



Master's Thesis

Green brand positioning: Emotional versus functional brand positioning and the influence of negative publicity



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Management summary

Green brand positioning is a growing topic of concern for big corporations, especially as demand for natural and green products has drawn many new “eco” and “organic” manufacturers into the market. This environment questions the importance of the positioning strategy and its effect on consumers behavior towards the different brands. What happens if you have managed to position your brand successfully in the green market, but an unhappy customer or the concurrency decide to spread negative publicity about your brand or product? Those are questions which relate to almost every business field regardless of the type of production –cars, food, small appliances or others. This thesis takes into account previous research on the two dimensional positioning strategy – functional and emotional. Based on the results I suggest that consumers react more positively on emotional brand positioning, compared to the functional one. This means that methods such as creating personal relation with the brand via more sincere illustrations evoking positive feelings for one’s self are more successful in terms of purchase intention and attitude towards the brand. However, consumers tend to react relatively strong after encountering negative publicity along both dimensions – functional and emotional. This emphasizes the need for companies to be extremely cautious with what is out in the press about their performance and reputation. To further extend the issue, I propose that consumers react even more negatively when the emotional benefits of the green brand are affected, compared to when the functional ones are affected. This trend follows logically from the expressed favorability towards the emotional benefits, proven in the first part of the current research. It is important for managers to note that when it comes to the high-eco-involved consumer, compared to the general one, the drop in purchase intention and brand attitude is equally strong in both affected dimensions. Taken together, this thesis extends the findings on green brand positioning, proposing new aspects for consideration as a result from the influence of negative publicity.

Chapter 1: Introduction

Emergence of green marketing

Since the wave of environmental concern in the 1970s, we can talk about emerging of the green marketing and the span of the concept “ecological marketing”. Back then the companies were more concerned about the legislation matters in this respective and the marketers were not challenged with this (Peattie, 2001). During the 1980s and 1990s companies started to realize the importance of the environmental responsiveness and the benefits of positioning themselves as eco friendly. This becomes an area of interest for every stakeholder and also gives companies’ opportunities for innovation development and creation of clear competitive advantage, especially in the early stage in product development. (Baker, 2003; Peattie, 2001) Many studies are focused on green marketing and customers’ attitudes towards the eco-friendly brands (Webster, 1975; Kinnear et al., 1974; Murphy, 1987). According to Hennison and Kinnear (1976) green marketing is “concerned with all marketing activities (a) that have served to help cause environmental problems and (b) that may serve to provide a remedy for environmental problems”. Green marketing has been defined by Peattie (2001) as “the holistic management process responsible for identifying, anticipating and satisfying the needs of consumers and society, in a profitable and sustainable way.” The importance of green marketing can be demonstrated through real business cases as for instance the rise of 3.5% in gross margin for Electrolux after the launch of “Green range” (products with lower environmental impact) in their white goods. Also in the 1990s AEG launched new dishwasher range by using ecological setting for the first time and this led to unprecedented rise of 38% in its home market. Soon after that German women rated AEG the most “sympathetic” brand (Peattie et al., 2002). Estimated in 1990, for period of 5 years the introduction of green products increased with 100% and sales for 1995 were estimated it total to \$8.8 billion (Drumwright, 1994). In today’s world, there is a need arising for more sustainable business practices by the corporations and more awareness for the environmentalism among the consumers. A better understanding of consumers’ attitudes and behaviors will help to overcome this current problem and to develop more efficiently the markets for green products and services (Roberts, 1996).

1.2 Problem Statement and Research Questions

The main research objective of this thesis is to investigate the consumer responses to negative information about the positioning of an eco friendly brand. Furthermore, the thesis

aims to examine in greater detail the two dimensionality of brand positioning – functional and emotional and to establish whether one possesses greater positive brand attitude. Especially, as the subject of the two dimensions has attracted a lot of academic attention, the focus of this thesis is on consumers' attitude towards functional versus emotional brand positioning and whether negative publicity can influence the consumer's attitude and perception of towards the brand.

The truth is that marketers are spending vast amounts of money each year to create and support brand images of their companies. It is clear that one of the main concerns of the marketing practice is positioning a brand through a clear and consistent image-building campaign (Bhat, 1986). When the brand image is well communicated it helps implementing strong brand positioning in competitive markets (Park, 1986; Aaker 1996; Kotler, 2000), and ameliorating the brand's market share (Shocker & Srinivasan, 1979; Wind, 1973). But how strong can an image be and how easily can it be influenced negatively?

Green (or eco-friendly) positioning is becoming a popular tool for companies to stand out from the crowd, and differentiate from the competition. Banerjee et al., (1995) have identified that companies position themselves as green through several approaches in advertising: they can explicitly or implicitly address the beneficial relationship between the product/service and the environment, they can simply promote a green lifestyle with or without highlighting a brand or they can present a corporate image of environmental responsibility (Banjeree et al., 1995). According to Hartmann and Ibanez (2005) a “well-implemented green brand identity should provide benefits to environmentally conscious consumers” and it is also “defined by a specific set of brand attributes and benefits related to the reduced environmental impact of the brand and its perception as being environmentally sound” (Hartmann & Ibanez, 2005). Green marketing and positioning within this frame reveals versatile opinions about the different positioning strategies with respect to the functional attributes and emotional benefits of a product (Hartmann & Ibanez, 2012; Johri & Sahasakmontri, 1998). Nevertheless emerging question is if there is a stronger green brand positioning strategy? How companies can make sure that they are actually communicating what really matters for their customers? This thesis aims to look at the questions above and to come up with recommendation for marketing practitioners and academics in the field of brand management. The findings of this study will stress whether consumers buy an eco friendly brand for its emotional value or because it simply performs well.

Secondly, it is the first study to explore influence of negative information on green branded products. Publicity for green companies and products has become lively since more and more companies take part in environmental movements (Drumwright, 1994). Studies have been conducted on how consumers shape their attitude towards a brand positioned as an eco friendly when exposed on positive information about it (Grimmer & Bingham, 2013; Hartmann & Ibanez, 2008; Ko et al., 2013; Rahbar & Wahid, 2011; Taylor & Kinnear, 1973). No study by far has been focused on revealing the change in attitude towards eco brand after exposure to negative information. Several studies have focused on the effect of negative publicity (Burnkrant & Unnava, 2000; Maheswaran & Meyers-Levy, 1990; Monga & John, 2008) and have shown the importance of such exposure. Negative publicity can be damaging for companies and can result in major financial losses. The literature in this field suggests that people place more attention to negative rather to positive information. This can be translated in the decision making process of the consumers and their attitude formation towards a brand (Burnkrant & Unnava, 2000; Malaviya, 1999).

Lastly, as an important influencer in such cases the level of involvement of the consumers has been identified (Burnkrant & Unnava, 2000; Hartmann & Ibanez, 2008; Monga & John, 2008; Petty & Cacioppo, 1990; Wright, 1973). As considered by other authors the degree to which environmental attributes of a brand or product will matter to consumers can be considered in their level of involvement towards eco cautiousness (Grimmer & Bingham, 2013). Therefore this study will focus on the eco-involvement in order to assess the importance of the either functional or emotional eco attributes of a brand. This will help us understand in detail the impact on attitude formation and purchase intention when people are highly involved with the environment.

1.2 Scientific and Managerial Relevance

The importance of applications within the green marketing segment is apparent through the way consumers become even more socially responsible to the environment as a result of the disrupting eco system (Ko et al., 2013). There is vast amount of research on the importance of functional versus emotional positioning and what makes consumers form different brand attitude towards the two branding dimensions (Chitturi et al., 2007; Wertenbroch & Dhar 2000; Bhat, 1998; Okada, 2005). However, investigating these dimensions in the light of green brand positioning is certainly insufficient and so far published studies in recognized journals are almost absent. Green brand positioning has been investigated recently as an emerging concept and findings demonstrate that the general brand

attitude is positive (Grimmer & Bingham, 2013; Hartmann & Ibanez, 2005; Schuhwerk & Lefkoff-Hagius, 1995; Shrum et al., 1995). Therefore this thesis aims to extend both theory and implications for practitioners in the field of brand marketing management e.g. how to position better an eco friendly brand or product to ensure that it is relevant to what consumers prefer in terms of eco friendly attributes.

Secondly, the effect of negative information has been investigated by scholars and proven to be having significant effect on brand attitude formation and purchase intention (Burnkrant & Unnava, 2000; Mizerski, 1982). Additionally scholars suggest that consumers trade off their preference to functional and emotional dimensions, in acquisition and loss choices. The results show that emotional aspects are more valuable for the customers when it comes to making a choice if losing an item (Chitturi, 2007; Dhar 2000; Weerenbroch & Dhar, 2000; Okada, 2005). However no study to the best of our knowledge has been conducted juxtaposing and measuring the effect of negative publicity on the distinct positioning strategies mentioned above. Main contribution of this thesis is that it is the first simultaneous investigation of those two different theories, as far as existing literature is concerned.

Thirdly, collected literature on customers' attitude towards green brands suffers certain methodological limitations. For instance Rahbar and Wahid (2011) have investigated the relationship between consumers purchase behavior and green branding attributes, but they did not focus on a specific eco brand and therefore respondents could not compare eco branded and non eco branded products. Hence this thesis aims to improve the findings and to provide more salient conclusions by testing the hypothesis with well known brands.

Lastly, in a way the current paper adds up to the research of Hartmann and Ibanez (2005) and expands the findings by further investigating whether the favorability towards emotional or functional positioning will change after the exposure to negative information. Keeping a sight on the dynamic market environment, it is worth validating their findings by using different product group. Furthermore, this thesis will complement their findings by adding the environmental cautiousness of the consumers as a moderator for their behavior (Hartmann & Ibanez, 2012; Kinnear et al., 1974; Zinkhan & Carlson, 1995).

This thesis has several more motives to be considered by marketing practitioners as followed by the conclusions above. As for complementary of Hartmann and Ibanez's study (2005), the findings of this thesis will enlighten the controversy about which positioning strategy is more favorable and effective, bringing confidence to the green marketing approach

in general. Also focusing on functional or symbolic benefits in advertising may have different impact on consumer's perceptions and marketers ought to know whether brand shall imply functional superiority or emotional value to achieve bestseller effect (Bhat, 1998). Furthermore, brand communication campaign planners will be equipped with more knowledge of the importance of eco friendly brand attributes in relation to the eco cautiousness level of the consumers. This will help them set better points of differentiation by focusing or reinforcing the right messages about the eco friendly product e.g. whether it has been animal tested or the ingredients are with proven origin (Sriram & Forman, 1993).

Lastly, studying the change in brand attitude and purchase intention followed by exposure to negative information is highly relevant to brand managers and public relations practitioners as today the consumers have access to wide variety of information sources. These outlets make it harder for marketers to manage negative publicity about their brands or products (Monga & John, 2008). Findings in this thesis will provide them with insights about how consumers' tradeoffs can be different than what the marketing managers foresee and therefore emphasizing on the important eco-friendly attributes when building the crucial positioning strategy of a brand or a product.

1.3 Thesis Outline

This thesis is structured as follows. Firstly, review on existing literature on importance of brand positioning and green brand positioning is presented as well as the influence of advertising on brand positioning forming. On the basis of marketing and behavior literature concepts, the conceptual model is presented together with the hypotheses development. Next, detailed description of the pre-test is provided and the following experimental survey to investigate the hypothesis. The main findings of the study are discussed together with the data analysis and I focus on the important contribution of the thesis along with the practical and academic recommendations. At the end I outline the main limitations of the research and on this base suggestions for future studies are provided.

Chapter 2: Literature review and hypotheses development

2.1 Importance of brand positioning

As noted by Keller (2011), brand positioning is "the heart of marketing strategy". Strong brand positioning has long being regarded as a crucial marketing activity that maximizes the potential benefit to the firm while clarifying what a brand is all about and

communicating its unique selling proposition (Keller et al., 2011). Therefore it is vital for a company to be able to establish the most relevant and desired positioning of a certain brand, that can be managed successfully on the long run and to avoid any harm that can be caused to the brand image that is being communicated through the positioning strategy (Park et al., 1986). Furthermore brand positioning is determined by Kotler (2003) as “the act of designing the company’s offering and image so that it occupies a distinct and valued place in the target customer’s mind” (Kotler, 2006). The word “positioning” itself is regarded as a “creative exercise” by Jack Trout and Al Ries – two advertising executives who have restlessly setting their sights on the lucrative implementation of marketing strategies in advertising. They have indeed popularized the term “positioning” in the literature of the 20th century (Keller, 2011).

According to Baker (2003) successful positioning implies three main managerial focuses and those are:

- 1) Centralizing the strategy around one or more functional attributes;
- 2) Positioning is not stressed on the brand itself, rather the result of the marketing activities on the consumer’s mind;
- 3) The brand positioning must be focused on functional attributes that benefit the customers themselves and bring them personal value, rather than focused on the attributes valued by the managers.

The incontestable importance of positioning a brand in a thoughtful way can be stressed through the fact that it has long been regarded as what companies use to differentiate themselves from competitors. On this basis different strategies help them to communicate the brand image over time (Park et.al., 1986). According to Keller (2006) the core of the effective brand positioning is the strong, favorable and unique brand associations that make it distinguishable from the competitors. The big companies as Unilever and P&G have developed tens and hundreds of brands in many different product categories and they are seeking for the competitive image to be communicated to the customers in a way that it will not only be different from the competitors, but also within their portfolios.

The process of positioning a brand is extremely complex and clairvoyant. It certainly needs adaptation in time and a long-term vision in order to be successful. Marketing managers and advertising executives employ brand positioning in order to establish the right brand associations in consumers’ minds (Keller & Lehman, 2006). However, there is no book that can guide a company through the entire life-cycle positioning of a product (Keller, 2006).

As Fuchs and Diamantopoulos (2010) correctly identify, for understanding explicitly the effects of brand positioning, we need to make a distinction between intended, actual and perceived positioning. This will help us better grasp how companies position their brands and how consumers develop their perception of this positioning. For the purpose of this research we are specifically interested to understand how the intended positioning through advertising transforms to actual and perceived by the consumers and how sometimes those two aspects of the process can result in different perceptions of the managers and the customers. This distinction is well developed by Fuchs and Diamantopoulos and reveals the following: Intended is the positioning that the company wants to push on the market or the one that “reflects the associations a company intends to create with a brand”. The actual positioning is the execution of the intended positioning, which leads to the perceived positioning. This is the use of marketing means leading to the final result and namely the actual positioning. The latter is related to the communication tools used for the illustration or transportation of the brand positioning, primarily accomplished by advertising (Fuchs & Diamantopoulos, 2010).

Just like Jack Trout and Al Ries, Easingwood and Mahajan (1989) also refer to the positioning of a brand as the creative element in the advertising that draws the attention of the consumer. The perceived positioning is the result from the actual positioning captured in the ad and the personal perceptions of the consumers (Fuchs & Diamantopoulos, 2010). It is what depends on the individual itself (e.g. Friedmann & Lessig, 1987; Schiffman & Kanuk, 2007) and also on the level of involvement while processing the information given in the ad (Petty & Cappocio, 1984).

In order for a brand to have successful market performance, the positioning strategy must entail not only the firm’s communication activities alone, but to bring understanding to its customers about the total set of brand – related activities in which the firm is engaged (Park et al., 1986). This wider view of the process of positioning acknowledges the understanding needed by the corporations of today’s world – the positioning is not only what you tell the customers about a brand, it is the believes and the values demonstrated by the company in the long run of the development of a brand. Therefore, it is important to follow up on how information about the companies and its products are distributed and perceived by the target audience to assess the impact on the brand positioning process.

2.2 Green brand positioning

Positioning a brand as eco-friendly shapes certain expectations and beliefs in consumers' minds for the perceived benefits from the product attributes. The successful positioning of a brand has been a matter of interest for many scholars (Kotler, 2003; Bhat, 1998; Kaul, 1995; Fuchs & Diamantopoulos, 2010; Burke, 2011). Furthermore researchers have been focusing their attention of identifying green brand positioning and its perception by the consumers (D'Souza et al., 2006; Hartmann & Ibanez, 2005; Johri & Sahasakmontri, 1998; Rahbar & Wahid, 2011). Nowadays, the concept of green positioning becomes an essential area of understanding for the modern business society. Developing such a strong and explicit brand positioning in the minds of the consumers is proven to be a crucial competence for any long-term orientated company. "A product's competitive position identifies the segment the product is targeting and the differentiated value proposition it intends to deliver to the segment" (Burke, 2011).

Positioning a brand as an eco-friendly brings up additional discussions about the added value of those products and the differentiation in consumers perceptions. "A green brand identity is defined by a specific set of brand attributes and benefits related to the reduced environmental impact of the brand and its perception as being environmentally sound" (Hartman et al., 2005). Hartmann and Ibanez (2012) continue to rigorously study the topic of eco – friendly brand positioning and the effects on attitude formation. They further develop and support the importance of green positioning as the consumers are raising their expectations towards this category of products and services. They stress the fact that the consumers feel like the consumption of products with eco friendly attributes bring additional value to them, when compared to conventional alternatives (Hartmann & Ibanez, 2012). As Hartman notably suggests in his study that positioning a brand as a "green" predisposes "an active communication and differentiation of the brand from its competitors through its environmentally sound attributes". The proper communication of green brand attributes is the core requirement for the commercial success of ecologically sustainable product (Hartmann & Ibanez, 2005).

Following the rationale of positioning discussed earlier this study can agree with Rahbar and Wahid (2011) on the generalization of the definition for "eco – brand": "Eco-brand is a name, symbol or design of products that are harmless to the environment. Utilizing eco-brands features can help to consumers differentiate them in some way from other non-green products" (Rahbar & Wahid, 2011).

Studies have been conducted to predict motives for “green buying” and different variables have been investigated in order for the marketing positioning strategies of companies to become more relevant to what the consumer is expecting from eco friendly brands. In a study by D’Souza et al. (2006) the following environmental factors have been identified that may contribute to the perception formation of the consumer about green products: environmental regulation, price and quality perceptions, product dimensions - functional and emotional, product labels and customers’ past experience. Nevertheless, the expectations formed in consumers’ minds usually rely on either functional or emotional product attributes and certainly of their combination. The different importance of the product attributes help marketers to satisfy customers’ needs, wants and demands (D’Souza et al., 2006).

Johri and Sahasakmontri (1998) showed that consumers do not base their purchase decision merely on environmental concern alone. Functional and emotional product factors such as convenience, availability, price, and quality play more important role in the consumers’ purchase decision-making process.

In Mainieri’s study in 1997 the most important variable to be extracted is the consumer’s beliefs about avoiding damage to the environment. However, as already discussed it has been found that the respondents expressing generally favourable environmental viewpoints do not display their concerns in purchase behaviour. Therefore, it is important for managers to understand which product attributes weight more for the consumers, so they can focus their positioning strategies on them and to avoid image dilution. Okada (2005) studies this relationship between functional versus emotional product attributes and level of importance for the consumer. It has been established that people tend to rate higher the product with more emotional attributes than a comparable utilitarian alternative when each is presented singly. In contrast when the products are presented simultaneously in a choice task, the option with more functional attributes is preferred. They explain this by the need of a person to justify their hedonic consumption when they need to pay in money. For the consumers it is much easier to explain the purchase of practical product and therefore they are willing to pay more for it or to chose it instead of hedonic good (Okada, 2005). This thesis will try to eliminate the choosing factor and will measure purchase intention for both – emotional and functional positioned goods in order to avoid the limitation of people’s need to justify their decision making.

In a recent study of Hartmann (2012) he has gathered the different suggestions into a framework for green brand positioning strategy. He argues that green positioning can be based on at least three different types of personal benefits derived from the consumption of specific eco-friendly brand.

- 1) The direct benefit experience which is called the “warm glow of giving”. This is a feeling that is associated with the feeling that the person contributes to the common good via engaging himself in eco friendly behaviour. On a moral level this is one of the strongest motives for making environmentally sound purchases (Hartmann & Ibanez, 2012).
- 2) Second is the motive of “loving the nature” or actually feeling related to the nature and experiencing benefits from the contact with it (Kals et al., 1999). In eco friendly positioning this is translated through the execution of ads which combine eco brand messaging and imagery aiming to embed the emotions of direct experience with the nature.
- 3) “Self – expressive benefit” via making visible for the society that a person has a pro-environmental orientation. In other words this means that people will purchase eco friendly positioned products in order to signal their beliefs and attitudes. This base for green positioning can be successful for a companies which enable for their consumers to enhance their social status and reputation by demonstrating belonging to a certain community for contribution to the common good (Van Vugt et al. 2007).

2.3 The influence of ads messaging on brand positioning

For the purpose of this research it is important to tap into the way advertising supports brand positioning in order to understand how companies influence their consumers and whether this indeed forms the actual positioning of the brand. In this study I will aim to gain better understanding about how people perceive eco friendly positioning and how the emphasized attributes of a product play a role into building their perception of the brand and influences their purchase decisions.

Many academics have explored how companies communicate their brands and products through different advertising appeals. One of the most fundamental arguments is that among the most common approaches that serve advertising appeals are the functional and the emotional concepts (Dana L. Alden, 1999; Johar & Sirgy, 1991; Wright, 1973; Yoo & MacInnis, 2005). Those authors refer to the two concepts as utilitarian and value – expressive or symbolic functions. However the different naming has been unified by the same

interpretation of those distinct concepts. In their study Johar and Sirgy (1991) give a clear explanation of the functional and symbolic functions of an advertising appeal. They describe the functional or utilitarian product serving as one that involves “positive expectations towards the means reaching a desired goal”. This appeal is built on the expectation of the consumer of certain reward from purchasing the brand or the specific product. Advertising on such appeal influences the positioning through communicating the product performance attributes or with other words – the utilitarian benefits of the product. This way of advertising is being referred as “informational advertising” and it highlights the main features of the brand or the product that are believed to be important for the consumers (Johar & Sirgy, 1991). For instance such advertising will focus on its messaging and it will include the direct benefits for the customer – the performance characteristics of a new vehicle, the features of a personal computer or the direct benefits of using a facial cream such as soft skin. On the other hand the emotional advertising appeal is described as such that “allows for a positive demonstration of one's central values and self-concept”. This means that positioning strategy of this kind will try to reflect personality related attributes of the brand/product and to create an image if the generalized consumer of the advertised brand. For example this can be feeling that the use of a high end cosmetic brand can evoke – such as being modern, attractive and fashionable. All in all Johar and Sirgy (1991) imply that the text of an advertising appeal is more likely to emphasize the functional attributes of a brand, whilst the pictorial illustrations promote the emotional construct of an attitude. This understanding is important for the further development of the experiment in this study.

For the purposes of green marketing, it has been proven that natural imagery embedded in advertising has a positive response on consumers and more positive brand attitude which leads to higher purchase intention (Hartmann & Ibanez, 2009). Green brand positioning in advertising is using a variety of persuasion appeals which have inevitably been of an academic interest in the past 30 years (Banjereet al., 1995; Kilbourne, 1995; Schuhwerk & Lefkoff-Hagius, 1995; Zinkhan & Carlson, 1995). Therefore, the green branding has become of a higher interest from managers and companies which want to position their brands as green. Some of the appeals used in green advertising demonstrate the bound between the brand/product attributes and the environment and others focus on more traditional means to persuade the consumer as financial benefits (Schuhwerk & Lefkoff-Hagius, 1995). However the extent to which those eco appeals are successful depends also on the consumers and their concern about the environment.

In a study conducted by Banjaree et al. (1995) they have identified three different criteria which are the core of positioning a brand in green dimensions:

- 1) One that unequivocally is demonstrating a relationship between the attributes of product/brand and the environment.
- 2) An image if belonging to a “green lifestyle” has been promoted.
- 3) An eco friendly corporate image alone has been advocated.

On the basis of those three criteria the researchers have identifies that corporate image as a main communication element is the most used one in ads (40% for TV and 31.2% for print). Advertisers do so either by focusing on certain environmental activity that the company is engaged in or by demonstrating a generalized image of an eco concerned firm (Banjaree et al., 1995)

Nevertheless this thesis has to take into account influence of messaging used in those communication tools. As noted by Chase and Smith (1992) environmental messaging is found to influence purchase decisions in 70% of the cases when at the same time respondents reported that they pay less attention to such messaging as it is found to be exaggerated or not trustworthy enough. However In the study of Rahbar and Wahid they prove that there is significant relationship between the trust in eco brand and the purchase behavior. (Rahbar & Wahid, 2011).Therefore I want to investigate whether it is easy to lose the trust of the consumers and if so, which product/brand attributes are the most assailable?

Another study of Carlson (1994) denotes that messaging in advertising can be used to position eco friendly brands and products by following four different claim categories: product orientation, process orientation, image orientation and general environmental claim. The product orientation messaging can be related with the eco friendly attributes of a product or in other words – functional positioning claims e.g.”This product is biodegradable”. Process orientation messaging refers to the company’s technology, production technology and logistics that result in sustainable benefits. Image orientation claims are associated with some kind of environmental support that the company is engaged in – a cause and a general environmental claim is related to broadly known facts that are stated by organization e.g. "The world's rain forests are being destroyed at the rate of two acres per second" (Carlson et al., 1994).However there is no agreement from academics in how eco brands are being positioned in the most relevant and successful way. The common frame of mind among researchers is that eco positioning in general has positive effect on attitude towards a brand or a product (Hartmann & Ibanez, 2005).

2.4 Hypothesis development

Functional and emotional positioning strategies

Based on the theoretical fundamentals from above, in this study I will focus on one of the most investigated theories for brand positioning in the literature – functional and emotional brand positioning. Empirically several researcher have distinguished the separate existence of those two types of different product attribute categories and have supported the idea that consumers are driven either by functional or by emotional motivations when processing product information positioning (Bhat & Reddy, 1998; Chitturi, 2007; Hirschman & Holbrook, 1982; Muthukrishnah 2002; Okada 2005; Park et al.1986; Wertenbroch & Dhar, 2000). In the literature they are often presented as two ends of one-dimensional scale (Okada, 2005).

As noted by Park et al. (1986) brand positioning is communicated through diverse strategies which are based on consumer needs. He identifies two main drivers in consumers' minds and those are the functional and symbolic (emotional) needs of a person. The functional needs are the ones who motivate the purchase through solving a current consumption-related problem. The emotional needs are defined by the author as “desires for products that fulfill internally generated needs for self – enhancement, role position, group membership or ego identification”. Many authors have studied the two dimensions of brand positioning – functional or attribute specific positioning versus emotional or abstract positioning (Pham & Muthukrishnah 2002; Fuchs et al., 2009; Bhat & Reddy, 1998; Park et al., 1986; Hirschman & Holbrook, 1982; Okada 2005; Chitturi, 2007; Wertenbroch & Dhar, 2000). Other authors refer to the functional and emotional positioning as to direct and indirect benefit positioning. The direct is based on the primarily features of the product brand and the indirect is a result from the direct benefits, only in terms of satisfying symbolic needs as self-fulfillment, social approval etc. (Fuchs & Diamantopoulos, 2010; Keller, 1993). The findings in their research indicate that the direct – functional benefit positioning is more effective than the indirect (emotional) positioning. Those finding were made only valid for favorability dimension – “The degree to which consumers have a positive (favorable) attitude towards a brand” (Fuchs & Diamantopoulos, 2010). However the nature of the investigated products is utilitarian – compact class car - and the authors suggest that further investigation can be done on different product categories. This thesis will take those recommendations into account and

will aim to gain better understanding which attributes are more important for the consumers if the product category is somewhat perceived as mixed functional and emotional beneficial.

Another study of Bhat and Reddy (1998) confirms that functionality and symbolism are two distinct concepts and that they are based on the rational – the “economic man” or on the emotions related to the consumption of a product. The latter is a function of subjective criteria and is associated with individuals’ taste and beliefs (Hirschman & Holbrook, 1982). Scholars investigate five different product categories, each represented by a symbolic or functional perceived brand. Among those categories is also a cosmetic, represented by Lancôme and Maybelline. The exploratory analysis in the research proves the suggested distinction between functional and emotional constructs in the mind of the consumer.

Products with multiple desirable characteristics are more challenging for marketers in terms of positioning. It is hard to make a decision whether the positioning should rest on attribute specific (functional) positioning or on abstract (emotional) positioning. In today’s competitive environment this issue is critical. In the study of Pham and Muthukrishnan (2002) those two dimensions are clearly separated in the mind of the consumer. What is more they prove that depending on the level of involvement of the consumer into processing negative information about a brand, the two dimensions have different influential factors. Furthermore the attitude formation towards the negatively influenced product depends not only on this involvement, but also on the attributes that were emphasized – either functional or symbolic ones. A study made by Voss (2003) supports this argument and suggests that functional and emotional constructs are two distinct dimensions of brand attitude and therefore can be examined deeper in this aspect as of positioning strategy. One of the goals of the thesis is to translate those conclusions and to test them in the field of green brand positioning and provide more insight about predominance of either of the two dimensions.

Chitturi (2007) brings another evidence that customers clearly distinguish the two dimensions of product attributes – functional versus emotional. In his study there is dominance of functional over emotional attributes when a possible diminishing in the quality of either is present. The findings in this study are based on making a choice between emotional and functional cutoff, which results in favor of the hedonic attributes of a product. People tend to keep functional attributes when they need to make a clear choice about what to lose - emotional or hedonic feature of a product. However, if the customers are given an evaluation task they give higher importance on the symbolic attributes rather than on the

functional ones (Chitturi, 2007). Complementary, in the study of Wertenbroch and Dhar (2000) they argue that customers would prefer to lose emotionally positioned product, rather than functional. Again when it comes to choice tasks consumers are more willing to favor functional options (Wertenbroch & Dhar, 2000). In other words it becomes clear that when people are facing acquisition of a product, they value more its emotional benefits and when they need to give up on attributes, they prefer to keep the functional ones. In this study choice versus preference will be distinguished as the difference in consumers' behavior in those two cases has been proven.

On the contrary, in the work of Hartmann and Ibanez (2005) they suggest that emotional brand positioning has stronger positive influence on brand attitude. They argue that “functional green brand associations are established as the result of a brand strategy based on delivering information on technical product attributes related to the reduced environmental impact of the brand.” However, according to them the emotional dimensions of a brand positioning are more beneficial to the consumers.

However, the majority of existing literature on the two different dimensions for brand positioning suggests that consumers are highly aware of their differentiation and different benefits. Consistent with prior research, I will investigate the two-dimensionality of brand attitude in terms of functional versus emotional construct. Other researchers have investigated and adopted the concept of hedonic and utilitarian dimensions of attitude (Hirschman & Holbrook, 1982; Voss et al., 2003; Yoo & Macinnis, 2005). This enables marketers to evaluate the effectiveness of ad campaigns based either on functional or symbolic positioning strategies. In other words, the importance of the emotional benefits is diminished. In the course of the research on green branding effects on positioning, Hartmann and Ibanez (2005) suggest the dominance of emotional benefits on positive brand attitude formation and purchase intention. However, the research on this topic is scarce and therefore I would like to either verify or reject their findings. As a result from the theoretical fundamentals from above the following is hypothesized for the level of preference on the two different positioning dimensions:

H1: Green brand positioning with “emotional benefits” will result in higher a) brand attitude and b) purchase intention compared to green brand positioning with “functional benefits”.

Negative publicity

Publicity is considered to be a trustworthy source of information and therefore has market influence with growing importance. Especially in today's world of technology, when news is spread quickly via sharing and "posting" on the internet. But how harmful can be the negative publicity? There are many examples of incidents reported through negative publicity, that turn into catastrophe for companies just as the Nike scandal with "Live strong" brand and the drop of 360 million EUR¹ in market value for Tesco after the leak in the press about the presence of horse meat in their beef burgers. Such information can be extremely harmful for companies and can result in major financial losses. The vigorous finding that people place more attention to negative rather than to positive information by attitude formation can be translated in the decision making process of the consumers (Burnkrant & Unnava, 2000; D. Maheswaran & Joan Meyers-Levy, 1990). From theoretical perspective it is notable that there are more case studies developed for investigating the impact of negative information on company's image.

However, in the study of Burnkrant and Unnava (2000), they test the differential responses of consumers which were exposed to negative publicity towards brands they like and use. The results prove that negative information is considered more useful or diagnostic in making decisions and is given greater weight than positive information. Furthermore, the negative information leads to attitude change, which in this study is moderated by the commitment of the user towards the brand. In addition those authors implicitly suggest that future research in experimental setting where the type of negative information is manipulated will be of interest (value versus performance attribute related information). Thus this thesis takes those recommendations into account while translating them into the field of green brand positioning.

Pulling, Netemeyer and Biswas (2006) are the first to propose the two general cases of negative publicity that may affect the brand attitude as performance related (relate to functional benefits of the brand) and values related (emotional or symbolic brand benefits). They recognize the extensive research on the two dimensional positioning strategy and they are interested in investigating the change in brand attitude after consumers encounter challenging publicity about both dimensions. Their study is important to this thesis for two main findings. First they prove that when there is negative publicity about "functional

¹ <http://www.independent.ie/sport/other-sports/horse-meat-discovery-knocks-300m-off-the-value-of-tesco-shares-28959295.html>

benefits” for brands positioned with “functional benefits” and about “emotional benefits” for brands positioned with “emotional benefits” consumers show significantly high negative brand attitude. Second, they suggest that this effect is stronger with value based (emotional) positioning (M= 2.00) rather than for functional positioned brands (M= 1.68) in case those two brand positioning strategies are clearly distinguished in the mind of the consumer. However, they did not investigate the prevalence of either strategy. Therefore, this thesis will complement their finding by providing deeper understanding on performance related and values related negative publicity.

Additionally, as already discussed earlier when facing a choice to give up on either the functional or emotional attributes of a product or a brand, the consumers usually hold on more to the functional ones (Werthenbroch and Dhar, 2000). However, in evaluation tasks they give higher importance on the symbolic attributes rather than to the functional ones (Chitturi et al., 2007). This has been explained by the different emotions evoked in functional versus emotional tradeoffs which shape the customers preferences.

Hypothesis 1 suggests that green brand positioning with “emotional benefits” will have a higher brand attitude and purchase intention than green brand positioning with “functional benefits”. Thus, based on this assumption and the discussed theoretical fundamentals above, the following can be hypothesized for the influence of the negative publicity on the brand attitude:

H2: Negative information about “emotional benefits” for brands positioned with “emotional benefits” will result in higher negative change in a) brand attitude b) purchase intention compared to negative information about “functional benefits” for brands positioned with “functional benefits”.

Nevertheless, the receiver of the negative information makes the evaluation of the negative information not only by judging the messaging content itself. For the final acceptance of the publicity they rely mainly on their mental responses and abilities to process the message (Wright, 1973). In the research of Monga and John (2008), they also support the argument that the interpretation of negative information can have different influence on consumer’s attitude. According to them the general processing style of a consumer – holistic versus analytic thinker, alleviates the effect of negative publicity (Monga & John, 2008). However there is no research until now which examines and compares the influence of

negative information when different dimensions of brand attributes are affected in the context of green branding. Do consumers pay more attention on bad claims that affect the functional performance of a brand/product or on such that affect the emotional benefits that are related to the brand?

Involvement with the environment

As discussed above, it is proved that the brand attitude can be affected differently after exposure to negative publicity depending on the customer's commitment towards the brand or on their message processing abilities and willingness. Based on those findings from above, in this study I will focus on the moderating effect of the involvement in environmental attitudes on the formation on consumer's attitude towards green brands (Burnkrant & Unnava, 2000; P. Hartmann & Apaolaza-Ibanez, 2008; Monga & John, 2008; Wright, 1973). The degree to which environmental attributes of a brand or product will matter to consumers can be considered in their level of eco-involvement (Grimmer & Bingham, 2013). This will help us gain better understanding for 1) influence from exposure to negative information and for 2) purchase behavior of the "eco consumer".

For the purpose of this study we have to make clear distinction between an eco friendly consumer and environmentalists. Environmentalists are more engaged in the legislation part of the process – working on pushing regulatory standards or by educating the audience about the world's eco problems (e.g. Greenpeace). An eco consumer is a person who is taking into account his influence on the environment while making personal lifestyle choices (Banjeree et al., 1995; Kinnear et al., 1974). According to Bajnaree et al. (1995) the green consumer can possess different levels of "greenness", which have a role in their everyday life choices e.g. type of transportation to work, type of detergent they use at home or energy provider. They suggest that being a green consumer must be "conceptualized as a continuous variable with shallow and deep involvement as the two extreme" (Banjeree et al., 1995). The majority of research on the different level of involvement proves to have a significant effect on shaping one's purchase decisions or attitudes towards a brand.

In the light of the Elaboration Likelihood Model (ELM), involvement measures the personal relation and relevancy of a consumer to a product or a brand (Petty & Cacioppo, 1990). A higher degree of involvement evokes the use of central route to the attitude formation towards a brand. This results in stronger influence of the functional appeal of the

product or brand (Johar & Sirgy, 1991; Schuhwerk & Lefkoff-hagius, 1995). In the context of eco friendly behavior, researchers prove that consumers who are highly involved with the environment consider more consciously the elements of a brand that they find meaningful to them - attributes related to the green performance of the brand (Grimmer & Bingham, 2013). Low audience involvement, on the other hand, results in a peripheral route to attitude formation brand (Petty & Cacioppo, 1990). Those consumers who are less or not at all involved with the environment are more likely to be influenced by the “attention getting characteristics of the appeal” (Schuhwerk & Lefkoff, 1995). Furthermore, consumers with low involvement respond better to the emotional (value – expressive) appeals of a product (Johar & Sirgy, 1991).

Hypothesis 2 suggests that if there is negative information about “emotional benefits” for brands positioned with “emotional benefits” versus “functional benefits”, consumers will show higher negative brand attitude compared to negative information about “functional benefits”, Based on this assumption and the theory above, the following is hypothesized:

H3: For consumers with expressed high involvement with the environment the change in a) brand attitude b) purchase intention will be higher when there is negative information for the “functional benefits” for brands positioned with “functional benefits”, compared to negative publicity about “emotional benefits” for brands positioned with “emotional benefits”.

Nevertheless, in the study of Hartmann and Ibanez (2008) they translate the ELM in attitude formation towards products and brands which are perceived to be environmentally sound. In addition they argue that green functional benefits influence the attitude toward the product of the environmentally concerned consumers. Likewise, non concerned consumers experience strong degree of “warm-glow” benefits, compared to the highly eco cautious customers who do not seem to place value on emotional benefits (Hartmann & Apaolaza-Ibanez, 2008). Therefore, in the context of this research, I will investigate further the relationship between the level of involvement in eco cautiousness and the brand attitude in the presence of negative information about the brand dimensions.

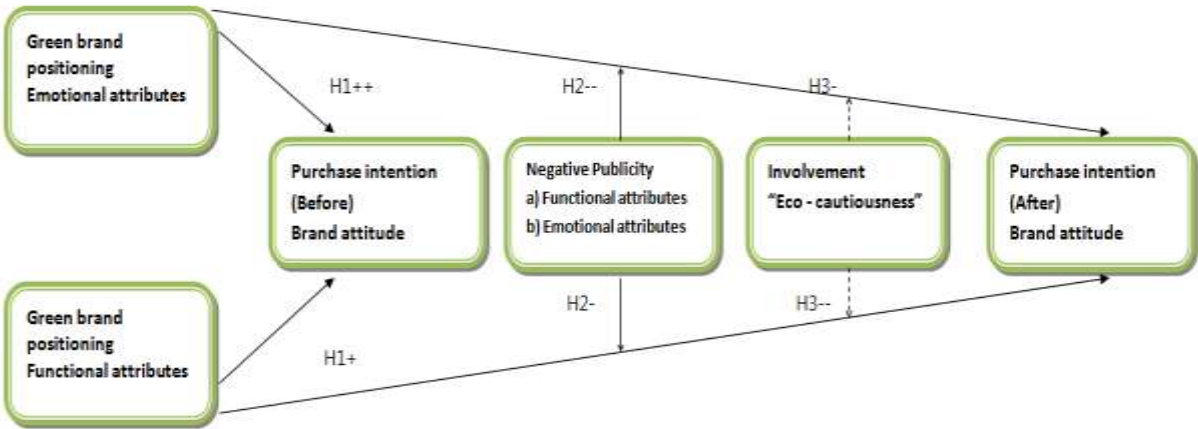
2.5 Conceptual framework

In order to develop the conceptual framework, theories on previous studies from marketing, economics and behavioral economics have been utilized in the context of green brand positioning and more specifically in shaping the further understanding about the

different perceptions about functional versus emotional brand positioning. The conceptual model in Figure 1 represents the general outline of the developed hypothesis and the proposed relationship between them.

The model of this study adopts partially the one developed by Hartmann and Ibanez (2005) and complements their investigation on the two distinct positioning strategies. It discriminates between the purchase intentions of the customers before and after their exposure to negative information about different brands. The first part of the model aims to establish whether there is clear distinction the mind of the customer of the two types of positioning that provokes different levels of purchase intentions and attitude towards the brand. Whilst this part investigates attitude, it also will measure the level of involvement of the consumer into environmental friendliness or in other words how concerned are the decision makers with the environment and can that be their leading motive for making the purchase. In the second part the model attempts to establish whether negative publicity about the performance of the brand will have prevailing dominance for the customers while making a decision to purchase the brand again or will not. Said differently, the study aims to look at the likely change in decision making for purchase and eco – friendly brand product, after they have been exposed to negative information about the specific brand. The second part of the conceptual model is the contribution that this study has on the better understanding of the green branding effects on attitude and the relevancy of it. The third part represents the study of eco-involvement and its influence as predictor to the outcome variables and as a moderator. Visual reference to the model is presented below.

Figure 1 - Conceptual Model



Chapter 3: Methodology

3.1 Research method

The main purpose of this thesis is to elaborate and enrich the theory discussed in the previous chapters and to further extend it to new insights and issues as the effect of negative publicity of brand positioning perceptions (Neuman, 2011).

Secondly, this study will further investigate the differentiations in consumer's minds of emotional versus functional brands preference and will measure the favorability towards either as proposed from scholars before (Pham & Muthukrishnah 2002; Fuchs et al., 2009; Bhat & Reddy, 1998; Park et al.1986; Hirschman & Holbrook, 1982; Okada 2005; Chitturi, 2007; Wertenbroch & Dhar, 2000).

Thirdly, the thesis will look for explanation of the nature of the relationship between positioning strategies and possible change in attitude towards a brand². Therefore, the purpose of this thesis is explanatory. In order to test the above discussed hypotheses, data was collected via conducting two different experimental survey designs. Furthermore, the research method is quantitative while the data is structured and obtained through a survey.

Fourthly, the data is gathered once for a period of 14 days and the research setting is non-contrived. The respondents are expected to fill out the experimental survey in their natural environment (field setting), controversially to how Hartmann and Ibanez (2005) conducted their study – in a laboratory of a university. The laboratory setting can be influencing the value of the obtained results in case the authors want to extend them to the current marketplace. This thesis aims to overcome this limitation and to further validate the findings through Hypothesis 1.

Lastly, the data collection involves between subjects design methodology, meaning that the experimental online and offline survey was sent to a random sample of respondents resulting in two separate groups. The between subjects design was chosen in order time, effort and sample size to be utilized (Field & Hole, 2003). Another reason to choose this design approach is to avoid possible limitation of carryover or backfire when respondents get influenced by their previous responses (Bickart, 1993).

² http://isites.harvard.edu/fs/docs/icb.topic851950.files/Research%20Methods_Some%20Notes.pdf

Product category

Studies investigating the attitude towards brands positioned as functional and emotional have been conducted by using different product categories. The most investigated one is vehicles and scholars suggest that similar research must be done with product category that predisposes less involvement with regards to the financial investment of the purchase (Wertenbroch & Dhar, 2000). Therefore, the product category is chosen to be cosmetic products as it is also one that is highly related to green branding strategies. Furthermore the importance of this product category has been advocated by Allure Catalyst Report 2006 established that consumers spent almost the same amount annually on cosmetic beauty products (\$1454) as they did on clothing (\$1940). Also 97 % of the participants used at least one cosmetic product daily, thereby demonstrating the significant financial contribution of this industry and the value of strong brands building within it (Guthrie & Kim, 2008).

3.2 Pre- test & results

Prior launching the main experimental survey, a pilot study is conducted in order to find and apply the most effective stimuli design and manipulations to be included in the main study. Firstly, I want to assess how different cosmetic brands are positioned in consumers' minds in order to ensure that the ones selected for the main study are clearly distinguished by the consumers as eco friendly positioned brands and as regular brands. Secondly, the pilot study will help to evaluate the brands on the two dimensions to be studied – whether they are perceived more as functional or emotional beneficial to the consumers. Thirdly, main contribution of the pilot study is to verify which brand/product attributes are considered as functional and which ones as emotional by the consumers. Finally, an additional reason for the pilot study to be carried out is to test the level of importance on the different functional and emotional attributes of a product/brand and to choose the ones that are the most relevant for applying negative information on them in the main study.

An online questionnaire designed through the online survey platform Qualtrics was distributed to a sample of 39 female respondents, which will not be included in the main experimental survey and 36 complete responses were received. As suggested by Rahbar and Wahid (2011) in their study, which is focused on the relationship between consumers purchase behavior and green branding attributes, this thesis aims to provide more salient conclusions by testing the hypothesis with well known brands. Therefore, eight different brands have been chosen, that are widely known in the countries from the EU – Nivea, Garnier, L'Oréal, Body Shop, Lush, Lancôme, Biotherm and Yves Roche. In this thesis the

examined positioning strategies are referred as direct functional benefit and indirect symbolic benefit positioning in the study of Fuchs and Diamantopoulos (2010). The different attributes are divided into those two categories and the positioning is based on their study only adapted to the research goal of this thesis. This body of work has examined the most popular positioning strategies and therefore we can adopt the dimensions we are interested in. The scale attributes follow their description and examples of functional and symbolic (emotional) attributes perception. Control questions were included in order to ensure that the sample was representative and relevant. Therefore the 36 subjects were only females, who are indeed cosmetic users. This was measured on a 7 point Likert scale (1 = Never, 2 = Less than once a month, 3 = Once a month, 4 = 2-3 times a month, 5 = Once a week, 6 = 2-3 times a week and 7 = Daily). None of the respondents has chosen “Never” as an answer, the majority buy cosmetics 2-3 times a month (35%) and 32 % of the respondents once a month.

Firstly subjects were asked to rate the **importance of the different attributes** on a Likert scale from 1 = not at all important, through 5 = highly important (Johri & Sahasakmontri, 1998). The output of this question is an input for the main study with regards to the exposure to negative publicity about the most important brand attributes. The scale for measuring the importance of the different attributes has been extracted from Fishbein’s model for measurement of attitude towards brand (Johri & Sahasakmontri, 1998). All in all it seems that the consumers give more importance to the functional attributes (M=4.06) rather to the emotional ones (M=3.48). Furthermore the results indicate that the most important attributes for the consumers are -to be safe for the skin (M=4.64), performance (M=4.42), to be helpful (M=4.22), price (M=4.11), to be long lasting (M=4.08) and ingredients to be organic (M=3.97). From the emotional attributes the ones with the highest importance are manufacturer's credibility (M=4.19), not to be tested on animals (M=3.92) and to be sensuous (M=3.58). Paired sample t-test was performed in order to investigate the assumed difference between the ratings of the two dimensional attributes. The mean ratings of the two dimensions were obtained by averaging the ratings of the relative items. There was a significant difference in the scores for the emotional attributes ratings (M=3.48, SD = 0.08127) and the functional attributes ratings (M= 4.06, SD=0.09185); $t(35) = -7.310$, $p = 0.00$. The results also suggest that on average the functional attributes are rated higher, thus having more importance for the consumers ([Appendix 1.1](#)).

Secondly in order to ensure that the actual **attributes associations** are indeed considered as expected – emotional or functional, the respondents were asked to rate those as

such on a 9 point Likert scale. Following Wertenbroch and Dhar (2000), I am using a pre-test to ensure that the pairs of attributes differed in their emotional and functional content. The analysis of this question will give solid background for estimating the brand positioning perception in the main study. Following Bhat (1986), adjectives and phrases were developed by the author in order to indicate a brand's emotional benefits or functionality. In this body of work the result is 17 items related to either of the two dimensions. The mean values of the functional items represent the similarity in their perception ($M_{\text{lowest}} = 3.00$; $M_{\text{highest}} = 3.64$). The items related to the emotional dimensions of a brand positioning have higher variation ($M_{\text{lowest}} = 6.17$ $M_{\text{highest}} = 10.14$) ([Appendix 1.2](#)).

A principal component factor analysis was conducted in order to further investigate the relationships between those different items (Table 1). A four factor solution explained 65.2 % of the variation, with eigenvalues greater than 1.

Assumptions for this type of analysis were checked as follows. The assumption of equal appealing intervals has been fulfilled as the variable's measurement level was standardized by using 9 point Likert scale, which are ordinal but treated as interval (Janssen et al., 2008). The scale scores low on the KMO measure 0.637, when the suggested values are over 0.7, but this can be justified by the small number of the sample (Field, 2009). Therefore one of the assumptions has been violated as the number of minimum observations must account for at least ten times the number of variables (Janssen et al., 2008) Bartlett's test of sphericity is significant ($p < .001$) and indicates that the factor analysis is appropriate for this data. The formed factors demonstrate the validity of the measurement scale as the different items are loading on expected factors.

Table 1 – Pre test PCF analysis

| Rotated Component Matrix ^a | | | | |
|---------------------------------------|-----------------------------|----------------------------------|-------------------------------------|------------------------------------|
| | 1 Functional benefits | 2 Emotional green benefits | 3 Emotional prestige benefits | 4 Emotional sensory benefits |
| To be safe for the skin | ,876 | -,017 | -,031 | ,033 |
| Good value for money | ,764 | -,023 | -,257 | ,181 |
| To be practical | ,749 | -,229 | -,042 | -,182 |
| To be long lasting | ,721 | ,050 | -,052 | ,027 |
| Performance - to be effective | ,691 | ,259 | -,426 | -,224 |
| To be helpful | ,691 | -,020 | -,350 | ,130 |
| To be easy to handle - packaging | ,570 | -,399 | -,214 | -,039 |
| Ingredients to be organic | ,424 | ,110 | ,119 | ,343 |

| | 1 Functional benefits | 2 Emotional green benefits | 3 Emotional prestige benefits | 4 Emotional sensory benefits |
|-----------------------------|-----------------------------|----------------------------------|-------------------------------------|------------------------------------|
| Not to be tested on animals | -,068 | ,902 | ,049 | -,093 |
| Manufacturers credibility | -,039 | ,837 | ,005 | ,247 |
| To be sensuous | ,051 | ,717 | ,209 | ,182 |
| Appearance of the package | -,189 | -,020 | ,834 | ,161 |
| To be exciting | -,091 | ,401 | ,762 | -,225 |
| To be luxurious | -,287 | ,095 | ,719 | ,073 |
| Texture of the product | -,027 | -,036 | -,316 | ,813 |
| To be sophisticated | ,079 | ,207 | ,282 | ,735 |
| Fragrance | -,024 | ,280 | ,371 | ,442 |

Interestingly the emotional benefits seem to be divided into three distinct sub dimensions related to the green trustworthiness of the brand, its high end prestige and the sensory benefits. Furthermore, the reliability of the scales has been obtained with Cronbach's alpha $\alpha = 0.855$ for the functional benefits subscale, $\alpha = 0.805$ for the emotional trust benefits subscale, $\alpha = 0.765$ for the prestige subscale and $\alpha = 0.562$ for the sensory elements subscale ([Appendix 1.4](#)).

Next, respondents were asked to rate the chosen brands whether they consider them eco friendly or not on a 7 point Likert scale from 1(not at all eco-friendly) to 7 (very eco-friendly). They are given an explanation of an "eco friendly brand" at the description of the question as one that possesses a "set of brand attributes and benefits related to the reduced environmental impact of the brand" (Hartman et al., 2005). The purpose of this question is to ensure the correct perception of the consumers of eco friendly and a regular brand that will be included in the main study. As suggested, the brands that are least considered as eco-friendly are Garnier (M = 2.56, SD = 1.054) and L'Oreal (M = 2.56, SD =1.107). The two brands which are considered as eco friendly are Biotherm (M =4.03, SD= 0.910) and Body Shop (M = 3.94, SD = 0.860) ([Appendix 1.5](#)). To further explore the issue, one sample t-test was performed and the results suggest that there is a significant difference in the scores for the regular brands perception (M=2.76, SD = 0.867); $t(35) = 19.106$, $p = 0.00$ and the green brands perception (M= 3.86, SD=0.687); $t(35) = 33.68$, $p = 0.00$.

All in all, the findings from the pilot study give solid ground for building the main experimental survey with more precise questions. Based on the interpretation of the first question the attributes which embody the negative information for the manipulation are:

“ingredients”, “not tested on animals” and “manufacturers credibility” for emotional positioning scenario and “effectiveness” and “performance” for functional positioning scenario. Furthermore twelve items are chosen for the brand positioning perception test: to be safe for the skin, good value for money, to be practical, to be long lasting, performance - to be effective, to be helpful, ingredients to be organic, not to be tested on animals, manufacturers credibility, to be sensuous, to be exciting and to be sophisticated. However, the items which are related to the look/feel attributes are removed as we cannot assume that the respondents will relate accordingly to this association (they cannot touch or smell the product from the ads), additionally luxury perceptions could be biased by the price cues (e.g. L’Oreal is more expensive than Garnier). Lastly, based on the final question related to the green perception of the brands, L’Oreal and Garnier are chosen as regular brands or the ones that are least considered as eco-friendly and Body Shop and Biotherm are chosen to represent eco friendly brand category.

3.3 Main study

Experimental study design

The survey experiment is conducted by using two different surveys which are completely identical except for the manipulated conditions, using between – subjects design. The entire questionnaires can be seen in Appendix 6.6 and Appendix 6.7. For the purpose of this thesis two manipulation conditions are used: the first survey is focused on the green brand positioned with functional attributes and thus the negative publicity is also focused on the functional positioning of the brand; the second survey is focused on the green brand positioned with emotional attributes and the negative information represents facts concerning the emotional attributes again.

The participants are first exposed to a series of advertisements which consist of four different static images. Those images are not specifically designed for the study, rather real ads of real brands used in order to extend the relevancy of the thesis to “real-life” scenario (Fuchs & Diamantopoulos, 2010). Furthermore, the print ads are of the same product category – BB cream in order to avoid bias of product preference. “BB cream is promoted as an all-in-one facial cosmetic product to replace serum, moisturizer, primer, foundation and sunblock.”³ The brands are chosen based on the pre-test as for the least and the most green perceived brands. Two of them are identical for each of the versions of the survey, the third and the

³ <http://www.macleans.ca/economy/business/bb-cream-fans-lay-it-on-thick/>

fourth ones are specific for each survey design. The two identical print ads are of well known cosmetic brands, which are not related to green consumers' interests (L'Oreal and Garnier). The presence of regular cosmetic brands (used as filler brands) aims to avoid the bias that can lead to the respondents' assumption on the purpose of the study (Malhorta et al., 2007 p.339). Additionally this approach is adopted from the study of Ibanez and Hartmann (2005). The latter academics investigate the effect of green functional versus emotional branding positioning on consumers attitude while including brands that are non-green related. The third and the fourth print ads are especially selected to implement different positioning strategies of known green cosmetic brands (Body Shop and Biotherm). The brands chosen are based on the pre-study in order to ensure the green perception of the consumers. The purpose selected advertisings that implement different positioning strategies are based on the positioning concepts proposed in the theoretical part of the study.

Firstly, one of the experimental ads is based on a functional brand positioning strategy and represents informational description of the product and its features. As discussed above, while positioning a brand as a functional one, companies focus on the direct benefits of it (Pham & Muthukrishnah 2002; Fuchs et al., 2009; Bhat & Reddy, 1998; Park et al.1986; Hirschman & Holbrook, 1982; Okada 2005; Chitturi, 2007; Wertenbroch & Dhar, 2000). Thus there are no further environmental cues used, that can relate to emotional connotations. Furthermore the other experimental advertisement is especially selected to represent an emotional positioning strategy and therefore there are no additional cues for the functional performance of a different brand. Furthermore, in the different surveys the eco-friendly brands with functional and emotional communication advertisements are switched in order to avoid the bias of brand perception in general, rather than based on the print ads. As discussed before, this thesis aims to either verify or reject the findings of Hartmann and Ibanez (2005) who suggest the dominance of emotional benefits on positive brand attitude formation and purchase intention. However their findings are based on experiment that includes the separate investigation of the two positioning strategies and an additional combination of them (functional plus emotional). This leads to the unexpected strongest perceptual shift towards the combination of both dimensions on the positioning model. The perception of the complementarity of the functional and "symbolic" brand positioning strategies rather than of being an alternative has been also suggested by Bhat and Reddy (1998). However the latter are interested more in the further investigation of the relationship between the two distinct concepts and dependent variables as the ones used in this thesis – brand attitude and purchase

intention. Thus in this study I will eliminate the option of combined positioning strategy as the aim is to investigate in depth the distinct perception of the two positioning strategies and the level of importance of the emphasized functional versus emotional attributes. Therefore this study embodies the approach of Chitturi (2007) and Wetenbroch and Dhar (2000) who investigate whether functional or emotional benefits of a brand are more valuable for a customer by presenting the options simultaneously. The rationale behind this design is based on their argument that when people are facing acquisition of a product, they value more the emotional benefits of it and when they need to give up on attributes, they prefer to keep the functional ones – this happens when both functional and emotional benefits are presented together. Thus I will present both positioning strategies simultaneously by only manipulating the type of positioning and the corresponding negative information about the brand. However in this study the consumers will not show preference to any of the brands, rather evaluating them independently.

Table 2 – Survey’s manipulation

| | Ad 1 | Ad 2 | Ad 3 | Ad 4 | Negative publicity |
|----------|--|---|--|----------------------------------|---------------------------------|
| Survey 1 | Regular filler brand emotional (L’Oreal) | Regular filler brand functional (Garnier) | Green filler brand emotional positioning (Biotherm) | Body Shop functional positioning | Affecting functional attributes |
| Survey 2 | Regular filler brand emotional (L’Oreal) | Regular filler brand functional (Garnier) | Green filler brand functional positioning (Biotherm) | Body Shop emotional positioning | Affecting emotional attributes |

Secondly, the manipulation is done in order to stress either the functional or the emotional brand positioning and is measured through **brand perception** as independent variable and **negative publicity perception**. Furthermore the study aims to investigate separately the change in brand attitude and purchase intention towards the green brand. Thus the respondents are exposed to negative information that affects the used positioning dimension – either functional or emotional in the two surveys. The negative piece of publicity is presented based on the most important emotional or functional attributes extracted from the pre test (Table 2). This approach aims to specify how sensitive the consumers are to the specific attributes and whether this will have significant effect on the dependent variables. In this respect the manipulation check between the two groups is done as follows: First, the

negative perception is tested by conducting independent sample t-test, in order to assure that it is equally perceived by the two experimental groups as such. Second, the brand positioning is checked by comparing the means between the groups in the two different conditions, performing independent sample t-test.

Survey #1: Functional Benefits

Regular Brand – functional positioning



Regular Brand – emotional positioning



Green Brand – functional positioning



Green Brand – emotional positioning



Survey #2: Emotional Benefits

Regular Brand – functional positioning



Regular Brand – emotional positioning



Green Brand – emotional positioning



Green Brand – functional positioning



Procedure

As already mentioned, the main tool for collecting the data is an online questionnaire provided by Qualtrics. This tool gives the advantage of direct gathering the data and representing it in program that will be used for the analysis - SPSS. Each respondent is assigned to one of the questionnaires and is expected to fill it out in their natural environment. Participants are instructed to read carefully the instruction prior to answering the questions and additionally were also informed that they can win a prize of 10 Euros by completing the questioner. Additionally, small number of questionnaires is distributed offline in a shopping mall in Sofia, Bulgaria for collecting the needed data. First, the respondents were exposed to

the four different advertisings and then their attitude towards the brand and purchase intentions were examined. Next, the participants are asked to evaluate their brand perception in order to investigate the correct understanding of the different positioning strategies presented in the study. Thirdly, the subjects were exposed to the negative information about different brands and again the change in attitude behavior was captured. Lastly, the demographic variables were examined in order to avoid the bias of exposure in the beginning of the survey and giving an indication on what the study is about.

Dependent Variables

Purchase intention was chosen as a dependent variable that would be measured for the two different versions of the survey. The two item scale asked the subjects whether they would purchase the brand is measured via 7 point bipolar-Likert scale (1 = likely/ 7 = unlikely and 1 = probable/ 7 = improbable). This measure on purchase intention is used in the literature by MacKenzie et al. (1986) and as a valid source it has been used by other researchers afterwards. As mentioned, the purchase intention here is assessed twice – before and after the manipulation of the negative information about the chosen brands. This aims to follow the change in consumer's behavior in case of such. This variable is widely investigated by researchers but usually on single item scales. Thus I choose this source of the measure because of its multidimensionality and the reliability of the journal it has been published in.

Attitude towards the brand is the other dependent variable that is chosen to be investigated again twice in the four different variances of every survey. It is measured using a four item scale where respondents have to indicate how they would evaluate the different brands on 7 point Likert scales (1 = like /7 = dislike, 1 = appealing/ 7 = unappealing, 1 = attractive/ 7 = unattractive, 1 = desirable/ 7 undesirable). Again the multidimensionality of the scale is important for choosing this source. This measure has been used by Kokkinaki & Lunt (1999) and also used by Thøgersen et al. (2012). The latter publication is in the context of green marketing, thus the scale is even more suitable to this thesis.

Independent Variables

The *brand perception* is measured in both surveys consisting of verbal statements and scales. Participants use 5 point Likert scale (1=not at all/ 5=very much) to identify how strongly they would associate a specific brand with different attributes or brand characteristics. The items are meant to assess the functional or emotional dimensions of a

brand and are based on the pilot study as I wanted to ensure the correct perceptions for each one of the dimensions. This scale is based on the pre-test and the statements are selected to represent the relevant brand perception as in the pre-test. The scale was further validated after the main test took place ([Appendix 5](#)).

The representation of *negative information* about the green positioned brand aims to assess the manipulation in both surveys. It is measured on 7 point Likert scale (1=strongly disagree/ 7=strongly agree) and consists of one item aiming to measure whether the information is indeed perceived as negative by the respondents (Monga & John, 2008). This variable is measuring the relationship between the brand perception and the change in attitude towards the brand and the purchase intention. The negative information can either affect or not this relationship and it is aimed to investigate whether negative info regarding either functional or emotional positioned brands is more influential on consumers' behaviour.

Environmental involvement is the moderating variable that adds up to the research of Hartman and Ibanez (2005) in a way that it measures the degree to which the respondents are actually interested in eco-friendly behavior (Johar & Sirgy, 1991; Schuhwerk & Lefkoff-hagius, 1995). This measure is important to be captured in order to discriminate between the customers who purchase a cosmetic brand solely based on performance or brand association perceptions and customers who purchase the brand based on its eco-friendly attributes. As discussed in the theory chapter, different level of involvement has a significant effect on shaping one's purchase decisions or attitudes towards a brand. The moderating effect of the eco-involvement will give more light on the research about the best positioning strategies on green marketing according to the green consumers and to the low interested ones. The scale is three item one and is borrowed from Schuhwerk and Lefkoff-Hagius (1995). It is a 7 point Likert scale that has been used in the context of green advertising and preferences towards it. Furthermore, the scale has been published in "Journal of Advertising" and items were developed earlier through a pretest and produced a Cronbach's alpha of 0.90 implying that they were reliable.

For reassuring whether the respondents are indeed the targeted consumers' *product category involvement* will be taken into account. The two item scale is developed by Mittal and Lee (1989) and based on Laurent and Kapferer's scale. Consumers need to respond on the three different questions with a 7 point Likert scale: Cosmetic products are very important to me (source: JMR); I have a strong interest in Cosmetic products (source: JA); For me,

Cosmetic products do not matter (source: JMR). This measurement will make clear distinction between consumers who do not pay much attention while purchase cosmetic products and the ones that are in our target group – consumers who can be intrigued by the communicated positioning strategy and that will actually demonstrate their change in attitude towards the green brands.

Table 3 – Table of variables

| Dependent variable | Source | Scale | Scale type |
|---|--|--|--|
| Purchase intention (PI) | MacKenzie, Scott, Richard J. Lutz and George E. Belch (1986) | Q1: 1 = very unlikely/ 7 = very likely Q2: 1 = very improbable/ 7 = very probable | 7 points Likert scale (ordinal but mean assumed as metric) |
| Attitude towards the brand (BA) | (Kokkinaki & Lunt, 1999) | Q1: 1 = like/ 7 = dislike; Q2: 1 = appealing/ 7 = unappealing,; Q3: 1 = attractive/ 7 = unattractive; Q4: 1 = desirable/ 7 = undesirable; | 7 points Likert scale (ordinal but mean assumed as metric) |
| Independent variables: | Source | Scale | Scale type |
| Brand perception associations | Me/Hartmann and Ibanez 2005 | Q1: 1/not at all/ 5= very much | 5 points Likert scale (ordinal but mean assumed as metric) |
| Negative info perception | (Monga & John, 2008) | Q1: 1=strongly disagree/ 7=strongly agree | 7 points Likert scale (ordinal but mean assumed as metric) |
| Moderating variable: | Source | Scale | Scale type |
| Environmental involvement | (Schuhwerk & Lefkoff-hagius, 1995) | Q1: 1=strongly disagree/ 7=strongly agree Q2: 1=strongly disagree/ 7=strongly agree Q3: 1=strongly disagree/ 7=strongly agree | 7 points Likert scale (ordinal but mean assumed as metric) |
| Demographic descriptive variables: | Source | Scale | Scale type |
| Product category involvement | (Mittal and Lee 1989) | Q1: 1=strongly disagree/ 7=strongly agree Q2: 1=strongly disagree/ 7=strongly agree Q3: 1=strongly disagree/ 7=strongly agree | 7 points Likert scale (ordinal but mean assumed as metric) |

| | | | |
|-----------------------------------|----|---|--|
| Experience with the brands | -- | Q1 - 4: 1=not at all experienced/5=extremely experienced ⁴ | 5 point Likert scale (ordinal but mean assumed as metric) |
| Frequency of purchase | -- | Q1: 1=never/7=daily | 7 points Likert scale (ordinal but mean assumed as metric) |
| Age | -- | Open question | metric |

Subjects

A number of people are randomly exposed to one of the two conditions of the survey (2 conditions x 130 people). The number of the participants is sufficient as first, a factor analysis is conducted and the items investigated are 12 – thus 120 subjects are needed per studied group (Janssen et al., 2008). Second, according to Pallant (2010) a sufficient sample size is: $N > 50 + 8 * m$ where m is the number of independent variables. In the main study there are five independent variables examined as for the purpose of the study. Therefore the sample is sufficient ($N > 50 + 8 * 5$). The analysis of the thesis is based on the final sample size of 260 respondents none of whom participated in the pilot or the pre-test studies. As the study involves between- subjects experimental design, randomization of the answers is ensured through providing the subjects with two different links of the surveys and asking them to click and fill out only on one by their preference. Furthermore in order to avoid causality of systematic differences between the different conditions, the questionnaires are distributed at the same time of the day in different groups of the sample.

In order for the sample to be as representative as possible with regards to the product category used in the experimental survey, I volunteer only females on a non-probability sampling basis. Sampling voluntary participants as opposed to the general population may introduce strong biases as only the people who are interested enough about the subject are likely to respond. Additionally, non-probability samples do not allow for objective evaluation of the accuracy of the sample results (Malhotra, 2010). However non-probability samples “may yield good estimates of the population characteristics.” (Malhotra, 2010) For the purpose of being realistic while gathering the data, this method is chosen for its obvious advantage of being quick, inexpensive and convenient. Moreover the respondents were participating in a lottery for winning a one time reimbursement of 10 Euros for one of them in exchange of filling in the survey (Black, 1999). This will help for receiving as less as possible incomplete responses of the survey. What is more, as suggested by Chang et al.

⁴ Reliability of the scale for the four brands – Cronbach’s alpha = 0.716

(2009) relying only on sample of students is avoided as subjects have to be reflective of shoppers of cosmetic products. Thus, the data was collected through online distribution channels as for instance internet sites and social networking sites as Facebook. Another advantage of this method is the low cost via such distribution of the survey and the possibility of the respondent to fill out the questionnaire in natural environment.

Hypothesis testing

H1: Green brand positioning with “emotional benefits” will have a higher a) brand attitude and b) purchase intention compared to green brand positioning with “functional benefits”.

In order to investigate whether the dependent variables – purchase intention and brand attitude are influenced by brand perception an independent sample t-test is performed, comparing the means between the two groups (Group 1= functional positioning and Group 2 = emotional positioning). This method is used as we are comparing two means between two independent samples of respondents on the two dependent variables.

H2: Negative information about “emotional benefits” for brands positioned with “emotional benefits” will result in higher negative change in a) brand attitude b) purchase intention compared to negative information about “functional benefits” for brands positioned with “functional benefits”.

First in order to confirm the overall influence of negative publicity leading to negative change in brand attitudes and purchase intentions, a paired sample t-test is conducted. It aims to compare the behavior change within the two groups (Group 1 = functional positioning and Group 2 = emotional positioning) on the two dependent variables purchase intention and brand attitude. Therefore the used analysis is paired sample t-test – I investigate the change in behavior in one group on respondents before and after the negative publicity.

Second an independent sample t-test is performed, comparing the two means between the groups (Group1 = ad with functional positioning and Group 2 = ad with emotional positioning) on the negative change in the two dependent variables after they have been exposed to negative publicity.

H3: For consumers with expressed high involvement with the environment the change in a) brand attitude b) purchase intention will be higher when there is negative information about the “functional benefits” for brands positioned with “functional benefits”, compared to

negative publicity/information about “emotional benefits” for brands positioned with “emotional benefits”.

To test this hypothesis an independent sample t-test is performed, comparing the means between the two groups (Group 1 = functional positioning and Group 2 – emotional positioning) on the negative change in the two dependent after they have been exposed to negative publicity. What is more for testing this hypothesis the respondents were divided into two groups with high and low involvement towards the environment via median split used for categorization of the subjects.

Moderation analysis

In order to further investigate the significance of Hypothesis 3 moderation analysis is carried out following Aguinis (1995) in order to study role of eco cautiousness on the change of the dependent variables – purchase intention and brand attitude after the consumers encounter negative publicity about a purchased brand. The predictors are the negative perception and the eco-involvement, with moderator the interaction between them.

Group 1(functional positioning)

$$\text{PI Model 1:} \quad \text{PI} = a + b_1\text{neg_inf} + b_2\text{eco_inv} + e$$

$$\text{PI Model 2:} \quad \text{PI} = a + b_1\text{neg_inf} + b_2\text{eco_inv} + b_3\text{neg_inf*eco_inv} + e$$

Group 2(emotional positioning)

$$\text{BA Model 1:} \quad \text{BA} = a + b_1\text{neg_inf} + b_2\text{eco_inv} + e$$

$$\text{BA Model2:} \quad \text{BA} = a + b_1\text{neg_inf} + b_2\text{eco_inv} + b_3\text{neg_inf*eco_inv} + e$$

Chapter 4: Data Analysis & Results

4.1 Descriptive statistics

Throughout the online and offline distribution of the survey 260 valid responses were collected. The sample consists only of females between the age of 18 and 59 years old. Single gender sampling was chosen since females are considered to be more involved in the product category of cosmetics per se (M = 28.02, SD = 8,936). Furthermore, the respondents were asked to state how often they buy cosmetics on a Likert scale from 1 = never to 7 = daily and all of the valid responses have stated that they buy cosmetics at least 2-3 times a month. In fact, the mean (M = 6.15, SD = 3.002) indicates that the frequency is above the average of 5 ([Appendix 4](#)).

For the purpose of this thesis product category involvement was measured in order to ensure that the sample is representative. Thus, the sample represents sufficient involvement with mean of 4.1885 on a range between 2 and 7. Furthermore, independent sample t-test was conducted to confirm the similar means between the groups of the two conditions. The t-test reports level of insignificance $p > 0.005$ ($p = 0.522$), thus both groups have similar involvement levels ([Appendix 4](#)).

Furthermore, experience with the brands was measured and this results in relatively high mean values for the four brands used in the study. What is more, the mean values of the four brands are relatively similar, which demonstrates the analogous usage of the different brands:

Table 4 – Brands experience

| Descriptive statistics | N | Mean | Std. Deviation |
|-------------------------------|----------|-------------|-----------------------|
| Lóreal | 260 | 4,4981 | ,38928 |
| Body Shop | 260 | 4,1769 | ,66449 |
| Biotherm | 260 | 4,1808 | ,67356 |
| Garnier | 260 | 4,5096 | ,36085 |

4.2 Manipulation checks

Manipulation checks were conducted in order to estimate whether the negative information and the brand attitude were indeed perceived by the subjects as intended by the study.

First, we want to ensure that the **negative information** was recognized as such equally by both groups for the two conditions – negative information related to functional attributes and negative information related to emotional attributes. This manipulation was checked by conducting independent sample t–test and the result indicated that the means for both were insignificantly different from each other with $p > 0.05$ ($p = 0.134$, $F = 0.818$). On average the mean value of the negative information focused on functional attributes ($M = 5.67$, $SD = 1.38$) is relatively similar to the mean score for the negative news focused on the emotional benefits of the brand ($M=5.92$, $SD = 1.25$). Levene’s test for shows that we can assume that the variances are roughly equal $p > 0.005$ ($p = 0.367$) (Field, 2003). This confirms that both types of press releases are equally perceived by the respondents as negative and the manipulation of negative infatuation press release is successful ([Appendix 3.1](#)).

Second, the brand perception manipulation done in the two conditions was checked by comparing the means between the groups in the two different conditions. This means that the

functional brand perception is rated differently by the two groups - in Group 1 the print was indeed functional, therefore leading to higher rating on those attributes and in Group 2 the print ad was emotional, thus leading to lower ratings on those attributes. The same difference must occur when testing for the emotional brand perception. The performed independent t-tests guarantee the significance of the mean differences among the two groups with both p values < 0.01 . The functional brand perception for Group 1 (functional print ad) has higher a mean value ($M = 3.29$; $SD = 1.04$) compared to Group 2 (emotional print ad) ($M = 2.42$, $SD = 1.08$). The Levene's Test for Equality is 0.229, meaning that the variability in the two conditions is not significantly different. The emotional brand perception for Group 1 (functional print ad) has lower mean value ($M = 2.68$; $SD = 0.94$) compared to Group 2 (emotional print ad) ($M = 3.35$, $SD = 0.92$). A measure of 0.987 on the Levene's Test is an evidence for the assumed equality of variances. Thus, the results suggest that the brand perception manipulation has been successful([Appendix 3.2](#)).

4.3 Additional validity & reliability analysis

Additional analysis was conducted in order to confirm the finding from the pre-test. I wanted to ensure that the selected items are loading to the correct factors (emotional vs. functional).

For estimation of the brand perception, participants used 5 point Likert scales to identify how strongly they associate the specific brands with different attributes or brand characteristics (Ibanez and Hartman, 2005). The statements were meant to assess the functional or emotional dimensions of a brand and are based on the pilot study as I wanted to ensure the correct perceptions for each one of the dimensions. As followed from the pre-test 12 items are selected to measure the brand perception. The items measuring functional brand positioning are: to be safe for the skin, performance (to be effective), to be helpful, price (good value for money), to be long lasting, ingredients to be organic and to be practical. The items measuring the emotional positioning of the brand are: to be luxurious, to be sophisticated, to be exciting, to be sensuous, and not to be tested on animals and manufacturer's credibility.

This test is done by conducting two principal component factor analyses in order to ensure the presumed factor loadings on the brand perception (Table 5). Before performing the PCA, it was checked whether the three necessary assumptions for this type of method are fulfilled. The variable's measurement level is standardized by using 5 point Likert scale, which is ordinal but treated as interval as of the assumption of equal appealing intervals. The

third condition refers to the number of minimum observations which must account for at least ten times the number of variables (Janssen et al., 2008). This criteria is also met as both conditions have 130 participants (130 respondents > 10x12 = 120 items). Furthermore, "Barlett's test of sphericity", "Kaiser – Meyer – Olkin" measure of sample adequacy and anti-image correlation matrix were performed in order to determine the meaningfulness of the analysis (Janssen et al., 2008).

Functional brand perception group

When performing the PCF analysis and determining the two factor loadings, the anti-image correlation matrix showed a negative value for the partial correlation between the variables, confirming the relevancy of the analysis if the partial correlations are close to 0. Furthermore, the values above and below the main diagonal are close to 0 and the main diagonal values are higher than 0.5 (Janssen et al., 2008). The KMO measure is 0.840 for the functional positioning brand with p value < 0.001. The analysis explains 64.4% of the total variance. The Rotated Component Matrix presents high loadings on the components for each variable, thus being sufficient to guarantee a clear definition of the two components. Only the "not tested on animals" item results in lower value than 0.5 (Janssen et al., 2008). However, by removing this item from the factor loading, the analysis was valid as the manipulation for this group was done on the functional attributes. Thus, no biases occurred. Moreover, reliability of the items is checked with Cronbach's alpha - functional scale ($\alpha = 0.917$) and emotional scale ($\alpha = 0.819$). ([Appendix 5](#))

Emotional brand perception group

Again, PCF analysis is performed, determining the two factor loadings. In this case the anti-image correlation matrix also demonstrated mainly negative and close to 0 values for the partial correlation between the variables, confirming the relevancy of the analysis. The main diagonal values are higher than 0.5 (Janssen et al., 2008). The KMO measure is 0.830 for the emotional positioning brand perception group with p value < 0.001. The analysis explains 72.12% of the total variance. All the loadings in the Rotated Component Matrix are high on the components for each variable, thus guaranteeing the clear definition of the two components (Janssen et al., 2008). Again, the reliability of the items was checked with Cronbach's alpha- functional scale ($\alpha = 0.911$) emotional scale ($\alpha = 0.776$). ([Appendix 5](#)).

Table 5 – Factor analysis for brand positioning

| Rotated Factor Matrix^a for Functional Brand Perception Group 1 | | | |
|--|----------------------------|---------------------------|------------------|
| Items | Functional Factor loadings | Emotional Factor loadings | Cronbach's Alpha |
| Body Shop is very safe for my skin | ,888 | ,125 | ,917 |
| Body Shop is long lasting | ,839 | ,090 | |
| Body Shop is very effective | ,830 | ,161 | |
| Ingredients of Body Shop are organic | ,809 | ,111 | |
| Body Shop is very helpful | ,770 | ,324 | |
| Excellent price | ,759 | -,043 | |
| Body Shop is very practical | ,692 | ,248 | |
| Body Shop is very exciting | ,113 | ,861 | ,819 |
| Body Shop is very sophisticated | ,082 | ,845 | |
| Body Shop is sensuous | ,097 | ,822 | |
| Body Shop is a credible brand | ,101 | ,737 | |
| Body Shop does not test on animals | ,330 | ,443 | |
| Rotated Factor Matrix^a for Emotional Brand Perception Group 2 | | | |
| Items | Functional Factor loadings | Emotional Factor loadings | Cronbach's Alpha |
| Body Shop is very effective | ,904 | -,050 | ,911 |
| Body Shop is very safe for my skin | ,879 | -,135 | |
| Body Shop is very practical | ,865 | -,046 | |
| Body Shop is long lasting | ,834 | -,064 | |
| Ingredients of Body Shop are organic | ,830 | -,129 | |
| Body Shop is very helpful | ,759 | ,172 | |
| Excellent price | ,722 | -,144 | |
| Body Shop is very sophisticated | -,160 | ,880 | ,776 |
| Body Shop is very exciting | -,066 | ,878 | |
| Body Shop is sensuous | -,278 | ,874 | |
| Body Shop does not test on animals | -,059 | ,794 | |
| Body Shop is a credible brand | ,250 | ,792 | |

4.4 Hypothesis testing

H1: Green brand positioning with “emotional benefits” will result in higher a) brand attitude and b) purchase intention compared to green brand positioning with “functional benefits”

According to Hypothesis 1 consumers' will show higher purchase intention and brand attitude towards the emotional brand positioning, compared to the one with functional positioning strategy. Therefore the dependent variables towards one green perceived brand – Body Shop are studied, in order to avoid the bias of brand favorability. To test this hypothesis an independent t-test has been performed, comparing the means between the two groups (Group 1 = ad with functional positioning and Group 2 = ad with emotional positioning) on the two dependent variables.

Before doing so, four assumptions needed to be explored and fulfilled. First, the normal distribution of the data was confirmed. In this thesis there are two different conditions investigated, which have answered to conditions – both equaling 130 respondents. Therefore according to the central limit theorem the sample is sufficiently large size (> 30) and one can assume the normality of the sampling distribution (Field, 2003 p. 133). Second, the data is measured on 5 and 7 point Likert scales, which can testify for the interval level measurement. Third, the data has been gathered from different participants and therefore fulfills the assumption for independency. The Levene's test shows that one can assume the variances are roughly equal and the assumption of homogeneity is not violated (Field, 2003).

Table 6 represents the statistics of the different groups. The purchase intention for Body Shop when it was positioned as functional brand ($M=5.04$, $SD = 1.46$) on average is lower than the one for the eco-friendly brand when positioned with emotional benefits ($M=5.53$, $SD = 1.46$). Table 6 indicates that the difference between the means compared is significant $t(258) = -2.714$, with $p < 0.05$ ($p = 0.007$). The same tendency is present when studying the brand attitude towards the eco friendly brand – the emotional positioning led to higher results ($M= 5.79$, $SD = 1.32$) compared to the functional positioning ($M = 4.93$, $SD = 1.26$). Table 6 indicates that the difference between the means compared is significant $t(258) = -5,397$ with $p < 0.01$ ($p = 0.000$) ([Appendix 6.1](#)).

As the direction of the hypothesis is also apparent, a one – tailed t-test results must be reported. One-tailed probability can be ascertained by dividing the two-tailed significance value by 2 (Field, 2003 p. 341). Therefore, we can conclude that the one tail probability of the emotional positioning having higher impact on the purchase intention is $p = 0.0035$ ($0.007/2 = 0.0035$), which is significant. Additionally, it can be established that the emotional positioning results in higher brand attitude, rather than the functional positioning with $p < 0.01$ ($0.000/2 = 0.000$) (Field, 2003). Thus, hypothesis 1 has been confirmed.

Table 6 – Group statistics for H1

| Group statistics | Groups | Mean | Std. Deviation | Sig. (2-tailed) |
|--|----------------|-------------|-----------------------|------------------------|
| Purchase intention Body Shop Before neg. publicity | 1 – Func. Pos. | 5,0423 | 1,46011 | ,007 |
| | 2 – Emo. Pos. | 5,5346 | 1,46429 | |
| Brand attitude Body Shop Before neg. publicity | 1 – Func. Pos. | 4,9308 | 1,26177 | ,000 |
| | 2 – Emo. Pos. | 5,7962 | 1,32316 | |

H2: Negative information about “emotional benefits” for brands positioned with “emotional benefits” will result in higher negative change in a) brand attitude b) purchase intention compared to negative information about “functional benefits” for brands positioned with “functional benefits”.

Pulling et al. (2006) suggest that when there is negative publicity about “functional benefits” for brands positioned with “functional benefits” and about “emotional benefits” for brands positioned with “emotional benefits” consumers show significantly lower brand attitude, compared with the brand attitude before the exposure.

H2 suggests significant negative change in the purchase intention and the brand attitude as being stronger for brands positioned with “emotional benefits” compared to the change in the dependent variables for brands positioned with “functional benefits”. For the purpose of this thesis, before investigating the suggested negative change. I confirmed the overall findings of negative publicity leading to negative change in brand attitude and purchase intentions as the consumer considers the information as believable.

This was done by conducting a paired sample t-test aiming to compare the behavior change within the two groups (Group 1 = ad with functional positioning and Group 2 = ad with emotional positioning) on the two dependent variables. Assumptions of normal distribution of the data and interval level measurement of the data needed to be confirmed. In this thesis there are two different conditions investigated – both equaling 130 respondents and resulting in 260 participants in total. Following the central limit theorem the sample is sufficiently large size (> 30) and we can assume the normality of the sampling distribution (Field, 2003 p. 133). Additionally, the data for this hypothesis is measured on 7 point Likert scales, fulfilling the assumption for the interval level measurement.

Table 7 represents the outputs of this test. In the group with **functional positioning** experimental condition, there was a significant difference in the scores for purchase intention before the exposure to negative publicity ($M=4.876$, $SD=1.5$) and after ($M=3.465$, $SD=1.7$); $t(128) = 9.142$, $p = 0.00$. Furthermore, there is also significant difference on the scores for brand attitude before ($M=4.9205$, $SD=1.261$) and after ($M=3.4264$, $SD=1.498$) the negative publicity exposure; $t(128) = 9,844$, $p = 0.00$ ([Appendix 6.2](#)). These results suggest that negative publicity has a significant negative impact on attitude change and purchase intention. Specifically, our results suggest that when consumers encounter negative information about a green brand they purchase, they tend to reconsider their behavior, stop buying the product and lowering of their brand attitude.

Confirming these findings, in the group with **emotional positioning** experimental condition, there was also a significant difference in the scores for purchase intention and brand attitude before and after the negative publicity: Purchase intention had scores of ($M=5.47$, $SD=1.5$) before the exposure to negative publicity and after ($M=3.41$, $SD=1.9$); $t(128) = 9.156$, $p = 0.00$. The scores for brand attitude before ($M=5.7382$, $SD=1.33365$) and after ($M=3.4961$, $SD=1.38515$) the negative publicity exposure; $t(126) = 11.981$, $p = 0.00$ are significant as well. These results testify that negative publicity indeed has an impact on attitude change. In other words, when consumers encounter negative information about a brand they are buying a reconsideration of their behavior results in lower intent of buying products of that brand and lowering their brand attitude.

Table 7 – Paired samples statistics for H2

| | Paired samples statistics | Mean | Std. Deviation | Mean difference | Sig. (2-tailed) |
|--------|--|-------------|-----------------------|------------------------|------------------------|
| Pair 1 | PI before neg. info - func. attributes | 4,876 | 1,5000 | 1,4109 | ,000 |
| | PI after neg. Info - func. attributes | 3,465 | 1,6912 | | |
| Pair 2 | BA before neg. Info - func. attributes | 4,9205 | 1,26127 | 1,49419 | ,000 |
| | BA after neg. Info - func. attributes | 3,4264 | 1,49883 | | |
| Pair 3 | PI before neg. info - emo. attributes | 5,473 | 1,5056 | 2,0620 | ,000 |
| | PI after neg. info - emo. attributes | 3,411 | 1,8900 | | |
| Pair 4 | BA before neg. - emo. attributes | 5,7382 | 1,33365 | 2,24213 | ,000 |
| | BA after neg. Info - emo. attributes | 3,4961 | 1,38515 | | |

(BA – brand attitude; PI – purchase intention)

As already discussed, hypothesis 2 suggests that the proven significant negative change in the purchase intention and in the brand attitude will be stronger for brands positioned with “emotional benefits” compared to the change in the dependent variables for brands positioned with “functional benefits”. The results from the paired sample t-test identify that the mean differences between the changes in the dependent variables for the emotional positioned brand is higher compared to the functional positioned brand (Table 7). To test this hypothesis an independent sample t-test was performed, comparing the means between the two groups (Group1 = ad with functional positioning and Group 2 = ad with emotional positioning) on the negative change in the two dependent variables after they have been exposed to negative publicity.

Four assumptions were examined before conducting the t-test as performed earlier. First, the normal distribution of the data needed to be confirmed. In this thesis there are two different conditions investigated – both having 130 respondents. According to the central limit theorem the sample is sufficiently large size (> 30) and we can assume the normality of the sampling distribution (Field p 133). Second, the data is measured on 7 point Likert scales, which can testify for the interval level measurement. Third, the data has been gathered from different participants and therefore fulfills the assumption for independency. The Levene’s test $p < 0.05$ ($p = 0.000$ and $p = 0.002$) shows that we can assume that the variances are not roughly equal for the assumption of homogeneity (Field, 2003). The change in the two dependent variables has been obtained by subtracting the values of the purchase intention and the brand attitude after the negative publicity exposure and before it.

Table 8 represents the statistics of the different groups. After being exposed to negative publicity, the change in the purchase intention for Body Shop when it is positioned as emotional brand (M = -2.0620, SD = 2.55793) on average is greater than the one for the eco-friendly brand when positioned as functional (M = -1.4109, SD = 1,75273). Table 8 indicates that the difference between the means compared is indeed significant $t(226.486) = 2.385$, with $p < 0.05$ ($p=0.018$). Similarly, when studying the brand attitude towards the eco-friendly brand, the emotional positioning (M= -2.24213, SD = 1.97747) compared to the functional positioning (M = -1.4942, SD = 1.72399) led to higher significant change. Table 8 indicates that the difference between the means compared is significant $t(254.276) = 3.486$ with $p < 0.05$ ($p = 0.001$). One-tailed probability can be ascertained by dividing the two-tailed significance value by two (Field, 2003 p. 341). Thus, it can be established that negative information about “emotional benefits” for brands positioned with “emotional benefits” results in higher negative change in the purchase intention - $p < 0.01$ ($0.018/2 = 0.009$) and in the brand attitude - $p < 0.01$ ($0.001/2 = 0.0005$), compared to negative information about “functional benefits” for brands positioned with “functional benefits” (Field, 2003). Hence, hypothesis 2 can be confirmed.

In sum, these results suggest that the proven significant negative change in the purchase intention and the brand attitude of customers after they have been exposed to negative publicity is stronger for brands positioned with “emotional benefits” compared to the change in the dependent variables for brands positioned with “functional benefits” ([Appendix 6.3](#)).

Table 8 – Independent sample t-test for H2

| Group statistics | Groups | Mean | Std. Deviation | Sig. (2-tailed) |
|-------------------------------------|----------------|----------|----------------|-----------------|
| Change in PI After negative info | 1 – Func. Pos. | -1,4109 | 1,75273 | ,018 |
| | 2 – Emo. Pos. | -2,0620 | 2,55793 | |
| Change in BA After negative info | 1 – Func. Pos. | -1,4942 | 1,72399 | ,001 |
| | 2 – Emo. Pos. | -2,24213 | 1,97747 | |

(BA – brand attitude; PI – purchase intention)

H3: For consumers with expressed high involvement with the environment the change in a) brand attitude and b) purchase intention will be higher when there is negative information about the “functional benefits” for brands positioned with “functional benefits”, compared to negative information about “emotional benefits” for brands positioned with “emotional benefits”.

According to hypothesis 3 highly involved with the environment consumers will experience higher negative shift in their behavior after they have being exposed on negative information about the “functional benefits” for brand positioned with “functional benefits”, compared to the ones exposed to negative publicity about “emotional benefits” for the brand positioned with “emotional benefits”. To test this hypothesis independent sample t-tests has been performed, comparing the means between the two groups (Group 1 = ad with functional positioning and Group 2 = ad with emotional positioning) on the negative change in the two dependent variables after they have been exposed to negative publicity. Furthermore a median split was used to categorize the subjects into high and low eco-involvement groups. Means for the high and low involvement Group 1 (ad with functional positioning) were $M=5.8889$ ($SD = 0.96995$) and $M=3.0476$ ($SD = 0.92066$), respectively and for Group 2 (ad with emotional positioning) were $M=5.6374$ ($SD = 0.91307$) and $M =3.6842$ ($SD = 0. 57447$) (Schuhwerk & Lefkoff-Hagius, 1995).

The relevant assumptions needed to be explored before conducting the t-test. First the normal distribution of the data is confirmed by the number of 199 subjects who have been identified as the high involvement respondents (Field, 2003 p. 133). Second, the data is measured on 7 point Likert scales, which can testify for the interval level measurement. Thirdly the data represents the responses of different participants and therefore fulfills the assumption for independency. Levene’s tests ($p<0.05$, $p =0.005$ and $p = 0.042$) indicate that we can assume the variances are not similar for the assumption of homogeneity (Field, 2003).

Table 9 represents the statistics for the two groups. After the exposure to negative publicity, the change in purchase intention for the brand when positioned with emotional benefits ($M = -1.5055$, $SD = 2.387$) on average is higher than the one for Body Shop when positioned as functional ($M = 1.4907$, $SD =1.857$). It can be seen on Table 8 that the difference between the means compared is insignificant $t(168,375) = 0.48$, with $p > 0.05$ ($p = 0.962$). Similarly when investigating the brand attitude towards the eco-friendly brand – the emotional positioning ($M = -1.5222$, $SD = 2.09$) compared to the functional positioning ($M = 1.3426$, $SD = 0.173$) is insignificantly higher $t(176,564) = 0.640$ with $p > 0.05$ ($p = 0.523$). These results suggest that negative change in the purchase intention and the brand attitude of highly eco-involved customers after they have been exposed to negative publicity is not significant. Thus the negative change in the dependent variables is not stronger for brands positioned with “functional benefits” compared to the change in the dependent variables for brands positioned with “emotional benefits”. The one-tailed results confirm the findings of the

hypothesis with insignificant results - $p = 0.481$ ($0.962/2$) and $p = 0.2661$ ($0.523/2$) (Field, 2003). Hence hypothesis 3 is not confirmed.

Additionally the low involvement group was also examined and interestingly the results compared to the high involvement group differ. The relevant assumptions have been explored as before. First the normal distribution of the data is confirmed by the number of 61 subjects who have been identified as the high involvement respondents (Field, 2003 p. 133). Second, the data is measured on 7 point Likert scales, which can testify for the interval level measurement. Thirdly the data represents the responses of different participants and therefore fulfills the assumption for independency. Levene's tests ($p < 0.05$, $p = 0.000$ and $p = 0.048$) indicate that we can assume the variances are not similar for the assumption of homogeneity (Field, 2003). As it can be seen on table 9, the change in purchase intention is significantly higher $p < 0.01$ ($p = 0.000$) for Body Shop when positioned as emotional brand ($M = - 3.47$, $SD = 2.356$), compared to when positioned as functional brand ($M = - 1.047$, $SD = 1.023$) with $t(54.766) = 5.480$. The same tendency is present when examining the brand attitude - the emotional positioning ($M = - 3.324$, $SD = 2.028$) compared to the functional positioning ($M = -0.7143$, $SD = 1.383$) is significantly higher $t(53.952) = 5.802$ with $p < 0.01$ ($p = 0.000$). Thus the results interestingly suggest that for people with low involvement towards the environment, the drop in purchase intention and brand attitude is on average higher for emotionally positioned green brands, compared to green brands positioned with functional benefits ([Appendix 6.4](#)).

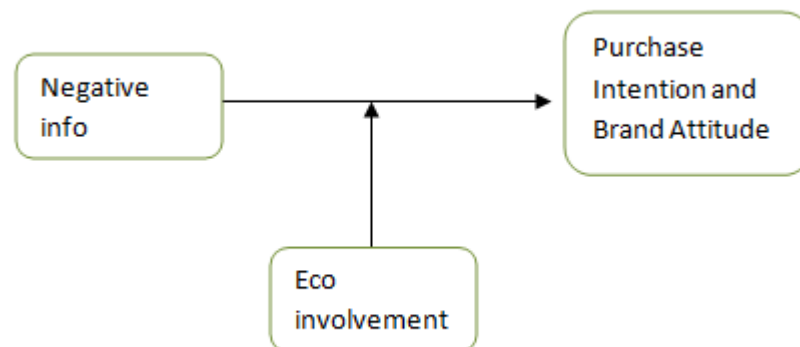
Table 9 – Independent sample t-test for H3

| High involvement group (N= 199) | Groups | Mean | Std. Deviation | T- test(Sig) |
|--|----------------|-------------|-----------------------|---------------------|
| Change in the purchase intention Body Shop | 1 – Func. Pos. | -1,4907 | 1,85702 | 0,962 |
| | 2 – Emo. Pos. | -1,5055 | 2,38688 | |
| Change in the brand attitude Body Shop | 1 – Func. Pos. | -1,3426 | 1,79908 | 0,523 |
| | 2 – Emo. Pos. | -1,5222 | 2,09455 | |
| Low involvement group (N = 61) | Groups | Mean | Std. Deviation | T- test(Sig) |
| Change in the purchase intention Body Shop | 1 – Func. Pos. | -1,0476 | 1,02353 | 0,000 |
| | 2 – Emo. Pos. | -3,4737 | 2,35655 | |
| Change in the brand attitude Body Shop | 1 – Func. Pos. | -,7143 | 1,38358 | 0,000 |
| | 2 – Emo. Pos. | -3,3243 | 2,02833 | |

4.5 Moderation analysis

In order to further investigate the influence of eco-involvement, a moderation analysis was carried out to study role of eco cautiousness on the change of the dependent variables after the consumers encounter negative publicity about a purchased brand. As introduced in Aguinis (1995), and Zedeck (1971) for the purpose of this study the moderation model was investigated on the two dependent variables – purchase intention and brand attitude. Hypothesis 3 suggests that there is not significant negative change in the purchase intention and the brand attitude of highly eco-involved customers after they have been exposed to negative publicity for brands positioned with “functional benefits” compared to the change in the dependent variables for brands positioned with “emotional benefits”. However, in order to study the attitude formation after encountering bad press, it is highly important to additionally include the predictors eco-involvement and negative perception in a moderation model, including all the studied subjects. The assumption of this thesis is that the eco-involvement will have a significant moderating role for forming an attitude by the consumers.

Figure 2 - Moderation effect



In short, the moderated multiple regression consists of two regression equations, which content a dependent variable Y, a predictor X and additional predictor Z which is hypothesized to be the moderator (Aguinis, 1995). Below are the two equations:

$$Y = a + b_1X + b_2Z + e$$

$$Y = a + b_1X + b_2Z + b_3X*Z + e$$

The first one represents a regression that tests the additive models of the main effects predicting separately X (negative info) and Z (eco-involvement) from Y and investigating their linear relationship to the dependent variables. The second is formed by creating a new

variable which represents the product between the standardized values of the two predictors (eco_inv*negative_info). This third variable is added to the regression and represents the suggested moderation effect of the eco-involvement on the dependent variables. The investigated dependent variables are the purchase intention and brand attitude of the two discriminated positioning groups - Group 1 = ad with functional positioning and Group 2 = ad with emotional positioning. Following hypothesis 3, the behaviors of all respondents were studied for the purpose on the thesis. The independent variable that is assumed to have influence on the dependent variables is the negative information. Thus we want to examine how influential on this negative information are the eco cautious respondents. As our interest is focused on the assumed moderation effect of the eco-involvement after the negative news exposure, additional control variables are not examined in the current model. The author of this research is aware that additional variables might influence the model significantly, but this will be further elaborated in the limitations descriptions of the thesis. Following Aguinis (1995), in order to test the statistical significance of the moderator and its effect, the R² of Equation 1 and 2 are compared and the F statistic based on the difference between them indicates the presence of a moderation interaction. For the purpose of this thesis eight regressions are run in order to investigate the effect:

Group 1(functional positioning) & Group 2(emotional positioning)

| | |
|-------------|---|
| PI Model 1: | $PI = a + b_1neg_inf + b_2eco_inv + e$ |
| PI Model 2: | $PI = a + b_1neg_inf + b_2eco_inv + b_3neg_inf*eco_inv + e$ |
| BA Model 1: | $BA = a + b_1neg_inf + b_2eco_inv + e$ |
| BA Model2: | $BA = a + b_1neg_inf + b_2eco_inv + b_3neg_inf*eco_inv + e$ |

Functional positioning

The results of the Multiple Moderated Regression (MMR) from Group 1 indicate that the both regression models with **purchase intention** as dependent variable are significant. Model 1 with predictors only the two independent variables (eco-involvement and negative info) with p = 0.000 and Model 2 with the included moderator p = 0.000. On table 10 it can be seen that R² (R² =0. 183) in Model 2 has increased compared to the R² in Model 1(R² = 0.127), meaning that there is more variance explained in the model containing the moderator – 18.3%. The value of the R square represents the portion of the variance in the dependent variable, which can be explained by the independent variables in the regression model. The linear relationship in both models proven by the significant F statistic values, indicates the ability of the model to predict the dependent variable (Model 1, F = 9.128; Model 2, F =

9.325). The unstandardized coefficient Beta (B) indicates how much the dependent variable will change in case the dependent variable is increased with one unit, holding all the rest of the variables as constant values. The standardized Beta (β) coefficients explain the relative importance of the independent variable and are result of their own standard deviations in order for the variances to be equal to 1. Furthermore the (β) coefficients are better predictors when the variables express unequal units of measurement (Field, 2003). From Model 1 it can be inferred that the eco-involvement does not represent significantly influential predictor on the **purchase intention** $p > 0.005$ ($\beta = - 0,183$, $p = 0.068$). Hence eco-involvement does not have direct linear relationship with the dependent variable. It can be seen that the eco cautiousness itself is insignificant in Model 2 as well $p > 0.005$ ($\beta = - 0. 178$, $p = 0.068$), therefore being no influencer alone on the purchase intention of the respondents. However, the negative information in both equations has negative and significant linear relationship to the dependent variable (Model 1 $\beta = - 0.368$, $p = 0.000$; Model 2 $\beta = - 0.320$, $p = 0.002$). Additionally, the standardized β values indicate that this independent variable has the most effect among all on the dependent variable, followed by the moderator in Model 2 ($B_{neg.info.} = - 0.262$; $B_{moderator} = -0.241$). In Model 2 it can be seen that there is negative linear relationship on the moderator variable to the dependent variable ($\beta = -.537$, $p = 0.004$). Hence, it can be concluded that there eco-involvement has a moderating effect on the relationship between the perception of the negative information by the consumers and their purchase intention ([Appendix 6.5](#)). Results are illustrated on table 10.

Furthermore, when investigating the assumed moderation effect of the eco-involvement on the **brand attitude**, both regression models are significant in their estimation $p < 0.001$ ($p = 0.000$). Model 1 which includes only the two variables without the moderation effect explains 14.7% ($R^2 = 0.147$) of the variance and Model 2 – 20.3% ($R^2 = 0.203$). The linear relationship in both models is proven by the significant F values, indicating the ability of the model to predict the dependent variable (Model 1, $F = 10.873$; Model 2, $F = 10.607$). In both models the eco-involvement represents insignificant values $p > 0.005$ (Model 1 $\beta = - 0.133$, $p = 0.130$; Model 2 $\beta = - 0.129$, $p = 0.132$). Hence, eco-involvement does not have direct linear relationship with the dependent variable and is no influencer alone on the purchase intention of the respondents. The negative information has negative and significant linear relationship to the dependent variable in both models (Model 1 $\beta = - 0.376$, $p = 0.000$; Model 2 $\beta = - 0.333$, $p = 0.000$). The standardized Beta values in Model 2 indicate that this predictor has the most influence on the dependent variable, followed by the moderator ($B_{neg.info.} = -0.307$; $B_{moderator} = - 0.239$). In Model 2 it can be seen that there is negative

significant relationship on the moderator variable to the dependent variable ($\beta = -0.475$, $p = 0.004$). Therefore it can be concluded that the eco-involvement has a moderating effect on the relationship between the perception of the negative information by the consumers and their brand attitude. Results can be seen on table 10.

Overall it can be concluded that when evaluating brands positioned as functional, the consumers tend to influence their behavior towards the brand not solely on the negative news, but together with their relation of the eco-involvement as a moderating variable. Thus, the eco-involvement has only moderating influence on the purchase intention and brand attitude and not direct relationship on them. This combined with the results of H2 leads to the proven moderation effect of the eco-involvement of the negative change of the dependent variables after exposure to negative publicity. Hence, eco-involvement has no direct influence when decision making on whether to buy an eco friendly brand positioned with functional benefits.

Table 10 – Moderation effect for functional positioning

| Purchase intention of customers towards functional brand positioning | | | | | |
|---|----------------------|--------------------------------|-------------------|---------------------------------|-------------|
| | Coefficients | Unstandardized Coeff. B | Std. Error | Standardized Coeff. Beta | Sig. |
| Model 1 | (Constant) | 6,530 | ,753 | | ,000 |
| | Negative information | -,368 | ,102 | -,302 | ,000 |
| | Eco-involvement | -,183 | ,099 | -,154 | ,068 |
| Model 2 | (Constant) | 6,298 | ,735 | | ,000 |
| | Negative information | -,320 | ,101 | -,262 | ,002 |
| | Eco-involvement | -,178 | ,097 | -,150 | ,068 |
| | moderator | -,537 | ,183 | -,241 | ,004 |

Note: Model 1: $R^2 = 0.127$, $F = 9.128$, $p = 0.000$

Model 2: $R^2 = 0.183$, $F = 9.325$, $p = 0.000$

| Brand attitude of customers towards functional brand positioning | | | | | |
|---|----------------------|--------------------------------|-------------------|---------------------------------|-------------|
| | Coefficients | Unstandardized Coeff. B | Std. Error | Standardized Coeff. Beta | Sig. |
| Model 1 | (Constant) | 6,274 | ,661 | | ,000 |
| | Negative information | -,376 | ,090 | -,347 | ,000 |
| | Eco-involvement | -,133 | ,087 | -,126 | ,130 |
| Model 2 | (Constant) | 6,068 | ,646 | | ,000 |
| | Negative information | -,333 | ,088 | -,307 | ,000 |
| | Eco-involvement | -,129 | ,085 | -,122 | ,132 |
| | moderator | -,475 | ,161 | -,239 | ,004 |

Note: Model 1: $R^2 = 0.147$, $F = 10.873$, $p = 0.000$

Model 2: $R^2 = 0.203$, $F = 10.607$, $p = 0.000$

Emotional positioning

The results of the MMR from Group 2 indicate that both regression models with **purchase intention** as dependent variable are significant. Model 1 has for predictors only the two dependent variables with $p = 0.000$ and Model 2 with the included moderator $p = 0.000$. On table 11 it can be seen that R^2 in Model 1 explains 22.8% of the variance ($R^2 = 0.228$) and Model 2 explains higher percentage of the variance – 23.9% ($R^2 = 0.239$). The linear relationship in both models has significant F statistics (Model 1, $F = 18.714$; Model 2, $F = 13.200$) thus being able to predict the dependent variable. In Model 1 the eco-involvement represents significant value $p > 0.005$ ($\beta = 0.255$, $p = 0.040$) and in Model 2 the value is insignificant ($\beta = 0.225$, $p = 0.073$). Thus eco-involvement is influencing directly the purchase intention of the respondents. Furthermore, the added moderator in Model 2 has insignificant relationship to the dependent variable ($\beta = 0.232$, $p = 0.170$), thus having no influence on the purchase intention. The negative information is the only significantly related independent variable to the dependent variable in both models (Model 1 $\beta = -0.632$, $p = 0.000$; Model 2 $\beta = -0.661$, $p = 0.000$). What is more, the standardized Beta values in Model 2 indicate that this independent variable has the most influence on the outcome variable, only in this group the second predictor of importance is the eco-involvement ($B_{\text{neg.info.}} = -0.439$; $B_{\text{eco.inv.}} = 0.110$) ([Appendix 6.5](#)).

Brand attitude was further investigated in order to assess whether the eco-involvement will be a significant as predictor and moderator in the two estimation models. Both models are significant with $p < 0.001$ ($p = 0.000$). On table 11 it can be seen that R^2 in Model 1 explains 20.3% of the variance ($R^2 = 0.203$) and Model 2 explains higher percentage of the variance – 21.2% ($R^2 = 0.212$). The linear relationship in both models has significant F statistics (Model 1, $F = 16.215$; Model 2, $F = 11.286$) thus being able to predict the dependent variable. In Model 1 the eco-involvement represents insignificant value $p > 0.005$ ($\beta = 0.107$, $p = 0.243$) and in Model 2 the value is insignificant as well ($\beta = 0.088$, $p = 0.345$). Thus eco-cautiousness is not influencing directly the brand attitude of the respondents. Most importantly the added moderator in Model 2 has also insignificant relationship to the dependent variable ($\beta = 0.146$, $p = 0.248$), thus having no influence on the dependent variable. The negative information again is the only significantly related independent variable to the dependent variable in both models (Model 1 $\beta = -0.469$, $p = 0.000$; Model 2 $\beta = -0.487$, $p = 0.000$). Additionally, the standardized Beta value in Model 2 indicates that the negative information variable has the most impact on the dependent variable ($B = -0.447$).

It can be concluded that when evaluating brand positioned with emotional benefits, the behavior towards the brand is not influenced by the eco cautiousness of the consumer. This combined with the results of H2 proves that there is no moderation effect of the eco-involvement to the negative change of the dependent variables after exposure to negative publicity. However eco-involvement influences directly the purchase intention of green brands positioned as emotional. The results are illustrated on table 11.

All in all the results from the MMS suggest that the eco-involvement moderates the attitude and the purchase intention towards a green brand in case when they evaluate the functional attributes of the brand and negative news in this respect. Additionally, we can suggest that eco-involvement does not have direct influence on the decision-making process. Hence, the assumption made in this thesis is supported partially as the moderator is present only in the functional positioning group and not in the emotionally positioning group. Moreover, emotional positioning of green brand leads to direct influence of the eco-involvement on the purchase intention. No moderating effect has been discovered and there is only direct linear relationship between the dependent variable and the eco-involvement.

Table 11 – Moderation effect for emotional positioning

| <i>Purchase intention of customers towards emotional brand positioning</i> | | | | | |
|--|----------------------|--|-------------------|---|-------------|
| | Coefficients | Unstandardized Coeff. B | Std. Error | Standardized Coeff. Beta | Sig. |
| Model 1 | (Constant) | 5,858 | 1,029 | | ,000 |
| | Negative information | -,632 | ,119 | -,420 | ,000 |
| | Eco-involvement | ,255 | ,123 | ,165 | ,040 |
| Model 2 | (Constant) | 6,225 | 1,059 | | ,000 |
| | Negative information | -,661 | ,121 | -,439 | ,000 |
| | Eco-involvement | ,225 | ,124 | ,145 | ,073 |
| | moderator | ,232 | ,168 | ,110 | ,170 |

Note: Model 1: $R^2 = 0.228$, $F = 18.714$ $p = 0.000$

Model 2: $R^2 = 0.239$, $F = 13.200$, $p = 0.000$

| <i>Brand attitude of customers towards emotional brand positioning</i> | | | | | |
|--|----------------------|---|-------------------|---|-------------|
| | Coefficients | Unstandardized Coeffi. B | Std. Error | Standardized Coeff. Beta | Sig. |
| Model 1 | (Constant) | 5,732 | ,767 | | ,000 |
| | Negative information | -,469 | ,089 | -,425 | ,000 |
| | Eco-involvement | ,107 | ,092 | ,094 | ,243 |
| Model 2 | (Constant) | 5,961 | ,791 | | ,000 |
| | Negative information | -,487 | ,090 | -,441 | ,000 |
| | Eco-involvement | ,088 | ,093 | ,077 | ,345 |
| | moderator | ,146 | ,126 | ,094 | ,248 |

Note: Model 1: $R^2 = 0.203$, $F = 16.215$, $p = 0.000$

Model 2: $R^2 = 0.212$, $F = 11.286$, $p = 0.000$

4.6 Summary of results

Table 12 – Summary of hypothesis

| | |
|--|--|
| H1: Green brand positioning with “emotional benefits” will result in higher a) brand attitude and b) purchase intention compared to green brand positioning with “functional benefits” | Can reject H0. Thus emotional brand positioning has more favorable brand attitude and purchase intention compared to functional brand positioning on green brands. |
| H2: Negative information about “emotional benefits” for brands positioned with “emotional benefits” will result in higher negative change in a) brand attitude b) purchase intention compared to negative information about “functional benefits” for brands positioned with “functional benefits”. | Can reject H0. This has the meaning that there is significant difference in the general audience in the negative change of brand attitude and purchase intention in the two different contexts. Attribute related negative information for brands positioned with “emotional benefits” is higher, than ” for brands positioned with “functional benefits”. |
| H3: For consumers with expressed high involvement with the environment the change in a) brand attitude b) purchase intention will be higher when there is negative information about the “functional benefits” for brands positioned with “functional benefits”, compared to negative publicity/information about “emotional benefits” for brands positioned with “emotional benefits”. | Cannot reject H0. Thus it is confirmed that highly involved eco cautious consumers do not react more negatively on changing their BA and PI towards brand positioned as functional; but does for brand positioned as emotional - partial moderation confirmed. |

Chapter 5: Conclusion

5.1 General discussion

As it was clearly identified earlier in this body of work, the main research objective is to gain deeper understanding into consumer perceptions about the positioning of a brand with regards to the two dimensions – functional and emotional benefits. Furthermore this thesis aims to investigate the consumer responses to negative publicity related to each of the dimensions and its influence to their brand attitude and purchase intention. Moreover I wanted to examine whether eco-involvement will be influential in either of the two positioning strategies as a moderator in the relationship between negative information and the above mentioned consumer's behavior towards the green brand.

Consistent with the research of Ibanez and Hartman (2005) the following results suggest that consumers perceive more favorably the emotional type of brand and product positioning. This thesis examined and confirmed the differentiation between functional and emotional brand positioning through a pre-test, followed by a confirmation analysis in the main survey. The same results are apparent in the study of Ibanez and Hartman (2005) and this supports the understanding of Johar and Sirgy (1991) that a text in the advertising appeal is more likely to serve functional positioning strategy, whilst solely pictorial illustrations promote the emotional construct of the attitude. Moreover the results of Hypothesis 1 reveal that consumers show significantly higher purchase intention and brand attitude when the same brand is positioned based on its emotional benefits instead of functional benefits. This is important also because as those authors note, the proper communication of green brand attributes lies in the core of the commercial success of sustainable products and marketers need to focus on the correct strategies. The following results are clearly in alignment with the findings of Johri and Sahaskamontri (1998) that consumers do not base their purchase behaviors solely on the green concern, rather they place importance on the emotional and functional attributes of the brand. This becomes apparent through the difference in the dependent variables for one brand positioned in the two different dimensions. To further extend their claim this thesis suggests that they place more importance on the functional attributes e.g. to be safe for the skin (M=4, 64), performance (M=4, 42), to be helpful (M=4, 22), price (M=4, 11) when evaluating them simultaneously in the pre test. However following the main test the brand with emotional positioning is more preferred (higher brand attitude and purchase intention) compared to the one positioned with the functional attributes in the main survey.

On the other hand, the findings are contrary to the claims of Baker (2003) that successful positioning should focus around one or more functional attributes that benefit the customers themselves. It becomes clear that people are more attracted to the emotional positioning of a brand, even when it does not relate directly to any problem solving or helpful attributes.

One of the main findings arising from this research is that once consumers encounter negative publicity about a green brand they are willing to purchase, they tend to diminish their intention significantly. Thus this thesis proves further the findings of Rahbar and Wahid (2011) that there is strong relationship between the trust in green brands and the purchase behavior. This thesis suggests that consumers lose trust in eco friendly brands in case they encounter negative press release focused on either of the attributes. This is also in line with the findings of Pulling et al. (2006) which are the first to suggest that the studied independently functional and emotional related negative publicity will both have negative results on brand attitude. What is more a crucial contribution of this thesis is the suggestion that more likely differentiation exists in the general audience on the evaluation of negative publicity in the two types of benefits. The findings following from H2 suggest that people perceive differently both types of harmful publicity and they diminish more their brand attitude and purchase intention when they encounter negative publicity about the emotional benefits of the brand. This can be due to the fact that many people perceive green brands and products as emotionally beneficial in general and thus they create an emotional bound with it by feeling that they contribute to the “common good” (Hartman & Ibanez, 2012).

Furthermore, the findings of H3 do not lend full support to the discussions in the light of the ELM model of Petty and Cacioppo (1990) who suggest that higher involvement results in attitude formation towards a brand based on the functional appeal. Interestingly it seems from the results of the survey that higher degree of eco-involvement does not lead to stronger influence of either on the brand positioning strategies. A possible explanation can be that highly eco-involved consumers experience trust issues with the green brand, no matter which aspect is negatively influenced, because the negative publicity is accepted as more diagnostic and as a stronger influencer compared to positive publicity (Burnkrant & Unnava, 2000). Hence any kind of negative PR forms a strong negative attitude change. Another reason might be that highly eco-involved consumers are influenced by the general environmental performance of the production company and thus failure in any aspect is judged equally negatively (Grimmer & Bingham, 2013). Moreover, when investigating deeper the influence of eco-involvement it becomes apparent that the predictor has a stronger significant effect as a

moderator on forming an attitude by the consumers in the case when the functional brand positioning is studied. Those results are important as they prove together combined with the results of Hypothesis 2 that eco-involvement is indeed only a moderator and not a direct influencer in the relationship between the change of the dependent variables and the exposure to functional attributes related negative publicity. Eco-involvement appears to have no moderating effect on attitude formation in the case of emotionally positioned green brand. Moreover the predictor has direct linear relationship on purchase behavior, which can testify for stronger influence on this dependent variable. Thus the significantly stronger attitude change towards emotional brands proved in H2 can be also explained by the direct linear relationship between the outcome variable and the eco-involvement.

Additional findings

Hartmann and Ibanez (2008) claim that low eco concerned consumers experience strong degree of emotional (“warm-glow”) benefits, compared to the highly eco cautious customers who do not seem to place value on emotional benefits (Hartmann & Apaolaza-Ibanez, 2008). Thus the findings from the investigation on the low involved consumers show that their negative change in purchase intention and brand attitude is significantly higher in favor of the emotional attributes. Hence, those results are in line with the suggestion of the ELM of Petty and Cacioppo (1990) that low audience involvement results in a peripheral route to attitude formation brand and additionally prove that low involved consumers respond more to the emotional (value – expressive) appeals of a product (Johar & Sirgy, 1991).

5.2 Academic contribution

The subject of green brand positioning is highly relevant in academic literature since the 1990s as companies started to realize the importance of environmental responsibility. The current study is addressing several challenges in studying the widely accepted two dimensional positioning perceived as functional and emotional.

One of the main contributions of this thesis lies in its translation of the reviewed literature of functional versus emotional brand positioning in the context of green branding. Different studies address those two dimensions and suggest the clear distinction in the mind of the consumer (Pham & Muthukrishnah 2002; Fuchs et al., 2009; Bhat & Reddy, 1998; Park et al.1986; Hirschman & Holbrook, 1982; Okada 2005; Chitturi, 2007; Wertebroch & Dhar, 2000, Voss et al., 2003). More specifically this study adds up to the research of Hartman and Ibanez (2005) by using a different approach for confirming their findings that emotional

positioning has predominance compared to functional positioning in the green branding. This study adds up by extending these findings to the new context which in this case is the influence of negative publicity.

Secondly, publicity for green positioned brands have become more vigorous since ever more companies are embracing sustainability as their core functions (Drumwright, 1994). Separately different studies have been performed in order to examine a) attitude towards green positioned brands in the light of positive information about them (Hartmann & Ibáñez, 2006; Hartmann & Ibáñez, 2005; Ko et al., 2013; Rahbar & Wahid, 2011a; Taylor & Kinnear, 1973) and b) attitude towards a brand in the light of negative publicity (Burnkrant & Unnava, 2000; Maheswaran & Meyers-Levy, 1990; Monga & John, 2008). However, this thesis is the first to explore the combination of negative publicity effect on brands positioned as eco friendly. The experimental design allowed the study to separately address the different positioning strategies and their perception without any comparison to occur in the mind of the consumer between them. An important observation is that negative publicity is indeed strong influencer on the decision making process of the consumer, also with regards to which attributes are affected.

Thirdly, an important contribution of this thesis lies in the investigation of green brand positioning preference, focused on the cosmetics product category. As suggested by Fuchs and Diamantopoulos (2010) in whose research the consumers show more favorable attitude towards the functional attributes of a car brand – in lower involvement product category (due to the lower price of the purchased product) the results can differ. Moreover, the design addressed limitations of previous studies focused on green brand positioning but failing to address specific known brand which according to Rahbar and Wahid (2011) does not give the opportunity of respondents to compare eco branded versus non eco branded products. In this thesis the consumers were asked to answer the questions of the survey on four different cosmetic brands evaluated in the pre test– two of them were perceived as eco friendly (Body shop and Biotherm) and the other two as regular (L’Oreal and Garnier).

Fourthly, the results of H2 and H3 suggest that the change in purchase intention and brand attitude is apparent and in negative direction. What is more it is lowering significantly more for the emotionally positioned brand. Apparently the respondents are more sensitive on emotional attributes, hence they have higher negative attitude change when the brand Body Shop is positioned as emotional. However, when examining only the highly involved eco cautious consumers in H3, this is no longer valid. Those consumers suggest that after negative publicity they do not react significantly different on changing their attitude. This is contrary

to prior research which indicates that stronger degree of involvement results in stronger influence of the functional appeal of the brand (Johar & Sirgy, 1991). However, this suggests the academia, that different involvement types have different influence on attitude formation. In this thesis it becomes notable that high eco-involvement results in equally perceived damage in both positioning strategies – emotional and functional.

Lastly, this thesis made use of online questionnaires distributed as for survey experiments to randomly assigned participants to the two different conditions. From analytical point of interest this research benefited from using online survey tools as ease of distribution and simplicity in analyzing and coding of the data that was collected for two weeks time. All in all this approach adds up to the research of Ibanez and Hartmann (2005) by providing more representative and diverse sample (females between the age of 18 and 59) for the chosen product group (cosmetics), rather than making use only of student's sample.

5.3 Managerial implications

The thesis mainly looks at brand positioning in terms of emotional and functional dimensions and how consumers react to negative publicity in both cases. Furthermore, the study tapped into the behavior of high involved green consumers and their brand attitude formation in case of negative publicity.

The findings can thus provide recommendations for brand managers, public relation specialists and marketing practitioners in order to create, develop and maintain strong and favorable brands. In terms of product promotion, the results of this study would seem to indicate that promotional appeals centered around building emotional beneficial positioning strategies as it appears to have strongest influence on the consumers (Hartman & Ibanez, 2005). An example can be that a green brand is perceived very well when it relates to the customer as “sensuous” or with good corporate reputation. Thus for instance it can be dreadful for brands as Body Shop to be widely know as owned by L’Oreal – the former is considered to be green and not testing on animals when the latter is acclaimed as testing on animals. Such type of contradictions might harm the green brands in a permanent way. As the study is focused on green brands, it becomes apparent that consumers on average purchase the brand not solely because it performs in line with their needs, but under the influence of emotional positioning strategies.

Based on the gathered insights green marketing practitioners can gain more confidence by focusing on symbolic benefits in advertising when building communication campaigns in order to achieve the bestseller effect (Bhat, 1998). More specifically this means that

advertising strategies reflecting personality related attributes (e.g. “warm-glow”) of the brand can use appeals that build on the self–concept of one’s values. In such cases this can be done by using pictorial illustrations and emotional cues to promote the symbolic construct of a brand (Johar & Sirgy, 1991). As a concrete suggestion practitioners can follow the successful example of a company as Eastman Chemical B.V.⁵ In their portfolio they have plastic which as point of difference is Bisephtol -A⁶ free – a functional, performance and safety related benefit. However, when promoting the material they focus mainly on tactics that relate emotionally to the end consumer - pictorial brochures and banners with mother and baby eating from products made of their plastics or fresh vegetables stored again on products made of the plastic material. Thus marketers can communicate the functional benefits of a product trough emotionally translated MarCom platforms in order to increase the interest of the end consumer.

Furthermore, it is important for companies to create and retain an image of credible manufacturer while building trust in the consumer. For sustainable companies, when building integrated marketing campaigns it is important to stress on the emotional cues of a product (e.g. “not tested on animals”), but to keep in mind that consumers will highly appreciate and evaluate also performance related cues as safety and effectiveness. All in all practitioners can confidently diminish green branding strategies that aim to inform the customer about number of versatile product benefits based on its functionality as this might result in overwhelming the consumers mind with too much information. This can also be a result from the lack of trust in different performance related claims (Shrum et al., 1995). Thus brand managers can rely on attracting the consumers attention by evoking emotional relation to the brand and then provoking their experience with the brand to speak for its functional abilities itself.

Taking into account the results from this empirical study it becomes clear that negative publicity can be extremely harmful for green positioned brands. Nowadays the information flow is rapid and companies need to focus more attention on following news websites, blogs and social media websites. This can be done by expanding marketing departments with people who specifically investigate and analyze the brand related content on such platforms and as it is already done by number of big corporations which employ the so called “Media monitoring services”. “Engaging on the Web can work to avoid bad publicity slips by keeping an open path of communication between company and customer“says Gerry Corbett, Public Relations

⁵ <http://www.eastman.com/Pages/Home.aspx>

⁶ www.mayoclinic.org/healthy-living/nutrition-and-healthy-eating/expert-answers/bpa/faq-20058331

Society of America chairman and CEO.⁷ In case that negative claims appear over a brand, it can be reacted on time and thus to reduce the damage as much as possible. More pragmatically for green brands it is important to note that highly eco-involved customers evaluate both - the functional attributes of a brand and the emotional, when reconsidering their purchase behavior. Hence for negative publicity affecting any of the dimensions of a product or a brand, eco cautious consumers will react negatively even if they purchase the brand more for its emotional value on the first place. Public relations specialist in this respect need to place more value on the outgoing information in the open press and even to try preventing such publicity by contacting publishers and bloggers directly and on time. Companies who think that bad publicity won't happen to them should contra wise be prepared for a crisis in order to stay in control of such situations. Most importantly, being prepared for adverse publicity can help the smart company to stop a bad story becoming a terrible one.

5.4 Limitations

The current study should be considered in the light of few limitations, resulting from the convoluted nature of studying green brand positioning combined with negative publicity influence.

As noted by Ibanez and Hartmann (2005) measures for emotional and functional evaluations were specifically developed for the purpose of the present study, and it is suggested that their potential outweighed the conceptual limitations. In the line of this study it can be the case that different verbal or pictorial items representing functional and emotional positioning associations might be more appropriate than the ones used in the pre test and the main survey.

Furthermore, aside the moderation analysis, the implemented method is more outcome oriented rather than process oriented and thus does not examine the thoughts that subjects spontaneously can generate while evaluating the two conditions – functional and emotional positioning. Thus different factors and exogenous variables might influence the decision making process along the study (Wertenbroch and Dhar, 2000).

What is more, demographic and cultural influences can be studied in the process of attitude formation as this sample indeed is international and also consists of people with different income levels. Although the number of participants fulfills the requirements for sufficient empirical analysis, generalizing the findings of this study is difficult as the size can still be considered small for all green consumers (D'Souza et al., 2006). It should also be

⁷ <http://www.bizjournals.com/bizjournals/how-to/marketing/2012/01/how-to-handle-bad-publicity.html?page=all>

acknowledged that not only the employed types of positioning, but the specific content of the print ad is likely to influence the effectiveness and the attitude formation. Thus different appeals and media sources can be used (Fuchs & Diamantopoulos, 2010).

It is important to note that the dependent variables – brand attitude and purchase intentions were studied separately. This is conspicuous limitation of the thesis as correlation that might exist between both is not taken into account. A proof for this possibility are the results in the moderation analysis about emotionally positioned brands which indicate that purchase intention and brand attitude are influenced differently by the eco-involvement. Furthermore the usage of multidimensional scales throughout the survey might have affected the responses of the sample, as it can be considered as “repetition” of the questions and thus attention can be lost. It is notable that the brand studied – Body Shop might have different attributes that affect the consumer’s attitude, not solely based on the print ads. Thus different variables as brand favorability could have been studied as well.

What is more, while investigating Hypothesis 3 and the moderation effect, the thesis relies on the approach proposed by Aguinis (1995) when additional analysis following e.g. Baron and Keanny (1986) can be better estimator. Testing different approach on this can bring more insightful understanding of the behavior on eco cautious consumers towards the two positioning strategies.

Despite the confirmation of the results for the brand perception done on the pre-test and the high reliability of the two dimensional scales, the sample size in the pre – test is considered too small for performing factor analysis with generalizable results. However the confirmation in chapter 4.3 aims to overcome these limitations for as far as possible. Furthermore as noted by Bhat (1986), the results from the pre test in this thesis suggest the multidimensionality of the emotional perceptions attitude as well. Nonetheless this was not taken into account for the ease of translating the outcome in the followed main test.

5.5 Future research

Sustainability or eco responsibility are now seen from the modern business world as important measure of company’s effectiveness. Firms with records that hold upper records on the environmental performance are perceived as well-managed and devoted to the long-term success of the company and its community (Johri & Sahasakmontri, 1998).

The future of green branding and in this respect green marketing is of a crucial understanding as more and more consumers get back to the roots of the simple and natural living in the name of the good for our environment. This thesis takes use of the two

positioning strategies – functional versus emotional examined separately. As followed by Hartman and Ibanez (2005), future research can be built on based on the proposed framework in this thesis, but including also the combination of both as a hybrid strategy. In the light of the above, future research can be focused on examining positioning strategies that have not been included e.g. surrogate positioning as they will through additional light on the relative effectiveness of green brand positioning in general (Fuchs & Diamantopoulos, 2010).

This study represents a starting point for improving the understanding of the relationship between green positioned brands and addressing problems of negative publicity. Here I have studied negative publicity separately as an influencer on change of brand attitude and purchase behavior. Although the results are significant and sufficient for drawing relevant conclusions, further explanation can be considered by expanding the experimental design to comparing negative change in case of negative publicity for green and regular brands. Moreover this research is focused on attribute related negative information, when in previous studies perceived negative publicity for morality can be higher influencer (Burnkrant & Unnava, 2000). Thus it can be examined whether different types of negative publicity will have different effect to consumers behavior change. Additionally as this research is focused on negativity on the context of informational publicity, in the future those findings can be expanded to different sources of negative information as negative TV advertising, word of mouth and comparative advertising. Given the fact that information in the media is judged by the credibility of its source, such insights would enrich the generalizability of the current framework (Burnkrant & Unnava, 2000).

The lack of support in hypothesis 3 leads to further questions related to the negative attitude change after exposure to negative publicity. As it became apparent, the high eco-involved consumers did not differ in their change of the dependent variables – purchase intention and brand attitude. Thus it will be of interest to further investigate additional reasons for this behavior as for instance past experience with the brand or different attributes which are stronger in forming brand attitude (e.g. source of information, brand specification, green labeling etc.) (Rahbar & Wahid, 2011; D'Souza, 2006).

Furthermore, eco-involvement has proven to be a moderator in the attitude change after the exposure to negative publicity in terms of the functionality of the brand. As generally accepted framework the high and low involved consumers differ in their perceptions as they serve better to respectively functional and emotional cues (Andrews & Shimp, 1990; Guthrie & Kim, 2008; Johar & Sirgy, 1991). Thus, the same method can be used to examine whether eco-involvement has same influence in the “before” setting (before exposure to negative

news). Additionally, as this study took into account the responses only of females as considered for more representative sample for the evaluation of the chosen cosmetic brands, it will be interesting to include males within appropriate product category e.g. food and beverage.

In sum, the topic of green brand positioning in different dimensions and negative publicity towards those provides numerous different opportunities for expanding in new context. It can also be stressed that this study is not a laboratory experiment, but rather a study of positioning strategies integrated in real advertisements of real brands. Hence, the findings are consistent with a “real live” scenario (Fuchs & Diamantopoulos, 2010). Thus, they are relevant to be taken into account from practitioners. However, additional similar experiment can be computed with fictional brands incorporating the same positioning strategies in order to further validate the results by avoiding the bias of familiarity with the chosen green brands. Moreover, future studies are needed to examine and link the positioning effectiveness of the green branding to financial measures as comparing willingness to pay specific amount of money related to the experimental ads, in order to measure its importance for more relevant applicable results for the marketing managers.

Appendix 1 - Pre test

Appendix 1.1 - Importance means descriptive

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---------------------------|----|---------|---------|------|----------------|
| Tobesafefortheskin | 36 | 2 | 5 | 4,64 | ,798 |
| Performancetobeeffective | 36 | 2 | 5 | 4,42 | ,841 |
| Tobehelpful | 36 | 1 | 5 | 4,22 | ,898 |
| Manufacturerscredibility | 36 | 3 | 5 | 4,19 | ,668 |
| Pricegoodvalueformoney | 36 | 2 | 5 | 4,11 | ,820 |
| Tobelonglasting | 36 | 2 | 5 | 4,08 | ,874 |
| Ingredientstobeorganic | 36 | 2 | 5 | 3,97 | ,941 |
| Nottobetestedonanimals | 36 | 2 | 5 | 3,92 | 1,105 |
| Tobepractical | 36 | 2 | 5 | 3,86 | ,961 |
| Tobesensuous | 36 | 1 | 5 | 3,58 | 1,079 |
| Tobeexciting | 36 | 1 | 5 | 3,36 | 1,199 |
| Tobeluxurious | 36 | 1 | 5 | 3,22 | ,959 |
| Appearanceofthepackage | 36 | 1 | 5 | 3,19 | 1,167 |
| Textureoftheproduct | 36 | 1 | 5 | 3,17 | 1,056 |
| Fragrance | 36 | 1 | 5 | 3,17 | 1,082 |
| Tobeeasytohandlepackaging | 36 | 1 | 5 | 3,11 | 1,166 |
| Tobesophisticated | 36 | 1 | 5 | 3,08 | 1,025 |
| Valid N (listwise) | 36 | | | | |

Paired Samples Statistics

| | Mean | N | Std. Deviation | Std. Error Mean |
|--------------------|--------|----|----------------|-----------------|
| Pair 1 Ratings_emo | 3,4861 | 36 | ,48765 | ,08127 |
| Ratings_funk | 4,0635 | 36 | ,55111 | ,09185 |

Paired Samples Test

| | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|--|--------------------|----------------|-----------------|---|-------|---|----|-----------------|
| | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | Upper | | | |
| | | | | | | | | |

Paired Samples Test

| | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|-----------------------------------|--------------------|----------------|-----------------|---|---------|--------|----|-----------------|
| | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | Upper | | | |
| Pair 1 Ratings_emo - Ratings_funk | -,57738 | ,47393 | ,07899 | -,73774 | -,41703 | -7,310 | 35 | ,000 |

Appendix 1.2 - Attributes association descriptive

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---------------------------|----|---------|---------|-------|----------------|
| Tobeluxurious | 36 | 5 | 13 | 10,14 | 2,463 |
| Tobeexciting | 36 | 1 | 13 | 10,03 | 2,751 |
| Appearanceofthepackage | 36 | 1 | 13 | 9,89 | 3,050 |
| Tobesophisticated | 36 | 1 | 13 | 9,19 | 3,250 |
| Fragrance | 36 | 1 | 13 | 8,81 | 3,388 |
| Tobesensuous | 36 | 1 | 13 | 8,56 | 3,238 |
| Nottobetestedonanimals | 36 | 1 | 12 | 8,25 | 3,202 |
| Manufacturerscredibility | 36 | 1 | 13 | 7,44 | 3,130 |
| Textureoftheproduct | 36 | 1 | 13 | 6,17 | 3,509 |
| Ingredientstobeorganic | 36 | 1 | 13 | 5,86 | 2,939 |
| Pricegoodvalueformoney | 36 | 1 | 11 | 3,64 | 2,880 |
| Tobehelpful | 36 | 1 | 11 | 3,58 | 2,419 |
| Tobesafefortheskin | 36 | 1 | 11 | 3,42 | 2,862 |
| Tobelonglasting | 36 | 1 | 11 | 3,42 | 2,892 |
| Performancetobeeffective | 36 | 1 | 12 | 3,36 | 3,253 |
| Tobepactical | 36 | 1 | 13 | 3,17 | 2,844 |
| Tobeeasytohandlepackaging | 36 | 1 | 11 | 3,00 | 2,736 |
| Valid N (listwise) | 36 | | | | |

Appendix 1.3 - Attributes association factor analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | ,637 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 274,035 |
| | Df | 136 |
| | Sig. | ,000 |

Rotated Component Matrix^a

| | Component | | | |
|---------------------------|-------------|-------------|-------------|-------------|
| | 1 | 2 | 3 | 4 |
| Tobesafefortheskin | ,876 | -,017 | -,031 | ,033 |
| Pricegoodvalueformoney | ,764 | -,023 | -,257 | ,181 |
| Tobepactical | ,749 | -,229 | -,042 | -,182 |
| Tobelonglasting | ,721 | ,050 | -,052 | ,027 |
| Performancetobeeffective | ,691 | ,259 | -,426 | -,224 |
| Tobehelpful | ,691 | -,020 | -,350 | ,130 |
| Tobeeasytohandlepackaging | ,570 | -,399 | -,214 | -,039 |
| Ingredientstobeorganic | ,424 | ,110 | ,119 | ,343 |
| Nottobetestedonanimals | -,068 | ,902 | ,049 | -,093 |
| Manufacturerscredibility | -,039 | ,837 | ,005 | ,247 |
| Tobesensuous | ,051 | ,717 | ,209 | ,182 |
| Appearanceofthepackage | -,189 | -,020 | ,834 | ,161 |
| Tobeexciting | -,091 | ,401 | ,762 | -,225 |
| Tobeluxurious | -,287 | ,095 | ,719 | ,073 |
| Textureoftheproduct | -,027 | -,036 | -,316 | ,813 |
| Tobesophisticated | ,079 | ,207 | ,282 | ,735 |
| Fragrance | -,024 | ,280 | ,371 | ,442 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Appendix 1.4 – Reliability

Scale: functional benefits subscale

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,855 | 8 |

Scale: emotional trust benefits subscale

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,805 | 3 |

Scale: prestige subscale

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,765 | 3 |

Scale: sensory subscale

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,562 | 3 |

Appendix 1.5 – Brands evaluation

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|----|---------|---------|------|----------------|
| Biotherm | 36 | 2 | 5 | 4,03 | ,910 |
| BodyShop | 36 | 2 | 5 | 3,94 | ,860 |
| YvesRoche | 36 | 2 | 5 | 3,92 | ,906 |
| Lush | 36 | 2 | 5 | 3,56 | ,969 |
| Lancome | 36 | 1 | 5 | 3,17 | 1,108 |
| Nivea | 36 | 1 | 5 | 2,78 | ,989 |
| Loreal | 36 | 1 | 5 | 2,56 | 1,107 |
| Garnier | 36 | 1 | 5 | 2,56 | 1,054 |
| Valid N (listwise) | 36 | | | | |

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|----------------|----|--------|----------------|-----------------|
| regular_brands | 36 | 2,7639 | ,86797 | ,14466 |
| green_brands | 36 | 3,8611 | ,68776 | ,11463 |

One-Sample Test

| | Test Value = 0 | | | | | |
|----------------|----------------|----|-----------------|-----------------|---|--------|
| | | | | | 95% Confidence Interval of the Difference | |
| | t | Df | Sig. (2-tailed) | Mean Difference | Lower | Upper |
| regular_brands | 19,106 | 35 | ,000 | 2,76389 | 2,4702 | 3,0576 |
| green_brands | 33,684 | 35 | ,000 | 3,86111 | 3,6284 | 4,0938 |

Appendix 3 - Manipulation checks

Appendix 3.1 – Negative info

Independent sample t test

Group Statistics

| Group | N | Mean | Std. Deviation | Std. Error Mean |
|-----------------|-----|------|----------------|-----------------|
| negative_info 0 | 130 | 5,67 | 1,383 | ,121 |
| 1 | 130 | 5,92 | 1,252 | ,110 |

Independent Samples Test

| | Levene's Test for Equality of Variances | t-test for Equality of Means | | | | | | | |
|---|---|------------------------------|--------|---------|------|---------------------|--------------------|---|-------|
| | | | | | | | | 95% Confidence Interval of the Difference | |
| | | F | Sig. | t | df | Sig. (2- tailed) | Mean Difference | Std. Error Difference | Lower |
| negative_info Equal variances assumed | ,818 | ,367 | -1,505 | 258 | ,134 | -,246 | ,164 | -,568 | ,076 |
| Equal variances not assumed | | | -1,505 | 255,465 | ,134 | -,246 | ,164 | -,568 | ,076 |

Appendix 3.2 – Brand perception

Independent sample t test

Functional positioning group

Group Statistics

| Group,0=f,1=e | N | Mean | Std. Deviation | Std. Error Mean |
|---------------|-----|--------|----------------|-----------------|
| Brand_perc 0 | 130 | 3,2992 | 1,04892 | ,09308 |
| 1 | 130 | 2,4231 | 1,08453 | ,09512 |

Independent Samples Test

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|------------------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|---------|
| | | | | | | | | 95% Confidence Interval of the Difference | |
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Brand_perc Equal variances assumed | 1,456 | ,229 | 6,581 | 255 | ,000 | ,87614 | ,13313 | ,61395 | 1,13832 |
| | | | 6,583 | 254,975 | ,000 | ,87614 | ,13308 | ,61405 | 1,13822 |

Independent sample t test

Emotional positioning group

Group Statistics

| Group,0=f,1=e | N | Mean | Std. Deviation | Std. Error Mean |
|---------------|-----|--------|----------------|-----------------|
| Brand_perc 0 | 130 | 2,6825 | ,94362 | ,08406 |
| 1 | 130 | 3,3538 | ,92226 | ,08089 |

Independent Samples Test

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|------------------------------------|---|------|------------------------------|-----|-----------------|-----------------|-----------------------|---|---------|
| | | | | | | | | 95% Confidence Interval of the Difference | |
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Brand_perc Equal variances assumed | ,000 | ,987 | -5,756 | 254 | ,000 | -,67131 | ,11662 | -,90097 | -,44164 |

Independent Samples Test

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|------------------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|---------|
| | | | | | | | | 95% Confidence Interval of the Difference | |
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Brand_perc Equal variances assumed | ,000 | ,987 | -5,756 | 254 | ,000 | -,67131 | ,11662 | -,90097 | -,44164 |
| Equal variances not assumed | | | -5,754 | 253,255 | ,000 | -,67131 | ,11666 | -,90105 | -,44156 |

Appendix 4 – Descriptive statistics

Age and frequency of purchase descriptive statistics

Descriptive Statistics

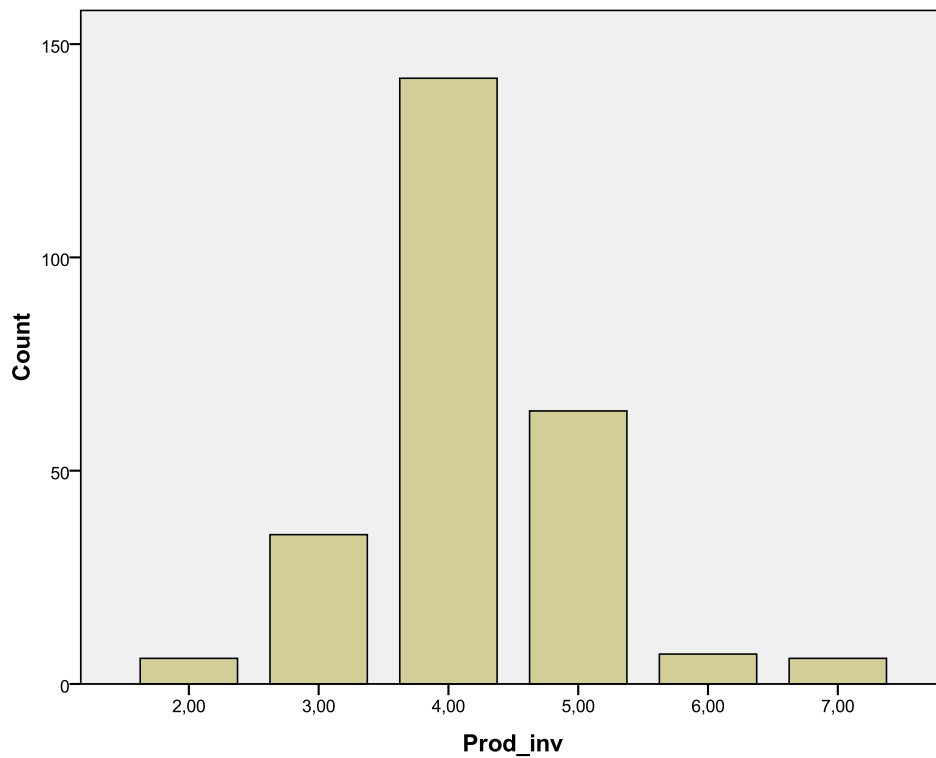
| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| Age | 260 | 18 | 59 | 28,02 | 8,936 |
| Frequency | 260 | 2 | 10 | 6,15 | 3,002 |
| Valid N (listwise) | 260 | | | | |

Product Involvement descriptive statistics

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| Prod_inv | 260 | 2,00 | 7,00 | 4,1885 | ,86940 |
| Valid N (listwise) | 260 | | | | |

Product Involvement descriptive statistic per respondent



Independent sample t test

Group Statistics

| Group | N | Mean | Std. Deviation | Std. Error Mean |
|------------|-----|--------|----------------|-----------------|
| Prod_inv 1 | 130 | 4,2231 | ,97460 | ,08548 |
| 2 | 130 | 4,1538 | ,75186 | ,06594 |

Independent Samples Test

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------------------------------|---|------|------------------------------|-----|-----------------|-----------------|-----------------------|---|--------|
| | | | | | | | | 95% Confidence Interval of the Difference | |
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Prod_inv Equal variances assumed | 10,197 | ,002 | ,641 | 258 | ,522 | ,06923 | ,10796 | -,14336 | ,28182 |

Independent Samples Test

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | | | | | | | | 95% Confidence Interval of the Difference | |
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Prod_inv Equal variances assumed | 10,197 | ,002 | ,641 | 258 | ,522 | ,06923 | ,10796 | -,14336 | ,28182 |
| Equal variances not assumed | | | ,641 | 242,386 | ,522 | ,06923 | ,10796 | -,14343 | ,28189 |

Appendix 5 - Additional validity & reliability analysis

Group 1 - Functional factor scale

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,917 | ,920 | 6 |

Group 1 - Emotional factor scale

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,819 | ,829 | 6 |

Group 2 - Functional factor scale

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,911 | ,913 | 6 |

Group 2 - Emotional factor scale

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,776 | ,787 | 6 |

Appendix 6 - Hypothesis testing

Appendix 6.1 - SPSS output Hypothesis 1

Independent sample t test

Group Statistics

| | Group | N | Mean | Std. Deviation | Std. Error Mean |
|------------------|-------|-----|--------|----------------|-----------------|
| Purch_int_Before | 1 | 130 | 5,042 | 1,4601 | ,1281 |
| | 2 | 130 | 5,535 | 1,4643 | ,1284 |
| BA_before | 1 | 130 | 4,9308 | 1,26177 | ,11066 |
| | 2 | 130 | 5,7962 | 1,32316 | ,11605 |

Independent Samples Test

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|--|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|---------|
| | | | | | | | | 95% Confidence Interval of the Difference | |
| | F | Sig. | T | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Purch_int_Before Equal variances assumed | ,016 | ,901 | - | 258 | ,007 | -,4923 | ,1814 | -,8494 | -,1352 |
| | | | 2,714 | | | | | | |
| Equal variances not assumed | | | - | 257,998 | ,007 | -,4923 | ,1814 | -,8494 | -,1352 |
| | | | 2,714 | | | | | | |
| BA_before Equal variances assumed | ,288 | ,592 | - | 258 | ,000 | -,86538 | ,16036 | -1,18116 | -,54961 |
| | | | 5,397 | | | | | | |
| Equal variances not assumed | | | - | 257,420 | ,000 | -,86538 | ,16036 | -1,18116 | -,54961 |
| | | | 5,397 | | | | | | |

Appendix 6.2 - SPSS output Hypothesis 2a

Paired sample t test

Paired Samples Statistics

| | Mean | N | Std. Deviation | Std. Error Mean |
|---------------------------|--------|-----|----------------|-----------------|
| Pair 1 Purch_int_bef_func | 4,876 | 130 | 1,5000 | ,1321 |
| Purch_int_aft_func | 3,465 | 130 | 1,6912 | ,1489 |
| Pair 2 BA_bef_fun | 4,9205 | 130 | 1,26127 | ,11105 |
| BA_aft_func | 3,4264 | 130 | 1,49883 | ,13196 |
| Pair 3 Purch_int_bef_emo | 5,473 | 130 | 1,5056 | ,1326 |
| Purch_int_aft_emo | 3,411 | 130 | 1,8900 | ,1664 |

| | | | | | |
|--------|------------|--------|-----|---------|--------|
| Pair 4 | BA_bef_emo | 5,7382 | 130 | 1,33365 | ,11834 |
| | BA_aft_emo | 3,4961 | 130 | 1,38515 | ,12291 |

Paired Samples Test

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|--------|--|--------------------|----------------|-----------------|---|---------|--------|-----|-----------------|
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | | Lower | Upper | | | |
| Pair 1 | Purch_int_bef_func - Purch_int_aft_func | 1,4109 | 1,7527 | ,1543 | 1,1055 | 1,7162 | 9,142 | 128 | ,000 |
| Pair 2 | BA_bef_func - BA_aft_func | 1,49419 | 1,72399 | ,15179 | 1,19385 | 1,79453 | 9,844 | 128 | ,000 |
| Pair 3 | Purch_int_bef_emo - Purch_int_aft_emo | 2,0620 | 2,5579 | ,2252 | 1,6164 | 2,5076 | 9,156 | 128 | ,000 |
| Pair 4 | BA_bef_emo - BA_aft_emo | 2,24213 | 2,10888 | ,18713 | 1,87180 | 2,61246 | 11,981 | 126 | ,000 |

Appendix 6.3 - SPSS output Hypothesis 2b

Independent sample t test

Group Statistics

| | Positioning | N | Mean | Std. Deviation | Std. Error Mean |
|---------------|-------------|-----|----------|----------------|-----------------|
| Difference_PI | 0 | 130 | -1,4109 | 1,75273 | ,15432 |
| | 1 | 130 | -2,0620 | 2,55793 | ,22521 |
| Difference_BA | 0 | 130 | -1,4942 | 1,72399 | ,15179 |
| | 1 | 130 | -2,24213 | 1,97747 | ,17277 |

| Independent Samples Test | | | | | | | | | | |
|--------------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|---------|
| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | | | | | | | | 95% Confidence Interval of the Difference | |
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Difference_PI | Equal variances assumed | 22,197 | ,000 | 2,385 | 256 | ,018 | ,65116 | ,27301 | ,11353 | 1,18880 |
| | Equal variances not assumed | | | 2,385 | 226,486 | ,018 | ,65116 | ,27301 | ,11319 | 1,18913 |
| Difference_BA | Equal variances assumed | 9,931 | ,002 | 3,482 | 258 | ,001 | ,80162 | ,23022 | ,34826 | 1,25497 |
| | Equal variances not assumed | | | 3,486 | 254,276 | ,001 | ,80162 | ,22998 | ,34871 | 1,25452 |

Appendix 6.4 - SPSS output Hypothesis 3

Independent sample t test

| Group Statistics | | | | | |
|--------------------|--------|-----|---------|----------------|-----------------|
| | Group_ | N | Mean | Std. Deviation | Std. Error Mean |
| Difference_PI_high | 0 | 108 | -1,4907 | 1,85702 | ,17869 |
| | 1 | 91 | -1,5055 | 2,38688 | ,25021 |
| Difference_BA_high | 0 | 108 | -1,3426 | 1,79908 | ,17312 |
| | 1 | 91 | -1,5222 | 2,09455 | ,22078 |

Independent Samples Test

| | Levene's Test for Equality of Variances | t-test for Equality of Means | | | | | | | | |
|--------------------|---|------------------------------|------|------|---------|------------------------|--------------------|---|---------|--------|
| | | | | | | | | 95% Confidence Interval of the Difference | | |
| | | F | Sig. | t | df | Sig. (2- tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Difference_PI_high | Equal variances assumed | 8,126 | ,005 | ,049 | 197 | ,961 | ,01475 | ,30104 | -,57893 | ,60844 |
| | Equal variances not assumed | | | ,048 | 168,375 | ,962 | ,01475 | ,30747 | -,59224 | ,62174 |
| Difference_BA_high | Equal variances assumed | 4,176 | ,042 | ,649 | 196 | ,517 | ,17963 | ,27672 | -,36610 | ,72536 |
| | Equal variances not assumed | | | ,640 | 176,564 | ,523 | ,17963 | ,28056 | -,37406 | ,73332 |

Independent sample t test

Group Statistics

| | Group_1 ow | N | Mean | Std. Deviation | Std. Error Mean |
|-------------------|---------------|----|---------|----------------|-----------------|
| Difference_PI_low | 0 | 22 | -1,0476 | 1,02353 | ,22335 |
| | 1 | 39 | -3,4737 | 2,35655 | ,38228 |
| Difference_BA_low | 0 | 22 | -,7143 | 1,38358 | ,30192 |
| | 1 | 39 | -3,3243 | 2,02833 | ,33346 |

Independent Samples Test

| | Levene's Test for Equality of Variances | t-test for Equality of Means | | | | | | | | |
|-------------------|---|------------------------------|-------------------------------|--------|--------|------------------------|--------------------|--------------------------|---|---------|
| | | | | | | | | | 95% Confidence Interval of the Difference | |
| | | F | Sig. | t | df | Sig. (2- tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| | | Difference_PI_low | Equal variances assumed | 16,485 | ,000 | 4,477 | 57 | ,000 | 2,42607 | ,54194 |
| | Equal variances not assumed | | | 5,480 | 54,766 | ,000 | 2,42607 | ,44275 | 1,53869 | 3,31344 |
| Difference_BA_low | Equal variances assumed | 4,085 | ,048 | 5,236 | 58 | ,000 | 2,61004 | ,49845 | 1,61151 | 3,60856 |
| | Equal variances not assumed | | | 5,802 | 53,952 | ,000 | 2,61004 | ,44983 | 1,70816 | 3,51192 |

Appendix 6.5 - Moderation effect

Functional positioning – regression output

Purchase intention

Model Summary^c

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin- Watson |
|-------|-------------------|-------------|----------------------|-------------------------------|--------------------|-------------|-----|-----|------------------|-------------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,356 ^a | ,127 | ,113 | 1,589 | ,127 | 9,128 | 2 | 126 | ,000 | |
| 2 | ,428 ^b | ,183 | ,163 | 1,543 | ,056 | 8,616 | 1 | 125 | ,004 | 2,131 |

a. Predictors: (Constant), Eco_Inv_func, Negat_info_func

b. Predictors: (Constant), Eco_Inv_func, Negat_info_func, Moderator_func

c. Dependent Variable: PI_after_func

ANOVA^c

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1 | Regression | 46,068 | 3 | 23,034 | 9,128 | ,000 ^a |
| | Residual | 317,948 | 127 | 2,523 | | |
| | Total | 364,016 | 130 | | | |
| 2 | Regression | 66,569 | 4 | 22,190 | 9,325 | ,000 ^b |
| | Residual | 297,446 | 126 | 2,380 | | |
| | Total | 364,016 | 130 | | | |

a. Predictors: (Constant), Eco_Inv_func, Negat_info_func

b. Predictors: (Constant), Eco_Inv_func, Negat_info_func, Moderator_func

c. Dependent Variable: PI_after_func

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95,0% Confidence Interval for B | |
|--------------|-----------------------------|------------|---------------------------|-------|-------|---------------------------------|-------------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 (Constant) | 6,530 | ,753 | | 8,673 | ,000 | 5,040 | 8,020 |
| | Negat_info_func | -,368 | ,102 | -,302 | -,000 | -,570 | -,165 |
| | Eco_Inv_func | -,183 | ,099 | -,154 | -,068 | -,380 | ,014 |
| 2 (Constant) | 6,298 | ,735 | | 8,563 | ,000 | 4,842 | 7,753 |
| | Negat_info_func | -,320 | ,101 | -,262 | -,002 | -,519 | -,120 |
| | Eco_Inv_func | -,178 | ,097 | -,150 | -,068 | -,369 | ,013 |
| | Moderator_func | -,537 | ,183 | -,241 | -,004 | -,899 | -,175 |

Brand Attitude

Model Summary^c

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,384 ^a | ,147 | ,134 | 1,395 | ,147 | 10,873 | 2 | 126 | ,000 | |
| 2 | ,450 ^b | ,203 | ,184 | 1,354 | ,056 | 8,739 | 1 | 125 | ,004 | 2,078 |

a. Predictors: (Constant), Eco_Inv_func, Negat_info_func

b. Predictors: (Constant), Eco_Inv_func, Negat_info_func, Moderator_func

c. Dependent Variable: BA_after_func

ANOVA^c

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 42,325 | 3 | 21,162 | 10,873 | ,000 ^a |
| | Residual | 245,226 | 127 | 1,946 | | |
| | Total | 287,550 | 130 | | | |
| 2 | Regression | 58,349 | 4 | 19,450 | 10,607 | ,000 ^b |
| | Residual | 229,201 | 126 | 1,834 | | |
| | Total | 287,550 | 130 | | | |

a. Predictors: (Constant), Eco_Inv_func, Negat_info_func

b. Predictors: (Constant), Eco_Inv_func, Negat_info_func, Moderator_func

c. Dependent Variable: BA_after_func

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95,0% Confidence Interval for B | | |
|-------|-----------------------------|------------|---------------------------|-------|-------|---------------------------------|-------------|-------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | |
| 1 | (Constant) | 6,274 | ,661 | | 9,487 | ,000 | 4,965 | 7,582 |
| | Negat_info_func | -,376 | ,090 | -,347 | - | ,000 | -,553 | -,198 |
| | Eco_Inv_func | -,133 | ,087 | -,126 | - | ,130 | -,306 | ,040 |
| 2 | (Constant) | 6,068 | ,646 | | 9,399 | ,000 | 4,790 | 7,346 |
| | Negat_info_func | -,333 | ,088 | -,307 | - | ,000 | -,508 | -,158 |
| | | | | | 3,769 | | | |

| | | | | | | |
|----------------|-------|------|-------|-------|-------|-------|
| Eco_Inv_func | -,129 | ,085 | -,122 | -,132 | -,296 | ,039 |
| Moderator_func | -,475 | ,161 | -,239 | -,004 | -,792 | -,157 |
| | | | | 1,517 | | |
| | | | | 2,956 | | |

Emotional positioning – regression output

Purchase Intentio

Model Summary^c

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,477 ^a | ,228 | ,215 | 1,6682 | ,228 | 18,714 | 2 | 127 | ,000 | |
| 2 | ,489 ^b | ,239 | ,221 | 1,6623 | ,012 | 1,905 | 1 | 126 | ,170 | 1,451 |

a. Predictors: (Constant), Eco_Inv_emo, Negat_info_emo

b. Predictors: (Constant), Eco_Inv_emo, Negat_info_emo, Moderator_emo

c. Dependent Variable: PI_after_emo

ANOVA^c

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 104,156 | 3 | 52,078 | 18,714 | ,000 ^a |
| | Residual | 353,414 | 127 | 2,783 | | |
| | Total | 457,569 | 130 | | | |
| 2 | Regression | 109,420 | 4 | 36,473 | 13,200 | ,000 ^b |
| | Residual | 348,149 | 126 | 2,763 | | |
| | Total | 457,569 | 130 | | | |

a. Predictors: (Constant), Eco_Inv_emo, Negat_info_emo

b. Predictors: (Constant), Eco_Inv_emo, Negat_info_emo, Moderator_emo

c. Dependent Variable: PI_after_emo

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95,0% Confidence Interval for B | |
|----------------|-----------------------------|------------|---------------------------|--------|------|---------------------------------|-------------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 (Constant) | 5,858 | 1,029 | | 5,693 | ,000 | 3,822 | 7,895 |
| Negat_info_emo | -,632 | ,119 | -,420 | -,5302 | ,000 | -,868 | -,396 |

| | | | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|
| Eco_Inv_emo | ,255 | ,123 | ,165 | 2,080 | ,040 | ,012 | ,498 |
| 2 (Constant) | 6,225 | 1,059 | | 5,877 | ,000 | 4,129 | 8,321 |
| Negat_info_emo | -,661 | ,121 | -,439 | | -,000 | -,899 | -,422 |
| | | | | 5,479 | | | |
| Eco_Inv_emo | ,225 | ,124 | ,145 | 1,806 | ,073 | -,021 | ,471 |
| Moderator_emo | ,232 | ,168 | ,110 | 1,380 | ,170 | -,101 | ,565 |

Brand attitude

Model Summary^c

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,451 ^a | ,203 | ,191 | 1,24344 | ,203 | 16,215 | 2 | 127 | ,000 | |
| 2 | ,460 ^b | ,212 | ,193 | 1,24177 | ,008 | 1,341 | 1 | 126 | ,249 | 1,696 |

a. Predictors: (Constant), Eco_Inv_emo, Negat_info_emo

b. Predictors: (Constant), Eco_Inv_emo, Negat_info_emo, Moderator_emo

c. Dependent Variable: BA_after_emo

ANOVA^c

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 50,141 | 3 | 25,070 | 16,215 | ,000 ^a |
| | Residual | 196,359 | 127 | 1,546 | | |
| | Total | 246,500 | 130 | | | |
| 2 | Regression | 52,209 | 4 | 17,403 | 11,286 | ,000 ^b |
| | Residual | 194,291 | 126 | 1,542 | | |
| | Total | 246,500 | 130 | | | |

a. Predictors: (Constant), Eco_Inv_emo, Negat_info_emo

b. Predictors: (Constant), Eco_Inv_emo, Negat_info_emo, Moderator_emo

c. Dependent Variable: BA_after_emo

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95,0% Confidence Interval for B | |
|----------------|-----------------------------|------------|---------------------------|--------|------|---------------------------------|-------------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 (Constant) | 5,732 | ,767 | | 7,472 | ,000 | 4,214 | 7,250 |
| Negat_info_emo | -,469 | ,089 | -,425 | -5,282 | ,000 | -,645 | -,293 |
| Eco_Inv_emo | ,107 | ,092 | ,094 | 1,173 | ,243 | -,074 | ,288 |
| 2 (Constant) | 5,961 | ,791 | | 7,534 | ,000 | 4,395 | 7,527 |
| Negat_info_emo | -,487 | ,090 | -,441 | -5,410 | ,000 | -,666 | -,309 |
| Eco_Inv_emo | ,088 | ,093 | ,077 | ,948 | ,345 | -,096 | ,272 |
| Moderator_emo | ,146 | ,126 | ,094 | 1,158 | ,249 | -,103 | ,394 |

Appendix 6.6 – Survey #1 – Functional positioned Body Shop

Q2.

Thank you in advance for taking the time to complete this survey!

This survey is part of the Master Thesis Study of Boryana Dimitrova, student at the Erasmus University Rotterdam. The topic of the thesis is related to well known cosmetic brands. I will appreciate highly your honesty while answering the questions. There are no right or wrong answers, I am interested in your opinion and likely behaviors.

Please, note that all the answers will remain confidential and anonymous.

It will take you approximately 10 min to fill the survey out.

Please be aware that one of the people who filled out the survey will be randomly selected from a list and will win 10 Euros - this can be you! Don't forget to write your email address at the end of the survey to participate for the lottery.

Q48. Please look carefully at the following print ad and take your time while doing so.

It might take 4-5 seconds to upload the picture, be patient.

L'oreal



Q51. After looking at the print ad, how strongly do you associate the following brand with the attributes & characteristics below ?

| | L'oreal | | | | |
|--|------------|--------|----------|--------|-----------|
| | Not at all | Rarely | Somewhat | Fairly | Very much |
| | | | | | |

| | | | | | |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Lóreal is very safe for my skin | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is credible brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ingredients of Lóreal are organic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Excellent price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is long lasting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal does not test on animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is sensuous | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very exciting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very practical | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very helpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very sophisticated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q35. Please look carefully at the following print ad and take your time while doing so:

It might take 4-5 seconds to upload the picture, be patient.

Biotherm



Q35. After looking at the print ad, how strongly do you associate the following brand with the attributes & characteristics below ?

| | Biotherm | | | | |
|-------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| | Not at all | Rarely | Somewhat | Fairly | Very much |
| Biotherm is very safe for my skin | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is credible brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Ingredients of Biotherm are organic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Excellent price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is long lasting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm does not test on animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is sensuous | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very exciting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very practical | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very helpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very sophisticated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q34. Please look carefully at the following print ad and take your time while doing so:
It might take 4-5 seconds to upload the picture, be patient.
 Garnier



Q20. After looking at the print ad, how strongly do you associate the following brand with the attributes & characteristics below ?

| | Gamier | | | | |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| | Not at all | Rarely | Somewhat | Fairly | Very much |
| Gamier is very safe for my skin | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is a credible brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Ingredients of Gamier are organic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Excellent price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is long lasting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier does not test on animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is sensuous | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very exciting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very practical | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very helpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very sophisticated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q33. Please look carefully at the following print ad and take your time while doing so:

It might take 4-5 seconds to upload the picture, be patient.

Body Shop

Choose YOUR PERFECT BB

VITAMIN E COOL BB CREAM

- ✓ Hydrates and protects
- ✓ Evens and corrects
- ✓ Fresh-looking skin
- ✓ One cool shade



ALL-IN-ONE BB CREAM

- ✓ Make-up and skincare in one
- ✓ Higher coverage
- ✓ Transforms to suit your skin tone
- ✓ Three shades



Q19. After looking at the print ad, how strongly do you associate the following brand with the attributes & characteristics below ?

| | Body Shop | | | | |
|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| | Not at all | Rarely | Somewhat | Fairly | Very Much |
| Body Shop is very safe for my skin | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is very effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is a credible brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Ingredients of Body Shop are organic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

| | | | | | |
|------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Excellent price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop is long lasting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop does not test on animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop is sensuous | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop is very exciting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop is very practical | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop is very helpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop is very sophisticated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q7. How do you evaluate the following brands?

| | Dislike Extremely | Dislike Very Much | Dislike Slightly | Neither Like nor Dislike | Like Slightly | Like Very Much | Like Extremely |
|-----------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|-----------------------|-----------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| L'oreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q36. How do you evaluate the following brands?

| | Unattractive Extremely | Unattractive Very Much | Unattractive Slightly | Neither Attractive nor Unattractive | Attractive Slightly | Attractive Very Much | Attractive Extremely |
|-----------|------------------------|------------------------|-----------------------|-------------------------------------|-----------------------|-----------------------|-----------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| L'oreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q37. How do you evaluate the following brands?

| | Unappealing Extremely | Unappealing Very Much | Unappealing Slightly | Neither Appealing nor Unappealing | Appealing Slightly | Appealing Very Much | Appealing Extremely |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|-----------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| L'oreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q38. How do you evaluate the following brands?

| | Undesirable Extremely | Undesirable Very Much | Undesirable Slightly | Neither Desirable nor Undesirable | Desirable Slightly | Desirable Very Much | Desirable Extremely |
|-----------|--------------------------|--------------------------|-------------------------|--|-----------------------|------------------------|------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q14. How likely are you to purchase the following brands?

| | Very Unlikely | Unlikely | Somewhat Unlikely | Undecided | Somewhat Likely | Likely | Very Likely |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q15. How probable is it for you to purchase the following brands?

| | Very Improbable | Improbable | Somewhat Improbable | Undecided | Somewhat Probable | Probable | Very Probable |
|-----------|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q16. Please read carefully the following citation which has been published in a trustworthy newspaper in your country. You will answer questions related to this afterwards:

***GREENWASH OF THE WEEK: THE BODY SHOP!**

The Body Shop was started by Anita Roddick in 1976 in England and became well-known and successful green brand. Through the years, there has been several articles/complaints/consumer comments written about their fake natural products. Those were saying "their products contained only a bit of natural ingredients but were otherwise made from inexpensive off the shelf ingredients with dyes, petrochemical based preservatives, and artificial scents found in drug store quality products". The scientific article "Shattered Image: Is The Body Shop Too Good to Be True?" written by Jon Entine

and published in Business Ethics magazine recently, created an international controversy and led to dozens of stories in the international media, including articles on The New York Times' business section front page and on ABC World News Tonight. Jon Entine reported that Body Shop's "natural" products contained extensive amounts of artificial colorings, scents and preservatives which are proven to be unsafe for the skin and to reduce the effectiveness of product."

Q39. How believable is this information about Body Shop in your opinion?

- Extremely Believable
 Not at all Believable
 Unbelievable
 Somewhat Unbelievable
 Not sure
 Somewhat Believable
 Believable

Q32. In this press release the name of a famous newspaper was mentioned. Which one?

- The New York Times
 Washington Post
 The Telegraph

Q22. The press release provided negative information about Body Shop?

- Strongly Disagree
 Disagree
 Somewhat Disagree
 Neither Agree nor Disagree
 Somewhat Agree
 Agree
 Strongly Agree

Q33. After reading this press release, how likely are you to purchase the Body Shop?

| | Very Unlikely | Unlikely | Somewhat Unlikely | Undecided | Somewhat Likely | Likely | Very Likely |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q34. After reading this press release, how probable is it for you to purchase the Body Shop?

| | Very Improbable | Improbable | Somewhat Improbable | Undecided | Somewhat Probable | Probable | Very Probable |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q41. How do you evaluate the Body Shop, after reading this press release?

| | Dislike Extremely | Dislike Very Much | Dislike Slightly | Neither Like nor Dislike | Like Slightly | Like Very Much | Like Extremely |
|-----------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q42. How do you evaluate the Body Shop, after reading this press release?

| | Unattractive Extremely | Unattractive Very Much | Unattractive Slightly | Neither Attractive nor Unattractive | Attractive Slightly | Attractive Very Much | Attractive Extremely |
|-----------|------------------------|------------------------|-----------------------|-------------------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q43. How do you evaluate the Body Shop, after reading this press release?

| | Unappealing Extremely | Unappealing Very Much | Unappealing Slightly | Neither Appealing nor Unappealing | Appealing Slightly | Appealing Very Much | Appealing Extremely |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q44. How do you evaluate the Body Shop, after reading this press release?

| | Undesirable Extremely | Undesirable Very Much | Undesirable Slightly | Neither Desirable nor Undesirable | Desirable Slightly | Desirable Very Much | Desirable Extremely |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q23. Please answer the questions below:

| | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree |
|---|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|----------------------------------|
| I am concerned about the environment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| The condition of the environment affects the quality of my life | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| I am willing to make sacrifices to protect the environment and | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

my actions have impact on the environment

1 2 3 4 5 6 7

Q21. Please answer the questions below:

| | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree |
|---|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|----------------------------------|
| Cosmetic products are very important to me | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| I have a strong interest in Cosmetic products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| For me, Cosmetic products do not matter | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q24. How often do you buy cosmetics?

- Never
- Less than Once a Month
- Once a Month
- 2-3 Times a Month
- Once a Week
- 2-3 Times a Week
- Daily

Q47. How experienced are you with the products of these brands (tried them and used before):

| | Not at all Experienced | Unexperienced | Somewhat Unexperienced | Experienced | Extremely Experienced |
|-----------|------------------------|-----------------------|------------------------|-----------------------|----------------------------------|
| Lóreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q4. What is your gender?

- Male
- Female

Q6. What is your age?

Q31. Please write your email address if you would like to participate for winning 10 euros.

Appendix 6.7 – Survey #2 – Emotional positioned Body Shop

Q2.

Thank you in advance for taking the time to complete this survey!

This survey is part of the Master Thesis Study of Boryana Dimitrova, student at the Erasmus University Rotterdam. The topic of the thesis is related to well known cosmetic brands. I will appreciate highly your honesty while answering the questions.

There are no right or wrong answers, I am interested in your opinion and likely behaviors.

Please, note that all the answers will remain confidential and anonymous.

It will take you approximately 10 min to fill the survey out.

Please be aware that one of the people who filled out the survey will be randomly selected from a list and will win 10 Euros - this can be you! Don't forget to write your email address at the end of the survey to participate for the lottery.

Q48. Please look carefully at the following print ad and take your time while doing so.

It might take 4-5 seconds to upload the picture, be patient.

L'oreal



Q51. After looking at the print ad, how strongly do you associate the following brand with the attributes & characteristics below ?

| | Not at all | Rarely | Somewhat | Fairly | Very much |
|---------|------------|--------|----------|--------|-----------|
| L'oreal | | | | | |

| | | | | | |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Lóreal is very safe for my skin | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is credible brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ingredients of Lóreal are organic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Excellent price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is long lasting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal does not test on animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is sensuous | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very exciting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very practical | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very helpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal is very sophisticated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q35. Please look carefully at the following print ad and take your time while doing so:

It might take 4-5 seconds to upload the picture, be patient.

Biotherm



AQUASOURCE BB CREAM FAIR TO MEDIUM

Instant beautifying moisturiser

THE 1st DEEP HYDRATION* BB FOR A PERFECT FRESH LOOK**.

DEEP HYDRATION* - 7 BENEFITS:

- Hydrates up to 5 layers*
- Evens
- Illuminates
- Corrects
- Smooths
- Protects (SPF 15)
- Perfects

*Superficial layers of the epidermis, instrumental test
**Clé Biotherm

Q35. After looking at the print ad, how strongly do you associate the following brand with the attributes & characteristics below ?

Biotherm

| | Not at all | Rarely | Somewhat | Fairly | Very much |
|-------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Biotherm is very safe for my skin | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is credible brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Ingredients of Biotherm are organic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Excellent price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is long lasting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm does not test on animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is sensuous | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very exciting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very practical | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very helpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm is very sophisticated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q34. Please look carefully at the following print ad and take your time while doing so:
It might take 4-5 seconds to upload the picture, be patient.
 Garnier



Q20. After looking at the print ad, how strongly do you associate the following brand with the attributes & characteristics below ?

| | Gamier | | | | |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| | Not at all | Rarely | Somewhat | Fairly | Very much |
| Gamier is very safe for my skin | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is a credible brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Ingredients of Gamier are organic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Excellent price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is long lasting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier does not test on animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is sensuous | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very exciting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very practical | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very helpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Gamier is very sophisticated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q33. Please look carefully at the following print ad and take your time while doing so:

It might take 4-5 seconds to upload the picture, be patient.
Body Shop



Q19. After looking at the print ad, how strongly do you associate the following brand with the attributes & characteristics below ?

| | Body Shop | | | | |
|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| | Not at all | Rarely | Somewhat | Fairly | Very Much |
| Body Shop is very safe for my skin | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is very effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is a credible brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Ingredients of Body Shop are organic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Excellent price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is long lasting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop does not test on animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is sensuous | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is very exciting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is very practical | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is very helpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop is very sophisticated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q7. How do you evaluate the following brands?

| | Dislike Extremely | Dislike Very Much | Dislike Slightly | Neither Like nor Dislike | Like Slightly | Like Very Much | Like Extremely |
|-----------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| L'Oréal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q36. How do you evaluate the following brands?

| | Unattractive Extremely | Unattractive Very Much | Unattractive Slightly | Neither Attractive nor Unattractive | Attractive Slightly | Attractive Very Much | Attractive Extremely |
|-----------|------------------------|------------------------|-----------------------|-------------------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| L'Oréal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q37. How do you evaluate the following brands?

| | Unappealing Extremely | Unappealing Very Much | Unappealing Slightly | Neither Appealing nor Unappealing | Appealing Slightly | Appealing Very Much | Appealing Extremely |
|-----------|--------------------------|--------------------------|-------------------------|--|-----------------------|------------------------|------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q38. How do you evaluate the following brands?

| | Undesirable Extremely | Undesirable Very Much | Undesirable Slightly | Neither Desirable nor Undesirable | Desirable Slightly | Desirable Very Much | Desirable Extremely |
|-----------|--------------------------|--------------------------|-------------------------|--|-----------------------|------------------------|------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q14. How likely are you to purchase the following brands?

| | Very Unlikely | Unlikely | Somewhat Unlikely | Undecided | Somewhat Likely | Likely | Very Likely |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q15. How probable is it for you to purchase the following brands?

| | Very Improbable | Improbable | Somewhat Improbable | Undecided | Somewhat Probable | Probable | Very Probable |
|-----------|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lóreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q16. Please read carefully the following citation which has been published in a trustworthy newspaper in your country. You will answer questions related to this afterwards:

"GREENWASH OF THE WEEK: THE BODY SHOP!

The Body Shop was started by Anita Roddick in 1976 in England and is well-known and successful green brand. Although the Body Shop claim that they are against animal testing, they do not always make clear that many of the ingredients in their products have been tested on animals by other companies, causing much pain and suffering to those animals. They accept ingredients tested on animals before 1991, or those tested since then (if they were animal-tested for some purpose other than for cosmetics). There continue to be concerns about the enforcement of their policy. Also, some Body Shop items contain animal products such as gelatine (crushed bone). So, as you can see, their concern for the health of people and planet has had somewhat of a checkered past. And while they did start to do some cleaning up over the last many years starting in the 1990's, in 2006 Body Shop was bought by the cosmetics giant L'Oreal, which is in turn owned by Nestle — two companies not exactly known for their concern for our planet or the people on it, but right the opposite! In a matter of fact Lóreal is one of the companies that still do test on animals for a lot of their products. "

Q39. How believable is this information about Body Shop in your opinion?

Extremely Believable
 Not at all Believable
 Unbelievable
 Somewhat Unbelievable
 Not sure
 Somewhat Believable
 Believable

Q32. Which company bought Body Shop in 2006 according to the press release?

- Unilever
- Lóreal
- Not mentioned

Q22. The press release provided negative information about Body Shop?

Strongly Disagree
 Disagree
 Somewhat Disagree
 Neither Agree nor Disagree
 Somewhat Agree
 Agree
 Strongly Agree

Q33. After reading this press release, how likely are you to purchase the Body Shop?

| | | | | | | |
|-------------------------------------|--------------------------------|---|---------------------------------|---------------------------------------|------------------------------|-----------------------------------|
| <input type="radio"/> Very Unlikely | <input type="radio"/> Unlikely | <input type="radio"/> Somewhat Unlikely | <input type="radio"/> Undecided | <input type="radio"/> Somewhat Likely | <input type="radio"/> Likely | <input type="radio"/> Very Likely |
|-------------------------------------|--------------------------------|---|---------------------------------|---------------------------------------|------------------------------|-----------------------------------|

| | | | | | | | |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|

Q34. After reading this press release, how probable is it for you to purchase the Body Shop?

| | Very Improbable | Improbable | Somewhat Improbable | Undecided | Somewhat Probable | Probable | Very Probable |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q41. How do you evaluate the Body Shop, after reading this press release?

| | Dislike Extremely | Dislike Very Much | Dislike Slightly | Neither Like nor Dislike | Like Slightly | Like Very Much | Like Extremely |
|-----------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q42. How do you evaluate the Body Shop, after reading this press release?

| | Unattractive Extremely | Unattractive Very Much | Unattractive Slightly | Neither Attractive nor Unattractive | Attractive Slightly | Attractive Very Much | Attractive Extremely |
|-----------|------------------------|------------------------|-----------------------|-------------------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q43. How do you evaluate the Body Shop, after reading this press release?

| | Unappealing Extremely | Unappealing Very Much | Unappealing Slightly | Neither Appealing nor Unappealing | Appealing Slightly | Appealing Very Much | Appealing Extremely |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q44. How do you evaluate the Body Shop, after reading this press release?

| | Undesirable Extremely | Undesirable Very Much | Undesirable Slightly | Neither Desirable nor Undesirable | Desirable Slightly | Desirable Very Much | Desirable Extremely |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|----------------------------------|
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q23. Please answer the questions below:

| | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree |
|--|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|----------------------------------|
| I am concerned about the environment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| The condition of the environment affects the quality of my life | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| I am willing to make sacrifices to protect the environment and my actions have impact on the environment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q21. Please answer the questions below:

| | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree |
|---|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|----------------------------------|
| Cosmetic products are very important to me | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| I have a strong interest in Cosmetic products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| For me, Cosmetic products do not matter | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q24. How often do you buy cosmetics?

- Never
- Less than Once a Month
- Once a Month
- 2-3 Times a Month
- Once a Week
- 2-3 Times a Week
- Daily

Q47. How experienced are you with the products of these brands (tried them and used before):

| | Not at all Experienced | Unexperienced | Somewhat Unexperienced | Experienced | Extremely Experienced |
|-----------|------------------------|-----------------------|------------------------|-----------------------|----------------------------------|
| Lóreal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Body Shop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

| | | | | | |
|----------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Biotherm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Garnier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Q4. What is your gender?

- Male
- Female

Q6. What is your age?

Q31. Please write your email address if you would like to participate for winning 10 euros.

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