

Nationality and greenwashing

Differences between the Netherlands and Suriname on consumer attitude



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Master Communication Studies

Master thesis Communication Studies: Marketing communication

Nationality and Greenwashing: Differences between The Netherlands and Suriname on consumer attitude

Enschede, 03-03-17

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Preface

Finally, here it is. My master thesis on differences between Dutch and Surinamese consumer attitude on greenwashing. It has been written in the context of the master Marketing Communication at the University of Twente. I started this thesis in February 2016 and finished it in March 2017. When I started at the University of Twente in 2011, I did not expect to have such an exiting and multicultural study. I knew of possibilities to study abroad were plenty, but that did not happen. However, I upgraded my passport and academic skills with a studytour to Indonesia in 2014 and this master thesis with data collection in Suriname. Although these trips were study related, they helped me to grow as a person as well.

Together with my supervisors Prof. Dr. M.D.T. De Jong and S.J. Pothof MSc, I designed this complex study. The complexity had to do with cultural differences between both countries and dealing with them while doing research, but the analyses of the results was very complex as well. When I needed help, both supervisors were there to support me. Extra support came from Dr. J.J. Van Hoof, who assisted me in setting up an offline research instrument. Without the help of these people I would not be here I suppose, but there is another very important group of people to thank: my respondents. Experimental research is practically impossible without respondents, so I really appreciate their willingness to help me and participate in the experiment.

The last group of people I would like to thank are my friends and family. My fiancé supported me whenever I needed it, and so did my parents and brother. Of course I did not do this study on my own: I always had friends around to support me, comfort me and make me happy again if necessary (yes, sometimes I needed it). Special thanks go to William and Ietje in Bersaba, Suriname. They helped me being comfortable in Suriname and created the perfect conditions for conducting research in their home country.

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Enschede

03-03-17

Abstract

Purpose

In today's marketing world, greenwashing is a well-known topic, and therefore a well-known problem. Greenwashing could be seen as intentionally misleading or deceiving consumers with false claims about a company's environmental practices and impact. These false claims could harm a company, but the impact of greenwashing might differ per country. Where the marketing world has become more global, national differences on consumer attitude towards greenwashing are becoming important. Little research has been done on CSR and greenwashing combined with national differences. The goal of this study is to find out in what way national differences between The Netherlands and Suriname influence consumer attitude towards greenwashing. The research question is: To what extent and in which way do national differences influence the attitude of consumers on CSR and greenwashing?

Method

Using a 4x2 randomized experimental design in both The Netherlands and Suriname, this study examined the difference between Dutch consumers and Surinamese consumers on the attitude towards greenwashing. The communication types of Delmas and Burbano (2011) were used for the manipulation, creating the following conditions: silent green, vocal green, greenwashing, and silent brown. A session with a respondent started with information about the brand, followed by the dependent variables in a 7-point scale. After that, a news article about the brand in a green or brown variant showed up, followed by the repeated measures of the dependent variables. The last part of the session was used for the background variables and the manipulation check. A total of 181 respondents took part in the experiment: 84 respondents with the Dutch nationality, and 97 respondents with the Surinamese nationality.

Results

Results showed no differences between The Netherlands and Suriname on consumer attitude towards greenwashing. However, differences between the conditions did show up. Whereas Delmas and Burbano (2011) designed four communication types, respondents in this study categorized silent green and vocal green in one subset, and greenwashing and silent brown in one subset as well. This means greenwashing did not do good for a company, since it was categorized the same as silent brown. The national characteristics perceived corruption, longterm orientation, and social- and environmental consciousness played a role in these results with significant differences between The Netherlands and Suriname. Dutch consumers perceived less corruption than Surinamese consumers, scored lower on longterm orientation, and scored lower on social- and environmental consciousness.

Conclusion

Although no differences in consumer attitude between The Netherlands and Suriname occurred, this study added significant value to the existing research field. Greenwashing did not pay for a company, but it did not backfire. Consumers based their opinions on the intention of the company. These opinions were influenced by high scores on longterm orientation, perceived corruption, and social- and environmental consciousness. CSR and greenwashing were positively influenced by longterm orientation and social- and environmental consciousness, and negatively influenced by perceived corruption.

Keywords: consumer attitude, CSR, greenwashing, national differences, culture, development, The Netherlands, Suriname

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1. Introduction

We live in a socially conscious market environment where consumers are more and more aware of social- and environmental issues such as global warming, pollution, and deforestation. Environmental and social consciousness are becoming important nowadays and companies develop green initiatives. This means consumers care more about corporate social responsibility or CSR. CSR activities can positively affect corporate reputation, purchase intentions, and consumer loyalty (Du, Bhattacharya & Sen, 2010). However, some companies appear to communicate about CSR without acting the way they say. According to TerraChoice (2010), greenwashing is 'intentionally misleading or deceiving consumers with false claims about a companies' environmental practices and impact'. Remember the Volkswagen crisis back in 2015, where Volkswagen cheated on emission tests to appear more environmental friendly. This discrepancy or mismatch between green talk and green walk or information not backed by substantive action (Walker & Wan, 2012; Fukukawa, Balmer & Gray, 2007) is a relevant example of greenwashing. Consumers struggle to distinguish greenwashing from genuine CSR actions, since they do not know what to trust (Chen & Chang, 2013). This problem could harm companies which have a genuine CSR policy. Even more important, it could damage the green marketing field as a whole (Chen & Chang, 2013).

An array of thematic areas has been considered in previous CSR related studies, including topics such as marketing management aspects, environmental management, environmental corporate policy, external regulatory environment, environmental strategy implications, corporate environmental response, green advertising, and greenwashing (Leonidou & Leonidou, 2011). Apparently, sufficient research has been done on CSR and greenwashing in general, and CSR and greenwashing linked to more specific cases such as corporate communication types. Although the academic attention for greenwashing is rapidly increasing (Lyon & Montgomery, 2015), the current research field of greenwashing lacks research which includes national differences. Ite (2004) stated CSR is driven by globalization, the expectation is greenwashing has a global component as well. National differences on consumer attitude towards greenwashing are an interesting research topic to enlarge the current research field, since it is interesting to know if national differences on consumer attitude towards greenwashing exist.

Where sufficient research has been done on the link between CSR and national differences, greenwashing has not been linked to national differences. This research gap will be filled in by this study. National differences in consumer attitude on greenwashing play a central role in this study. Multinationals could expect different attitudes per country, since different cultures will emphasize different values (Burton, Farh & Hegarty, 2000). A distinction will be made between The Netherlands and Suriname. The national level includes cultural differences and differences in development. The decision to include both cultural differences and differences in development rules out nation-wide problems and subcultures (Gupta & Ferguson, 1992).

With greenwashing being an international challenge that influences all markets (TerraChoice, 2009), research on a cross-national level becomes extremely meaningful for both theoretical and practical fields. Next to the cross-national level, the national characteristics (longterm orientation, perceived corruption, and social- and environmental consciousness) in detail are expected to play a central role in this study. Considering the research gap of national differences in consumer attitudes towards greenwashing, the research question will be:

To what extent and in which way do national differences influence the attitude of consumers on CSR and greenwashing?

To support the research question, a set of subquestions is designed:

What are the national differences between The Netherlands and Suriname on longterm orientation, perceived corruption, and social- and environmental consciousness?

To what extent do Dutch and Surinamese consumers differ in attitudes towards CSR?

How do national characteristics relate to the perception of CSR?

To what extent do Dutch and Surinamese consumers differ in attitudes towards greenwashing?

How do national characteristics relate to the perception of greenwashing?

2. Theoretical framework

Several subjects will be discussed in this chapter. The first part of this theoretical framework consists of the meaning, motives, and effects of CSR. Green marketing will be discussed here as well. The second section consists of the meaning, motives, and effects of greenwashing. The third section consists of the national differences between The Netherlands and Suriname and the role of these differences in consumer attitudes towards CSR and greenwashing.

2.1 CSR and green marketing

This section is divided into two subsections: CSR and green marketing. The inclusion of green marketing has to do with the role of this construct in the relation of CSR and greenwashing. Where CSR could be seen as the green intention of a company in itself, green marketing is an interim stage to greenwashing: The CSR initiatives are used as a marketing tool, yet without the misleading part of greenwashing.

2.1.1 CSR

A good social- and environmental performance has become essential for companies. Therefore, companies try to keep a strong CSR policy. CSR can be seen as doing good for the community, with the triple bottom line as a basic element. The triple bottom line consists of three parts: social, environmental, and financial (Slaper & Hall, 2011). Companies might engage in CSR through the triple bottom line. CSR comprises several responsibilities (i.e. economic, legal, ethical, discretionary) towards their stakeholders (Maignan & Ferrell, 2000) that could be categorized in the triple bottom line parts. Although the triple bottom line is an important part of corporate communication, Painter-Morland (2006) links the triple bottom line to greenwashing, because companies choose specific communication tools that cannot be verified.

De Jong et al. (in press) described several CSR motives, namely: genuine contribution to the society, financial or other benefits, and meeting stakeholders' expectations. According to Sprinkle and Mains (2010), CSR comprises a number of corporate activities that focus on the welfare of stakeholder groups other than investors, such as charitable and community organizations, employees, suppliers, customers, and future generations. Some examples of CSR motives are the companies' quest for legitimacy or strategic motives (Babiak & Trendafilova, 2010) and reducing consumers' skepticism (Du et al., 2010). Where both intrinsic and extrinsic company motives exist for conducting CSR, only the intrinsic motives affect consumers' corporate brand evaluation (Parguel, Benoit-Moreau & Larceneux, 2011). Intrinsic motives are driven by genuine concern for an issue, where extrinsic motives are driven by profit (Du et al., 2010). This means consumer attitudes towards a company might be influenced more by intrinsic motives than by extrinsic motives.

Consumers wish for 'green' products more than ever (TerraChoice, 2009). Companies could react on that desire with CSR programs. Prior research suggests that most consumers appreciate and reward companies that run an active CSR program (Mohr, Webb & Harris, 2001). A Cone study from 2007 specifies this appreciation: 88% of the American consumers is likely to switch brands if one brand is more 'green' than the other and the prices are the same, and this brand affection does consist of buying products, enacting other stakeholders' behavior, and investing in the company (Du et al., 2010). This means brand reputation and purchase intention might be influenced by the social- and environmental status of a brand or product. However, consumers need knowledge to be influenced by CSR programs: if consumers believe they can make a difference, they are more likely to support responsible companies (Mohr et al., 2001). Consumers tend to be more conscious about the social- and environmental responsibility of the company. This conscientious consumerism could be seen as a growing interest in global health, sustainability, and sustainable consumption (Solomon, Bamossy, Askegaard & Hogg, 2013). This growing interest however, does not necessarily lead to a change in consumer behavior, since consumer attitude are inconsistent with consumer behavior (Mohr et al., 2001). Consumer attitudes on CSR might differ, based on nationality or culture. However, the need for thorough research on this topic is prevalent. Therefore, the hypothesis will be:

H1: High social- and environmental consciousness are positively related to the attitude towards CSR

2.1.2 Green marketing

With CSR being an important part of business strategies, green marketing to highlight these strategies is becoming important as well. Green marketing is used to advertise a companies' green practices and its concerns for the environment (Aji & Sutikno, 2015). Nowadays, CSR policy is a part of the green brand image. Green brand image is 'a set of perceptions of a brand in a consumers' minds that is linked to environmental commitments and environmental concerns' (Chen, 2010). According to Nyilasy, Gangadharbatla and Paladino (2014), advertising could be seen as one of the most employed mechanisms to make consumers aware of a CSR message. When companies inform consumers about their CSR policy to make it part of the green brand image, CSR becomes green marketing. According to Prakash (2002), green marketing could be seen as the strategic process to promote and market environmental and social friendly products and services. Since consumers are more interested in CSR activities and CSR being beneficial for companies (Du et al., 2010), green marketing becomes more and more important for companies. Green marketing could be defined as 'the strategies to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them' (Prakash, 2002). With these strategies, a companies' CSR activities could enhance purchase intention, brand reputation, and social- and environmental responsibility. Therefore, the hypotheses on this subject are:

H2: CSR has a positive effect on perceived social- and environmental responsibility

H3: CSR has a positive effect on brand reputation

H4: CSR has a positive effect on purchase intention

However, the line between green marketing and greenwashing is thin. Sometimes consumers do not believe a companies' green claims (Solomon et al., 2013). CSR policies can backfire if consumers become skeptical, suspicious, and confused (Yoon, Gürhan-Canli & Schwart, 2006; Singh & Sirdeshmukh, 2000; Brown and Dacin, 1997; Nyilasy et al., 2014). The backfiring of these skepticism, suspicion and confusion can harm the corporate credibility, since corporate credibility is influenced by trustworthiness (Goldsmith, Lafferty & Newell, 2000). This is why companies' statements need to be clear, true, accurate, and made with a high level of information (Chen & Chang, 2013). External information helps consumers explicate CSR information more accurately (Parguel et al., 2011). TerraChoice (2009) research demonstrates that many environmental claims are not completely correct. According to Forehand and Grier (2003), consumers respond negatively to manipulative and deceptive marketing strategies.

2.2 Greenwashing

With the pressure of being green as a company, the green brand image, and the resurgence of green marketing, the phenomenon of greenwashing is also becoming increasingly prevalent (Nyilasy et al., 2014). According to TerraChoice (2010), greenwashing is defined as 'intentionally misleading or deceiving consumers with false claims about a companies' environmental practices and impact'. There are several ways to explain greenwashing. Kangun, Carlsen and Grove (1991) distinguished three types of greenwashed advertising: false claims, omitting important information, and employing vague or ambiguous terms. TerraChoice (2010) enlarged this three-types definition of greenwashing to the seven sins of greenwashing: the hidden trade-off, no proof, vagueness, irrelevance, lesser of two evils, fibbing, and worshipping false labels. Next to the broad concept of the seven sins of greenwashing, a distinction could be made between claim greenwashing and executional greenwashing (Parguel, Benoît-Moreau & Russell, 2015). Claim greenwashing is textual greenwashing with obvious claims, where executional greenwashing uses nature claims and peripheral cues. Delmas and Burbano (2011) categorized greenwashing among four communication typologies as shown in table 1. Table 1 is based on two dimensions: environmental performance (green vs. brown) and communication about the environmental performance (vocal vs. silent).

Table 1: The communication typologies of Delmas and Burbano (2011)

Silent green	Companies that have a good environmental performance, but do not communicate about it
Vocal green	Companies that have a good environmental performance and communicate positively about it
Greenwashing	Companies with a bad environmental performance that communicate in a positive way about their environmental performance
Silent brown	Companies that have no communication about their bad performance

Based on table 1 and the conclusion of De Jong et al. (in press), the following hypotheses are constructed:

H5: Greenwashing has a more negative effect than silent green and vocal green and a more positive effect than silent brown on perceived social- and environmental responsibility

H6: Greenwashing has the same effect as silent green, vocal green, and silent brown on brand reputation

H7: Greenwashing has a more negative effect than silent green and vocal green and the same effect as silent brown on purchase intention

Delmas and Burbano (2011) recognized four drivers of greenwashing, namely: non-market external drivers, market external drivers, organizational drivers, and individual psychological drivers. The non-market external drivers are based on regulation and monitoring. The market external drivers are based on consumer and investor demands and market pressure. The organizational drivers are based on firm characteristics such as organizational culture, structure, intra-firm communication, and organizational inertia. The individual psychological drivers are based on a optimistic bias, narrow decision framing, and hyperbolic inter-temporal discounting. These drivers of greenwashing form the base of greenwashing motives. Consumers think that companies have some good intentions with being socially responsible, although they are skeptical about green intentions (Solomon et al., 2013) and they do recognize CSR programs could be driven by self-interest as well (Mohr et al., 2001). This self-interest could be a part of greenwashing. So, if green marketing turns into a lie it becomes greenwashing. Greenwashing may appear if a company does not invest in CSR, but invests mostly in green communication (Bazillier & Vauday, 2009). One cause of this false advertising or false green claims is the fact that consumers are probably willing to pay more for environmental friendly products (Mitchell & Ramey, 2011).

Greenwashing has mixed effects on a company: on the one hand, greenwashing contributes to the perceived environmental performance of a company, but on the other hand greenwashing leads to consumers' skepticism about the companies' integrity (De Jong et al., in press). Although these mixed effects may assume greenwashing to be worth the gamble, it can be tricky. Greenwashing often results in suspicion and skepticism about green claims (Bazillier & Vauday, 2009; Self, Self & Bell-Haynes, 2010). Next to this suspicion and skepticism, greenwashing can negatively affect both investors and consumers on their confidence level (Delmas & Burbano, 2011). According to TerraChoice (2009), the main risks of greenwashing are distrust, false competitive pressure, cynicism, and a negative image of true sustainability. Lim, Ting, Bonaventure, Sendiawan and Tanusina (2013) highlight a lack of trust towards the company or product as an effect of greenwashing. If companies would like to reduce the negative relation between greenwashing and green trust, they need to decrease their consumers' green consumer confusion and green perceived risk (Chen & Chang, 2013). Companies need to be more clear and they need to be credible to avoid these problems. The shift to a more open business plan is also caused by laws and regulation, although there is a variation on countries' regulations (Parguel et al., 2015) Walker and Wan (2012) state that greenwashing might become less effective because of the attention of the outside world and laws and regulations against greenwashing. To conclude, De Jong et al. (in press) state two ways of greenwashing affects consumer attitude exist. First, greenwashing has the potential to affect consumers' impressions of companies' environmental claims and performance. Second, greenwashing has a effect on consumers' views of the communicative integrity of a company. Consumers will be more cautious and will do more research on a product before buying it (Lim et al., 2013). These effects of greenwashing imply companies use greenwashing to make the consumer believe their false CSR intention and create a CSR-like

consumer attitude. Also, there might be national differences on the attitude towards greenwashing, since it is expected that these differences exist on CSR. Therefore, the hypothesis on this subject is:

H8: High social- and environmental consciousness is positively related to the detrimental effects of greenwashing

2.3 National differences

Differences between countries might exist in the framework of CSR and greenwashing. These differences could be divided into two groups: cultural differences and differences in development. In the first place, national differences are a division of space. According to Gupta and Ferguson (1992), culture is often based on a division of space. This implies every country has its own culture. The cultural differences are mainly described by the dimensions of Hofstede. The differences in development are described by CPI and GNP per capita.

2.3.1 Cultural differences

Several ways to explain culture could be deduced from literature. Taras, Rowney and Steel (2009) found three agreements on culture. The first agreement of Taras et al. (2009) explains culture as a multilevel or multidimensional construct that is defined using an onion diagram with basic assumptions and values. Just like an onion, culture exists of several layers. According to Hofstede (2001), the layers are (starting at the core) values, rituals, heroes, and symbols. Every culture has its own values: what seems important in one culture could be unimportant in another culture (Burton et al., 2000). The second agreement of Taras et al. (2009) clarifies culture has shared meaning in a specific group or society. According to Fischer (2009), culture is passed within groups by social processes. These social processes might imply the change of culture over time; in nowadays multicultural societies, culture could be passed between groups. The third agreement of Taras et al. (2009) states culture appears to be stable over time. Another way to categorize cultures is by tight cultures and loose cultures (Gelfand et al., 2011). Tight cultures are cultures in which norms are strong and a low tolerance of deviant behavior exists. Loose cultures are cultures in which norms are weak and a high tolerance of deviant behavior exists. Within these two types, several ways to describe the detail of a culture exist, such as the onion model and the cultural dimensions of Hofstede.

In this study, Hofstedes' cultural dimensions will be used. To explain culture more precisely, Hofstede (2001) designed six dimensions: power distance, individualism, masculinity, uncertainty avoidance, long-term orientation, and indulgence. Longterm orientation will be used as a construct in this study. Longterm orientation is about highlighting the past and being traditional versus being open to changes. The Netherlands scores 67 on this scale, which means people are open to changes and take care of their future. For Suriname there are no scores on this item, but the expectation is Suriname will score lower on longterm orientation than The Netherlands due to developmental issues. Therefore, the hypothesis on this subject is:

H9: Dutch consumers score higher on long-term orientation than Surinamese consumers

Since Hofstede designed the dimensions on a corporate level, the practical dimension used in this study is deduced from Yoo, Donthu and Lenartowicz (2011). Yoo et al. (2011) adapted the dimension to a more individual level. The expectation is longterm orientation influences the attitude towards CSR and greenwashing, since they form the basis of consumer attitude. This expectation is supported by Burton et al. (2000): they found cultural differences in which CSR aspect consumers perceive to be important. The hypotheses on these subjects are:

H10: High long-term orientation is positively related to attitude towards CSR

H11: High long-term orientation is positively related to the detrimental effects of greenwashing

2.3.2 Differences in development

Differences in development could be determined in several ways. In this study, the CPI (corruption perception index) and the GNP (gross domestic product) will be used. The CPI rates countries on perceived corruption (www.transparency.org/cpi2015). The Netherlands score 87 on the CPI and the country is ranked 5/168. Suriname scores 36 and the country is ranked 88/168. Based on this comparison, The Netherlands is presumably a less corrupt country than Suriname. The GNP of a country has to do with the production of goods and services in a country. The higher the GNP, the wealthier the country. According to the IMF

(www.imf.org/en/data), The Netherlands score Int\$ 49,624 and Suriname scores Int\$ 16,253. The standardized international dollar scale demonstrates that The Netherlands are a more wealthy country than Suriname. A facet of national differences caused by economic development is corruption: corruption correlates highly with GNP per capita (Husted, 1999). Corruption could be defined as the misuse of public office for private gain (Treisman, 2000). The international dollar scale scores combined with the CPI scores indicate Dutch consumers experience less corruption than Surinamese consumers. Based on the CPI and the GNP, the hypothesis on this subject is:

H12: Dutch consumers perceive less corruption than Surinamese consumers

Not every country experiences corruption the same: what might be experienced as corruption in one country might not be experienced as such in another country, since a multicultural facet that has to do with different attitudes towards fraud across cultures caused by different ethic values exists (Bierstaker, 2009). Husted (1999) states that some of the Hofstede dimensions are correlated to the attitude towards corruption, namely high power distance, high masculinity, and high uncertainty avoidance. Therefore, it might be expected that differences on perceived corruption between both countries occur. The attitude towards greenwashing is likely to be influenced by perceived corruption, since corruption has to do with skepticism and suspicion. Consumers who are skeptical or suspicious tend to have a more negative attitude. Based on this information, the hypotheses are:

H13: High perceived corruption is negatively related to attitude towards CSR

H14: High perceived corruption is negatively related to the detrimental effects of greenwashing

2.3.3 National differences and CSR and greenwashing

The above described differences between nationalities could be applicable to CSR and greenwashing as well. Numerous differences between Dutch consumers and Surinamese consumers are described in the paragraphs about developmental differences and cultural differences. Mohr et al. (2001) stated CSR knowledge affects consumers' response on CSR activities. The expectation is Dutch consumers have a higher knowledge of CSR than Surinamese consumers, since the Dutch market is more developed. Therefore, the hypothesis on this subject is:

H15: Dutch consumers are more socially and environmentally conscious than Surinamese consumers

With the expectation of social- and environmental conscious, the expectations of consumer attitude towards CSR could be described as follows:

H16: Dutch consumers have a more positive attitude towards CSR than Surinamese consumers

H17: Dutch consumers have a more negative attitude towards greenwashing than Surinamese consumers

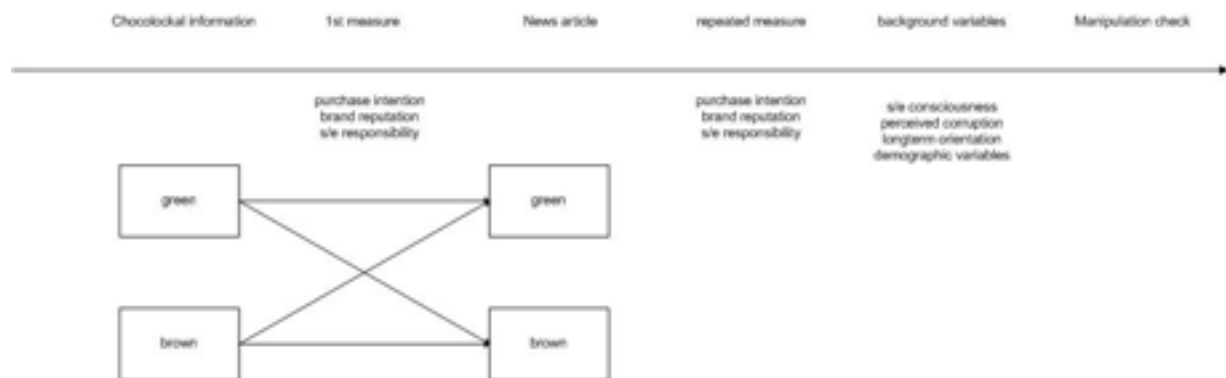
3. Method

In this chapter, the used research method is described. First, the design section explains the research design in detail. Second, the manipulation section explains both the manipulation itself and the results of the manipulation. Third, all the constructs with example items and reliability measures are handled. Fourth, the exact procedure of a session with a participant is clarified. Fifth, the details of the participants are shown.

3.1 Design

A randomized experimental study was designed to measure the national differences between the Netherlands and Suriname on greenwashing. The four communication types of Delmas and Burbano (2011) had been used to design the four scenarios, creating a vocal green condition, a silent green condition, a greenwashing condition, and a silent brown condition. The scenario that has been used was partly deduced from Parguel et al. (2011), in the sense of using a webpage and a news article as stimuli. There were two Chococolokal information variants and two news articles, both in green and non-green variation. A division could be made between firm-level greenwashing and product-level greenwashing (Delmas & Burbano, 2011). To ascertain a complete greenwashing scenario, both the firm-level and the product-level options had been used. This setup was used in both countries, making it a 4x2 between-subjects and within-subjects experimental design. The dependent variables were asked twice to measure the impact of the manipulation: a repeated measures design. This meant the respondent first had to answer the items of the dependent variables about the Chococolokal information on the website and the advertisement, and had to fill in the same items after the manipulative news article. Figure 1 shows the research design in detail.

Figure 1: Process model of the research design



3.2 Independent variables

3.2.1 Manipulation

In this case, a fictional chocolate brand called Chococolokal has been used for the scenario and the intervention. As shortly explained in the design section, two Chococolokal information options and two news articles were designed, resulting in four scenarios matching the Delmas and Burbano (2011) communication types. The combination of the Chococolokal information and the news article was applied as followed: green web+green news=vocal green; brown web+green news=silent green; green web+brown news=greenwashing; brown web+brown news=silent brown. The four scenarios were randomly assigned to the participants in every country. For all the scenarios, both product facts and company facts were used to inform the consumer about the product and company.

3.2.1.1 Chococolokal information

The first part of the manipulation was the Chococolokal information, with an social- and environmental friendly environment, and a neutral environment. The Chococolokal information was designed as being part of Chococolokal itself. The green Chococolokal information had a homepage with three neutral blocks and a green block with a slogan, a who-are-we page with information about the CSR program, and an advertisement of a

chocolate bar with both neutral and CSR features. The brown Chococolcal information had a homepage with the same three neutral blocks as the green homepage and a fourth block showing a giveaway, a who-are-we page with information about the joy of life, and an advertisement with neutral and taste features.

3.2.1.2 Chococolcal news article

The second part of the manipulation took place after the first set of of dependent variables, as repeated measures. The news article had the same options as the Chococolcal information: a social- and environmental friendly news article, and a neutral news article. The news article was designed to be written by a press agency to avoid respondents' preconceptions concerning a certain newspaper. The green news article reported about an award for green entrepreneurship that was assigned to Chococolcal. Several details of Chococolcals' CSR program are mentioned as well. The brown news article reported about an environmental conflict with Chococolcal playing an important role in both deforestation and poor working conditions.

3.2.2 Manipulation check

The manipulation check consisted of the two items 'The information about Chococolcal contained claims of environmental friendliness and social consciousness of the company' and 'The news article about Chococolcal clarifies the social- and environmental responsibility of Chococolcal'. The manipulation check was done at the end of the study, what could have influenced the results. Table 2 shows the results of the manipulation check. A one-way between-subjects ANOVA was conducted to verify the effect of the manipulation check. There was a significant effect of the Chococolcal information item at a significance level of .05 for the four conditions with $F=4.34$ and $p=.01$. There was a significant effect of the news article item at a significance level of $p=.05$ for the four conditions with a $F=26.19$ and $p=.00$. Based on these ANOVA results, it is concluded the manipulation succeeded.

Table 2: One-way between-subjects ANOVA of the manipulation check

	df	F	Sig.
Environmental information in Chococolcal information	3, 177	4.34	.01
Environmental information in news article	3, 177	26.19	.00

Table 3 shows the mean scores of the manipulation check. The scores were conducted using a 7-point scale (1=low, 7=high). The results of the manipulation check tells of mean scores of 5.59 (vocal green), 5.70 (silent green), 5.74 (greenwashing), and 4.63 (silent brown) on the item about the environmental information in the Chococolcal information section. The results of the manipulation check on the item about the environmental information in the news article tells of mean scores of 5.85 (vocal green), 5.89 (silent green), 3.44 (greenwashing), and 3.23 (silent brown). The mean scores of the environmental claims in the news article showed an expected distinction between green claims (vocal green and silent green) and no green claims (greenwashing and silent brown). The high mean score of silent green on the item 'environmental information in the Chococolcal information' was attributed to the green information of the news article that followed. Because of that explicit green information, the neutral information of the silent green Chococolcal information was considered green.

Table 3: Mean scores of the manipulation check

	Environmental information in the Chococolcal information Mean (SD)	Environmental information in the news article Mean (SD)
Vocal green	5.59 (1.78)	5.85 (1.63)
Silent green	5.70 (1.63)	5.89 (1.33)
Greenwashing	5.74 (1.50)	3.44 (2.33)
Silent brown	4.63 (2.10)	3.23 (2.28)

*Note: Scores were measured on a 7-point scale (1=low, 7=high)

3.3 Measures

3.3.1 Dependent variables

The dependent variables were used twice in this study: once after the Chococolcal information, and once after the news article. The dependent variables were 'purchase intention', 'brand reputation', and 'social- and environmental responsibility'.

Purchase intention

This 6-item construct was partly deduced from Oberseder, Schlegelmilch, Murphy and Gruber (2014). Three items were ad hoc. The α of this construct was .768. The factor classified all items in the same category. An example of an item in this construct was 'I would be interested in trying a free sample of Chocolockal'.

Brand reputation

This 6-item construct was deduced from Fombrun, Gardberg and Sever (2000). The α of this construct was .869. The factor analysis classified all items in the same category. An example of an item in this construct was 'I trust Chocolockal'.

Social- and environmental responsibility

This 5-item construct was deduced from Walsh and Beatty (2007). One control item has been added, but was removed due to reliability issues. The α of this construct was .704. The factor analysis classified four items in the same category, the removed control item was classified in another category. An example of an item in this construct was 'Chocolockal seems to support good causes'.

3.3.2 Background variables

Social- and environmental consciousness

This merged 5-item construct was deduced from Lichtenstein, Drumwright and Braig, (2004) and Parguel et al. (2011). The control item was ad hoc. The α of this construct was .812. The factor analysis classified all items in the same category. An example item of this construct was 'I try not to buy from polluting companies'.

Perceived corruption

This was an ad hoc 5-item construct for this study with a α of .831. The factor analysis classified all items in the same category. An example question of this construct was 'Companies do not always act the way they promise'.

Longterm orientation

This 6-item construct was deduced from Yoo et al. (2011). The α of this construct was .813. The factor analysis classified all items in the same category. An example question of the longterm orientation construct was 'Giving up today's fun for success in the future'.

Demographic variables

The 4 demographic variables were: nationality, gender, age, and education level.

3.4 Procedure

Data were collected using an online questionnaire edited in Qualtrics. Because of the unstable internet, the offline application of Qualtrics has been used in Suriname when necessary. In both countries, participants were randomly assigned to one of the conditions. The possibility of browsing back and forward was switched off to ensure the manipulation: all the parts of the questionnaire were in fixed order.

A session with a participant consisted of the following steps. First, the individual was asked to partake in a study on national differences in consumer attitude. Of course, participation was completely voluntary and the participant always had the chance to quit. If the individual authorized on partaking in the study, the official introduction started. Second, the information of Chocolockal was shown, consisting of a homepage, a who-are-we page, and an advertisement of a Chocolockal product. Third, the first set of questions started. The constructs purchase intention, brand reputation, and social- and environmental responsibility were conducted here for the first time. Fourth, the news article was shown. After this, the retake of the constructs purchase intention, brand reputation, and social- and environmental responsibility was done to measure differences caused by the intervention. These repeated measures were the first half of the session. The second part of the session consisted of the background variables social- and environmental consciousness, perceived corruption, longterm orientation, and demographic variables. After this part of the session, the participant was given the chance to fill in his/her email address to receive results afterwards. To end the approximately 15-minute session, the participant was thanked for his/her time.

3.5 Participants

A total of 181 participants took part in this study. The Dutch sample contained 84 participants, the Surinamese sample contained 97 participants. To reach the participants, convenience sampling has been used in both countries. This resulted in a combination of social media use and face-to-face interaction with the participants. In table 4 and 5, the distribution of the participants on the four conditions of Delmas and Burbano (2011) are described. The conditions were assigned randomly to the participants. The total distribution of participants across the conditions was as follows: 54 in vocal green, 37 in silent green, 34 in greenwashing, and 56 in silent brown. The mean age scored $p=.94$ in a between-subjects ANOVA with a significance level of $p=.05$. There was no significant difference on mean age based on this result. A Chi-square test on gender resulted in $p=.66$ at a significance level of $p=.05$, so no significant difference based on gender was found. A Chi-square test on education level resulted in $p=.26$ at a significance level of $p=.05$, so no significant difference based on education level was found. The unknown demographic variables results in The Netherlands are attributed to online sampling: some respondents did not complete the demographic variable items. Since online sampling without presence of the researcher was rarely used in Suriname, the Surinamese sample did not contain respondents with unknown demographic variables.

Table 4: Distribution across conditions in The Netherlands

	Number of participants	Mean age (SD)	Gender male/female/ unknown	Education low/high/ unknown
Vocal green	24	33.67 (2.78)	9/15/6	9/15/6
Silent green	16	36.19 (4.23)	5/11/5	6/10/5
Greenwashing	17	31.12 (2.88)	4/13/0	4/13/0
Silent brown	27	29.33 (2.18)	7/20/2	6/21/2

Table 5: Distribution across conditions in Suriname

	Number of participants	Mean age (SD)	Gender male/female/ unknown	Education low/high/ unknown
Vocal green	30	33.97 (3.31)	12/18/0	12/18/0
Silent green	21	30.48 (2.88)	9/12/0	12/9/0
Greenwashing	17	32.88 (3.93)	7/10/0	7/10/0
Silent brown	29	38.00 (3.12)	9/20/0	9/20/0

4. Results

In this section, the results of the statistical analyses are described. The structure of the results chapter is as follows. First, the national differences between The Netherlands and Suriname on the background variables will be handled. Second, the differences in CSR effects will be treated. Third, the differences in greenwashing effects will be discussed. Fourth, the relation between the background variables and CSR will be described.

4.1 National differences in background variables

Table 6 shows the multivariate tests of between subject effects on nationality. Nationality scored a significance of $p=.00$ at a significance level of $p=.05$, so a significant difference between The Netherlands and Suriname existed. The partial η^2 indicated a large overall effect. These results suggested a clear difference between both countries

Table 6: Multivariate tests of between-subject effects on nationality

	Wilks' Lambda	F	df	Sig.	η^2
Nationality	.782	16.48	3.00	.00	.22

Table 7 shows the multivariate tests of between-subject effects. The Netherlands and Suriname scored significantly different on perceived corruption ($p=.00$), longterm orientation ($p=.00$), and social- and environmental consciousness ($p=.00$) on a significance level of $p=.05$. The partial η^2 indicated a medium overall effect.

Table 7: Multivariate tests of between-subject effects on nationality and background variables

		Mean Square	F	df	Sig.	η^2
Nationality	Perceived corruption	28.68	19.57	1.00	.00	.10
	Longterm orientation	36.36	29.22	1.00	.00	.14
	S/E consciousness	52.41	31.65	1.00	.00	.15

Table 8 shows the mean scores of The Netherlands and Suriname on the background variables. The partial η^2 indicated a medium overall effect. The scores were conducted using a 7-point scale (1=low, 7=high). Perceived corruption and longterm orientation scored similar to the expectations. Social- and environmental consciousness did not score similar to the expectation, since the expectation was to have a higher mean score in the Dutch sample. These results combined with the results in table 7 rejected H9 and H15, and confirmed H12.

Table 8: Mean scores of The Netherlands and Suriname on the background variables

	The Netherlands Mean (SD)	Suriname Mean (SD)
Perceived corruption	4.86 (.13)	5.65 (.12)
Longterm orientation	4.76 (.12)	5.66 (.11)
S/E consciousness	4.27 (.14)	5.35 (.13)

*Note: Scores were measured on a 7-point scale (1=low, 7=high)

4.2 Differences in effects on CSR

Table 9 shows multivariate tests of between-subject effects on CSR. Condition scored significantly different ($p=.03$) at a significance level of $p=.05$, which meant the positioning of Chocolockal (green vs. brown) did have significant influence. Nationality did not score significantly different ($p=.09$) at a significance level of $p=.05$, so nationality did not influence consumer attitude. The interaction effect of nationality and condition did not score a significant influence ($p=.91$) at a significance level of $p=.05$. The partial η^2 indicated a small overall effect. These results confirmed H1 and H10, but rejected H13.

Table 9: Multivariate tests of between-subject effects on CSR based on condition and nationality

	Wilks' Lambda	F	df	Sig.	η^2
Condition (green vs. brown)	.95	3.05	175.00	.03	.05
Nationality	.96	2.18	175.00	.09	.04
Nationality*condition (green vs. brown)	.99	.18	175.00	.91	.00

Table 10 shows univariate tests results of between subject effects of condition and purchase intention, brand reputation, and social- and environmental responsibility. The partial eta² indicated a small overall effect. At a significance level of p=.05, condition scored a significant difference on brand reputation (p=.01), and social- and environmental responsibility (p=.03). Condition did not score a significant difference on purchase intention (p=.84). Therefore, brand reputation and social- and environmental responsibility scored significantly different depending the condition, and purchase intention did not score significantly different depending the condition.

Table 10: Univariate tests of between-subject effects of condition and purchase intention, brand reputation, and S/E responsibility

		F	df	Sig.	eta ²
Condition (green vs. brown)	Purchase intention	.40	1.00	.84	.00
	Brand reputation	6.32	1.00	.01	.04
	S/E responsibility	4.72	1.00	.03	.03

Table 11 shows the mean scores of purchase intention, brand reputation, and social- and environmental responsibility for the green- and brown condition. The scores were conducted using a 7-point scale (1=low, 7=high). The results showed higher scores for the green condition in all three dependent variables. If these results are linked to the univariate tests results of table 10, it is concluded that the green condition scored significantly higher on brand reputation and social- and environmental responsibility. This means the greenness of a company had a significant influence on CSR attitudes.

Table 11: Mean scores of de dependent variables in the green- and brown condition

	Green condition Mean (SD)	Brown condition Mean (SD)
Purchase intention	4.95 (.11)	4.92 (.11)
Brand reputation	5.01 (.13)	4.63 (.13)
S/E responsibility	5.06 (.12)	4.69 (.12)

*Note: Scores were measured on a 7-point scale (1=low, 7=high)

4.3 Differences in effects on greenwashing

The aim of the repeated measures was to find out if the four experimental groups reacted differently to the third party information. Table 12 shows multivariate test results of within-subject effects of the third party information on condition and nationality. The partial eta² indicated a medium overall effect for the interaction of the third party information and condition. A small overall effect was found for the interaction effects of the third party information and nationality, and for the interaction of the third party information with condition and nationality. The results showed the third party information did have an interaction effect with condition, thus a significant difference of p=.00 at a significance level of p=.05 existed between the conditions influenced by the third party information. However, the third party information did not have an interaction effect with nationality (p=.13) and the combination of condition and nationality (p=.21). This means there was no significant difference between Dutch consumers and Surinam consumers on the conditions influenced by the third party information. These results confirmed H8 and H11. However, the results rejected H14, H16, and H17.

Table 12: Multivariate repeated measures tests of within-subject effects of the third party information on condition and nationality

	Wilk's Lambda	F	df	Sig.	eta ²
Effects of third party information*condition	.59	10.89	9.00	.00	.15
Effects of third party information*nationality	.96	1.87	3.00	.13	.03
Effects of third party information*condition*nationality	.93	1.34	9.00	.21	.02

Table 13 shows univariate test results of within-subject effects of the interaction effect of the third party information and condition. The partial eta² indicated a large overall effect. All three dependent variables (purchase intention, brand reputation, and social- and environmental responsibility) scored p=.00 at a significance level of p=.05. Therefore, the conclusion is the third party information did have a significant influence on purchase intention, brand reputation, and social- and environmental responsibility.

Table 13: Univariate repeated measures tests of within-subject effects of the third party information on condition for the dependent

		F	df	Sig.	eta ²
Effects of third party information*condition	Purchase intention	21.02	3.00	.00	.26
	Brand reputation	23.58	3.00	.00	.29
	S/E responsibility	30.66	3.00	.00	.34

Table 14 shows the Tukey B post hoc test for the dependent variables and the conditions. The scores were conducted using a 7-point scale (1=low, 7=high). The four conditions are divided into two subsets in all three variables. Silent green and vocal green were categorized in one subset, and greenwashing and silent brown were categorized in another subset. This means the intention of the company was a decisive factor, whereas the communication of the company appears less important. The results in table 14 rejected H5, H6, and H7, since it is clear greenwashing was categorized in the same subset as silent brown in every dependent variable.

Table 14: Tukey's B post hoc test for the dependent variables and the conditions

		N	Subset 1	Subset 2
Purchase intention	Silent green	56		5.25
	Vocal green	34		5.30
	Greenwashing	37	4.27	
	Silent brown	54	4.22	
Brand reputation	Silent green	56		5.05
	Vocal green	34		5.40
	Greenwashing	37	4.29	
	Silent brown	54	4.10	
S/E responsibility	Silent green	56		5.16
	Vocal green	34		5.32
	Greenwashing	37	4.22	
	Silent brown	54	3.92	

*Note: Scores were measured on a 7-point scale (1=low, 7=high)

Table 15 shows the mean scores of the dependent variables in the four conditions on the first and the second measurement. The scores were conducted using a 7-point scale (1=low, 7=high). Purchase intention was the only construct with a significant influence of the third part information on the condition, as shown in table 13.

Table 15: Repeated measures mean scores of the dependent variables in the four condition

	Repeated measures	Silent green Mean (SD)	Vocal green Mean (SD)	Greenwashing Mean (SD)	Silent brown Mean (SD)
S/E responsibility	Chocological information	4.79 (.19)	4.97 (.16)	5.27 (.20)	4.59 (.15)
	Third party information	5.51 (.26)	5.64 (.21)	3.16 (.28)	3.24 (.21)
Brand reputation	Chocological information	4.96 (.20)	5.14 (.17)	4.97 (.20)	4.59 (.16)
	Third party information	5.35 (.23)	5.63 (.19)	3.60 (.24)	3.55 (.18)
Purchase intention	Chocological information	5.09 (.17)	5.05 (.14)	4.81 (.18)	4.77 (.14)
	Third party information	5.33 (.20)	5.51 (.17)	3.72 (.21)	3.62 (.16)

*Note: Scores were measured on a 7-point scale (1=low, 7=high)

4.4 Relation between background variables and CSR and greenwashing

Table 16 shows the regression analysis of the coherence between the background variables and the dependent variables. The significance level was $p=.05$. The F-value of the purchase intention model had a significance level of $p=.00$, resulting in a significant model. The R^2 of purchase intention was .26. Purchase intention scored a significant coherence with perceived corruption and social- and environmental consciousness. This means perceived corruption and social- and environmental consciousness influenced purchase intention. The F-value of the brand reputation model had a significance level of $p=.00$, resulting in a significant model. The R^2 of brand reputation was .14. Brand reputation scored a significant coherence with social- and environmental consciousness. This means social- and environmental consciousness influenced brand reputation. The F-value of the social- and environmental consciousness model had a significance level of $p=.00$, resulting in a significant model. The R^2 of social- and environmental responsibility was .14. Social- and environmental responsibility scored a significant coherence with social- and environmental consciousness. This means social- and environmental consciousness influenced social- and environmental responsibility. These results confirmed H2, H3, and H4.

Table 16: Regression analysis of the coherence between the background variables and the dependent variables

Model summary			Beta	t	Sig.
F=21.43 R ² =.26	Purchase intention	Perceived corruption	.16	2.20	.03
		Longterm orientation	.14	1.82	.07
		S/E consciousness	.35	4.91	.00
F=10.01 R ² =.14	Brand reputation	Perceived corruption	.07	.87	.38
		Longterm orientation	.10	1.16	.25
		S/E consciousness	.30	3.85	.00
F=9.83 R ² =.14	S/E responsibility	Perceived corruption	.15	1.93	.06
		Longterm orientation	.08	1.00	.32
		S/E consciousness	.24	3.17	.02

5. Discussion

The main findings will be discussed and interpreted in this chapter using the results of the hypotheses and the results of the subquestions. Furthermore, the limitations of the study and the suggestions for future research will be dealt with. A general conclusion will be given at the end of this chapter.

5.1 Main findings

Table 17 shows the results of the hypotheses. The results did not confirm all the hypotheses. H5, H6, and H7 were rejected due to the categorization of the four communication types into two subsets. H9 was rejected due to an unexpected result on longterm orientation. H13 and H14 were rejected due to the missing significance in the effect of perceived corruption on respectively CSR and greenwashing. Perceived corruption did not seem to have a negative effect. H15, H16, and H17 were rejected due to surprising results on social- and environmental consciousness: Surinamese consumers seemed to score higher than Dutch consumers on this construct.

Table 17: Hypotheses results

Hypotheses	Confirmed/ rejected
H1 High social- and environmental consciousness is positively related to the attitude towards CSR	Confirmed
H2 CSR has a positive effect on perceived social- and environmental responsibility	Confirmed
H3 CSR has a positive effect on brand reputation	Confirmed
H4 CSR has a positive effect on purchase intention	Confirmed
H5 Greenwashing has a more negative effect than silent green and vocal green and a more positive effect than silent brown on perceived social- and environmental responsibility	Rejected
H6 Greenwashing has the same effect as silent green, vocal green, and silent brown on brand reputation	Rejected
H7 Greenwashing has a more negative effect than silent green and vocal green and the same effect as silent brown on purchase intention	Rejected
H8 High social- and environmental consciousness is positively related to the detrimental effects of greenwashing	Confirmed
H9 Dutch consumers score higher on longterm orientation than Surinamese consumers	Rejected
H10 High longterm orientation is positively related to attitude towards CSR	Confirmed
H11 High longterm orientation is positively related to the detrimental effects of greenwashing	Confirmed
H12 Dutch consumers perceive less corruption than Surinamese consumers	Confirmed
H13 High perceived corruption is negatively related to attitude towards CSR	Rejected
H14 High perceived corruption is negatively related to the detrimental effects of greenwashing	Rejected
H15 Dutch consumers are more social- and environmental conscious than Surinamese consumers	Rejected
H16 Dutch consumers have a more positive attitude towards CSR than Surinamese consumers	Rejected
H17 Dutch consumers have a more negative attitude towards greenwashing than Surinamese consumers	Rejected

Based on these hypotheses results, the subquestions were answered.

What are the national differences between The Netherlands and Suriname on CSR perceptions?

Both Dutch and Surinamese consumers had a positive perception on CSR, thus in both countries CSR was considered to be an important part of doing business. Although, Surinamese consumers scored surprisingly higher on social- and environmental consciousness. The difference between The Netherlands and Suriname was significant at this point, concluding Surinamese consumers to be more social- and environmental conscious than Dutch consumers. Looking at CSR perceptions, it was likely that Surinamese consumers have a higher CSR perception than Dutch consumers based on their high social- and environmental consciousness. The conclusion on this topic would be that Surinamese consumers perceived CSR to be a more important part of companies than Dutch consumers perceived it.

To what extent do Dutch and Surinamese consumers differ in attitudes towards CSR?

Results did not show a significant difference in consumer attitude towards CSR between The Netherlands and Suriname. The mean scores did not differ a lot either, so it could be concluded there were no national differences on consumer attitude towards CSR. However, there were differences based on the attitude towards CSR in general. Consumers tended to be more positive about a company if an active CSR program is used, thus the greenness of the company had a significant influence on consumer attitude.

How do national characteristics relate to the perception of CSR?

The three background variables (longterm orientation, perceived corruption, and social- and environmental consciousness) scored above average. The conclusion was high longterm orientation and high social- and

environmental consciousness related positively to the perceptions of CSR, and high perceived corruption related negatively to the perceptions of CSR. Consumers who scored high on longterm orientation scored high on their perceptions of CSR, thus consumers who payed attention to the future were more interested in CSR. Consumers who scored high on social- and environmental consciousness scored high on their perception of CSR, thus consumers who payed attention to the society and the environment were more interested in CSR. Consumers who scored high on perceived corruption tended to be skeptical about a companies' CSR policies.

To what extent do Dutch and Surinamese consumers differ in attitudes towards greenwashing?

Results did not show significant difference in consumer attitude towards greenwashing between The Netherlands and Suriname. The mean scores did not differ a lot either, so it could be concluded there were no national differences on consumer attitude towards greenwashing. However, some interesting differences in consumer attitude towards greenwashing occurred. Were prior research suggested greenwashing would be more damaging for a corporate image than silent brown, the results of this study showed no difference in consumer attitude between greenwashing and silent brown. Therefore, it could be concluded the backfiring mechanism of greenwashing does not exist based on this study. Consumers tended to adapt their attitude towards a company on the green intention instead of the green communication. This might have been be the reason of the non-appearance of the backfiring mechanism.

How do national characteristics relate to the perception of greenwashing?

The three background variables (longterm orientation, perceived corruption, social- and environmental consciousness) scored above average. The conclusion was high longterm orientation and high social- and environmental consciousness related positively to the perception of greenwashing, and high perceived corruption related negatively to perceptions of greenwashing. The positive relation of high longterm orientation and social- and environmental consciousness to the perception of greenwashing was surprising on the one hand, but on the other hand did this relation match previous research of De Jong et al. (in press). In their study, greenwashing was seen as an option between silent green and vocal green, and silent brown. Greenwashing was interpreted as a communication type to show the green interest of a company. This interpretation matched the relation of high longterm orientation and high social- and environmental consciousness and greenwashing in this current study. The negative relation of perceived corruption and greenwashing had to do with consumers' skepticism.

5.2 Theoretical implications

This study raised three theoretical issues that are input for the theoretical implications. First, the corporate communication types of Delmas and Burbano (2011) were categorized in two subsets (green and brown) instead of the expected four subsets (silent green, vocal green, greenwashing, and silent brown). Both the results of De Jong et al. (in press) and this study falsified these findings from a consumer perspective. However, these studies differentiate from each other as well. De Jong et al. (in press) found three categories of corporate communication, namely: silent green/vocal green, greenwashing, and silent brown. Greenwashing was experienced as a communication category between the two green types and the silent brown type. Results showed greenwashing being evidently less green than silent green and vocal green, but less brown than silent brown. Contradictory to the results of De Jong et al. (in press), this study categorized the four communication types of Delmas and Burbano (2011) in two subsets: silent green/vocal green and greenwashing/silent brown. Greenwashing was seen as the same as silent brown, thus social- and environmental unfriendly. To conclude, respondents categorized the communication types based on the intentions of the company. The communication of the company and the message played a less important role than the intentions of the company and the message. The categorization in two categories also countered the results of Nyilasy et al. (2011). They stated CSR and greenwashing can backfire, and consumers may become skeptical and suspicious about a companies' intentions. However, these results were countered. Silent green and vocal green were both categorized in the subset with green intentions, and these communication types were rated positive by the respondents. Greenwashing and silent brown were categorized in the subset with no green intentions, and these communication types were rated less positive by the respondents. CSR did not backfire, since it was categorized in the same subset as silent green. Greenwashing did not backfire as well, since it was categorized in the same

subset as silent brown. The conclusion was the intention of the company played an important role. CSR intentions did not backfire, neither did greenwashing.

Second, contradictory to existing research CSR and greenwashing were not perceived different in both countries. Where TerraChoice (2009) stated greenwashing is an international component that influences all markets, current research concluded consumers do not differ in their attitudes towards greenwashing on these international level. Consumers did differ on social- and environmental consciousness, but this difference did not influence the attitude towards greenwashing. It could be concluded greenwashing is practiced by companies on an international level, but the nationality of the consumer does not affect the attitude towards greenwashing. A possible explanation for the lack of national differences in consumer attitude towards CSR and greenwashing is the specific choice of countries in this study. Although cultural- and developmental differences between The Netherlands and Suriname were evident, these countries have a post-colonial bond which might fade these differences.

The last theoretical implication has to do with the results of the dependent variables purchase intention, brand reputation, and social- and environmental responsibility. De Jong et al. (in press) found inconsistencies in the consumer attitude towards between these constructs, with greenwashing influencing brand reputation but not influencing purchase intention. However, this current study did not show these inconsistencies. Greenwashing influenced all dependent variables, thus purchase intention, brand reputation, and social- and environmental responsibility.

5.3 Limitations

During this study, some difficulties appeared. According to Hofstede, Hofstede and Minkov (2010), there were several implications that could have influenced this study. First, this study was done by a Dutch researcher with western cultural thoughts. Although I tried to submerge in the Surinamese culture by reading articles, following the news, and asking questions, I remain a Dutch researcher with Dutch values. Therefore, the scope of this study remained Dutch. Second, it was difficult to add multicultural facets or intercultural encounters to a study. The Netherlands and Suriname are multicultural countries with several groups in both countries, but in this study possible identities were limited to the Dutch nationality and the Surinamese nationality. The problem with this pitfall was the fact that there might be different perspectives in a country based on the background of the individual. Therefore, research results could differ if the sample contained other subgroups from a country. A third pitfall could have been the use of stereotypes, where it should be kept in mind that it was hardly possible to apply the results to a country as a whole. If this solution was applied well, the third pitfall was rectified without problems.

The application of this study to countries as a whole appeared to have some pitfalls. First, the two samples were not identical. This could have been a serious pitfall, but this study did not contain hypotheses based on characteristics that needed to be identical. Second, the samples did not represent the countries in a parallel way. With the use of convenient sampling, this pitfall is inevitable.

A third limitation of this study was the complex analyses of the results in SPSS. Where most constructs were analyzed thoroughly, the analysis of greenwashing appeared to be complicated. Due to the research design with greenwashing being one of the four conditions instead of a construct, a regression analysis of greenwashing turned out to be practically impossible. The consequence of this research design was a devious analysis of greenwashing. Nevertheless, the hypothesis were answered in the best possible way.

5.4 Suggestions for future research

There are several paths to conduct future research that could be followed after this study. One suggestion for future research had to do with the four communication types of Delmas and Burbano (2011). Where they designed four communication types and found significant differences between each of them, the results of this study showed a distinction between two communication types: communicating backed with green intentions, and communication backed with brown intentions. This could imply consumers interpret corporate messages based on the background information, although companies might be more detailed in their communication and use one of the four communication types of Delmas and Burbano (2011). So, the suggestion for future research

on this topic is to find out why consumers did not seem to distinguish the four communication types and how consumers interpret these communication types different from the corporate interpretation.

Another suggestion is to find out if consumer attitudes differ on the seven sins of greenwashing TerraChoice (2010) designed. Greenwashing could be constructed more detailed in the future. It is likely consumers react different on each of the seven sins of greenwashing, since the sins somewhat differ in power: from leaving out information to lying about certain claims and everything in between.

5.5 Conclusion

The main question that had to be answered was ‘To what extent and in which way do national differences influence the attitude of consumers on CSR and greenwashing?’ The results showed national differences did not influence the attitude of consumers towards CSR and greenwashing. However, several variables did influence consumer attitude towards CSR and greenwashing. Significant differences in consumer attitude towards Chocolockal and its products based on the communication type existed. Unlike the model of Delmas and Burbano (2011), which explained four communication types, the results of this study claimed a distinction of two communication types. The first category consisted of Delmas and Burbano’s (2011) vocal green and silent green typologies, which had genuine ‘green’ behavior with or without communicating about it. The second category consisted of the greenwashing and silent brown categories, which lacked ‘green’ behavior. This implies consumers were not influenced by the communication as such, but rather by the actions and intentions of the company behind those communication. Furthermore, high longterm orientation, high perceived corruption, and high social- and environmental consciousness influence consumer attitude towards CSR and greenwashing. CSR and greenwashing were positively influenced by longterm orientation and social- and environmental consciousness, and negatively influenced by perceived corruption. National differences on these constructs were significant, yet not as expected. Perceived corruption scored higher in Suriname, which was as expected. Longterm orientation scored higher in Suriname, which was surprising since Surinamese consumers were expected to be less longterm oriented due to developmental issues in their country. Social- and environmental consciousness scored higher in Suriname, which is surprising since Surinamese consumers were expected to lack the necessary CSR knowledge to act in a social- and environmental conscious way.

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Appendices

Appendix A: Experimental stimuli

Chocolockal information

Table 18: Manipulation material

	green	neutral
homepage		
who-are-we		
advertisement		

Third party information (news article)

Vocal green / Silent green

Chocolockal pakt prijs voor duurzaam ondernemerschap

Tegenwoordig hebben steeds meer producenten van levensmiddelen een 'groene' inslag. Ze houden rekening met het milieu en de samenleving waarin ze opereren. Zo ook Chocolockal. De prestigieuze 'Greenness Award' voor het jaar 2015 werd in de wacht gesleept door de chocoladefabrikant die relatief nieuw is op de Nederlandse/Surinaamse markt. Chocolockal had al een uitstekende reputatie in de Verenigde Staten, onder andere door diverse scholingsprojecten in Zuid-Amerika en Afrika. Verder werkt Chocolockal actief aan de recycling van verpakkingen. De nieuwste initiatieven van Chocolockal hebben te maken met CO₂-neutrale productie en het tegengaan van ontbossing. Chocolockal probeert haar productie CO₂-neutraal te maken door de bebossing van de aarde op peil te houden met het planten van nieuwe bomen en het aanbieden van alternatieven voor ontbossing aan de lokale bevolking.

Kortom, met haar bijdrage aan de samenleving op het gebied van scholing, milieubewust leven en ondersteuning van de zwaksten in de samenleving is Chocolockal een voorbeeld voor de meeste bedrijven. Door haar productie af te stemmen op de maatschappij en een flink deel van de winst te investeren in maatschappelijke projecten heeft Chocolockal deze prijs voor duurzaam ondernemerschap meer dan verdiend.

Bron: Reuters

Silent brown / Greenwashing

Chocolockal in opspraak om maatschappelijk beleid

Tegenwoordig hebben steeds meer producenten van levensmiddelen een ‘groene’ inslag. Ze houden rekening met het milieu en de samenleving waarin ze opereren. Een uitzondering hierop vormt Chocolockal, een nieuwkomer op de Nederlandse/Surinaamse markt. Waar veel bedrijven tegenwoordig het milieu en de samenleving meenemen in hun activiteiten, lijken deze zaken bij de chocoladefabrikant geen prioriteit te hebben.

Zaterdag jongstleden kwam een milieudelict aan het licht, toen bleek dat Chocolockal in Ghana bomen laat kappen om ruimte te maken voor nieuwe cacaoplantages. Uit nader onderzoek bleek bovendien dat de Amerikaanse chocoladefabrikant haar werknemers op de plantages stelselmatig onderbetaalt. De werknemers hebben meerdere malen gestaakt om betere arbeidsvoorwaarden af te dwingen, maar Chocolockal zwicht tot nu toe niet voor de druk. Het is immers algemeen bekend dat in Ghana de werkgelegenheid schaars is, wat indirect inhoudt dat de werknemers van de plantages door hun werkgever in een ijzeren greep worden gehouden: vertrekken bij het bedrijf levert een werknemer niets op. De maatschappij wordt op geen enkele manier geholpen door Chocolockal. Kortom: op de productie van chocolade na is Chocolockal totaal afwezig in de maatschappij.

Bron: Reuters

Appendix B: Scales

Purchase intention (Oberseder et al., 2014)

- Ik zou geïnteresseerd zijn om een gratis sample van Chocolockal te proberen
- De volgende keer dat ik chocolade koop, zou ik Chocolockal overwegen
- Ik zou meerdere producten van Chocolockal willen proberen
- Waarschijnlijk zal ik geen producten van Chocolockal kopen (ad hoc)
- Ik ben geïnteresseerd in producten van Chocolockal (ad hoc)
- Ik geef de voorkeur aan een ander merk chocolade dan Chocolockal (ad hoc)

Brand reputation (Fombrun et al., 2000)

- Ik heb een goed gevoel bij Chocolockal
- Ik vertrouw Chocolockal
- Ik bewonder en respecteer Chocolockal
- Chocolockal staat achter haar producten
- Chocolockal biedt producten van hoge kwaliteit
- Chocolockal biedt waar voor zijn geld

Social- and environmental responsibility (Walsh & Beatty, 2007)

- Chocolockal lijkt haar best te doen om werkgelegenheid te creëren
- Chocolockal zou bereid zijn minder winst te maken ten gunste van het milieu en de samenleving
- Chocolockal lijkt milieubewust en sociaal bewust te zijn
- Chocolockal lijkt goede doelen te steunen
- Chocolockal heeft weinig aandacht voor het milieu en de sociale omgeving (ad hoc)

Social consciousness (Lichtenstein et al., 2004) and environmental consciousness (Parguel et al., 2011)

Ik zie mezelf als een maatschappelijk bewust persoon

Ik probeer niet te kopen van bedrijven die ernstig vervuilen

Als het mogelijk is kies ik standaard voor het product met de minst negatieve impact op het milieu en de samenleving

Als ik bij het kopen de keuze heb tussen twee gelijkwaardige producten bedenk ik me welk product minder vervuult

Bij het kopen van producten denk ik niet aan de impact van het product op het milieu en de samenleving (ad hoc)

Perceived corruption (ad hoc)

Personen met hoge functies maken zich vaak schuldig aan machtsmisbruik

Bedrijven doen zich meestal beter voor dan ze zijn

Het komt vaak voor dat bedrijven zich niet aan de regels houden

In mijn land is er veel corruptie

Bedrijven gedragen zich niet altijd zoals ze beloven

Longterm orientation (Yoo et al., 2011)

Bedrijven zouden voorzichtig om moeten gaan met geld (spaarzaamheid)

Bedrijven zouden resoluut moeten doorgaan ondanks tegenstand (volharding)

Vastigheid en stabiliteit zouden hoog in het vaandel moeten staan bij bedrijven

Bedrijven zouden een lange-termijn planning moeten aanhouden

Voor bedrijven zou succes in de toekomst belangrijker moeten zijn dan het plezier van de dag

Bij bedrijven zou hard werken voor succes in de toekomst de standaard moeten zijn

Manipulation check

De informatie van Chocolockal die ik gelezen heb, bevatte claims over milieuvriendelijkheid en maatschappelijke verantwoordelijkheid van het bedrijf

Het nieuwsartikel dat ik over Chocolockal heb gelezen, maakt duidelijk dat Chocolockal sterk bijdraagt aan milieu en samenleving

Appendix C: Factor analyses

Table 19: Factor analysis of the dependent variables

	Brand reputation	Purchase intention	S/E responsibility	None
Chocolockal biedt waar voor zijn geld	.76			
Ik vertrouw Chocolockal	.75			
Chocolockal biedt producten van hoge kwaliteit	.72			
Ik bewonder en respecteer Chocolockal	.71			
Ik heb een goed gevoel bij Chocolockal	.68			
Chocolockal staat achter haar producten	.67			
Ik zou geïnteresseerd zijn om een gratis sample van Chocolockal te proberen		.75		
Ik ben geïnteresseerd in producten van Chocolockal		.73		
De volgende keer dat ik chocolade koop, zou ik Chocolockal overwegen		.72		

Ik zou meerdere producten van Chocolockal willen proberen	.41	.72		
Chocolockal zou bereid zijn minder winst te maken ten gunste van het milieu en de samenleving			.72	
Chocolockal lijkt goede doelen te steunen			.69	
Chocolockal lijkt haar best te doen om werkgelegenheid te creëren			.57	
Chocolockal lijkt milieubewust en sociaal bewust te zijn			.46	.48

Table 20: Factor analysis of the background variables

	Longterm orientation	Perceived corruption	S/E consciousness
Bij bedrijven zou hard werken voor succes in de toekomst de standaard moeten zijn	.71		
Vastigheid en stabiliteit zouden hoog in het vaandel moeten staan bij bedrijven	.66		
Bedrijven zouden voorzichtig om moeten gaan met geld (spaarzaamheid)	.66		
Voor bedrijven zou succes in de toekomst belangrijker moeten zijn dan het plezier van de dag	.63		
Bedrijven zouden een langetermijnplanning moeten aanhouden	.62		
Bedrijven zouden resoluut moeten doorgaan ondanks tegenstand (volharding)	.55		
Het komt vaak voor dat bedrijven zich niet aan de regels houden		.83	
Personen met hoge functies maken zich vaak schuldig aan machtsmisbruik		.82	
Bedrijven gedragen zich niet altijd zoals ze beloven		.77	
Bedrijven doen zich meestal beter voor dan ze zijn		.72	
In mijn land is er veel corruptie		.49	
Als ik bij het kopen de keuze heb tussen twee gelijkwaardige producten bedenk ik me welk product minder vervuult			.78
Als het mogelijk is kies ik standaard voor het product met de minst negatieve impact op het milieu en de samenleving			.75
Ik probeer niet te kopen van bedrijven die ernstig vervuilen			.74
Ik zie mezelf als een maatschappelijk bewust persoon			.72
Bij het kopen van producten denk ik niet aan de impact van het product op het milieu en de samenleving			.64