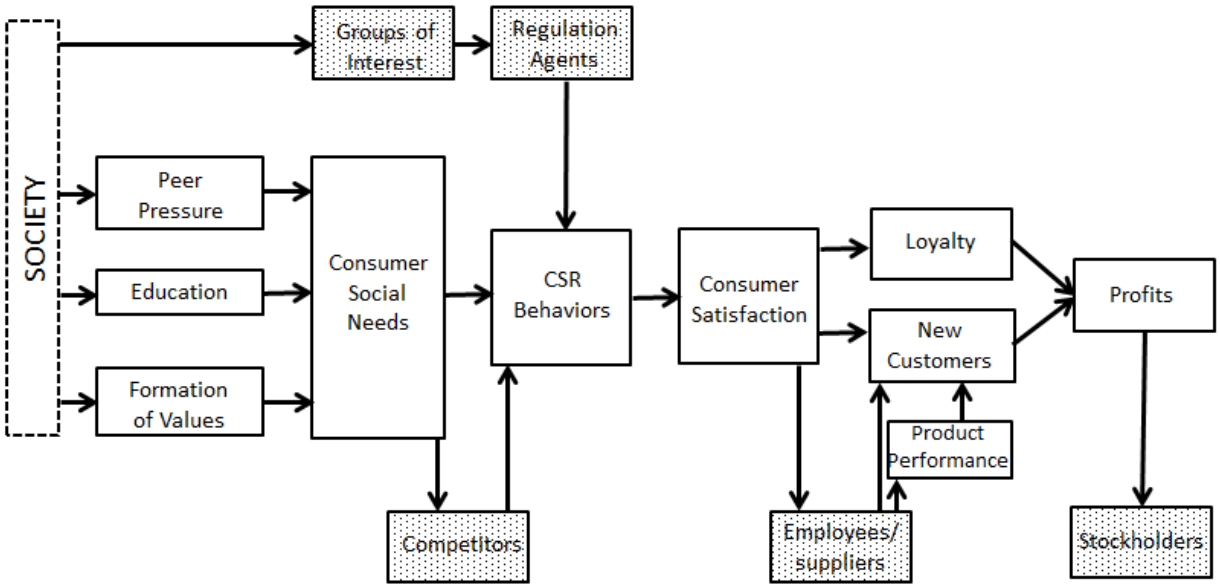


Exhibit 12 - CSR Behavior as a Consequence of Consumer Needs and Regulation (Menck and Oliveira 2014).

Appendix B – Questionnaire in English

Green Marketing Questionnaire

The following questionnaire falls within the framework of my Master of Science in Business Administration thesis at ISCTE Business School on "the effect green marketing has on consumers in their decision-making".

GREEN PRODUCTS are known for having certain attributes which have little impact in the environment, and for containing natural components instead of artificial ones.

The target participants for this questionnaire are consumers of all ages and from all over the globe. The questions are designed for quick answers: the questionnaire will not be time consuming.

The data collected will be for academic purposes only, and all answers are anonymous and confidential. Please be sure to answer all questions according to your experience, thoughts and feelings; there are no right or wrong answers.

Thank you in advance for your collaboration!

* Required

1. Gender *

Mark only one oval.

- Male
- Female

2. Age *

Mark only one oval.

- <16
- 16-20
- 21-25
- 26-30
- 31-35
- 36-40

- 41-45
- 46-50
- >50

3. Country *

4. Educational Background *

Mark only one oval.

- High School Degree
- Bachelor Degree
- Postgraduate Diploma
- Master Degree
- PhD - Doctoral Degree
- Other

5. Do you associate the color green in the brand logo as being an eco-friendly brand? *

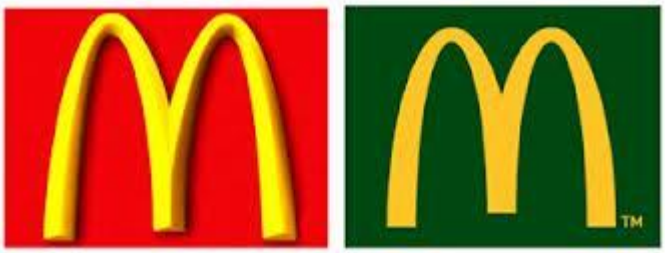
Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

6. Do you consider these products having a green color, makes you buy them? *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree



7. Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.) *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

8. I realize when I am opting for green products over the other ones. *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

9. I consider green products provide higher quality than regular ones with the exact same characteristics. *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

10. If I consider green products having higher quality, will I choose them over the other ones?

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

11. I think green marketing practices affect positively my perception of the brand. *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

12. Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products? *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree

- Strongly agree

13. I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.). *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

14. From a scale 1 to 5 (1 - Very dissatisfied to 5 - Very satisfied) what is your level of satisfaction when buying green products? *

Mark only one oval.

- 1 - Very dissatisfied
- 2 - Dissatisfied
- 3 - Neither satisfied or dissatisfied
- 4 - Satisfied
- 5 - Very dissatisfied

15. When I learn about the negative and harmful impact a product has in the environment, I stop buying it. *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

16. In case there is an alternative, I prefer products which cause less pollution. *

Mark only one oval.

- Strongly disagree

- Disagree
- Indifferent
- Agree
- Strongly agree

17. Choosing between two products, I always buy the one which has the minimum impact to people and the environment. *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

18. I change products when they do not comply with the ecological conditions/rules. *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

19. I think companies are adopting green approaches due to (choose one from the following). * Check all that apply.

- Increase profits (with lower costs)
- Obtain government benefits
- Reputation
- Obliged
- Awareness of their impact in the environment

Thank you!

Appendix C – Questionnaire in Portuguese

Questionário Green Marketing

O seguinte questionário esta inserido no âmbito da tese de Mestrado em Gestão do ISCTE Business School referente ao efeito que o marketing verde tem nas decisões do consumidor.

Os produtos verdes são conhecidos por terem certos atributos que tenham o mínimo impacto no meio ambiente, e que contenham componentes naturais em substituição dos artificiais.

Este questionário destina-se a consumidores de todas as idades e de qualquer parte do mundo. São questões de resposta rápida, ou seja ocupará apenas alguns minutos. Toda a ainformação recolhida será apenas para fins académicos, e todas as respostas são anónimas e confidenciais. Não existem respostas certas ou erradas.

Desde já, muito obrigada pela colaboração!

* Requerido

1. Género *

- Masculino
- Feminino

2. Idade *

- <16
- 16-20
- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50

- >50

3. País *

4. Nível de ensino *

- Secundário
- Licenciatura
- Pós-graduação
- Mestrado
- PhD
- Outro

5. Associo a cor verde do logo da marca como sendo amiga do ambiente?*

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

6. Considero que estes produtos que têm a cor verde, influenciam a minha vontade para os adquirir? *

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente


7. Estou a par que as empresas estão a adoptar a cor verde no seu logo para se detacarem como ecológicas? (e.g. McDonalds, Starbucks, BP, etc.)*

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

8. Apercebo-me de quando estou a optar por produtos verdes relativamente a outros.*

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

9. Considero que os produtos verdes providenciam mais qualidade que os outros normais com as mesmas características. *

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

10. Se considero que os produtos verdes têm mais qualidade, opto por esses em relação aos outros?

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

11. Considero que as práticas de marketing verde afectam positivamente a minha precepção da marca?*

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

12. Sabendo que um produto pode ser reciclado, re-utilizado ou reparado depois de consumido, pode ser uma das razões para comprar esse produto em particular? *

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

13. Mantenho-me leal a empresas cujas práticas sao amigas do ambiente (diminuem resíduos, reciclam materiais, etc.) *

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

14. De uma escala de 1 a 5 (1 – muito insatisfeito, 5 - muito satisfeito) qual o nível de satisfação quando compro produtos verdes? *

- 1 - Muito insatisfeito
- 2 - Insatisfeito
- 3 - Neutro
- 4 - Satisfeito
- 5 - Muito satisfeito

15. Quando me apercebo do impacto negativo e prejudicial que um produto pode ter para o ambiente, deixo de o consumir. *

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

16. No caso de haver alternativa, prefiro produtos que causam menos poluição. *

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

17. Quando tenho de escolher entre 2 produtos, prefiro sempre aquele que tem o mínimo impacto para o meio ambiente e população.*

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

18. Mudo de produtos quando estes não cumprem com os requisitos ecológicos? *

- Discordo totalmente
- Discordo
- Indiferente
- Concordo
- Concordo totalmente

19. Considero que as empresas optam pelas práticas verdes de marketing de forma a.. (escolher uma das afirmações). *

- Aumentar lucros
- Obter benefícios do Estado/Governo
- Reputação
- Forçadas/ Obrigadas
- Têm preocupação com o seu impacto no meio ambiente

Muito obrigado!

Appendix D – Interdependent relationship between questions and literature review

Main variable independent	Variable dependents	Hypotheses	Questions	Literature review
Product Color, Product Post-use Fate	Customer response	H1; H2	# 1, 2, 3, 8	Moser (2003), Schmitt and Simonson (1997), (Lindstrom (2005), Baker (2003)
Product Quality	Customer response (purchasing consciousness)	H3; H6	# 5, 6, 11, 12, 13	Levitt (1960), Baker (2003), Porter and Kramer (2006), Schwartz (1977)
Green Products	Customer response and customer preference (level of satisfaction)	H4	# 10	Cronin, Brady and Hult (2000), Rust and Oliver (1994), Kotler and Keller (2009)
Green Products	Customer response (level of arousal and proximity)	H5	# 2, 8, 9	Anderson (1994), Asgharian and Saleki (2012), Kotler and Keller (2009)
Green Products	Consumer and hedonic response	H7	# 15	Porter and Kramer (2006)

Exhibit 13 - Interdependent relationship between variables and research hypotheses and questions

Appendix E – SPSS Data Collection

Reliability of Likert Scale Questions

Reliability Statistics

Cronbach's Alpha	N of Items
.713	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I consider green products provide higher quality than regular ones with the exact same characteristics	15.7390	5.387	.474	.666
If I consider green products having higher quality, will I choose them over the other ones?	15.1888	6.194	.403	.691
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	15.4137	5.461	.455	.675
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	15.4177	5.268	.563	.625
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	15.3494	6.422	.503	.666

Exhibit 14 - Reliability analysis to the Customer attitudes' construct

Reliability Statistics

Cronbach's Alpha	N of Items
.741	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	11.5760	3.828	.554	.671

Choosing between two products, I always buy the one which has the minimum impact to people and the environment	11.6280	3.520	.639	.616
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	11.5600	3.934	.578	.655
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	11.4960	5.279	.391	.753

Exhibit 15 - Reliability analysis to the Intention to acquire construct

Reliability Statistics

Cronbach's Alpha	N of Items
.847	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	11.5200	5.158	.705	.796
In case there is an alternative, I prefer products which cause less pollution.	11.0320	6.320	.626	.835
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	11.5720	5.081	.703	.798
I change products when they do not comply with the ecological conditions/rules	11.9680	4.923	.730	.786

Exhibit 16 - Reliability analysis to the Environmental awareness construct

Reliability Statistics

Cronbach's Alpha	N of Items
.709	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I think green marketing practices affect positively my perception of the brand	17.6560	13.014	.184	.733
In case there is an alternative, I prefer products which cause less pollution.	17.2480	11.215	.614	.638
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	17.7360	9.962	.638	.609
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	17.7880	9.774	.654	.602
I change products when they do not comply with the ecological conditions/rules	18.1840	9.910	.611	.615
I think companies are adopting green approaches due to (choose one from the following)	19.2880	10.808	.189	.795

Exhibit 17 - Reliability analysis to the Perception of companies intentions' construct

Univariate Frequency Analysis

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	138	55.2	55.2	55.2
	Male	112	44.8	44.8	100.0
	Total	250	100.0	100.0	

Exhibit 18 - Participants' distribution by gender

AgeGroups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<16	2	.8	.8	.8
	16-20	6	2.4	2.4	3.2
	21-25	118	47.2	47.2	50.4
	26-30	57	22.8	22.8	73.2

	31-35	10	4.0	4.0	77.2
	36-40	15	6.0	6.0	83.2
	41-45	6	2.4	2.4	85.6
	46-50	8	3.2	3.2	88.8
	50>	28	11.2	11.2	100.0
	Total	250	100.0	100.0	

Exhibit 19 - Participants' distribution by age groups

Educational_Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Degree	35	14.0	14.0	14.0
	Bachelor Degree	113	45.2	45.2	59.2
	Postgraduate Diploma	23	9.2	9.2	68.4
	Master Degree	72	28.8	28.8	97.2
	PhD - Doctoral Degree	1	.4	.4	97.6
	Other	6	2.4	2.4	100.0
	Total	250	100.0	100.0	

Exhibit 20 - Participants' distribution by educational level background

I think companies are adopting green approaches due to (choose one from the following)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reputation	108	43.2	43.2	43.2
	Obtain government benefits	47	18.8	18.8	62.0
	Increase profits	47	18.8	18.8	80.8
	Obliged	10	4.0	4.0	84.8
	Awareness of their impact in the environment	38	15.2	15.2	100.0
	Total	250	100.0	100.0	

Exhibit 21 - Participants' choice of companies' intentions of using green marketing

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you associate the color green in the brand logo as being an eco-friendly brand?	250	1.00	5.00	3.7160	.98347
Do you consider these products having a green color, makes you buy them?	250	1.00	5.00	2.8920	.96543

Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	250	1.00	5.00	3.6760	1.02333
I realize when I am opting for green products over the other ones	250	1.00	5.00	3.8760	.88983
I consider green products provide higher quality than regular ones with the exact same characteristics	250	1.00	5.00	3.5320	.95321
If I consider green products having higher quality, will I choose them over the other ones?	249	2.00	5.00	4.0884	.78303
I think green marketing practices affect positively my perception of the brand	250	1.00	5.00	3.9240	.78530
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	250	1.00	5.00	3.8600	.94868
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	250	1.00	5.00	3.8600	.89195
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	250	2.00	5.00	3.9240	.61948
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	250	1.00	5.00	3.8440	.94617
In case there is an alternative, I prefer products which cause less pollution.	250	1.00	5.00	4.3320	.71542
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	250	1.00	5.00	3.7920	.96772
I change products when they do not comply with the ecological conditions/rules	250	1.00	5.00	3.3960	.98543
I think companies are adopting green approaches due to (choose one from the following)	250	1.00	5.00	2.2920	1.43910
Valid N (listwise)	249				

Exhibit 22 - Participants' level of agreement

Bivariate Crosstabs Analysis

I think companies are adopting green approaches due to (choose one from the following) * Gender Crosstabulation

			Gender		Total
			Female	Male	
I think companies are adopting green approaches due to (choose one from the following)	Reputation	Count	63	45	108
		% within Gender	45.7%	40.2%	43.2%
	Obtain government benefits	Count	27	20	47
		% within Gender	19.6%	17.9%	18.8%
	Increase profits	Count	23	24	47
		% within Gender	16.7%	21.4%	18.8%
	Obliged	Count	5	5	10
		% within Gender	3.6%	4.5%	4.0%
	Awareness of their impact in the environment	Count	20	18	38
		% within Gender	14.5%	16.1%	15.2%
Total		Count	138	112	250
		% within Gender	100.0%	100.0%	100.0%

I think companies are adopting green approaches due to (choose one from the following) * AgeGroups Crosstabulation

			AgeGroups								Total
			<16	16-20	21-25	26-30	31-35	36-40	41-45	46-50	50>	
I think companies are adopting green approaches due to (choose one from the following)	Reputation	Count	0	5	60	27	3	8	1	0	4	108
		% within AgeGroups	0.0%	83.3%	50.8%	47.4%	30.0%	53.3%	16.7%	0.0%	14.3%	43.2%
	Obtain government benefits	Count	0	0	23	10	1	2	2	3	6	47
		% within AgeGroups	0.0%	0.0%	19.5%	17.5%	10.0%	13.3%	33.3%	37.5%	21.4%	18.8%
	Increase profits	Count	1	0	18	12	3	4	1	1	7	47
		% within AgeGroups	50.0%	0.0%	15.3%	21.1%	30.0%	26.7%	16.7%	12.5%	25.0%	18.8%
	Obliged	Count	0	0	1	2	1	1	2	0	3	10
		% within AgeGroups	0.0%	0.0%	0.8%	3.5%	10.0%	6.7%	33.3%	0.0%	10.7%	4.0%
	Awareness of their impact in the environment	Count	1	1	16	6	2	0	0	4	8	38
		% within AgeGroups	50.0%	16.7%	13.6%	10.5%	20.0%	0.0%	0.0%	50.0%	28.6%	15.2%
Total		Count	2	6	118	57	10	15	6	8	28	250
		% within AgeGroups	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I think companies are adopting green approaches due to (choose one from the following) * Educational_Background Crosstabulation

			Educational_Background						Total
			High School Degree	Bachelor Degree	Postgraduate Diploma	Master Degree	PhD - Doctoral Degree	Other	
I think companies are adopting green approaches due to (choose one from the following)	Reputation	Count	11	40	11	45	0	1	108
		% within Educational_Background	31.4%	35.4%	47.8%	62.5%	0.0%	16.7%	43.2%
	Obtain government benefits	Count	3	25	7	10	0	2	47
		% within Educational_Background	8.6%	22.1%	30.4%	13.9%	0.0%	33.3%	18.8%
	Increase profits	Count	5	26	2	12	1	1	47
		% within Educational_Background	14.3%	23.0%	8.7%	16.7%	100.0%	16.7%	18.8%
	Obliged	Count	3	6	0	1	0	0	10
		% within Educational_Background	8.6%	5.3%	0.0%	1.4%	0.0%	0.0%	4.0%
	Awareness of their impact in the environment	Count	13	16	3	4	0	2	38
		% within Educational_Background	37.1%	14.2%	13.0%	5.6%	0.0%	33.3%	15.2%
Total		Count	35	113	23	72	1	6	250
		% within Educational_Background	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you associate the color green in the brand logo as being an eco-friendly brand?	250	1.00	5.00	3.7160	.98347
Do you consider these products having a green color, makes you buy them?	250	1.00	5.00	2.8920	.96543
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	250	1.00	5.00	3.6760	1.02333
I realize when I am opting for green products over the other ones	250	1.00	5.00	3.8760	.88983
I consider green products provide higher quality than regular ones with the exact same characteristics	250	1.00	5.00	3.5320	.95321
If I consider green products having higher quality, will I choose them over the other ones?	249	2.00	5.00	4.0884	.78303
I think green marketing practices affect positively my perception of the brand	250	1.00	5.00	3.9240	.78530
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	250	1.00	5.00	3.8600	.94868
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	250	1.00	5.00	3.8600	.89195
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	250	2.00	5.00	3.9240	.61948
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	250	1.00	5.00	3.8440	.94617
In case there is an alternative, I prefer products which cause less pollution.	250	1.00	5.00	4.3320	.71542
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	250	1.00	5.00	3.7920	.96772
I change products when they do not comply with the ecological conditions/rules	250	1.00	5.00	3.3960	.98543

I think companies are adopting green approaches due to (choose one from the following)	250	1.00	5.00	2.2920	1.43910
Valid N (listwise)	249				

T-Test Assumptions

- Dependent variable is either interval or ratio
- Normality of variances
- Homogeneity of variances
- Independence of cases

By participants' <u>gender</u>

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Do you associate the color green in the brand logo as being an eco-friendly brand?	Female	138	3.7101	.96056	.08177
	Male	112	3.7232	1.01529	.09594
Do you consider these products having a green color, makes you buy them?	Female	138	2.8333	.90886	.07737
	Male	112	2.9643	1.03043	.09737
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	Female	138	3.6304	1.02577	.08732
	Male	112	3.7321	1.02212	.09658
I realize when I am opting for green products over the other ones	Female	138	3.8333	.89266	.07599
	Male	112	3.9286	.88749	.08386
I consider green products provide higher quality than regular ones with the exact same characteristics	Female	138	3.5797	.92659	.07888
	Male	112	3.4732	.98603	.09317
If I consider green products having higher quality, will I choose them over the other ones?	Female	137	4.0730	.75377	.06440
	Male	112	4.1071	.82043	.07752
I think green marketing practices affect positively my perception of the brand	Female	138	3.9275	.73134	.06226
	Male	112	3.9196	.85042	.08036
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	Female	138	3.8986	.91452	.07785
	Male	112	3.8125	.99123	.09366
I remain loyal to companies which	Female	138	3.8623	.84743	.07214

practices are environmental friendly (decrease wastes, recycle materials, etc.)	Male	112	3.8571	.94780	.08956
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	Female	138	3.9348	.60661	.05164
	Male	112	3.9107	.63747	.06024
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	Female	138	3.8406	.88990	.07575
	Male	112	3.8482	1.01529	.09594
In case there is an alternative, I prefer products which cause less pollution.	Female	138	4.3551	.65958	.05615
	Male	112	4.3036	.78084	.07378
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	Female	138	3.9130	.85843	.07307
	Male	112	3.6429	1.07265	.10136
I change products when they do not comply with the ecological conditions/rules	Female	138	3.4420	.93604	.07968
	Male	112	3.3393	1.04454	.09870
I think companies are adopting green approaches due to (choose one from the following)	Female	138	2.2174	1.42828	.12158
	Male	112	2.3839	1.45346	.13734

Tests of Normality

	Gender	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Do you associate the color green in the brand logo as being an eco-friendly brand?	Female	.257	137	.000	.875	137	.000
	Male	.322	112	.000	.834	112	.000
Do you consider these products having a green color, makes you buy them?	Female	.232	137	.000	.893	137	.000
	Male	.201	112	.000	.910	112	.000
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	Female	.245	137	.000	.886	137	.000
	Male	.282	112	.000	.853	112	.000
I realize when I am opting for green products over the other ones	Female	.315	137	.000	.833	137	.000
	Male	.318	112	.000	.813	112	.000
I consider green products provide higher quality than regular ones with the exact same characteristics	Female	.277	137	.000	.871	137	.000
	Male	.248	112	.000	.866	112	.000
If I consider green products having higher quality, will I choose them over the other ones?	Female	.301	137	.000	.800	137	.000
	Male	.287	112	.000	.797	112	.000

I think green marketing practices affect positively my perception of the brand	Female	.339	137	.000	.792	137	.000
	Male	.297	112	.000	.828	112	.000
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	Female	.271	137	.000	.852	137	.000
	Male	.298	112	.000	.838	112	.000
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	Female	.273	137	.000	.853	137	.000
	Male	.221	112	.000	.869	112	.000
From a scale 1 to 5 (1- Very dissatisfied, 5-Very satisfied) what is your level of satisfaction when buying green products?	Female	.341	137	.000	.768	137	.000
	Male	.306	112	.000	.783	112	.000
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	Female	.301	137	.000	.835	137	.000
	Male	.283	112	.000	.846	112	.000
In case there is an alternative, I prefer products which cause less pollution.	Female	.276	137	.000	.753	137	.000
	Male	.260	112	.000	.747	112	.000
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	Female	.270	137	.000	.848	137	.000
	Male	.238	112	.000	.885	112	.000
I change products when they do not comply with the ecological conditions/rules	Female	.285	137	.000	.866	137	.000
	Male	.210	112	.000	.906	112	.000
I think companies are adopting green approaches due to (choose one from the following)	Female	.257	137	.000	.782	137	.000
	Male	.231	112	.000	.814	112	.000

a. Lilliefors Significance Correction

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Do you associate the color green in the brand logo as being an eco-friendly brand?	Equal variances assumed	.001	.982	-.104	248	.917	-.01307	.12533	-.25991	.23377
	Equal variances not assumed			-.104	231.757	.918	-.01307	.12605	-.26143	.23529
Do you consider these products having a green color, makes you buy them?	Equal variances assumed	.781	.378	-1.067	248	.287	-.13095	.12275	-.37272	.11081
	Equal variances not assumed			-1.053	223.296	.293	-.13095	.12436	-.37603	.11412
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	Equal variances assumed	.578	.448	-.781	248	.436	-.10171	.13025	-.35825	.15483
	Equal variances not assumed			-.781	237.862	.435	-.10171	.13020	-.35820	.15479
I realize when I am opting for green products over the other ones	Equal variances assumed	.521	.471	-.841	248	.401	-.09524	.11324	-.31826	.12779
	Equal variances not assumed			-.842	238.071	.401	-.09524	.11317	-.31817	.12770
I consider green products provide higher quality than regular ones with the exact same characteristics	Equal variances assumed	1.616	.205	.878	248	.381	.10650	.12129	-.13239	.34538
	Equal variances not assumed			.872	230.990	.384	.10650	.12207	-.13403	.34702
If I consider green products having higher quality, will I choose them over the other ones?	Equal variances assumed	1.135	.288	-.342	247	.733	-.03415	.09993	-.23097	.16267
	Equal variances not assumed			-.339	228.315	.735	-.03415	.10078	-.23273	.16443
I think green marketing practices affect positively my perception of the brand	Equal variances assumed	2.157	.143	.079	248	.937	.00789	.10007	-.18921	.20500
	Equal variances not assumed			.078	220.017	.938	.00789	.10165	-.19244	.20823
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	Equal variances assumed	.424	.516	.712	248	.477	.08605	.12077	-.15182	.32392
	Equal variances not assumed			.707	228.849	.481	.08605	.12179	-.15393	.32603
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	Equal variances assumed	2.686	.102	.046	248	.964	.00518	.11367	-.21870	.22905
	Equal variances not assumed			.045	225.015	.964	.00518	.11500	-.22144	.23179
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	Equal variances assumed	1.141	.287	.305	248	.761	.02407	.07893	-.13139	.17953
	Equal variances not assumed			.303	232.403	.762	.02407	.07934	-.13225	.18039
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	Equal variances assumed	1.791	.182	-.063	248	.950	-.00763	.12058	-.24512	.22985
	Equal variances not assumed			-.062	222.491	.950	-.00763	.12224	-.24853	.23326
In case there is an alternative, I	Equal variances assumed	1.046	.307	.565	248	.572	.05150	.09111	-.12795	.23095

prefer products which cause less pollution.	Equal variances not assumed			.555	217.646	.579	.05150	.09272	-.13124	.23424
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	Equal variances assumed	12.850	.000	2.212	248	.028	.27019	.12212	.02965	.51072
	Equal variances not assumed			2.162	210.340	.032	.27019	.12495	.02387	.51650
I change products when they do not comply with the ecological conditions/rules	Equal variances assumed	1.403	.237	.819	248	.413	.10274	.12541	-.14426	.34975
	Equal variances not assumed			.810	225.300	.419	.10274	.12685	-.14722	.35271
I think companies are adopting green approaches due to (choose one from the following)	Equal variances assumed	.300	.585	-.910	248	.364	-.16654	.18309	-.52715	.19407
	Equal variances not assumed			-.908	235.812	.365	-.16654	.18342	-.52790	.19482

Exhibit 23 - Independent t-test to gender group

	1st Step: Levene's Test	2nd Step: T- Test
	Ho: Variances are equal Ha: Variances are not equal Sig (x) > 0,05, Ho is not rejected Therefore the variances are homogeneous.	Note: The assumption that the dependent variable follows normal distribution is rejected but as the N of the two groups is ≥ 30 it is still possible to assume the normality according to the Central Limit Theory (Afonso and Nunes, 2011) Ho: $\mu = 0$ Ha: $\mu \neq 0$ Sig 2 tailed (x) > 0,05, Ho is not rejected Therefore, the researcher assumes that there is no significant different between women and men as far as the level of agreement to each question.
Do you associate the color green in the brand logo as being an eco-friendly brand?	Sig (0.982) > 0.05 Ho is not rejected	Sig 2-tailed (0.917) > 0.05 Ho is not rejected
Do you consider these products having a green color, makes you buy them?	Sig (0.378) > 0.05 Ho is not rejected	Sig 2-tailed (0.287) > 0.05 Ho is not rejected
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	Sig (0.448) > 0.05 Ho is not rejected	Sig 2-tailed (0.436) > 0.05 Ho is not rejected
I realize when I am opting for green products over the other ones	Sig (0.471) > 0.05 Ho is not rejected	Sig 2-tailed (0.401) > 0.05 Ho is not rejected
I consider green products provide higher quality than regular ones with the exact same characteristics	Sig (0.205) > 0.05 Ho is not rejected	Sig 2-tailed (0.381) > 0.05 Ho is not rejected
If I consider green products having higher quality, will I choose them over the other ones?	Sig (0.288) > 0.05 Ho is not rejected	Sig 2-tailed (0.733) > 0.05 Ho is not rejected
I think green marketing practices affect positively my perception of the brand	Sig (0.143) > 0.05 Ho is not rejected	Sig 2-tailed (0.937) > 0.05 Ho is not rejected
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	Sig (0.516) > 0.05 Ho is not rejected	Sig 2-tailed (0.477) > 0.05 Ho is not rejected
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	Sig (0.102) > 0.05 Ho is not rejected	Sig 2-tailed (0.964) > 0.05 Ho is not rejected
From a scale 1 to 5 (1-very satisfied, 5-very dissatisfied) what is your level of satisfaction when buying green products?	Sig (0.287) > 0.05 Ho is not rejected	Sig 2-tailed (0.761) > 0.05 Ho is not rejected
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	Sig (0.182) > 0.05 Ho is not rejected	Sig 2-tailed (0.950) > 0.05 Ho is not rejected
In case there is an alternative, I prefer products which cause less pollution.	Sig (0.307) > 0.05 Ho is not rejected	Sig 2-tailed (0.572) > 0.05 Ho is not rejected
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	Sig (0.000) ≤ 0.05 Ho is rejected	Sig 2-tailed (0.028) ≤ 0.05 Ho is rejected
I change products when they do not comply with the ecological conditions/rules	Sig (0.237) > 0.05 Ho is not rejected	Sig 2-tailed (0.413) > 0.05 Ho is not rejected
I think companies are adopting green approaches due to (choose one from the following)	Sig (0.585) > 0.05 Ho is not rejected	Sig 2-tailed (0.364) > 0.05 Ho is not rejected

Exhibit 24 - Analysis t-test summary to gender group

Test Statistics[a]

	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Do you associate the color green in the brand logo as being an eco-friendly brand?	7508.000	17099.000	-.412	.680
Do you consider these products having a green color, makes you buy them?	7131.500	16722.500	-1.103	.270
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	7221.500	16812.500	-.939	.348
I realize when I am opting for green products over the other ones	7233.000	16824.000	-.957	.339
I consider green products provide higher quality than regular ones with the exact same characteristics	7261.000	13589.000	-.868	.385
If I consider green products having higher quality, will I choose them over the other ones?	7354.500	16807.500	-.622	.534
I think green marketing practices affect positively my perception of the brand	7652.000	17243.000	-.150	.881
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	7458.500	13786.500	-.507	.612
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	7684.000	17275.000	-.082	.935
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	7528.000	13856.000	-.408	.683
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	7504.500	17095.500	-.422	.673
In case there is an alternative, I prefer products which cause less pollution.	7638.500	13966.500	-.175	.861
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	6740.500	13068.500	-1.836	.066
I change products when they do not comply with the ecological conditions/rules	7273.000	13601.000	-.844	.399
I think companies are adopting green approaches due to (choose one from the following)	7191.000	16782.000	-.994	.320

a. Grouping Variable: Gender

Exhibit 25 - Non parametric test to gender group

ANOVA Assumptions:

- Two or more categorical independent groups
- Dependent variable is either interval or ratio
- Normality of variances
- Homogeneity of variances
- Independence of cases

By Participants <u>Age</u>

Descriptives[a,b,c,d,e,f,g,h]

	AgeGroups	Statistic					Std. Error		
		Mean	Variance	Std. Deviation	Skewness	Kurtosis	Mean	Skewness	Kurtosis
Do you associate the color green in the brand logo as being an eco-friendly brand?	<16	4.5000	.500	.70711	.	.	.50000	.	.
	16-20	4.5000	.300	.54772	.000	-3.333	.22361	.845	1.741
	21-25	3.6496	.971	.98538	-.564	-.499	.09110	.224	.444
	26-30	3.8070	.766	.87502	-.933	1.216	.11590	.316	.623
	31-35	3.9000	1.433	1.19722	-.738	-.878	.37859	.687	1.334
	36-40	2.8000	.886	.94112	.451	1.504	.24300	.580	1.121
	41-45	3.8333	.967	.98319	-1.438	3.603	.40139	.845	1.741
	46-50	4.2500	.786	.88641	-.615	-1.481	.31339	.752	1.481
	50>	3.8929	.840	.91649	-1.019	2.210	.17320	.441	.858
Do you consider these products having a green color, makes you	<16	3.5000	.500	.70711	.	.	.50000	.	.
	16-20	2.8333	.567	.75277	.313	-.104	.30732	.845	1.741

buy them?	21-25	2.7607	.873	.93449	-.211	-.294	.08639	.224	.444
	26-30	2.9825	.982	.99087	-.078	-.310	.13124	.316	.623
	31-35	3.2000	.844	.91894	-.473	-1.807	.29059	.687	1.334
	36-40	2.6000	.543	.73679	-.396	.425	.19024	.580	1.121
	41-45	3.1667	2.167	1.47196	-.418	-.859	.60093	.845	1.741
	46-50	3.0000	.571	.75593	.000	-.700	.26726	.752	1.481
	50>	3.2500	1.083	1.04083	.093	-1.263	.19670	.441	.858
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	16-20	3.6667	1.867	1.36626	-1.934	4.554	.55777	.845	1.741
	21-25	3.7949	1.078	1.03839	-.752	-.023	.09600	.224	.444
	26-30	3.7193	1.027	1.01338	-.575	.191	.13423	.316	.623
	31-35	3.4000	.933	.96609	-.111	-.623	.30551	.687	1.334
	36-40	3.6667	.667	.81650	-2.894	8.868	.21082	.580	1.121
	41-45	3.6667	.267	.51640	-.968	-1.875	.21082	.845	1.741
	46-50	3.6250	1.125	1.06066	.045	-.940	.37500	.752	1.481
	50>	3.1429	1.016	1.00791	-.539	-.292	.19048	.441	.858
I realize when I am opting for green products over the other ones	16-20	4.6667	.267	.51640	-.968	-1.875	.21082	.845	1.741
	21-25	3.7949	.837	.91481	-.885	.679	.08457	.224	.444
	26-30	3.8421	.778	.88215	-.812	1.014	.11684	.316	.623
	31-35	4.0000	.222	.47140	.000	4.500	.14907	.687	1.334
	36-40	4.0000	.571	.75593	-1.145	2.962	.19518	.580	1.121
	41-45	4.0000	1.200	1.09545	-1.369	2.500	.44721	.845	1.741
	46-50	4.1250	.125	.35355	2.828	8.000	.12500	.752	1.481
	50>	3.8571	1.164	1.07890	-.840	.358	.20389	.441	.858
I consider green products provide higher quality than regular ones with the exact same characteristics	<16	4.0000	2.000	1.41421	.	.	1.00000	.	.
	16-20	4.1667	.167	.40825	2.449	6.000	.16667	.845	1.741
	21-25	3.4444	.887	.94179	-.183	-.927	.08707	.224	.444
	26-30	3.5789	.998	.99906	-.281	-.948	.13233	.316	.623
	31-35	3.8000	.844	.91894	-.601	.396	.29059	.687	1.334
	36-40	3.5333	1.124	1.06010	-.930	1.158	.27372	.580	1.121

	41-45	3.3333	.667	.81650	-.857	-.300	.33333	.845	1.741
	46-50	3.8750	.411	.64087	.068	.741	.22658	.752	1.481
	50>	3.5357	.999	.99934	-.106	-.956	.18886	.441	.858
	<16	4.5000	.500	.70711	.	.	.50000	.	.
	16-20	4.5000	.700	.83666	-1.537	1.429	.34157	.845	1.741
	21-25	4.0769	.606	.77852	-.693	.380	.07197	.224	.444
If I consider green products	26-30	4.0351	.570	.75510	-.832	1.142	.10002	.316	.623
having higher quality, will I	31-35	3.8000	.622	.78881	-1.290	2.985	.24944	.687	1.334
choose them over the other ones?	36-40	4.1333	.552	.74322	-1.431	4.504	.19190	.580	1.121
	41-45	4.0000	1.200	1.09545	-1.369	2.500	.44721	.845	1.741
	46-50	4.2500	.214	.46291	1.440	.000	.16366	.752	1.481
	50>	4.1786	.819	.90487	-1.023	.522	.17100	.441	.858
	<16	4.5000	.500	.70711	.	.	.50000	.	.
	16-20	4.1667	.567	.75277	-.313	-.104	.30732	.845	1.741
	21-25	3.9573	.627	.79213	-.982	1.687	.07323	.224	.444
I think green marketing practices	26-30	3.9123	.617	.78560	-.529	.200	.10406	.316	.623
affect positively my perception of	31-35	3.8000	.400	.63246	.132	.179	.20000	.687	1.334
the brand	36-40	3.6000	.971	.98561	-1.611	2.823	.25448	.580	1.121
	41-45	3.8333	1.367	1.16905	-.668	-.446	.47726	.845	1.741
	46-50	3.8750	.125	.35355	-2.828	8.000	.12500	.752	1.481
	50>	4.0000	.519	.72008	.000	-.955	.13608	.441	.858
	<16	4.0000	2.000	1.41421	.	.	1.00000	.	.
	16-20	4.3333	.667	.81650	-.857	-.300	.33333	.845	1.741
Knowing a product can be	21-25	3.6581	.986	.99275	-.933	.621	.09178	.224	.444
recycled, reused or repaired after	26-30	3.8947	.882	.93892	-.589	-.415	.12436	.316	.623
you use it, is it a reason for me to	31-35	4.3000	.678	.82327	-.687	-1.043	.26034	.687	1.334
buy these particular products?	36-40	3.7333	.781	.88372	-.116	-.485	.22817	.580	1.121
	41-45	4.5000	.700	.83666	-1.537	1.429	.34157	.845	1.741
	46-50	4.1250	.411	.64087	-.068	.741	.22658	.752	1.481

	50>	4.2500	.565	.75154	-1.022	1.573	.14203	.441	.858
	16-20	3.8333	.167	.40825	-2.449	6.000	.16667	.845	1.741
	21-25	3.6496	.868	.93141	-.349	-.401	.08611	.224	.444
I remain loyal to companies which	26-30	3.8421	.850	.92175	-.384	-.646	.12209	.316	.623
practices are environmental	31-35	4.0000	.444	.66667	.000	.080	.21082	.687	1.334
friendly (decrease wastes, recycle	36-40	3.9333	.495	.70373	.092	-.669	.18170	.580	1.121
materials, etc.)	41-45	4.3333	.667	.81650	-.857	-.300	.33333	.845	1.741
	46-50	4.2500	.500	.70711	-.404	-.229	.25000	.752	1.481
	50>	4.3929	.470	.68526	-.699	-.541	.12950	.441	.858
	16-20	4.0000	.400	.63246	.000	2.500	.25820	.845	1.741
	21-25	3.8889	.393	.62667	-.130	.098	.05794	.224	.444
From a scale 1 to 5 (1- Very	26-30	3.9298	.352	.59341	.015	-.047	.07860	.316	.623
dissatisfied, 5- Very satisfied)	31-35	4.0000	.444	.66667	.000	.080	.21082	.687	1.334
what is your level of satisfaction	36-40	3.8000	.171	.41404	-1.672	.897	.10690	.580	1.121
when buying green products?	41-45	3.6667	.267	.51640	-.968	-1.875	.21082	.845	1.741
	46-50	4.2500	.214	.46291	1.440	.000	.16366	.752	1.481
	50>	4.0000	.519	.72008	.000	-.955	.13608	.441	.858
	16-20	3.8333	.167	.40825	-2.449	6.000	.16667	.845	1.741
	21-25	3.6410	1.025	1.01252	-.596	-.394	.09361	.224	.444
When I learn about the negative	26-30	3.8596	.730	.85437	-.612	.024	.11316	.316	.623
and harmful impact a product has	31-35	4.3000	.456	.67495	-.434	-.283	.21344	.687	1.334
in the environment, I stop buying	36-40	3.7333	1.781	1.33452	-.269	-1.864	.34457	.580	1.121
it	41-45	4.3333	.267	.51640	.968	-1.875	.21082	.845	1.741
	46-50	4.3750	.554	.74402	-.824	-.152	.26305	.752	1.481
	50>	4.2857	.434	.65868	-.376	-.623	.12448	.441	.858
	16-20	4.8333	.167	.40825	-2.449	6.000	.16667	.845	1.741
In case there is an alternative, I	21-25	4.1795	.511	.71457	-1.143	3.244	.06606	.224	.444
prefer products which cause less	26-30	4.2105	.633	.79590	-1.062	1.232	.10542	.316	.623
pollution.	31-35	4.5000	.500	.70711	-1.179	.571	.22361	.687	1.334

	36-40	4.4000	.400	.63246	-.547	-.385	.16330	.580	1.121
	41-45	4.6667	.267	.51640	-.968	-1.875	.21082	.845	1.741
	46-50	4.6250	.268	.51755	-.644	-2.240	.18298	.752	1.481
	50>	4.7857	.175	.41786	-1.473	.176	.07897	.441	.858
	16-20	4.3333	.667	.81650	-.857	-.300	.33333	.845	1.741
	21-25	3.5812	.866	.93070	-.633	.239	.08604	.224	.444
Choosing between two products, I	26-30	3.6140	1.134	1.06493	-.171	-1.179	.14105	.316	.623
always buy the one which has the	31-35	4.0000	1.111	1.05409	-.712	-.450	.33333	.687	1.334
minimum impact to people and	36-40	3.7333	.781	.88372	-.832	.524	.22817	.580	1.121
the environment	41-45	4.0000	.400	.63246	.000	2.500	.25820	.845	1.741
	46-50	4.5000	.286	.53452	.000	-2.800	.18898	.752	1.481
	50>	4.5357	.332	.57620	-.774	-.338	.10889	.441	.858
	16-20	3.0000	.400	.63246	.000	2.500	.25820	.845	1.741
	21-25	3.1453	.970	.98493	-.298	-.537	.09106	.224	.444
	26-30	3.3860	1.134	1.06493	-.288	-.648	.14105	.316	.623
I change products when they do	31-35	4.1000	.322	.56765	.091	1.498	.17951	.687	1.334
not comply with the ecological	36-40	3.4667	.838	.91548	.113	-.484	.23637	.580	1.121
conditions/rules	41-45	3.6667	.267	.51640	-.968	-1.875	.21082	.845	1.741
	46-50	4.0000	.286	.53452	.000	3.500	.18898	.752	1.481
	50>	4.0000	.667	.81650	-.879	1.008	.15430	.441	.858
	<16	4.0000	2.000	1.41421	.	.	1.00000	.	.
	16-20	1.6667	2.667	1.63299	2.449	6.000	.66667	.845	1.741
	21-25	2.0769	1.934	1.39057	1.132	.014	.12856	.224	.444
I think companies are adopting	26-30	2.1228	1.788	1.33724	.975	-.146	.17712	.316	.623
green approaches due to (choose	31-35	2.8000	2.400	1.54919	.188	-1.276	.48990	.687	1.334
one from the following)	36-40	1.8667	1.124	1.06010	.715	-1.000	.27372	.580	1.121
	41-45	2.6667	1.467	1.21106	-.075	-1.550	.49441	.845	1.741
	46-50	3.6250	2.268	1.50594	-.152	-2.542	.53243	.752	1.481

50>	3.1786	2.078	1.44154	-.016	-1.317	.27243	.441	.858

a. Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.) is constant when AgeGroups = <16. It has been omitted.

b. I realize when I am opting for green products over the other ones is constant when AgeGroups = <16. It has been omitted.

c. I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.) is constant when AgeGroups = <16. It has been omitted.

d. From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products? is constant when AgeGroups = <16. It has been omitted.

e. When I learn about the negative and harmful impact a product has in the environment, I stop buying it is constant when AgeGroups = <16. It has been omitted.

f. In case there is an alternative, I prefer products which cause less pollution. is constant when AgeGroups = <16. It has been omitted.

g. Choosing between two products, I always buy the one which has the minimum impact to people and the environment is constant when AgeGroups = <16. It has been omitted.

h. I change products when they do not comply with the ecological conditions/rules is constant when AgeGroups = <16. It has been omitted.

Tests of Normality[c,d,e,f,g,h,i,j]

	AgeGroups	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Do you associate the color green in the brand logo as being an eco-friendly brand?	<16	.260	2	.			
	16-20	.319	6	.056	.683	6	.004
	21-25	.306	117	.000	.847	117	.000
	26-30	.324	57	.000	.827	57	.000
	31-35	.233	10	.131	.824	10	.028
	36-40	.283	15	.002	.875	15	.040
	41-45	.401	6	.003	.770	6	.031
	46-50	.301	8	.031	.782	8	.018
	50>	.261	28	.000	.830	28	.000
Do you consider these products having a green color, makes you buy them?	<16	.260	2	.			
	16-20	.254	6	.200*	.866	6	.212
	21-25	.259	117	.000	.887	117	.000
	26-30	.209	57	.000	.910	57	.000
	31-35	.308	10	.008	.756	10	.004
	36-40	.306	15	.001	.846	15	.015
	41-45	.214	6	.200*	.958	6	.804
	46-50	.250	8	.150	.849	8	.093
	50>	.229	28	.001	.851	28	.001
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	16-20	.430	6	.001	.709	6	.008
	21-25	.271	117	.000	.859	117	.000
	26-30	.206	57	.000	.876	57	.000
	31-35	.233	10	.133	.904	10	.245
	36-40	.458	15	.000	.484	15	.000
	41-45	.407	6	.002	.640	6	.001
	46-50	.222	8	.200*	.912	8	.366
	50>	.231	28	.001	.883	28	.005
I realize when I am opting for green products over the other ones	16-20	.407	6	.002	.640	6	.001
	21-25	.324	117	.000	.829	117	.000
	26-30	.290	57	.000	.848	57	.000
	31-35	.400	10	.000	.658	10	.000
	36-40	.367	15	.000	.754	15	.001
	41-45	.333	6	.036	.814	6	.078
	46-50	.513	8	.000	.418	8	.000
	50>	.231	28	.001	.863	28	.002
I consider green products provide higher quality than regular ones with the exact same characteristics	<16	.260	2	.			
	16-20	.492	6	.000	.496	6	.000
	21-25	.261	117	.000	.862	117	.000
	26-30	.260	57	.000	.862	57	.000

	31-35	.286	10	.020	.885	10	.149
	36-40	.270	15	.004	.876	15	.042
	41-45	.293	6	.117	.822	6	.091
	46-50	.327	8	.012	.810	8	.037
	50>	.215	28	.002	.882	28	.005
	<16	.260	2	.			
	16-20	.392	6	.004	.701	6	.006
	21-25	.281	117	.000	.816	117	.000
If I consider green products having higher quality, will I choose them over the other ones?	26-30	.324	57	.000	.788	57	.000
	31-35	.400	10	.000	.751	10	.004
	36-40	.362	15	.000	.692	15	.000
	41-45	.333	6	.036	.814	6	.078
	46-50	.455	8	.000	.566	8	.000
	50>	.247	28	.000	.797	28	.000
	<16	.260	2	.			
	16-20	.254	6	.200*	.866	6	.212
	21-25	.333	117	.000	.795	117	.000
I think green marketing	26-30	.299	57	.000	.835	57	.000
practices affect positively my	31-35	.324	10	.004	.794	10	.012
perception of the brand	36-40	.391	15	.000	.734	15	.001
	41-45	.223	6	.200*	.908	6	.421
	46-50	.513	8	.000	.418	8	.000
	50>	.250	28	.000	.811	28	.000
	<16	.260	2	.			
	16-20	.293	6	.117	.822	6	.091
Knowing a product can be	21-25	.318	117	.000	.834	117	.000
recycled, reused or repaired	26-30	.264	57	.000	.847	57	.000
after you use it, is it a reason for	31-35	.302	10	.010	.781	10	.008
me to buy these particular	36-40	.219	15	.052	.888	15	.063
products?	41-45	.392	6	.004	.701	6	.006
	46-50	.327	8	.012	.810	8	.037
	50>	.263	28	.000	.779	28	.000
	16-20	.492	6	.000	.496	6	.000
	21-25	.245	117	.000	.884	117	.000
I remain loyal to companies	26-30	.235	57	.000	.865	57	.000
which practices are	31-35	.300	10	.011	.815	10	.022
environmental friendly	36-40	.271	15	.004	.815	15	.006
(decrease wastes, recycle	41-45	.293	6	.117	.822	6	.091
materials, etc.)	46-50	.263	8	.109	.827	8	.056
	50>	.312	28	.000	.757	28	.000
From a scale 1 to 5 (1- Very	16-20	.333	6	.036	.827	6	.101
dissatisfied, 5- Very satisfied)	21-25	.331	117	.000	.786	117	.000
what is your level of	26-30	.337	57	.000	.757	57	.000
satisfaction when buying green	31-35	.300	10	.011	.815	10	.022

products?	36-40	.485	15	.000	.499	15	.000
	41-45	.407	6	.002	.640	6	.001
	46-50	.455	8	.000	.566	8	.000
	50>	.250	28	.000	.811	28	.000
	16-20	.492	6	.000	.496	6	.000
	21-25	.297	117	.000	.858	117	.000
When I learn about the negative	26-30	.302	57	.000	.837	57	.000
and harmful impact a product	31-35	.272	10	.035	.802	10	.015
has in the environment, I stop	36-40	.295	15	.001	.770	15	.002
buying it	41-45	.407	6	.002	.640	6	.001
	46-50	.300	8	.033	.798	8	.027
	50>	.275	28	.000	.779	28	.000
	16-20	.492	6	.000	.496	6	.000
	21-25	.298	117	.000	.755	117	.000
	26-30	.273	57	.000	.774	57	.000
In case there is an alternative, I	31-35	.360	10	.001	.731	10	.002
prefer products which cause	36-40	.295	15	.001	.761	15	.001
less pollution.	41-45	.407	6	.002	.640	6	.001
	46-50	.391	8	.001	.641	8	.000
	50>	.482	28	.000	.508	28	.000
	16-20	.293	6	.117	.822	6	.091
	21-25	.280	117	.000	.868	117	.000
Choosing between two	26-30	.203	57	.000	.867	57	.000
products, I always buy the one	31-35	.229	10	.148	.859	10	.074
which has the minimum impact	36-40	.352	15	.000	.809	15	.005
to people and the environment	41-45	.333	6	.036	.827	6	.101
	46-50	.325	8	.013	.665	8	.001
	50>	.361	28	.000	.701	28	.000
	16-20	.333	6	.036	.827	6	.101
	21-25	.217	117	.000	.893	117	.000
	26-30	.227	57	.000	.902	57	.000
I change products when they do	31-35	.370	10	.000	.752	10	.004
not comply with the ecological	36-40	.228	15	.034	.896	15	.082
conditions/rules	41-45	.407	6	.002	.640	6	.001
	46-50	.375	8	.001	.732	8	.005
	50>	.321	28	.000	.803	28	.000
	<16	.260	2	.			
	16-20	.492	6	.000	.496	6	.000
I think companies are adopting	21-25	.285	117	.000	.743	117	.000
green approaches due to	26-30	.273	57	.000	.785	57	.000
(choose one from the following)	31-35	.177	10	.200*	.887	10	.156
	36-40	.327	15	.000	.771	15	.002
	41-45	.209	6	.200*	.907	6	.415

46-50	.319	8	.016	.729	8	.005
50>	.183	28	.018	.877	28	.004

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

c. Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.) is constant when AgeGroups = <16. It has been omitted.

d. I realize when I am opting for green products over the other ones is constant when AgeGroups = <16. It has been omitted.

e. I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.) is constant when AgeGroups = <16. It has been omitted.

f. From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products? is constant when AgeGroups = <16. It has been omitted.

g. When I learn about the negative and harmful impact a product has in the environment, I stop buying it is constant when AgeGroups = <16. It has been omitted.

h. In case there is an alternative, I prefer products which cause less pollution. is constant when AgeGroups = <16. It has been omitted.

i. Choosing between two products, I always buy the one which has the minimum impact to people and the environment is constant when AgeGroups = <16. It has been omitted.

j. I change products when they do not comply with the ecological conditions/rules is constant when AgeGroups = <16. It has been omitted.

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Do you associate the color green in the brand logo as being an eco-friendly brand?	.999	8	241	.438
Do you consider these products having a green color, makes you buy them?	1.159	8	241	.325
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	1.101	8	241	.363
I realize when I am opting for green products over the other ones	2.243	8	241	.025
I consider green products provide higher quality than regular ones with the exact same characteristics	1.803	8	241	.077
If I consider green products having higher quality, will I choose them over the other ones?	.618	8	240	.762
I think green marketing practices affect positively my perception of the brand	.864	8	241	.548
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	.662	8	241	.725
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	2.472	8	241	.014

From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	.596	8	241	.781
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	4.294	8	241	.000
In case there is an alternative, I prefer products which cause less pollution.	1.596	8	241	.127
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	3.073	8	241	.003
I change products when they do not comply with the ecological conditions/rules	3.939	8	241	.000
I think companies are adopting green approaches due to (choose one from the following)	.347	8	241	.946

Test Statistics[a,b]

	Chi-Square	df	Asymp. Sig.
Do you associate the color green in the brand logo as being an eco-friendly brand?	23.899	8	.002
Do you consider these products having a green color, makes you buy them?	9.764	8	.282
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	15.155	8	.056
I realize when I am opting for green products over the other ones	7.861	8	.447
I consider green products provide higher quality than regular ones with the exact same characteristics	6.819	8	.556
If I consider green products having higher quality, will I choose them over the other ones?	5.746	8	.676
I think green marketing practices affect positively my perception of the brand	4.391	8	.820
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	18.510	8	.018
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	23.531	8	.003
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	10.743	8	.217
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	17.097	8	.029

In case there is an alternative, I prefer products which cause less pollution.	30.447	8	.000
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	37.578	8	.000
I change products when they do not comply with the ecological conditions/rules	30.908	8	.000
I think companies are adopting green approaches due to (choose one from the following)	29.897	8	.000

a. Kruskal Wallis Test

b. Grouping Variable: AgeGroups

Exhibit 26 - Kruskal wallis to age groups

	N		1st Step: Tests of Normality	2nd Step: Tests of Homegenity	3st Step: Non-parametric Kruskal Wallis Test
			Ho: Dependent variable has normal distribution in the 9 groups Ha: There is at least one group in which the dependent variable has not normal distribution Sig > 0,05, Ho is not rejected If Sig ≤ 0,05, Ho is rejected and it is necessary to check if the populations are symmetric and mesocurtics as ANOVA is robust to the data normality (this process wouldn't be necessary if all groups > 50). As N of all the groups is < 50 Shapiro-Will is more appropriate to be analysed	**It is used to verify what groups differ significantly from others Ho: Dependent variable has equal variances in the 9 groups Ha: There is at least one in which the dependent variable has not equal variances Sig 2 > 0,05, Ho is not rejected**	**As the populations are not symmetric and mesocurtics because kurtosis and skweness are not both closer to zero (see j8.1 – report) it is more appropriate to use a non parametric test. Ho: The 9 groups follow the same distribution Ha: There is at least one of the 9 groups that follows a different distribution Sig > 0,05, Ho is not rejected, there is not statistical evidence that level of agreement is different within the age groups Sig ≤ 0,05, Ho is rejected and it is necessary to use multiple comparaisons tests in order to understand what medians differ among themselves.**
Do you associate the color green in the brand logo as being an eco-friendly brand?	<16	2	-	Sig (0.438) > 0.05 Ho is not rejected	Asymp Sig (0.002) < 0.05 Ho is rejected
	16-20	6	Sig (0.004) < 0.05 Ho is rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.028) < 0.05 Ho is rejected		
	36-40	15	Sig (0.040) < 0.05 Ho is rejected		
	41-45	6	Sig (0.031) < 0.05 Ho is rejected		
	46-50	8	Sig (0.018) < 0.05 Ho is rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
Do you consider these products having a green color, makes you buy them?	<16	2	-	Sig (0.325) > 0.05 Ho is not rejected	Asymp Sig (0.282) > 0.05 Ho is not rejected
	16-20	6	Sig (0.212) > 0.05 Ho is not rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.004) < 0.05 Ho is rejected		
	36-40	15	Sig (0.015) < 0.05 Ho is rejected		

	41-45	6	Sig (0.804) > 0.05 Ho is not rejected		
	46-50	8	Sig (0.093) > 0.05 Ho is not rejected		
	>50	28	Sig (0.001) < 0.05 Ho is rejected		
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	<16	2	-	Sig (0.363) > 0.05 Ho is not rejected	Asymp Sig (0.056) > 0.05 Ho is not rejected
	16-20	6	Sig (0.008) < 0.05 Ho is rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.245) > 0.05 Ho is not rejected		
	36-40	15	Sig (0.000) < 0.05 Ho is rejected		
	41-45	6	Sig (0.001) < 0.05 Ho is rejected		
	46-50	8	Sig (0.366) > 0.05 Ho is not rejected		
	>50	28	Sig (0.005) < 0.05 Ho is rejected		
I realize when I am opting for green products over the other ones	<16	2	-	Sig (0.025) < 0.05 Ho is rejected	Asymp Sig (0.447) > 0.05 Ho is not rejected
	16-20	6	Sig (0.001) < 0.05 Ho is rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.000) < 0.05 Ho is rejected		
	36-40	15	Sig (0.001) < 0.05 Ho is rejected		
	41-45	6	Sig (0.078) > 0.05 Ho is not rejected		
	46-50	8	Sig (0.000) < 0.05 Ho is rejected		
	>50	28	Sig (0.002) < 0.05 Ho is rejected		
I consider green products provide higher quality than regular ones with the exact same characteristics	<16	2	-	Sig (0.077) > 0.05 Ho is not rejected	Asymp Sig (0.556) > 0.05 Ho is not rejected
	16-20	6	Sig (0.000) < 0.05 Ho is rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.149) > 0.05 Ho is not rejected		

	36-40	15	Sig (0.042) < 0.05 Ho is rejected		
	41-45	6	Sig (0.091) > 0.05 Ho is not rejected		
	46-50	8	Sig (0.037) < 0.05 Ho is rejected		
	>50	28	Sig (0.005) < 0.05 Ho is rejected		
If I consider green products having higher quality, will I choose them over the other ones?	<16	2	-	Sig (0.762) > 0.05 Ho is not rejected	Asymp Sig (0.676) > 0.05 Ho is not rejected
	16-20	6	Sig (0.006) < 0.05 Ho is rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.004) < 0.05 Ho is rejected		
	36-40	15	Sig (0.000) < 0.05 Ho is rejected		
	41-45	6	Sig (0.078) > 0.05 Ho is not rejected		
	46-50	8	Sig (0.000) < 0.05 Ho is rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
I think green marketing practices affect positively my perception of the brand	<16	2	-	Sig (0.548) > 0.05 Ho is not rejected	Asymp Sig (0.820) > 0.05 Ho is not rejected
	16-20	6	Sig (0.212) > 0.05 Ho is not rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.012) < 0.05 Ho is rejected		
	36-40	15	Sig (0.001) < 0.05 Ho is rejected		
	41-45	6	Sig (0.421) > 0.05 Ho is not rejected		
	46-50	8	Sig (0.000) < 0.05 Ho is rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	<16	2	-	Sig (0.725) > 0.05 Ho is not rejected	Asymp Sig (0.018) < 0.05 Ho is rejected
	16-20	6	Sig (0.091) > 0.05 Ho is not rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.008) < 0.05 Ho is rejected		
	36-40	15	Sig (0.063) > 0.05 Ho is not rejected		

	41-45	6	Sig (0.006) < 0.05 Ho is rejected		
	46-50	8	Sig (0.037) < 0.05 Ho is rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	<16	2	-	Sig (0.014) < 0.05 Ho is rejected	Asymp Sig (0.003) < 0.05 Ho is rejected
	16-20	6	Sig (0.000) < 0.05 Ho is rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.022) < 0.05 Ho is rejected		
	36-40	15	Sig (0.006) < 0.05 Ho is rejected		
	41-45	6	Sig (0.091) > 0.05 Ho is not rejected		
	46-50	8	Sig (0.056) > 0.05 Ho is not rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
From a scale 1 to 5 (1-very satisfied, 5-very dissatisfied) what is your level of satisfaction when buying green products?	<16	2	-	Sig (0.781) > 0.05 Ho is not rejected	Asymp Sig (0.217) > 0.05 Ho is not rejected
	16-20	6	Sig (0.101) > 0.05 Ho is not rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.022) < 0.05 Ho is rejected		
	36-40	15	Sig (0.000) < 0.05 Ho is rejected		
	41-45	6	Sig (0.001) < 0.05 Ho is rejected		
	46-50	8	Sig (0.000) < 0.05 Ho is rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	<16	2	-	Sig (0.000) < 0.05 Ho is rejected	Asymp Sig (0.029) < 0.05 Ho is rejected
	16-20	6	Sig (0.000) < 0.05 Ho is rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.015) < 0.05 Ho is rejected		
	36-40	15	Sig (0.002) < 0.05 Ho is rejected		
	41-45	6	Sig (0.001) < 0.05 Ho is rejected		

	46-50	8	Sig (0.027) < 0.05 Ho is rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
In case there is an alternative, I prefer products which cause less pollution.	<16	2	-	Sig (0.127) > 0.05 Ho is not rejected	Asymp Sig (0.000) < 0.05 Ho is rejected
	16-20	6	Sig (0.000) < 0.05 Ho is rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.002) < 0.05 Ho is rejected		
	36-40	15	Sig (0.001) < 0.05 Ho is rejected		
	41-45	6	Sig (0.001) < 0.05 Ho is rejected		
	46-50	8	Sig (0.000) < 0.05 Ho is rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	<16	2	-	Sig (0.003) < 0.05 Ho is rejected	Asymp Sig (0.000) < 0.05 Ho is rejected
	16-20	6	Sig (0.091) > 0.05 Ho is not rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.074) > 0.05 Ho is not rejected		
	36-40	15	Sig (0.005) < 0.05 Ho is rejected		
	41-45	6	Sig (0.101) > 0.05 Ho is not rejected		
	46-50	8	Sig (0.001) < 0.05 Ho is rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
I change products when they do not comply with the ecological conditions/rules	<16	2	-	Sig (0.000) < 0.05 Ho is rejected	Asymp Sig (0.000) < 0.05 Ho is rejected
	16-20	6	Sig (0.101) > 0.05 Ho is not rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.004) < 0.05 Ho is rejected		
	36-40	15	Sig (0.082) > 0.05 Ho is not rejected		
	41-45	6	Sig (0.001) < 0.05 Ho is rejected		

	46-50	8	Sig (0.005) < 0.05 Ho is rejected		
	>50	28	Sig (0.000) < 0.05 Ho is rejected		
I think companies are adopting green approaches due to (choose one from the following)	<16	2	-	Sig (0.946) > 0.05 Ho is not rejected	Asymp Sig (0.000) < 0.05 Ho is rejected
	16-20	6	Sig (0.000) < 0.05 Ho is rejected		
	21-25	118	Sig (0.000) < 0.05 Ho is rejected		
	26-30	57	Sig (0.000) < 0.05 Ho is rejected		
	31-35	10	Sig (0.156) > 0.05 Ho is not rejected		
	36-40	15	Sig (0.002) < 0.05 Ho is rejected		
	41-45	6	Sig (0.415) > 0.05 Ho is not rejected		
	46-50	8	Sig (0.005) < 0.05 Ho is rejected		
	>50	28	Sig (0.004) < 0.05 Ho is rejected		

Exhibit 27 - Analysis Kruskal Wallis summary to age group

By Participants' Educational Background

Descriptives

		High School Degree	Bachelor Degree	Postgraduate Diploma	Master Degree	PhD - Doctoral Degree	Other	Total
Do you associate the color green in the brand logo as being an eco-friendly brand?	N	35	113	23	72	1	6	250
	Mean	4.0286	3.6549	3.4783	3.7083	3.0000	4.1667	3.7160
	Std. Deviation	.82197	1.03311	1.08165	.94104	.	.75277	.98347
	Std. Error	.13894	.09719	.22554	.11090	.	.30732	.06220
Do you consider these products having a green color, makes you buy them?	N	35	113	23	72	1	6	250
	Mean	3.0857	2.8938	2.4348	2.8472	4.0000	3.8333	2.8920
	Std. Deviation	.85307	1.02959	.89575	.86659	.	.98319	.96543
	Std. Error	.14420	.09686	.18678	.10213	.	.40139	.06106
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	N	35	113	23	72	1	6	250
	Mean	3.6286	3.6283	3.7826	3.7222	3.0000	4.0000	3.6760
	Std. Deviation	.97274	1.01941	.99802	1.09058	.	.89443	1.02333
	Std. Error	.16442	.09590	.20810	.12853	.	.36515	.06472
I realize when I am opting for green products over the other ones	N	35	113	23	72	1	6	250
	Mean	3.6857	3.9469	4.0435	3.7639	5.0000	4.1667	3.8760
	Std. Deviation	1.02244	.90476	.70571	.84742	.	.75277	.88983
	Std. Error	.17282	.08511	.14715	.09987	.	.30732	.05628
I consider green products provide higher quality than regular ones with the exact same characteristics	N	35	113	23	72	1	6	250
	Mean	3.7143	3.6372	3.2609	3.3750	2.0000	3.6667	3.5320
	Std. Deviation	.75035	1.00944	.86431	.92596	.	1.21106	.95321
	Std. Error	.12683	.09496	.18022	.10912	.	.49441	.06029
If I consider green products having higher quality, will I choose them	N	35	113	23	71	1	6	249
	Mean	4.1714	4.1681	4.0000	3.9437	4.0000	4.1667	4.0884

over the other ones?	Std. Deviation	.66358	.80070	.79772	.77252	.	1.16905	.78303
	Std. Error	.11217	.07532	.16634	.09168	.	.47726	.04962
I think green marketing practices affect positively my perception of the brand	N	35	113	23	72	1	6	250
	Mean	3.7429	3.9646	4.1304	3.8611	4.0000	4.1667	3.9240
	Std. Deviation	.78000	.75509	.75705	.82744	.	.98319	.78530
	Std. Error	.13184	.07103	.15786	.09752	.	.40139	.04967
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	N	35	113	23	72	1	6	250
	Mean	3.9714	3.8673	3.8696	3.7500	5.0000	4.1667	3.8600
	Std. Deviation	.98476	1.05648	.69442	.81793	.	.98319	.94868
	Std. Error	.16645	.09939	.14480	.09639	.	.40139	.06000
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	N	35	113	23	72	1	6	250
	Mean	4.0000	3.9558	3.5217	3.6667	5.0000	4.6667	3.8600
	Std. Deviation	.90749	.88023	.94722	.82223	.	.81650	.89195
	Std. Error	.15339	.08281	.19751	.09690	.	.33333	.05641
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	N	35	113	23	72	1	6	250
	Mean	3.8857	3.9646	3.7826	3.8889	5.0000	4.1667	3.9240
	Std. Deviation	.52979	.62577	.67126	.59471	.	.98319	.61948
	Std. Error	.08955	.05887	.13997	.07009	.	.40139	.03918
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	N	35	113	23	72	1	6	250
	Mean	4.1143	3.8761	3.4783	3.7639	4.0000	4.0000	3.8440
	Std. Deviation	.93215	.92710	1.03877	.95671	.	.63246	.94617
	Std. Error	.15756	.08721	.21660	.11275	.	.25820	.05984
In case there is an alternative, I prefer products which cause less pollution.	N	35	113	23	72	1	6	250
	Mean	4.4571	4.4071	4.1304	4.1667	5.0000	4.8333	4.3320
	Std. Deviation	.85209	.68968	.69442	.67135	.	.40825	.71542
	Std. Error	.14403	.06488	.14480	.07912	.	.16667	.04525
Choosing between two products, I always buy the one which has the minimum impact to people and the	N	35	113	23	72	1	6	250
	Mean	4.0857	3.9292	3.3913	3.4722	5.0000	4.6667	3.7920
	Std. Deviation	.91944	.91336	1.07615	.91885	.	.81650	.96772

environment	Std. Error	.15541	.08592	.22439	.10829	.	.33333	.06120
I change products when they do not comply with the ecological conditions/rules	N	35	113	23	72	1	6	250
	Mean	3.5429	3.4779	2.9130	3.2917	4.0000	4.0000	3.3960
	Std. Deviation	.95001	.98287	1.04067	.95589	.	.89443	.98543
	Std. Error	.16058	.09246	.21700	.11265	.	.36515	.06232
I think companies are adopting green approaches due to (choose one from the following)	N	35	113	23	72	1	6	250
	Mean	3.1143	2.4071	2.0000	1.7361	3.0000	3.0000	2.2920
	Std. Deviation	1.72817	1.38640	1.34840	1.13824	.	1.67332	1.43910
	Std. Error	.29211	.13042	.28116	.13414	.	.68313	.09102

Tests of Normality[b,d,e,f,g,h,i,j,k,l,m,n,o,p,q]

	Educational_Background	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Do you associate the color green in the brand logo as being an eco-friendly brand?	High School Degree	.229	35	.000	.846	35	.000
	Bachelor Degree	.286	113	.000	.866	113	.000
	Postgraduate Diploma	.250	23	.001	.856	23	.003
	Master Degree	.318	71	.000	.841	71	.000
	Other	.254	6	.200*	.866	6	.212
Do you consider these products having a green color, makes you buy them?	High School Degree	.260	35	.000	.826	35	.000
	Bachelor Degree	.205	113	.000	.911	113	.000
	Postgraduate Diploma	.252	23	.001	.880	23	.010
	Master Degree	.236	71	.000	.882	71	.000
	Other	.302	6	.094	.775	6	.035
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	High School Degree	.334	35	.000	.803	35	.000
	Bachelor Degree	.297	113	.000	.859	113	.000
	Postgraduate Diploma	.238	23	.002	.869	23	.006
	Master Degree	.188	71	.000	.873	71	.000
	Other	.202	6	.200*	.853	6	.167
I realize when I am opting for green products over the other ones	High School Degree	.306	35	.000	.834	35	.000
	Bachelor Degree	.311	113	.000	.818	113	.000
	Postgraduate Diploma	.345	23	.000	.764	23	.000
	Master Degree	.323	71	.000	.831	71	.000
	Other	.254	6	.200*	.866	6	.212
I consider green products provide higher quality than regular ones with the exact same characteristics	High School Degree	.363	35	.000	.785	35	.000
	Bachelor Degree	.233	113	.000	.884	113	.000
	Postgraduate Diploma	.239	23	.001	.861	23	.004
	Master Degree	.295	71	.000	.832	71	.000
	Other	.209	6	.200*	.907	6	.415
If I consider green products having higher quality, will I choose them over the other ones?	High School Degree	.288	35	.000	.790	35	.000
	Bachelor Degree	.275	113	.000	.788	113	.000
	Postgraduate Diploma	.370	23	.000	.735	23	.000
	Master Degree	.318	71	.000	.814	71	.000
	Other	.277	6	.168	.773	6	.033
I think green marketing practices affect positively my perception of the brand	High School Degree	.372	35	.000	.745	35	.000
	Bachelor Degree	.306	113	.000	.820	113	.000
	Postgraduate Diploma	.301	23	.000	.792	23	.000
	Master Degree	.336	71	.000	.807	71	.000
	Other	.302	6	.094	.775	6	.035
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	High School Degree	.283	35	.000	.827	35	.000
	Bachelor Degree	.267	113	.000	.846	113	.000
	Postgraduate Diploma	.357	23	.000	.789	23	.000
	Master Degree	.319	71	.000	.831	71	.000

	Other	.302	6	.094	.775	6	.035
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	High School Degree	.300	35	.000	.807	35	.000
	Bachelor Degree	.219	113	.000	.852	113	.000
	Postgraduate Diploma	.258	23	.000	.874	23	.008
	Master Degree	.292	71	.000	.852	71	.000
	Other	.492	6	.000	.496	6	.000
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	High School Degree	.385	35	.000	.704	35	.000
	Bachelor Degree	.310	113	.000	.778	113	.000
	Postgraduate Diploma	.366	23	.000	.783	23	.000
	Master Degree	.341	71	.000	.754	71	.000
	Other	.302	6	.094	.775	6	.035
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	High School Degree	.280	35	.000	.789	35	.000
	Bachelor Degree	.288	113	.000	.836	113	.000
	Postgraduate Diploma	.257	23	.000	.894	23	.019
	Master Degree	.302	71	.000	.833	71	.000
	Other	.333	6	.036	.827	6	.101
In case there is an alternative, I prefer products which cause less pollution.	High School Degree	.338	35	.000	.652	35	.000
	Bachelor Degree	.309	113	.000	.742	113	.000
	Postgraduate Diploma	.339	23	.000	.731	23	.000
	Master Degree	.310	71	.000	.755	71	.000
	Other	.492	6	.000	.496	6	.000
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	High School Degree	.291	35	.000	.791	35	.000
	Bachelor Degree	.257	113	.000	.847	113	.000
	Postgraduate Diploma	.366	23	.000	.765	23	.000
	Master Degree	.226	71	.000	.878	71	.000
	Other	.492	6	.000	.496	6	.000
I change products when they do not comply with the ecological conditions/rules	High School Degree	.313	35	.000	.816	35	.000
	Bachelor Degree	.251	113	.000	.888	113	.000
	Postgraduate Diploma	.243	23	.001	.836	23	.002
	Master Degree	.219	71	.000	.899	71	.000
	Other	.202	6	.200*	.853	6	.167
I think companies are adopting green approaches due to (choose one from the following)	High School Degree	.234	35	.000	.793	35	.000
	Bachelor Degree	.199	113	.000	.838	113	.000
	Postgraduate Diploma	.283	23	.000	.723	23	.000
	Master Degree	.363	71	.000	.686	71	.000
	Other	.225	6	.200*	.876	6	.252

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

b. Do you associate the color green in the brand logo as being an eco-friendly brand? is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

d. Do you consider these products having a green color, makes you buy them? is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

e. Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.) is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

f. I realize when I am opting for green products over the other ones is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

g. I consider green products provide higher quality than regular ones with the exact same characteristics is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

h. If I consider green products having higher quality, will I choose them over the other ones? is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

i. I think green marketing practices affect positively my perception of the brand is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

j. Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products? is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

k. I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.) is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

l. From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products? is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

m. When I learn about the negative and harmful impact a product has in the environment, I stop buying it is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

n. In case there is an alternative, I prefer products which cause less pollution. is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

o. Choosing between two products, I always buy the one which has the minimum impact to people and the environment is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

p. I change products when they do not comply with the ecological conditions/rules is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

q. I think companies are adopting green approaches due to (choose one from the following) is constant when Educational_Background = PhD - Doctoral Degree. It has been omitted.

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Do you associate the color green in the brand logo as being an eco-friendly brand?	1.861[a]	4	244	.118
Do you consider these products having a green color, makes you buy them?	.831[b]	4	244	.506
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	.640[c]	4	244	.634
I realize when I am opting for green products over the other ones	1.206[d]	4	244	.309
I consider green products provide higher quality than regular ones with the exact same characteristics	2.566[e]	4	244	.039
If I consider green products having higher quality, will I choose them over the other ones?	1.052[f]	4	243	.381

I think green marketing practices affect positively my perception of the brand	.631[g]	4	244	.641
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	2.057[h]	4	244	.087
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	.701[i]	4	244	.592
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	1.694[j]	4	244	.152
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	1.062[k]	4	244	.376
In case there is an alternative, I prefer products which cause less pollution.	2.185[l]	4	244	.071
Choosing between two products, I always buy the one which has the minimum impact to people and the environment	1.205[m]	4	244	.309
I change products when they do not comply with the ecological conditions/rules	.469[n]	4	244	.758
I think companies are adopting green approaches due to (choose one from the following)	4.991[o]	4	244	.001

a. Groups with only one case are ignored in computing the test of homogeneity of variance for Do you associate the color green in the brand logo as being an eco-friendly brand?.

b. Groups with only one case are ignored in computing the test of homogeneity of variance for Do you consider these products having a green color, makes you buy them?.

c. Groups with only one case are ignored in computing the test of homogeneity of variance for Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.).

d. Groups with only one case are ignored in computing the test of homogeneity of variance for I realize when I am opting for green products over the other ones.

e. Groups with only one case are ignored in computing the test of homogeneity of variance for I consider green products provide higher quality than regular ones with the exact same characteristics.

f. Groups with only one case are ignored in computing the test of homogeneity of variance for If I consider green products having higher quality, will I choose them over the other ones?.

g. Groups with only one case are ignored in computing the test of homogeneity of variance for I think green marketing practices affect positively my perception of the brand.

h. Groups with only one case are ignored in computing the test of homogeneity of variance for Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?.

i. Groups with only one case are ignored in computing the test of homogeneity of variance for I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.).

j. Groups with only one case are ignored in computing the test of homogeneity of variance for From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?.

k. Groups with only one case are ignored in computing the test of homogeneity of variance for When I learn about the negative and harmful impact a product has in the environment, I stop buying it.

l. Groups with only one case are ignored in computing the test of homogeneity of variance for In case there is an alternative, I prefer products which cause less pollution..

m. Groups with only one case are ignored in computing the test of homogeneity of variance for Choosing between two products, I always buy the one which has the minimum impact to people and the environment.

n. Groups with only one case are ignored in computing the test of homogeneity of variance for I change products when they do not comply with the ecological conditions/rules.

o. Groups with only one case are ignored in computing the test of homogeneity of variance for I think companies are adopting green approaches due to (choose one from the following).

Test Statistics[a,b]

	Chi-Square	df	Asymp. Sig.
Do you associate the color green in the brand logo as being an eco-friendly brand?	6.587	5	.253
Do you consider these products having a green color, makes you buy them?	13.602	5	.018
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	1.857	5	.869
I realize when I am opting for green products over the other ones	7.564	5	.182
I consider green products provide higher quality than regular ones with the exact same characteristics	8.907	5	.113
If I consider green products having higher quality, will I choose them over the other ones?	5.698	5	.337
I think green marketing practices affect positively my perception of the brand	4.900	5	.428
Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	5.772	5	.329
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	16.600	5	.005
From a scale 1 to 5 (1- Very dissatisfied, 5- Very satisfied) what is your level of satisfaction when buying green products?	5.225	5	.389
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	7.506	5	.186
In case there is an alternative, I prefer products which cause less pollution.	16.982	5	.005

Choosing between two products, I always buy the one which has the minimum impact to people and the environment	25.875	5	.000
I change products when they do not comply with the ecological conditions/rules	9.861	5	.079
I think companies are adopting green approaches due to (choose one from the following)	23.830	5	.000

a. Kruskal Wallis Test

b. Grouping Variable: Educational_Background

Exhibit 28 - Kruskal Wallis to educational background

		N	1st Step: Tests of Normality	2nd Step: Tests of Homegenity	3st Step: Non-parametric Kruskal Wallis Test
			Ho: Dependent variable has normal distribution in the 6 groups Ha: There is at least one group in which the dependent variable has not normal distribution Sig > 0,05, Ho is not rejected If Sig ≤ 0,05, Ho is rejected and it is necessary to check if the populations are symmetric and mesocurtics as ANOVA is robust to the data normality (this wouldn't be necessary if all the groups were > 50). As N of all the groups is < 50 Shapiro-Will is more appropriate to be analysed.	**It is used to verify what groups differ significantly from others Ho: Dependent variable has equal variances in the 6 groups Ha: There is at least one in which the dependent variable has not equal variances Sig 2 > 0,05, Ho is not rejected**	**As the populations are not symmetric and mesocurtics because kurtosis and skweness are not both closer to zero (see j9.1 – report) it more appropriate to use a nin parametric test. Ho: The 6 groups follow the same distribution Ha: There is at least one of the 6 groups that follows a different distribution Sig > 0,05, Ho is not rejected, there is not statistical evidence that level of agreement is different within the age groups Sig ≤ 0,05, Ho is rejected and it is necessary to use multiple comparaisons tests in order to understand what medians differ among themselves.**
Do you associate the color green in the brand logo as being an eco-friendly brand?	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.118) > 0.05 Ho is not rejected	Asymp Sig (0.253) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.003) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.212) > 0.05 Ho is not rejected		
Do you consider these products having a green color, makes you buy them?	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.506) > 0.05 Ho is not rejected	Asymp Sig (0.018) < 0.05 Ho is rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.010) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.035) < 0.05 Ho is rejected		
Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds,	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.634) > 0.05 Ho is not rejected	Asymp Sig (0.869) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.006) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		

Starbucks, BP, etc.)	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.167) > 0.05 Ho is not rejected		
I realize when I am opting for green products over the other ones	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.309) > 0.05 Ho is not rejected	Asymp Sig (0.182) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.000) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.212) > 0.05 Ho is not rejected		
I consider green products provide higher quality than regular ones with the exact same characteristics	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.039) < 0.05 Ho is rejected	Asymp Sig (0.113) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.004) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.415) > 0.05 Ho is not rejected		
If I consider green products having higher quality, will I choose them over the other ones?	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.381) > 0.05 Ho is not rejected	Asymp Sig (0.337) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.000) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.033) < 0.05 Ho is rejected		
I think green marketing practices affect positively my perception of the brand	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.641) > 0.05 Ho is not rejected	Asymp Sig (0.428) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.000) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.035) < 0.05 Ho is rejected		
Knowing a product can be recycled, reused or	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.087) > 0.05 Ho is not rejected	Asymp Sig (0.329) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		

repaired after you use it, is it a reason for me to buy these particular products?	Postgraduate Degree	23	Sig (0.000) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.035) < 0.05 Ho is rejected		
I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.592) > 0.05 Ho is not rejected	Asymp Sig (0.005) < 0.05 Ho is rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.008) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.000) < 0.05 Ho is rejected		
From a scale 1 to 5 (1-very satisfied, 5-very dissatisfied) what is your level of satisfaction when buying green products?	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.152) > 0.05 Ho is not rejected	Asymp Sig (0.389) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.000) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.035) < 0.05 Ho is rejected		
When I learn about the negative and harmful impact a product has in the environment, I stop buying it	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.376) > 0.05 Ho is not rejected	Asymp Sig (0.186) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.019) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.101) > 0.05 Ho is not rejected		
In case there is an alternative, I prefer products which cause less pollution.	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.071) > 0.05 Ho is not rejected	Asymp Sig (0.005) < 0.05 Ho is rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.000) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.000) < 0.05 Ho is rejected		
Choosing between two	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.309) > 0.05 Ho is	Asymp Sig (0.000) < 0.05 Ho is rejected

products, I always buy the one which has the minimum impact to people and the environment	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected	not rejected	
	Postgraduate Degree	23	Sig (0.000) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.000) < 0.05 Ho is rejected		
I change products when they do not comply with the ecological conditions/rules	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.758) > 0.05 Ho is not rejected	Asymp Sig (0.079) > 0.05 Ho is not rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.002) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.167) > 0.05 Ho is not rejected		
I think companies are adopting green approaches due to (choose one from the following)	High School Degree	35	Sig (0.000) < 0.05 Ho is rejected	Sig (0.001) < 0.05 Ho is rejected	Asymp Sig (0.000) < 0.05 Ho is rejected
	Bachelor Degree	113	Sig (0.000) < 0.05 Ho is rejected		
	Postgraduate Degree	23	Sig (0.000) < 0.05 Ho is rejected		
	Master Degree	72	Sig (0.000) < 0.05 Ho is rejected		
	PhD - Doctorate Degree	1	-		
	Other	6	Sig (0.252) > 0.05 Ho is not rejected		

Exhibit 29 - Analysis Kruskal Wallis summary to education background groups

Regression output

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581[a]	.338	.332	.78893

a. Predictors: (Constant), Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.), Do you associate the color green in the brand logo as being an eco-friendly brand?

b. Dependent Variable: Do you consider these products having a green color, makes you buy them?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.347	2	39.173	62.937	.000[b]
	Residual	153.737	247	.622		
	Total	232.084	249			

a. Dependent Variable: Do you consider these products having a green color, makes you buy them?

b. Predictors: (Constant), Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.), Do you associate the color green in the brand logo as being an eco-friendly brand?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.354	.246		1.441	.151
	Do you associate the color green in the brand logo as being an eco-friendly brand?	.509	.052	.519	9.858	.000
	Are you aware companies are adopting green colors to their logo to stand out as eco-friendly companies? (e.g. McDonalds, Starbucks, BP, etc.)	.176	.050	.186	3.544	.000

a. Dependent Variable: Do you consider these products having a green color, makes you buy them?

Exhibit 30 - Regression linear output to hypothesis 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.342[a]	.117	.114	.73721

a. Predictors: (Constant), I consider green products provide higher quality than regular ones with the exact same characteristics

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.818	1	17.818	32.786	.000[b]
	Residual	134.238	247	.543		
	Total	152.056	248			

a. Dependent Variable: If I consider green products having higher quality, will I choose them over the other ones?

b. Predictors: (Constant), I consider green products provide higher quality than regular ones with the exact same characteristics

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.090	.180		17.123	.000
	I consider green products provide higher quality than regular ones with the exact same characteristics	.282	.049	.342	5.726	.000

a. Dependent Variable: If I consider green products having higher quality, will I choose them over the other ones?

Exhibit 31 - Regression linear output to hypothesis 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582[a]	.338	.333	.72845

a. Predictors: (Constant), Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?, Do you consider these products having a green color, makes you buy them?

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	67.032	2	33.516	63.162	.000[b]
	Residual	131.068	247	.531		
	Total	198.100	249			

a. Dependent Variable: I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)

b. Predictors: (Constant), Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?, Do you consider these products having a green color, makes you buy them?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.532	.214		7.163	.000
	Do you consider these products having a green color, makes you buy them?	.179	.050	.194	3.602	.000
	Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?	.469	.051	.499	9.289	.000

a. Dependent Variable: I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)

Exhibit 32 - Regression linear output to hypothesis 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746[a]	.556	.551	.63434

a. Predictors: (Constant), I change products when they do not comply with the ecological conditions/rules, In case there is an alternative, I prefer products which cause less pollution., Choosing between two products, I always buy the one which has the minimum impact to people and the environment

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.928	3	41.309	102.660	.000[b]
	Residual	98.988	246	.402		

	Total	222.916	249			

a. Dependent Variable: When I learn about the negative and harmful impact a product has in the environment, I stop buying it

b. Predictors: (Constant), I change products when they do not comply with the ecological conditions/rules, In case there is an alternative, I prefer products which cause less pollution., Choosing between two products, I always buy the one which has the minimum impact to people and the environment

Exhibit 33 - Regression linear output to hypothesis 6

Regression analysis

R indicates degree of correlation:
R = 0.10 to 0.29 small correlation
R = 0.30 to 0.49 medium correlation
R = 0.50 to 1.00 high correlation

R^2 indicates how much of the dependent variable can be explained by the independent variable

ANOVA – Sig. column indicates if there is a significant linear regression (at $p < 0,01$).