Going green together:

Environmental CSR communication in relation to climate change and its effect on consumer social responsibility

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ABSTRACT

More than ever, corporations play a crucial and unavoidable role in tackling climate change through for example shifting consumer perceptions towards climate friendly consumption patterns. Nevertheless, campaigns that incite consumers to make green choices and affiliate themselves with an environmentally conscious brand or product are scarce. This is partially due to the fact that little research has examined what techniques in environmental CSR messages effectively move consumers to purchase, affiliate with or trust an eco-friendly product or company. Along with this gap in literature, the array of consumer attitudes and behavior beyond purchase intention that environmental CSR communication can affect needs to be extended. This study's aim was to shed more light on how, in relation to the current climate discussion, companies advertising their green products can incite consumers to make more eco-friendly purchase choices and gain their trust and advocacy with the help of environmental CSR messages. Through a quantitative online experiment with ten conditions (N = 304), the following research question was examined: *To what extent do advertisement (neutral vs. climate responsibility vs. sustainable use of natural resources), message style (discreet vs. uniform vs. over-communicating) and praise tactics (consumer praise vs. company praise) in environmental CSR messages affect consumer trust, purchase intention and consumer advocacy?*

In line with previous research findings, the results showed that in order to make consumers purchase a green product and trust and advocate for a company, it is best to use a uniform, congruent message style, whereas greenwashing techniques were the least effective. Contrary to this study's expectations, employing rhetorical praise tactics and addressing specific environmental CSR actions to advertise a product did not evoke significantly higher levels of consumer trust, advocacy and purchase intention. Moreover, consumers' level of perceived intrinsic and extrinsic company motivation for engaging in CSR actions moderates the relationship between CSR messages and consumer attitudes and behaviors, as well as level of consumers' environmental engagement and environmental advocacy. These findings add to previous research on environmental CSR communication by narrowing down the circumstances under which environmental CSR messages are effective, helping companies to affiliate consumers with their goals towards ecological sustainability in the long term. Additionally, the results call for a re-examination of using greenwashing techniques, as well as highlight the importance of action-message congruency, transparency and intrinsic or extrinsic motivation as central building blocks for a truly effective environmental CSR message.

KEYWORDS: environmental CSR communication, purchase intention, consumer trust, consumer advocacy, perceived CSR motivations, ecological sustainability, company praising, consumer praising

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1.   Introduction

The last decade has been marked by increased standoffs between corporations, the public and the governmental sector when it comes to whether and how to combat climate change – one of the most pressing societal issues of our time. According to the UNFCCC (2020), climate change entails a direct or indirect human-evoked change in climate that impacts the constellation of the global atmosphere. Factors such as GHG emissions, plastic pollution and CO2 emissions impact the climate to the extent that the system is in danger of becoming irreversibly out of balance, causing sea level rises, increasing temperatures, ocean acidification, forest degradation, biodiversity loss and desertification (UNFCCC, 2020). How pressing the issue of climate change really is has arrived in the global public consciousness over the last several years by scientists directing the attention to extreme weather events such as the annually increasing wildfires in California (Borunda, 2018) or the global disappearing of glaciers (Jackson, 2018). The most recent climate catastrophe, a massive outbreak of wildfires in Australia by the end of 2019, during which more than 4.9 hectares of forest have been destroyed and 800 million animals have been affected, is traumatizing the public further (Wires, 2020). The rise of grassroots organizations such as Extinction Rebellion and Fridays for Future, which address the corporate sector just as much as governments (CRCLR, 2019) showcase that the institutions of this world need to act. Consequently, climate justice is being demanded across the globe by more stakeholders than ever (Bäckstrand & Lövbrand, 2016) and the corporations operating in this century are under great public scrutiny. Companies have to account for why their business models or products are not as green as they could or should be, and what the impact of their supply and production chain is on not only the local, but the entire global ecosystem.

The notion of corporate social responsibility (CSR) developed in the past few decades, and studies are preoccupied with how doing good for the planet and its people can benefit a company's sustenance in the long run (Mueller Loose & Remaud, 2013; Garriga & Melé, 2004). An overwhelming amount of CSR definitions exist and also differ in academic literature, but it can generally be viewed as companies' engagement in socially and ecologically responsible behaviors while justifying these actions not only to themselves in terms of profitability, but also towards a variety of stakeholders (O'Connor & Shumate, 2010). CSR has gained momentum among corporates the past few years through increasing

pressure from climate organizations (Greenpeace, 2020), consumer demands enhanced by new communication technologies such as social media (Boyd, McGarry & Clarke, 2016), as well as the proven long-term profitability of engaging in CSR or 'corporate social performance' (CSP) (Wang & Berens, 2015). However, companies trying to account for their business conduct and its ecological impact encounter difficulties in the communication of such information. According to the Edelman Trust Barometer (2020), the amount of trust people nowadays have in an institution depends on their level of competence (delivering on promises) and their level of ethics, which entails doing the right thing and improving society. None of the four central institutions in contemporary society (governments, media, NGO's and businesses) seem to be regarded as both competent and ethical (Edelman, 2020). While businesses rank high on competence, they are not seen as particularly ethical institutions, which undermines consumers' trust. However, a small aspect of hope is the fact that of all institutions, businesses seem to be the ones closest to moving into the right direction of being trustworthy organizations (Edelman, 2020). The apparent lack of trust in business and its ethicality might be partially explained by looking at the dissonance between what climate goals a company sets for itself and what the global or national ambitions are. According to KPMG (2017), even though 67 percent of companies in 2017 have set carbon goals, about 66 percent have not synchronized these with external goals set by governments, regional institutions such as the EU, or the United Nations.

Furthermore, climate action from the governments' side often falls victim to political and socio-economic tug-of-wars, as can be observed with the negotiation process of introducing a carbon tax in several countries: since 1990, only 15 European countries have introduced a tax on carbon emissions so far (Asen, 2019). The Netherlands for example is struggling with finding a holistic carbon tax solution that on the one hand is high enough to force corporations to minimize their emissions, but on the other hand is low enough to prevent them from outsourcing their production to other countries (Van Engen, 2019). The decision to lower their carbon footprint is consequently not being enforced but is rather a trade-off decision every company can make individually. Hence, the corporate sector has a large responsibility, but also opportunity to positively impact climate mitigation independently from governmental and non-governmental organizations.

The corporate sector has the power to not only include sustainability into the core of their business model but can also successfully engage with and inspire their

stakeholders. As an example, outdoor clothing wear company Patagonia managed to produce ecologically and socially sustainable clothing and being a pioneer CSR innovator, inspirer and activist while at the same time increasing its sales by 10 percent annually (Reinhardt, Casadeus-Masanell & Kim, 2010). Companies like LUSH also incited their customers to make more conscious product choices by for example offering vegetarian and vegan products without packaging (Lush, 2020). This kind of company-induced consumer social responsibility has the potential to develop into a societal norm. Consequently, this study's societal relevance is based on examining to what extent the corporate sector can impact consumer behavior and attitudes in the crucial process of climate justice.

Current scientific research on the effect of a company's CSR communication on consumers is mostly focused on their buying behavior (Ginder, Kwon & Byun, 2019; Tian, Wang & Yang, 2011) and few articles discuss the effect of CSR strategies on consumer social responsibility in relation to buying behavior (Feldman & Vasquez-Parraga, 2013). Consumer social responsibility (CnSR) can generally be viewed as consumer's awareness and socially responsible behavior in terms of their consumption habits (Feldman & Vasquez-Parraga, 2013). In current academic literature, the act of purchasing a product seems to be the only behavioral change that CSR communication can evoke among consumers. In line with this observation, Manning's (2013) study on corporate and consumer social responsibility in the food supply chain states that the concept of consumer social responsibility is still rather unidimensional as it is expressed by purchasing or not purchasing a product. There is a need for extending the variety of actions that CSR-induced consumer social responsibility entails. Moreover, more research is needed that synthesizes how companies can frame or formulate environmental CSR messages so that they change consumers' behaviors and attitudes beyond purchase intention. In 2012, Schmeltz already claimed that similar to business being hesitant to communicate corporate social responsibility efforts or attitudes, the academic world has not enough discussed the rhetoric and discursive challenges of CSR. Knowledge on different CSR communication tactics such as CSR-washing (doing less than the company states) or green-hushing (doing more than the company states) and what they evoke among consumers is scarce (Ginder, Kwon and Byun, 2019), just like research on the tactics that can be used in CSR messages to psychologically affect consumers (Kouchaki & Jami, 2018). Lastly, there is a lack of literature trying to understand how, in the light of the current climate situation,

corporations can adapt their CSR campaigns in order to inspire consumer choices and actions. A study about climate mitigation in the food industry by Sodano and Hingley (2013) concludes that even though corporations play a crucial and unavoidable role in tackling climate change through for example shifting consumer perceptions towards climate friendly consumption patterns, few and only weak CSR campaigns exist. The authors assign academic research the role of creating a paradigm in which corporations play a much more present role in climate mitigation, and in which CSR campaigns are more broadly debated as tools for the greater public good (Sodano & Hingley, 2013).

Consequently, this thesis aims to find out how companies can motivate and incite consumers to make more environmentally friendly choices and affiliate with an eco-friendly company or product through the use of environmental CSR communication. It will be examined whether environmental CSR messages in relation to climate change have an effect on consumer behavior and attitudes. Hence, the research question this thesis is concerned with is:

RQ: To what extent do advertisement (neutral vs. climate responsibility vs. sustainable use of natural resources), message style (discreet vs. uniform vs. over-communicating) and praise tactics (consumer praise vs. company praise) in environmental CSR messages affect consumer trust, purchase intentions and consumer advocacy?

2.   Theoretical framework

2.1. Stakeholder theory

Friedman was the first to provide a definition of the term stakeholder, describing it as "any group or individual who can affect or is affected by the achievement of the organization's objectives" (Friedman, 1984, as cited in Rahim, Waheeda & Tajuddin, 2011, p. 125.). In line with this statement, Clarkson (1995) provides another preliminary framework for companies on how to approach corporate social performance and corporate social responsibility; in particular which interest groups are involved and what their interests and issues are. According to Clarkson (1995), a company should not only pursue financial goals but also respect other interest groups' needs. Hence, stakeholder groups can be divided into six categories: the company, employees, shareholders, customers, suppliers and public stakeholders, including safety, health, environmentalism, public policy involvement, community investment and social issues (Clarkson, 1995). About a decade later, Horrigan (2010) similarly grouped together a company's interest group network in individuals, groups and institutions that affect or are affected by the companies' activities. Consequently, he distinguishes internal stakeholders (shareholders, managers, employees) and external stakeholders (customers, creditors, suppliers, distributors, advisors), stakeholders who are not bound to the company by contract or transaction (local communities, government regulators, non-governmental organizations) and stakeholders who lack power or access to the company; such as victims of company activities. This view has been rejected and improved early on by a body of academic research. One of the first notions about including the environment in the network of potential company stakeholders stems from Näsi, who defined stakeholders as "Interest groups and interest systems consist[ing] of individuals, groups, institutions, and of the natural environment which interact with the firm. All these systems have different expectations and demands on the firm and the firm is also responsible for all these systems." (Näsi, 1980, as cited in Laine, 2010, pp. 74). Driscoll and Starik (2004) even call for corporations to acknowledge the environment as the primordial stakeholder. The authors reject evaluating a stakeholder according to contemporary business conceptions of power, legitimacy and urgency, as through this, crucial players such as the natural environment fall through the cracks despite nature being in a continuous dependent relationship with business. To reinforce the importance of the natural environment as a key factor in the stakeholder network, they

added proximity as a fourth dimension for stakeholder evaluation (Driscoll & Starik, 2004). In the light of current climate change research, Haigh and Griffiths (2007) argue that through Driscoll and Starik's (2004) four dimensions, nature gains an even more prominent and urgent position as the primordial stakeholder that should be advocated for. In order to increase the visibility and gravity of nature within the realms of stakeholder theory, Laine (2010) proposed a visual model in which the entire stakeholder network should be embedded in the natural environment, making it an omni-present factor, despite the danger of polarizing nature from business.

As a consequence of this debate, the AA1000 stakeholder engagement standard has been established as one of the tools companies can use to assess their stakeholder network asking themselves questions of dependency, responsibility, tension and influence (Laasch & Conaway, 2015). According to this framework, stakeholders can also be non-social and include the local ecosystem of a company, the natural environment and other, unaffected ecosystems as well as future generations. All these factors have to be included in a company stakeholder map that fully acknowledges social and ecological sustainability (Laasch & Conaway, 2015) and adding an environmental interest dimension to the theoretical stakeholder network pleads for the importance of companies tackling climate change.

Oftentimes, consumers are crucial stakeholders that take on an advocate role for the environment and ensure ecological interests are respected, as he or she directs supply by consuming certain products or not. According to Manning (2013), consumer expectations of a company nowadays move beyond product quality, safety, or price and are tied to the social and environmental performance of a company. Consumer social responsibility (CnSR) and company CSR are in constant negotiation as to how a company can best fulfill customers' socio-ecological expectations of a product or service (Manning, 2013). Allen and Craig (2016) perceive this process to impact the way corporations interact with their different key stakeholders, including different (customer) communities, individuals, the government and supply chain members. According to the authors, the term 'corporate social responsiveness' instead of CSR better captures corporations' ambitions to take into account a variety of groups and individuals' needs and social values, and also adapt their behavior accordingly (Allen & Craig, 2016).

2.2. Environmental CSR and sustainability

One of the first and leading models discussing CSR was introduced by Carroll (1979, 1991) and encompasses a set of social responsibilities businesses have to fulfill apart from making profit. The model includes four levels, starting with economic responsibilities (being profitable) over legal responsibilities (obeying the law) and ethical responsibilities ending off with philanthropic responsibilities (being good corporate citizens) as the top part. This theoretical frame was the base of many CSR models to follow, including Garriga and Melé (2004) who provide a map to guide the reader through the CSR territory by inventorying all CSR research that has been done up to 2004. They conclude that CSR theories can be divided into four categories: instrumental, political, integrative and ethical (Garriga & Melé, 2004). Instrumental theory sees a company's social engagement only as a tool for financial gain; political theory looks at the corporations' use of power in the realm of CSR; integrative theory wants to shed light on how companies can satisfy societal needs, and lastly ethical theory is occupied with what ethical responsibilities a company has towards society. The authors call for a balanced combination of these four dimensions (Garriga & Melé, 2004). In 2016, Carroll revisited his CSR pyramid, emphasizing that ethical responsibility is not only a separate building block, but needs to be seen as a process sifting through all layers of the pyramid. Similar to Garriga and Melé (2004) he also states that the pyramid by no means should be seen as hierarchical, but companies should rather ensure to balance all factors (Carroll, 2016).

Emphasis on the environmental aspect of CSR was put by Anselmsson and Johansson (2007), who summarize current CSR models into three basic dimensions that are relevant for consumer CSR: human responsibility, product responsibility and environmental responsibility. Menguc and Ozanne (2003) discuss a company's environmental responsibility in the form of 'natural environmental orientation', including entrepreneurship, CSR and commitment to the natural environment. More concisely, Khojastehpour and Johns (2014) use the term 'environmental corporate social responsibility' and divide it up in a company's *climate responsibility* and its *sustainable use of natural resources*. *Climate responsibility* entails a company's awareness of its role in the process of climate mitigation (Khojastehpour & Johns, 2014). It indicates to what level a company feels like it needs to contribute to the societal process of tackling climate issues and how the company handles stakeholder demands concerning this issue. *Sustainable use*

of natural resources on the other hand looks at what a company's concrete actions are to responsibly use the planet's resources (Khojastehpour & Johns, 2014). It is focused on how companies use their expertise and (innovative) capital to contribute to preserving local and international ecosystems for future generations.

The concept of environmental CSR is inherently linked to environmental sustainability and used in the same context, which is why the relationship between the two needs to be examined. In 1987, the World Commission on Environment and Development first used the term 'sustainable development' in relation to business when it released an annual report stating that it is possible for business to meet its production needs "without compromising the ability of future generations to meet their own needs" (WCED, 1987, p. 43). Ever since, both academia and the private sector have been guided by this statement to form definitions of sustainability. For most scholars, sustainable business practices go beyond protecting environmental stakes. In the broadest sense, sustainability can entail economic, social and environmental integrity (Bansal, 2005) or concepts like social and environmental inclusiveness, connectivity, equity, prudence and security (Gladwin, Kennelly & Krause, 1995). In their review of past corporate sustainability literature, Amini and Bienstock (2014) propose a sustainability model in which one of the dimensions groups together social and ecological factors as being equally relevant to a business decision as economic ones. Many scholars however differentiate the ecological and social aspects and focus on environmental sustainability, giving the concept of meeting business needs without depleting natural resources a more urgent position in the debate. According to Shrivastava (1995), ecological sustainability entails the full management of the company's natural environment, ecologically sustainable competitive strategies, technology for benefitting nature, and reducing the impact of populations on ecosystems. Morelli (2011), who sees ecological sustainability as the primordial of the three sustainability dimensions (environmental, economic, social) because it provides the fundamental ground for and is not dependent on the other two, defines ecological sustainability as a "condition of balance, resilience, and interconnectedness that allows human society to satisfy its needs while neither exceeding the capacity of its supporting ecosystems to continue to regenerate the services necessary to meet those needs nor by our actions diminishing biological diversity" (p. 5). Following this definition, environmental CSR can be perceived as the instrument or all the actions taken to reduce human impact on the ecosystem and

achieve ecological sustainability.

2.3. CSR communication and consumer social responsibility (CnSR)

According to Schmeltz (2012), existing literature about communicating CSR to consumers can be summarized into a handful categories: the discussion of CSR's impact on buying behavior, consumer response and attitude to CSR, what rhetorical strategies to employ, as well as the issues of credibility and skepticism from consumers. What the author criticized was that these discussions took place in isolation from each other and were not combined, which this study is concerned with. Du, Bhattacharya and Sen (2010) developed a framework for CSR communication that shows that CSR communication can have an impact on consumer purchase intention, consumer loyalty, as well as consumer advocacy, which this study will orient itself to when determining the effects of environmental CSR messages on consumers. However, consumer loyalty and advocacy are concepts that can in some circumstances be used interchangeably. To overcome this problem and avoid complications during later research, consumer loyalty will be replaced with consumer trust, as trusting a company does not automatically entail that a consumer advocates for the company. The three dimensions consumer trust, consumer purchase intention and consumer advocacy will be elaborated on now.

As mentioned earlier, many research papers have already discussed the effect of CSR communication on consumer buying behavior. Mostly positive effects of environmental CSR messages on consumer purchase intentions were constated (Lee & Shin, 2010; Du, Bhattacharya & Sen, 2010; Mueller Loose & Remaud, 2013). Ginder, Kwon and Byun (2019) found that the communication style of a CSR message matters; communicating less than or as much as you're doing lead to higher purchase intentions among participants. However, the authors also stated that communicating less than you are doing may stifle the sustainability movement and hence socially responsible behavior among consumers. They call for further studies that examine this phenomenon.

Trust from consumers has been marked as a crucial element in business relationships and is inherently linked to the trusted instance fulfilling expectations in terms of promises and obligations (Pivato, Misani & Tencati, 2008) and can even enhance a firm's competitive advantage (Castaldo, Perrini, Misani & Tencati, 2009). It also plays an important role in the relationship between environmental CSR messaging and consumer

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acceptance of the CSR claim (Mueller Loose & Remaud, 2013). In line with this statement, Pivato, Misani and Tencati (2008) and Swaen and Chumpitaz (2008) found that consumer perception of a company's CSR performance is positively related to trust, which is relevant to this research as perception is created through communication.

However, environmental CSR communication can also have a third effect on consumer behavior and attitudes, namely making the consumer advocate for and actively support the company and its causes. Consumer advocacy has been discussed by much literature and under various names. Copeland (2014) coins the term 'buycott' as the act of consumers rewarding companies for behavior that is wished for by supporting and purchasing their products. As an example, the application *Buycott* was launched a few years ago to enable consumers to "reward" companies with good CSR practices by investing their money in them rather than the competition (Buycott, 2020). The app enables a consumer to not only scan any product and trace it back to a company and its socio-environmental performance, it also suggests better alternative brands to purchase from in case a scanned product turns out to stem from a company with problematic environmental or social practices (Godfrey, 2013). To create a bigger impact, consumers in the app can also engage in campaigns to avoid certain brands or products that are affiliated with problematic causes (e.g. "Justice in the Ridesharing Industry", or "End Animal Testing"), and it enables them to opt for sustainable companies and help them grow. The app intends to stimulate corporate social responsibility among companies (Buycott, 2020).

Another one of the most used concepts describing a consumer's affiliation with a brand or company and its CSR practices is the term consumer social responsibility (CnSR). It entails consumers' engagement in and responsiveness to a company's socially responsible behavior when it comes to consumption (Feldman & Vasquez-Parraga, 2013). Yet, authors that have studied the concept of CnSR emphasize that it is still too much related to purchase intentions and not being recognized in the light of other ways of active engagement with a company's CSR messages (Manning, 2013; Feldman & Vasquez-Parraga, 2013; Caruana & Chatzidakis, 2014). Just like the idea of boycotting, Boyd, McGarry and Clarke (2016) coin the term *consumer CSR activism* on social media and differentiate between passive activism (e.g. 'liking' activities of a company on social media publicly) and active activism (creating content related to a company's CSR activities). All the terms explained above can be linked to consumer advocacy: the consumer taking on an advocate

or ambassador role for the company towards the outside world. This notion was mainly discussed by Du, Bhattacharya and Sen (2007), who emphasize that advocacy goes beyond transactional benefits for a company and rather relates to a long-term consumer-company relationship. Advocacy can take the form of, for example, positive word-of-mouth or being resilient to negative information about a company (Du, Bhattacharya & Sen, 2007). Moreover, Baskentli, Sen, Du and Bhattacharya (2019) found that when CSR messages are group-oriented and focus on achieving collective welfare and reducing harm, consumers with an inclination towards collectivist, binding moral convictions show higher scores on advocacy behavior. This research will examine environmental CSR messages along the lines of Khojastehpour and John's (2014) issues of climate responsibility and sustainable use of natural resources, which can be considered group-oriented ambitions. It will test their impact on consumer trust, purchase intention and consumer advocacy, which may extend Baskentli, Sen, Du and Bhattacharya's (2019) findings. Consequently, the first set of hypotheses this research will examine are as follows:

H1a: Compared to a neutral advertisement, an advertisement addressing climate responsibility and the sustainable use of natural resources will have a higher positive impact on consumer trust.

H1b: Compared to a neutral advertisement, an advertisement addressing climate responsibility and the sustainable use of natural resources will have a higher positive impact on purchase intention.

H1c: Compared to a neutral advertisement, an advertisement addressing climate responsibility and the sustainable use of natural resources will have a higher positive impact on consumer advocacy.

2.4. Message style in environmental CSR communication

A broad body of research has discussed the way a CSR message is framed and what effect it has on consumers. In Du, Bhattacharya and Sen's (2010) framework of CSR communication, they divide up CSR message content into *issue, importance, initiative, commitment, impact, motives* and *fit.* According to the authors, these components can be manipulated by companies in their CSR messaging (Du, Bhattacharya & Sen, 2010). In terms

of the *issue* dimension, Mueller Loose and Remaud (2013) found that when consumers were presented with a choice between a food product advertised through a social claim and a product advertised through an environmental claim, consumers opted for the environmentally advertised food product. Hence, this study will focus on environmental claims as message content. However, Brei and Böhm (2013) warn about masking environmental cause-related marketing campaigns as contributing to the solving of environmental crises, which in many cases even worsens the problem. This is a dangerous development considering that the use of cause-related CSR marketing in prior studies did lead to more favorable consumer responses (Nan & Heo, 2007).

In terms of CSR message content that revolves around *commitment* and *impact* (Du, Bhattacharya & Sen, 2010), Schmeltz (2012) found that a CSR message was received more positively by participants (especially the younger generation) when it was formulated in a way that it highlighted the company's ability to evoke changes with their CSR policies, rather than emphasized the company's moral reasons for engaging in CSR. In line with the notion of focusing on the ability of a company when communicating CSR messages, Ginder, Kwon and Byun (2019) developed a model to separate a company's environmental CSR actions and the communication of these actions into congruent and incongruent communication. Incongruent communication occurs when a company's environmental CSR claim is not in line with their internal environmental CSR actions. Congruence occurs when the company claims exactly what environmental CSR actions they are taking (Ginder, Kwon & Byun, 2019). The authors differentiate four communication styles: uniform (CSR claims are in line with company actions), apathetic (not involved in CSR talk and action at all), discreet (communicating less than the company is involved in; also coined 'green-hushing') and finally CSR-washing (claiming more than the company is actually doing). Hence, the uniform and apathetic communication style can be considered congruent, whereas the discreet and greenwashing style are incongruent (Ginder, Kwon & Byun, 2019). The authors found that companies communicating in a discreet or uniform style were perceived to be more intrinsically motivated by customers, which lead to higher purchase intentions. The washing and apathetic style lead to the lowest purchase intentions (Ginder, Kwon & Byun, 2019). More specifically, several academic research concluded that employing greenwashing techniques even lead to more negative consequences for the company. Employing greenwashing techniques can lead to distrust and increased consumer

skepticism towards the brand (Aji & Sutkino, 2015; Rahman, Park & Geng-quing Chi, 2015), can lower consumers' perceived integrity of the company, perceived environmental performance (De Jong, Harkink & Barth, 2018) as well as lower purchase intention (Ginder, Kwon & Byun, 2019; De Jong, Harkink & Barth, 2018). However, communicating environmental CSR efforts while actually being as green as one claims to be can also have negative consequences: According to Nyilasy, Gangadharbatla and Paladino (2018), green advertising in some cases actually lowers consumers' positive brand attitude compared to neutral or no advertising at all. The authors link this phenomenon to negative attribution theory, which entails that when seeing a company praising themselves for their green CSR actions, consumers might become skeptical and instinctively attribute negative ulterior motives to the company (Nyilasy, Gangadharbatla & Paladino, 2018).

This research will investigate to what extent different environmental CSR communication styles affect consumers' trust, purchase intention and advocacy for the company. Consequently, the second set of hypotheses for this study can be deducted:

H2a: Compared to over-communicating, a discreet or uniform environmental CSR communication style will have a higher positive impact on consumer trust.

H2b: Compared to over-communicating, a discreet or uniform environmental CSR communication style will have a higher positive impact on consumer purchase intention.

H2c: Compared to over-communicating, a discreet or uniform environmental CSR communication style will have a higher positive impact on consumer advocacy.

2.5. Praise tactics in environmental CSR communication

Ginder, Kwon and Byun (2019) express a need for studies examining the various rhetorical styles of CSR messages and how manipulating them can impact consumer behavior. In their research about CSR as aspirational talk, Christensen, Morsing and Thyssen (2013) for example highlight that even though it can create gaps between talking and taking action and lead to hypocrisy, using an aspirational rhetoric style can foster social change. Additionally, emotional appeals to guilt, respect, anger and especially pride as rhetorical tools in environmental CSR messages enhance consumers' intentions to make

sustainable consumption choices (Wang & Wu, 2016). Particularly appealing to consumers' sense of pride appears to be a fruitful approach when formulating CSR messages: Antonetti and Maklan (2014) state that feeling a sense of pride evoked by past sustainable purchase choices can lead to repeated, long-term sustainable consumption choices. Onwezen, Bartels and Antonides (2014) even conclude that the anticipated pride consumers indicate they would feel by making sustainable purchases already has a positive impact on their consumption patterns.

However, despite induced pride seeming to positively impact consumers' buying energy (Wang & Wu, 2016), a set of studies by Kouchaki and Jami (2018) found that when a CSR message is framed in a way that it praises consumers for their good deeds, they are less likely to behave altruistically and tend to show more self-indulgent behavior in purchase decisions. However, when a message is framed around praising the company of a product, it leads consumers to make more altruistic choices (Kouchaki & Jami, 2018). This phenomenon was also discovered by Romani and Grappi (2014), who found that displaying companies' positive CSR actions lead to perceived moral elevation among consumers and in turn positively affected their pro-social behavior. In the context of climate change, company-praising and consumer-praising hence might also impact a customer's intention to purchase a green product and affect his or her trust in the company or even advocacy for the company. Hence, the third set of hypotheses is formulated as follows:

H3a: Compared to consumer praising, corporate praising in environmental CSR communication has a more positive impact on consumer trust.

H3b: Compared to consumer praising, corporate praising in environmental CSR communication has a more positive impact on consumer purchase intention.

H3c: Compared to consumer praising, corporate praising in environmental CSR communication has a more positive impact on consumer advocacy.

2.6. Perceived CSR motivations

According to Ginder, Kwon and Byun (2019), the way a CSR message is communicated and its impact on purchase intentions is moderated by the concept of perceived CSR motivations. This term entails whether, from a consumer perspective, companies are rather intrinsically motivated to engage in CSR, or whether their motivations

are extrinsic. Intrinsic motivations entail that a company acts on CSR because of beliefs, values, and altruistic reasons, whereas extrinsic motivation stems from outside factors such as increasing profit or pressure from stakeholders (Vlachos, Panagopoulos & Rapp, 2013). In her study on consumer-oriented CSR communication, Schmeltz (2012) found that the majority of participants indicated that they believed that the reason why the company engaged in CSR was both intrinsic and extrinsic. She concluded that consumers' perceptions that companies do not only engage in CSR for purely altruistic reasons did not automatically equal a negative view on such companies. No less, consumers nowadays acknowledged that engaging in CSR can be beneficial to both the company and society (Schmeltz, 2012). This finding will be taken into account during this study. Based on the research presented, it will be tested whether perceived CSR motivations can also have an impact on consumer trust and consumer advocacy next to purchase intentions. Consequently, the last set of hypotheses is:

> **H4a:** A consumer's perceived CSR motivations moderate the relationship of the environmental CSR **advertisement** and its impact on **consumer trust**.
>
> **H4b:** A consumer's perceived CSR motivations moderate the relationship of the environmental CSR **advertisement** and its impact on consumer **purchase intentions**.
>
> **H4c:** A consumer's perceived CSR motivations moderate the relationship of the environmental CSR **advertisement** and its impact on **consumer advocacy**.

> **H5a:** A consumer's perceived CSR motivations moderate the relationship of environmental CSR **message style** and its impact on **consumer trust**.
>
> **H5b:** A consumer's perceived CSR motivations moderate the relationship of environmental CSR **message style** and its impact on consumer **purchase intentions**.
>
> **H5c:** A consumer's perceived CSR motivations moderate the relationship of environmental CSR **message style** and its impact on **consumer advocacy**.

> **H6a:** A consumer's perceived CSR motivations moderate the relationship of environmental CSR **praise tactic** and its impact on **consumer trust**.
>
> **H6b:** A consumer's perceived CSR motivations moderate the relationship of environmental CSR **praise tactic** and its impact on consumer **purchase intentions**.
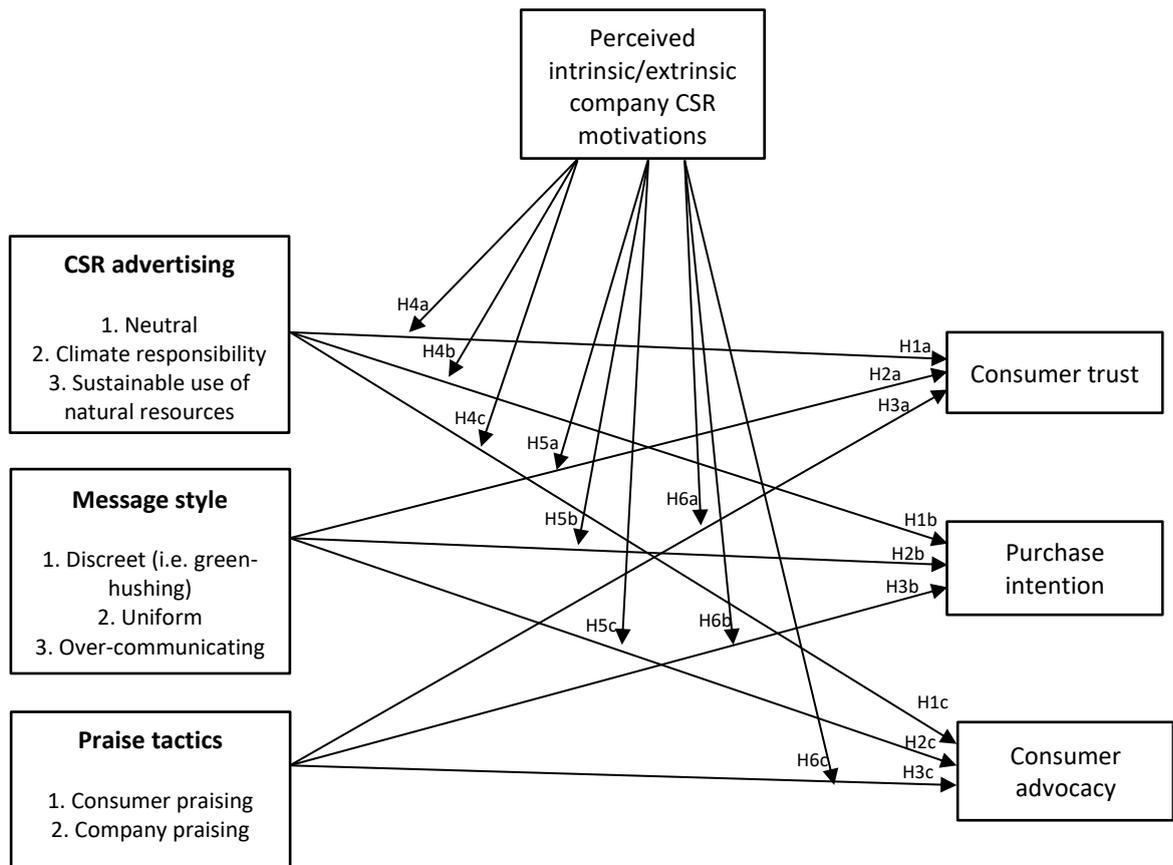>
> **H6c:** A consumer's perceived CSR motivations moderate the relationship of environmental CSR **praise tactic** and its impact on **consumer advocacy**.

2.7. Conceptual Model

Perceived intrinsic/extrinsic company CSR motivations

CSR advertising

1. Neutral
2. Climate responsibility
3. Sustainable use of natural resources

Message style

1. Discreet (i.e. green-hushing)
2. Uniform
3. Over-communicating

Praise tactics

1. Consumer praising
2. Company praising

Consumer trust

Purchase intention

Consumer advocacy

H4a
H4b
H4c
H5a
H5b
H5c
H6a
H6b
H6c
H1a
H2a
H3a
H1b
H2b
H3b
H1c
H2c
H3c

3.   Method

3.1. Research design

In order to understand the connection between environmental CSR communication using CSR advertising, message style and praise to impact consumer purchase intentions, trust and advocacy, a quantitative experimental study was chosen for several reasons. Firstly, according to Babbie (2017), quantitative experiments are particularly suited to test hypotheses about causal relationships between clearly framed concepts. Since this study is concerned with the testing of CSR advertising scenarios, styles and rhetoric and its effect on measurable concepts such as consumer purchase intention, trust and advocacy, it fits this method well. Moreover, an online experiment with survey elements has an advantage over qualitative methods in terms of enabling the researcher to reach a high number of participants in a short amount of time (Wright, 2006). Furthermore, a quantitative experiment guarantees a respondent's anonymity because of which the respondent might be more inclined to provide honest answers. However, as Wright (2006) emphasizes, researching audiences online comes with the danger of not being able to verify respondents' answers as can be done with face-to-face methods, resulting in a potential self-reporting bias. Lastly, conducting an online experiment can result in less responses because participants' threshold to drop-out and not finish the survey is higher because of distance and anonymity (Reips, 2000).

The experimental design setup included **3 communication types** (discreet vs. uniform vs. over-communicating), x **2 rhetorical tactics** (corporate praising vs. consumer praising) x **2 environmental CSR advertising scenarios** (climate responsibility vs. sustainable use of natural resources), in total 12 theoretical conditions. However, since the discreet communication style entails that companies do not advertise their environmental activities and attitudes whatsoever, the conditions including a discreet communication style had to be combined with a 'neutral' advertisement. Hence, it was chosen to base the discreet advertisements on health instead of environmental CSR. This resulted in ten final conditions, which were created using *Adobe InDesign.* Then, the experiment was designed as an online survey in *Qualtrics*.

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Table 3.1.1. Experiment conditions: Neutral scenario

	Discreet (i.e. green-hushing)
Corporate praising	Condition 1 (*n* = 28)
Consumer praising	Condition 2 (*n* = 27)

Table 3.1.2. Experiment conditions: Climate responsibility scenario

	Uniform	Over-communicating
Corporate praising	Condition 3 (*n* = 32)	Condition 5 (*n* = 32)
Consumer praising	Condition 4 (*n* = 32)	Condition 6 (*n* = 31)

Table 3.1.3. Experiment conditions: Sustainable use of natural resources scenario

	Uniform	Over-communicating
Corporate praising	Condition 7 (*n* = 30)	Condition 9 (*n* = 32)
Consumer praising	Condition 8 (*n* = 30)	Condition 10 (*n* = 30)

3.2. Sampling & data collection

This study examined the effect of environmental CSR advertising, message style and rhetoric on consumer purchase intention, trust and advocacy, mediated by perceived CSR motivations. Firstly, a pre-test with six participants out of the researcher's social circle was conducted to ensure the experiment was clear and didn't contain any ambiguous or too challenging questions. After having undergone the experiment, three participants were asked to provide feedback for all ten conditions, which were sent to them digitally, and check them for ambiguities. The pre-test results showed that participants exposed to either the discreet or uniform communication style were not able to distinguish between the two, and hence also wrongly answered the manipulation check relating to this question. Based on these responses, the experiment conditions including the discreet and uniform communication style were altered. On the one hand, for the discreet condition including the explanatory text "The Dutch tea company HerbaLove has never communicated any

environmental CSR activities or attitudes.", the word "never" was capitalized to catch attention. Moreover, the fictitious third-party NGO report for the uniform conditions focused on too many aspects for participants to recognize the company communication style as uniform, and was narrowed down to one aspect, which now was in line with the content of the advertisement. The NGO reports for the discreet and over-communicative conditions were also narrowed down to encourage people to read the whole text carefully instead of skimming it. Moreover, some participants could not distinguish consumer-praising from company-praising in the advertisements, which lead to the consumer-praising message in five of the advertisements being altered. Moreover, a definition of the term "environmental corporate social responsibility" was added at the beginning of the experiment for more clarity. A successful manipulation was reached for the over-communicating experiment conditions, which seemed to be clearly distinguishable by respondents. The pre-test results were not included in the final dataset.

Data collection for the experiment occurred between April 1st 2020 and April 7th 2020 and resulted in 350 responses. Of these responses, 306 remained after filtering out the participants that did not match the recruitment criteria. The participants were randomly assigned to one of the ten conditions, resulting in around 30 participants per condition. All respondents were randomly selected and approached using the Amazon Mechanical Turk platform. Using an online crowdsourcing platform to gather responses was chosen for several reasons. Firstly, it was opted for online crowdsourcing to increase diversity and representativeness of the sample among the general population. It prevented the sample from being too culturally and socio-economically close to the researcher. Moreover, Berinsky, Huber and Lenz (2012) found that compared to convenience- as well as other online crowdsourcing samples, Amazon MTurk respondents dedicated more attention and motivation towards answering the questionnaire. Similarly, Crump, McDonnell and Gureckis (2013) concluded that compared to laboratory results, Amazon Mechanical Turk responses to their cognitive science experiments barely differed in terms of quality. However, a few drawbacks of using an online crowdsourcing platform to gather responses must be considered. Even though Amazon MTurk responses are considered to be as valid as responses gathered from other methods, Berinsky, Huber and Lenz (2012) warn that over time, habitual responding of participants might become a problem. Considering the article's publication date lies back eight years, this potential bias has to be

taken into account for this research. Moreover, the authors found their sampling population having the tendency to be younger and more liberal compared to the general populace. This potential demographic skew will be paid closer attention to when conducting the analysis.

3.3 Experiment procedure

The experiment started off by introducing participants to the study and presenting them the Consent Form. In the Consent Form, a general description of the experiment topic was given. Participants were told that no potential risks or dangers of taking part in the experiment were found by the researcher, but that they could opt out at any time. Without agreeing to the terms, they could not proceed with the questionnaire. Next, participants were asked whether they use Facebook, drink tea, and if so, how often. These questions were added in order to filter out participants that could not relate to the stimuli. Moreover, a definition of the concept of environmental corporate social responsibility was given. Then, participants were randomly exposed to either one of the ten conditions, including a screenshot of the HerbaLove Facebook "About"-section, a screenshot of an environmental CSR report for HerbaLove, written by independent NGO Slow Food International, as well as an advertisement presenting one of HerbaLove's tea blends. Next, the dependent variables were measured. Participants were asked whether they would buy the product and were tested on their levels of consumer trust and advocacy for the company. Then, they were asked to indicate whether they thought the company had rather extrinsic or intrinsic motivations for engaging in environmental CSR. Next, participants' level of environmental concern, environmental knowledge and environmental action was measured. Then, in order to ensure that participants were effectively exposed to the stimuli presented to them, a manipulation check was added at the end of the questionnaire asking participants about the content of the fictional information provided. To test for the company and consumer praising stimulus, one manipulation check inquired participants what kind of praising they noticed in the advertisement presented to them. After a short definition of the two types of praise strategies, they could choose between company and consumer praising. A second manipulation check tested the exposure to the communication style. Participants were asked to indicate what kind of environmental CSR message style the company was pursuing based on the documents they had read and

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viewed. Again, they could pick between discreet, uniform and over-communicating, which all three were explained to them. Lastly, demographic data for age, gender, level of education, country of residence and nationality was retrieved from the participant. The full questionnaire can be found in Appendix A.

3.4. Operationalization

3.4.1. Experiment conditions

The independent variables in this study were tested by exposing participants to different experiment conditions. For the experiment, the fictitious Dutch tea brand 'HerbaLove' was invented and used to create a Facebook 'About' page, an independent, third-party NGO report about the company's environmental CSR activities, as well as several advertisements from the company itself. Working with a fictive tea brand has the advantage that respondents do not need to consider their familiarity with the product since tea is a beverage that is widely consumed globally and hence is relatable to the participant. During the experiment, each respondent was exposed to one of the ten conditions. Per condition, a respondent received a screenshot of the company's Facebook "About"-page, indicating the company's external CSR conduct (discreet vs. uniform vs. over-communicative) – hence, what the company says they are doing. For the discreet conduct, respondents were told that the company had never communicated about environmental CSR activities and attitudes. For the uniform and over-communicative style, it was said that the company has communicated environmental CSR activities and attitudes through marketing and PR; especially advertisements and social media campaigns (Ginder, Kwon & Byun, 2019). To then expose participants to the internal conduct of the company regarding environmental CSR (what they are actually doing), a fictitious environmental CSR report by a third-party NGO was presented assessing and verifying the activities of said company. The information contained in this report was either congruent or incongruent with the company's external communication style. Next, an advertisement containing either a health-focused or 'green' appeal to buy the company's product that either praised the company or the consumer for their sustainable behavior was presented to the participant (Kouchaki & Jami, 2018). The message content could either revolve around the company's environmental responsibility or its sustainable use of natural resources

(Khojastehpour & Johns, 2014), or, in case of any of the discreet conditions, it would address the consumers' health benefits of purchasing the tea blend.

The fictitious advertisements were created using an image manipulation program. The "look and feel" of these advertisements was on the one hand inspired by past quantitative marketing research concerning environmental CSR communication and its effect on consumer attitudes and behaviors (Ginder, Kwon & Byun, 2019) as well as existing environmental CSR advertisements used by companies such as Unilever and Douwe Egberts, two umbrella brands owning several international tea brands sold globally. Per condition, the information provided about the company, as well as the content of the ad was manipulated according to the operationalized concepts. For a full overview of the experiment conditions, Appendix B can be consulted.

3.4.2 Dependent variables

Consumer trust

For **consumer trust**, Pivato, Misani and Tencati's (2008) scale was used. It contains the three items *"I trust __"; "You can always count on __"*; and *"__ are reliable."*, and it was measured using a five-point Likert-scale ranging from "Strongly disagree" to "Strongly agree".

A principal component analysis (PCA) for consumer trust was conducted. A Kaiser-Meyer-Olkin value (KMO) of .77 and a significant Bartlett's Test of Sphericity ($p < .001$) revealed that the scale was suitable for factor analysis. Only the first component had an Eigenvalue above 1 (Eigenvalue of 2.63) and already explained 87.5 percent of total variance in the scale. The scree plot also revealed a strong bend after component one, verifying the low Eigenvalues of component two and three. All three scale items positively loaded onto component one, with the item *I trust HerbaLove* having the highest correlation (component loading is .94). For this study, a reliability analysis of the scale indicated a very high reliability, with a Cronbach's α = .93. Hence, the scale appears to measure consumer trust. A high score on the items indicates high consumer trust in the company.

Purchase intention

For the dependent variable **purchase intention**, the statement "I would buy this product." was added to the experiment. Participants could indicate their preference on a five-point Likert-scale from "Strongly disagree" to "Strongly agree". A high score on the question indicates a high purchase intention.

Consumer advocacy

As a last dependent variable, **consumer advocacy** in a participant was measured using the elements from Du, Bhattacharya and Sen's (2007) scale measuring positive company attitudes and behaviors among consumers. The items are "I would like to try new products introduced under this brand name"; "I talk favorably about this brand to friends and family", and "If the maker of this brand did something I didn't like, I would be willing to give it another chance". In Du, Bhattacharya and Sen's (2007) study, consumer advocacy had a Cronbach's alpha of α = .77, indicating that the scale is reliable in measuring consumers' advocacy. Moreover, in the light of social media CSR activism (Boyd, McGarry & Clarke, 2016) one elements capturing the online dimension of consumer CSR activism was added: "If I end up liking a product of this company, I will discuss it on social networks". All items were measured using a five-point Likert-scale ranging from "Strongly disagree" to "Strongly agree".

A PCA was conducted for the consumer advocacy scale plus the added social media item. A KMO-value of .79 and a significant Bartlett's Test of Sphericity (p < .001) showed that the scale was suitable for factor analysis. Again, only the first component had an Eigenvalue above 1 (2.62) and explained 65.6 percent of the total variance. The scree plot showed a strong bend after component one; all four scale items positively loaded onto component one with the item *I would talk favorably about this brand to friends and family* having the highest correlation (component loading of .86). A reliability analysis of the consumer advocacy scale including the social network question revealed a Cronbach's alpha of α = .82, indicating a good reliability of the scale. Hence, the scale appropriately measured the concept of consumer advocacy, with a high score on the scale indicating a high level of advocacy for the company.

3.4.3. Moderating variables

As stated in the hypotheses H4 to H6, CSR advertising scenario, message style and praise tactics of an environmental CSR message and their effect on purchase intentions, trust and advocacy are moderated by consumers' perceived intrinsic or extrinsic motivations of the company. The scales to measure this variable were retrieved from Vlachos, Panagopoulos and Rapp (2013), as did Ginder, Kwon and Byun (2019). The scale for perceived intrinsic company motivation contained the three items "[Company name] is genuinely concerned about being socially responsible", [Company name] engages in socially responsible initiatives because it feels morally obligated to help" and "[Company name] engages in socially responsible initiatives in order to give back something to the community". Perceived extrinsic company motivation was measured using the items "[Company name] engages in socially responsible initiatives in order to get more customers", "[Company name] engages in socially responsible initiatives because it feels competitive pressures to engage in such activities" and "[Company name] hopes to increase its profits by engaging in socially responsible initiatives." The two scales had composite reliability scores of .93 and .89, indicating them to be very reliable in measuring perceived company motivations (Vlachos, Panagopoulos & Rapp, 2013). All statements were adapted to environmental CSR and measured on five-point Likert-scales ranging from "Strongly disagree" to "Strongly agree".

First, a PCA was conducted for the three items of perceived intrinsic company motivation. A KMO-value of .75 and a significant Bartlett's Test of Sphericity ($p < .001$) indicated that the scale was suitable for factor analysis. Only one component had an Eigenvalue higher than one (2.50) that explained 83.2 percent of the total variance; the scree plot showed a very strong bend after component one, suggesting to only retain the first component. All three items positively loaded onto component one, with *HerbaLove engages in environmentally responsible initiatives in order to give back something to the community* having the highest correlation (component loading of .92). In this study, perceived intrinsic company motivation had a Cronbach's alpha value of $\alpha = .90$, indicating a very high scale reliability. Thus, the scale appropriately measured perceived intrinsic company motivation, with a high score on the scale indicating a high level of perceived intrinsic motivation.

Next, another PCA was conducted for perceived extrinsic company motivation. The

scale was suitable for factor analysis, as could be derived from a KMO-value of .71 and a significant Bartlett's Test of Sphericity (p < .001). Again, only one component had an Eigenvalue above 1 (2.14) and explained 71.3 percent of the total variance. The scree plot showed a very strong bend after the first component, further solidifying the decision to only extract the first component. All three items positively loaded onto the first component, with *HerbaLove engages in environmentally responsible initiatives because it feels competitive pressures to engage in such activities* having the highest correlation (component loading of .85). Perceived extrinsic company motivation had a Cronbach's alpha value of α = .80, again showing a good reliability of the scale. The scale hence measured perceived extrinsic company motivation, with a high score indicating a high level of perceived extrinsic motivation.

3.4.4 Control variables

Grimmer and Wooley (2014) discovered that there is no difference in purchase intention between a CSR message that highlights personal benefit for the customer and a message purely promoting the environmental benefit. However, consumers with a higher environmental affect were more likely to be convinced by the environmental benefit message, indicating that concern for the environment is a possible mediating variable in this context (Grimmer & Woolley, 2014). Similarly, Schmuck, Matthes, Naderer and Beaufort (2018) state that little studies have explored the moderating effect environmental involvement can have on the relationship between green advertisements and consumers' reactions. Therefore, as possible confounding variables, *environmental concern* and *environmental knowledge* were tested using Abdul-Muhim's (2007) scale item groups.

Environmental concern

For *environmental concern,* ten statements such as "The importance of the environment is often exaggerated" were given. Two statements specifically related to Saudi-Arabia were excluded. *Environmental concern* had a composite reliability of .66 (Abdul-Muhmin, 2007) and was measured using a five-point Likert-scale ranging from "Strongly disagree" to "Strongly agree". After reversing all negatively worded items of the scale, environmental concern had a Cronbach's alpha value of α = .86, indicating very good reliability of the scale.

A PCA was conducted for the environmental concern scale. The scale had a KMO-value of .88 and a significant Bartlett's Test of Sphericity (p < .001), making it a suitable scale for factor analysis. The first component had an Eigenvalue of 4.68, explaining 46.8 percent of total variance. The second component had an Eigenvalue of 1.97, explaining another 19.7 percent of the total variance. All other components had Eigenvalues below 1. The scree plot showed a strong bend after the second component, strengthening the assumption to extract only the first two components. According to the varimax rotated component matrix, six items positively loaded onto component one, with *We should devote some part of our national resources to environmental protection* having the highest correlation (component loading of .82). The four other items loaded onto component two, with *The importance of the environment is never exaggerated* having the highest correlation (component loading of .87) (see Table 3.4.4.1.).

The first component was named *environmental importance,* measuring the level to which a participant highlights the importance the environment and its protection. The scale had a good reliability of α = .86. However, it could be slightly increased by deleting the item *We are not doing enough in this country to protect the environment.* Thus, the new scale *environmental importance* was created with the five remaining items, having a good reliability of α = .87.

Although very similar to the first component, the second component was named *environmental advocacy*, as participants answering this question took more of an ambassador role for the environment and defended its omnipresent position in current societal discussion. This scale had a Cronbach's alpha value of α = .89, indicating that the reliability of this subscale had gone up to highly reliable. Hence, the new scale *environmental advocacy* was created and used for further analysis.

Table 3.4.4.1 Rotated component loadings for environmental concern: Item loadings on a two factor principal components solution

Items	Environmental importance	Environmental advocacy
We should devote some part of our national resources to environmental protection.	.824	
The environment is one of the most important issues facing the world today.	.821	
The increasing destruction of the environment is a serious problem.	.795	

Issues relating to the environment are very important to me.	.793	
It is important to me that we try to protect our environment for future generations.	.721	
We are not doing enough in this country to protect the environment.	.560	
The importance of the environment is never exaggerated.		.872
We need to worry about protecting the environment, because it can't take care of itself naturally.		.856
The attention given in the media to global environmental issues is justified.		.840
The benefits of environmental protection justify the costs involved.		.835
Cronbach's alpha	.87	.89
r (p < .01)		
Eigenvalue	4.68	1.97

Environmental knowledge

The *environmental knowledge* scale contained five items including questions on global warming, the ozone layer, or the destruction of the rainforests. One topic specifically related to Saudi-Arabia was excluded. A composite reliability value for *environmental knowledge* could not be found; however, the author indicated that all composite reliability values for each construct used in the study were above the recommended value of .60, indicating an acceptable reliability score (Abdul-Muhmin, 2007). *Environmental knowledge* was measured using a five-point Likert-scale ranging from "Not at all" over "Slightly less than the average person" to "Much more than the average person".

A PCA was conducted for the environmental knowledge scale. A KMO-value of .86 and a significant Bartlett's Test of Sphericity (p < .001) indicated that the scale was suitable for dimension reduction. Only one of the five components had an Eigenvalue above 1 (Eigenvalue of 3.20) which explained 64.1 percent of the total variance. The scree plot's strong bend after component one further verified that only the first component had to be extracted. All five items positively loaded onto the first component, with *Effects of oil spills on marine life* having the highest correlation (component loading of .84). A reliability analysis revealed that the scale had very good reliability, with a Cronbach's alpha of α = .86. Hence, the *environmental knowledge* scale accordingly measured its underlying concept. A

high score on the scale indicated a high level of knowledge about the environment.

Environmental action

Furthermore, a respondents' tendency to engage in *environmental action* was measured using Alisat and Riemer's (2015) scale including eighteen statements such as "Participated in an educational event" or "Took part in a protest/rally about an environmental issue". The items were measured using a five-point Likert-scale ranging from "Never" through "Sometimes" to "Frequently". Cronbach's alpha for this scale was high; with α = .92, indicating a very high reliability (Alisat & Riemer, 2015).

A PCA was conducted for the *environmental action* scale. A KMO-value of .97 and a significant Bartlett's Test of Sphericity (p < .001) indicated that the scale was suitable for factor analysis. Out of the 18 factors, only two had an Eigenvalue of 1 or higher and together explained 73.6 percent of the total variance. The first component had an Eigenvalue of 11.74 and explained 65.2 percent of the total variance. The second component had an eigenvalue of 1.50 and explained 8.3 percent of the total variance. Even though the scree plot showed a strong bend after component one already, another strong bend was detected after the second component, indicating to stick to a two-component solution. The varimax rotated component matrix revealed that sixteen items positively loaded onto component one and twelve items loaded onto component two. However, after looking at the strength of the correlations, fifteen items could be distinguished to best load onto the first component, with *Organized an environmental protest/rally* having the highest correlation (component loading of .91). Three items could best be assigned to the second component, with *Talked with others about environmental issues* having the highest correlation (component loading of .84) (see Table 3.4.4.2.).

The first component was named *environmental engagement,* measuring the level of physical engagement for the environment and its protection. The scale now had a very high reliability of α = .97. Thus, the new scale *environmental engagement* was created including fifteen items. A high score on the scale showed a high level of physical engagement for the environment among participants.

The second component was named *environmental discussion,* measuring the level to which a participant discussed or looked up information about the environment and its protection. The scale had a good reliability of α = .81. Hence, the new scale *environmental*

discussion was created with the three remaining items. A high score on the scale indicated a high level of discussing environmental issues.

Table 3.4.4.2. Rotated component loadings for environmental action: Item loadings on a two-factor principal components solution

Items	Environmental engagement	Environmental discussion
Organized an environmental protest/rally.	.912	
Organized a community event which focused on environmental awareness.	.879	
Organized a petition (incl. online petitions) for an environmental cause.	.868	
Personally wrote to or called a politician/ government about an environmental issue.	.854	
Organized a boycott against a company engaging in environmentally harmful practices.	.828	
Organized an educational event related to environmental issues.	.811	
Took part in a protest/rally about an environmental issue.	.795	
Used traditional methods (e.g. Letters, articles) to raise awareness about environmental issues.	.787	
Became involved with an environmental group or political party (e.g. Volunteering).	.771	
Spent time working on a group/ organization that deals with the connection of the environment to other social issues such as justice or poverty.	.762	
Consciously made time to be able to work on environmental issues (e.g. Working part time to allow time for environmental pursuits).	.760	
Participated in a community event which focused on environmental awareness.	.732	
Participated in nature conservation efforts (e.g. Planting trees).	.647	
Participated in an educational event related to the environment.	.631	
Financially supported an environmental cause.	.590	
Talked with others about environmental issues.		.837
Educated myself about environmental issues (through media, television, blogs, etc.).		.835
Used online tools (e.g. Facebook, Twitter) to raise awareness about environmental issues.		.734
Cronbach's alpha	.97	.81
r (p < .01)		
Eigenvalue	11.74	1.50

3.5. Demographic information and descriptive statistics

In order to take part in the experiment, respondents did not need any specific sampling requirements, except for agreeing to the informed consent, using Facebook, as well as occasionally drinking tea. The sample consisted of 189 male (62.2 percent) and 115 female (37.8 percent) respondents. Of these participants, the majority obtained a Bachelor's degree (56.9 percent) or a master's degree (25.3 percent). Next, 14.1 percent obtained a high school diploma as their highest level of education and 3.6 percent obtained a PhD, doctoral degree or associates degrees. The majority of participants originated from the U.S. (44.1 percent), followed by India (30.3 percent). A full overview of participants' countries of origin can be found in Table 1. In terms of age (M = 34.5, SD = 10.6), 45.1 percent of participants belonged to the age category of 17 to 30; 41.4 percent were aged 31 to 45 and 13.5 percent were age 45 to 69, indicating a relatively young sample which could be due to digital divide.

Next, descriptive statistics were obtained for all variables in the dataset. An overview of descriptive statistics for all continuous variables can be found in Table 2. For almost all dependent variables, outliers were detected. However, for none of them, the mean diverged much from the trimmed mean, so they were retained (see Table 3). However, two participants were removed due to only entering one value consistently in the questionnaire, indicating that they did not pay enough attention to the questions asked. Hence, the final dataset consisted of 304 responses.

Table 3.5.1. Correlation matrix

	Tea consumption	Purchase intention	Trust	Consumer advocacy	Intrinsic motivation	Extrinsic motivation	Env. importance	Env. advocacy	Env. knowledge	Env. discussion	Env. engagement	Age	Gender	Education
Tea consumption	1													
Purchase intention	.180**	1												
Trust	.099	.798**	1											
Consumer advocacy	.143*	.743**	.832**	1										
Intrinsic motivation	.108	.731**	.881*	.803**	1									
Extrinsic motivation	.045	.221**	-.282**	.346**	.272**	1								
Env. importance	.114*	.136*	.158**	.196**	.163**	.205**	1							
Env. advocacy	-.035	-.217**	-.319**	-.395**	-.311**	-.234**	.391**	1						
Env. knowledge	.158**	.192**	.227**	.283**	.180**	.176**	.420**	-.048	1					
Env. discussion	.149**	.264**	.307**	.422**	.242**	.272**	.321**	-.238**	.525**	1				
Env. engagement	.163**	.374**	.472**	.565**	.392**	.271**	-.031	-.659**	.339**	.631**	1			

Age	-.066	-.153**	-.127*	-.127*	-.059	-.057	.086	.218**	-.010	-.226**	-.279**	1		
Gender	.006	-.093	-.131*	-.115*	-.063	-.091	.096	.184**	-.029	-.052	-.192**	.178**	1	
Education	.035	-.036	-.023	-.016	-.017	-.060	.026	-.040	.131*	.106	.075	-.105	-.027	1

**. Correlation is significant at the .01 level (2-tailed).

*. Correlation is significant at the .05 level (2-tailed).

The correlation matrix shows multiple significant correlations between the dependent variables, the moderating variable and the confounding variables. The most important ones will be highlighted now. Firstly, there is a very high significant positive correlation between purchase intention and consumer advocacy (r = .798; p < .01) and purchase intention and consumer trust (r = .743; p < .01). Consumer trust and consumer advocacy are also strongly positively correlated and significant (r = .832, p < .01). Moreover, there is a significant, high positive correlation between one of the moderators, intrinsic motivation, and consumer trust (r = .881; p < .01), as well as between intrinsic motivation and consumer advocacy (r = .803; p < .01). Hence, all three dependent variables and one of the moderating variables, perceived intrinsic company motivation, are highly correlated, indicating that they might not be distinguishable enough from each other and can represent the underlying concepts on their own. Before conducting any analyses, these variables' multicollinearity needs to be diagnosed.

In general, almost all confounding variables discussing attitudes and behaviors in relation to the environment are significantly related to all three dependent variables (see Table 3.5.1.). Especially, there seems to be a positive significant correlation between the level of environmental engagement and consumer trust (r = .472; p < .01) and environmental engagement and consumer advocacy (r = .565; p < .01). The level of environmental discussion is also positively correlated to consumer advocacy (r = .422; p < .01). This shows that there are indeed some potential confounding effects of these variables on the relation between environmental message style, message rhetoric and CSR advertising scenario and the three dependent variables purchase intention, consumer trust and consumer advocacy. Interestingly, negative significant correlations were found for the relation between environmental advocacy and purchase intention (r = -.217; p < .01), consumer trust (r = -.319; p < .01) and consumer advocacy (r = -.395; p < .01).

Lastly, there was a negative significant correlation between consumer trust and perceived extrinsic company motivation (r = -.282; p < .01), showing that the more a consumer considers the company's intentions to engage in CSR to be extrinsically motivated, the less he or she trusts the company.

3.6. Data analysis

The data that was collected in Qualtrics was analyzed using the statistical analysis program *SPSS Statistics.* The preparation for the analysis procedure included screening and cleaning the dataset from errors or in any other way fallacious data; detecting and eventually removing outliers, as well as retrieving descriptive statistics and demographic information about the dataset. Moreover, negatively worded items were reversely coded, total score scales were established and the measurement items were prepared with the help of a factor analysis in which Cronbach's alphas were examined. Next, dummy variables were created for the three independent variables. With the help of a chi-square test of independence, the two manipulation check questions were verified.

In order to test for hypotheses H1 to H3, one-way between-group ANOVAs were conducted; as well as an additional three two-way between-group ANOVAs to account for potential interaction effects between the independent variables. In order to examine the potential moderation effect of intrinsic and extrinsic motivation on the main effects (H4 to H6), 3x3 = 9 multiple regressions were conducted including the predictors, moderators, dependent variables and the calculated dummy variables for the compound terms of predictors and moderators. Lastly, in order to account for any confounding effects, 3x3 = 9 multiple regressions were conducted including the control variables previously discussed.

3.7. Validity and reliability

During the study, several measurements were taken to increase the validity and reliability of the research. Firstly, all experiment conditions were tested among a trial group of respondents to make sure that the desired manipulation of consumers with the help of environmental CSR messaging took place, and to overcome any potential ambiguity of the variables. The feedback from this pre-test was incorporated in the final experiment. For the actual data collection, a randomizer function was used to allocate online recruited randomly selected respondents to one of the ten conditions, which made sure that the sample represented the general population as accurate as possible, and inferential conclusions could be drawn from the sample (Neuman, 2014). Next, multi-dimensional scales from prior, peer-reviewed research were used that have been verified in past journal articles to measure said concepts. Moreover, to ensure that there was an actual effect of

the independent and moderator variables on the dependent variables, two manipulation checks were conducted to test for the effective manipulation by the independent variables. Additionally, control variables were entered into the analysis, further strengthening the validity of the outcomes.

Furthermore, a principal component analysis was conducted for each of the dependent, moderating and control variable to make sure they were all consistently measuring their underlying concepts. Cronbach's alpha was considered when looking at the constellation of the different scale items used to measure the dependent variables, the moderator and the control variables. All Cronbach's alpha values were above .70, indicating high reliability of the scales.

4. Results

4.1. Manipulation check

In order to test whether respondents' attitudes on the dependent variables had been accurately manipulated by the different stimuli, two manipulation checks were conducted in the form of two survey questions at the end of the questionnaire. The first manipulation check was conducted for the independent variable message style. In the questionnaire, participants were asked to select the company's message style they had been exposed to from the three options discreet, uniform or over-communicative. A short explanation was given for all three styles. A Chi-Square test of independence revealed that 60 percent of respondents gave the right answer to the manipulation question. The manipulation check for message style was successful with 95 percent certainty; χ^2 (4, $N = 304$) = 28.79, $p < .001$.

The second manipulation check was conducted for the independent variable praise type. In the questionnaire, participants were asked to select the company's type of praising they had been exposed to, which could either be company praising or consumer praising. A short explanation and examples were given for both praise types. A Chi-Square test of independence revealed that 62 percent of respondents gave the right answer to the manipulation question. The manipulation check for message style was successful with 95 percent certainty; χ^2 (1, $N = 304$) = 19.74, $p < .001$. Hence, both manipulation checks were successful and it was possible to proceed to the analysis.

4.2. Results one-way between group ANOVAs

Environmental CSR advertisements

Respondents were allocated to one of the three CSR advertisements previously outlined: neutral, climate responsibility and sustainable use of natural resources.

A one-way between-group analysis of variance (ANOVA) was conducted to examine the effect of CSR advertisement on consumer trust. A significant Levene's test (F (2, 301) = 6.42, $p = .002$) revealed that equal variances could not be assumed. This was also indicated by a significant Welsh test (F (2, 170) = 4.17, $p = .017$) and a significant Brown-Forsythe test (F (2, 291) = 4.25, $p = .015$). However, as each group included more than 30 participants, it was still possible to proceed. The mean scores for consumer trust among the three groups

did not differ much ($M_{neutral}$ = 3,90, SD = 0.74; $M_{climate}$ = 3,50, SD = 1.13; $M_{resources}$ = 3.77, SD = 1.02). However, a significant statistical difference was found between the groups; F (2, 301) = 3.68, p = .026, η^2 = 0.02. A post-hoc Tukey HSD test revealed that there was a significant difference in consumer trust between the group that had received the neutral advertisement and the group that was exposed to the climate responsibility advertisement ($M_{difference}$ = 0.40, p = .042). Interestingly, **H1a had to be rejected** as participants belonging to the neutral advertisement group voiced higher levels of trust compared to the other two groups. However, this difference was only minimal, with an effect size of η^2 = 0.02.

Another one-way between group ANOVA was conducted to explore the impact of the different CSR advertisements on purchase intention. Firstly, a significant Levene's test (F (2, 301) = 8.74, p < .001) revealed that equal variances could not be assumed. However, a non-significant Welsh test (F (2, 165) = 2.95, p = .055) and a non-significant Brown-Forsythe test (F (2, 282) = 2.91, p = .056) enabled the continuation of the analysis. There was no significant difference found between the groups in terms of purchase intention; F (2, 301) = 2.56, p = .079, η^2 = 0.02. This could also be seen in the mean scores in purchase intention among the groups, which barely differed from each other ($M_{neutral}$ = 3,95, SD = 0.76; $M_{climate}$ = 3,61, SD = 1.09; $M_{resources}$ = 3.80, SD = 0.96). Hence, **H1b had to be rejected**.

Lastly, the effect of the difference in CSR advertising scenarios on consumer advocacy was examined in another one-way between-group ANOVA. A non-significant Levene's test (F (2, 301) = 1.69, p = .187) indicated that equal variances could be assumed. The mean scores for consumer advocacy differed slightly between the groups ($M_{neutral}$ = 3.55, SD = 0.75; $M_{climate}$ = 3.44, SD = 0.96; $M_{resources}$ = 3.66, SD = 0.90). No significant statistical difference was found between the groups in terms of their level of advocacy for the company; F (2, 301) = 1.87, p = .157, η^2 = 0.01. Hence, **H1c had to be rejected as well**, despite participants belonging to the resources group scoring higher on advocacy compared to their neutral advertisement counterparts.

Generally, being exposed to different CSR advertisements did not, or barely, make a difference in participants' mean levels of trust and advocacy for the company, or their likeliness to purchase the product. Participants belonging to the climate responsibility group were even slightly less likely to trust the company compared to respondents exposed to the neutral advert, somewhat reversing the expected results from the hypotheses.

Message style

Another set of one-way between-group ANOVA's was conducted to test the effect of the previously discussed different environmental CSR message styles (uniform, discreet, over-communicating) on purchase intention, consumer trust and consumer advocacy.

A one-way between group ANOVA was conducted for the different message styles and their effect on consumer trust. Levene's test (F (2, 301) = 50.42, p < .001) showed that homogeneity of variances was violated. This was also indicated by a significant Welsh test (F (2, 143) = 22.64, p < .001) and a significant Brown-Forsythe test (F (2, 232) = 29.83, p < .001). However, again the groups were big enough (n > 30) to continue the analysis. The mean scores in company trust differed greatly ($M_{discreet}$ = 3.90, SD = 0.74; $M_{uniform}$ = 4.06, SD = 0.62; $M_{over-comm.}$ = 3.21, SD = 1.26), with respondents exposed to the over-communicating message style trusting the company the least. A large, significant statistical difference was found between the groups in terms of trust in the company; F (2, 301) = 26.41, p < .001, η^2 = 0.15. The post-hoc Tukey HSD test revealed that again, there was a significant difference between the discreet and over-communicating group ($M_{difference}$ = 0.70, p < .001), as well as the uniform and over-communicating group ($M_{difference}$ = -0.85, p < .001. There was no significant difference found between the discreet and uniform message style groups. Hence, **H2a could be retained** as participants exposed to the discreet and uniform message style indeed showed higher levels of trust in the company compared to the over-communicating group.

Another one-way between-group ANOVA was conducted for the difference in message style and its effect on purchase intention. A significant Levene's test (F (2, 301) = 36.31, p < .001) indicated that equal variances could not be assumed. This was also indicated by a significant Welsh test (F (2, 143) = 26.06, p < .001) and a significant Brown-Forsythe test (F (2, 233) = 32.31, p < .001). However, again the groups were big enough (n > 30) to continue the analysis. The mean scores for purchase intention between the groups differed greatly ($M_{discreet}$ = 3.95, SD = 0.76; $M_{uniform}$ = 4.13, SD = 0.62; $M_{over-comm.}$ = 3.27, SD = 0.99). The group of participants that received information about the company communicating exactly what they are communicating scored the highest on purchase intention. The ANOVA revealed that there was a large significant statistical difference between the groups; F (2, 301) = 29.47, p < .001, η^2 = 0.16. A post-hoc Tukey HSD test showed that there were significant differences between the discreet and over-

communicating communication style, as well as between the uniform and over-communicating style. Between the discreet and over-communicating group, the mean difference was $M_{difference}$ = 0.67, p < .001. Between the uniform and over-communicating group, the mean difference in purchase intention was $M_{difference}$ = -0.86, p < .001. There was no significant difference in level of purchase intention between participants in the uniform and discreet group. Hence, **H2b was retained**. Consumers exposed to the discreet or uniform environmental CSR message were indeed much more likely to purchase the advertised product compared to participants in the over-communicating group, with participants belonging to the uniform message group indicating the highest purchase intentions.

Lastly, a one-way between-group ANOVA was conducted to examine the different message styles and their effect on consumer advocacy for the company. A significant Levene's test (F (2, 301) = 20.49, p < .001) indicated a violation of homogeneity of variances. This was also indicated by a significant Welsh test (F (2, 146) = 10.60, p < .001) and a significant Brown-Forsythe test (F (2, 238) = 11.50, p < .001). However, again the groups were big enough (n > 30) to continue the analysis. The mean scores for consumer advocacy differed notably among the three groups again ($M_{discreet}$ = 3.55, SD = 0.75; $M_{uniform}$ = 3.81, SD = 0.66; $M_{over-comm.}$ = 3.30, SD = 1.10) with participants allocated to the uniform group taking the strongest advocacy position for the company. There was a moderate significant statistical difference found between the groups; F (2, 301) = 10.61, p < .001, η^2 = 0.07. A post-hoc Tukey HSD test revealed that there was a significant difference only between the uniform and over-communicating message style with a mean difference of $M_{difference}$ = -0.51, p < .001. Hence, **H2c could only be partially retained** as only participants exposed to the uniform message style indicated a statistically higher advocacy for the company compared to the over-communicating group. Though, despite not being statistically significant, participants in the discreet group also indicated higher advocacy compared to the over-communicating group. There was no significant difference between the over-communicating group and the discreet group and the discreet and uniform group.

Praise type

The last set of one-way, between-group ANOVA's was conducted to examine the relationship between the difference in rhetorical CSR style and its effect on consumer trust,

purchase intention and consumer advocacy. According to Kouchaki and Jami's study (2018), a difference in company praising and consumer praising and its effect on the dependent variables was tested for.

Firstly, the difference in rhetorical style and its effect on consumer trust was examined. A non-significant Levene's test (F (1, 301) = 0.72, p = .396) indicated that equal variances could be assumed. The mean scores for trust differed slightly with $M_{company}$ = 3.37, SD = 1.01 and $M_{consumer}$ = 3.63, SD = 1.06. The ANOVA showed no statistically significant difference between the two groups; F (1, 301) = 0.81, p = .386, η^2 < .01. Hence, for their level of trust in the company, it did not matter whether participants were exposed to consumer praise or company praise, and **H3a had to be rejected**. Despite not being statistically significant, even opposite results occurred, with participants being exposed to consumer praise indicating higher scores on trust compared to the company praise group.

Next, the relationship between the difference in rhetorical CSR message style and purchase intention was explored. Since Levene's test was non-significant (F (1, 302) = 0.17, p = .684), equal variances could be assumed. The mean scores for purchase intention differed slightly with $M_{company}$ = 3.80, SD = 1.01 and $M_{consumer}$ = 3.69, SD = 0.97. Again, there was no statistically significant difference found between the company praise and consumer praise group in terms of purchase intention; F (1, 302) = 0.98, p = .324, η^2 < .01. Participants exposed to consumer praising were almost just as likely to purchase the product as participants having experienced company praise, and hence, **H3b had to be rejected** as well. However, despite not being statistically significant, the company praise group did indicate a higher level of purchase intention than the consumer praise group.

Lastly, another one-way between-group ANOVA was conducted to see whether there were any differences in praise type when it comes to consumer advocacy for the company. A non-significant Levene's test (F (1, 302) = 2.00, p = .158) indicated that there were no violations of homogeneity of variances. Again, the mean scores for consumer advocacy only differed slightly with $M_{company}$ = 3.63, SD = 0.86 and $M_{consumer}$ = 3.47, SD = 0.95. There was no statistically significant difference found between the company and consumer praise type groups; F (1, 302) = 2.69, p = .102, η^2 = 0.01. Participants exposed to consumer praising indicated an almost as high advocacy for the company as participants exposed to company praise. Thus, **H3c was rejected** as well. However, despite not being statistically significant, the company praise group did indicate a higher level of consumer

advocacy than the consumer praise group.

4.3. Interaction effects between the independent variables

In order to account for any potential interaction effects between the three independent variables CSR advertising, message style and praise type, a two-way between-group ANOVA was conducted for each dependent variable.

First, a two-way ANOVA was conducted for the three independent variables CSR advertising, message style and praise type and their (communal) effects on consumer trust. Levene's test resulted in a significant p-value (F (9, 294) = 10.04, $p < .001$), indicating a violation of equal variances. However, all groups and sub-groups were large enough ($n <$ 30) to continue the analysis. No interaction effects could be found between the three independent variables and their effects on consumer trust (see Table 4.3.1).

Table 4.3.1. Results of the two-way ANOVA for consumer trust *(N = 304)*

	Sum of Squares	df	Mean Square	F	p	η²
Ad. scenario	4.76	1	4.76	5.24	.023*	.02
Style	45.40	1	45.40	50.01	< .001**	.15
Praise	1.27	1	1.28	1.40	.237	.01
Ad. scenario x style	0.93	1	0.93	1.02	.313	< .01
Ad. scenario x praise	0.07	1	0.07	0.08	.784	< .01
Style x praise	1.45	1	1.45	1.60	.207	.01
Ad. scenario x style x praise	0.34	1	0.34	0.37	.542	< .01
Error	266.90	294	0.91			
Total	4443.22	304				

**. Significant at the .01 level (2-tailed).

*. Correlation is significant at the .05 level (2-tailed).

Next, an ANOVA was conducted for the potential communal effect of the independent variables on purchase intention. Levene's test was significant (F (9, 294) = 8.29, $p < .001$), indicating a violation of equal variances. However, all groups and sub-groups were large enough ($n <$ 30) to continue the analysis. Again, no interaction effects were found between the three variables CSR advertising, message style and praise type (see Table 4.3.2.).

Table 4.3.2. Results of the two-way ANOVA for purchase intention *(N = 304)*

	Sum of Squares	df	Mean Square	F	p	η^2
Ad. scenario	2.47	1	2.47	3.01	.084	.01
Style	45.99	1	45.99	55.85	< .001**	.16
Praise	0.80	1	0.80	0.98	.324	.01
Ad. scenario x style	0.55	1	0.55	0.67	.413	< .01
Ad. scenario x praise	0.29	1	0.29	0.35	.554	< .01
Style x praise	0.67	1	0.67	0.81	.368	< .01
Ad. scenario x style x praise	0.30	1	0.30	0.36	.548	< .01
Error	242.06	294	0.82			
Total	4556.00	304				

**. Significant at the .01 level (2-tailed).

*. Correlation is significant at the .05 level (2-tailed).

Lastly, an ANOVA was conducted for the potential communal effect of the independent variables on consumer advocacy. Levene's test was significant again (F (9, 294) = 4.34, $p <$ .001), indicating a violation of equal variances. However, all groups were large enough ($n <$ 30) to continue the analysis. One statistically significant, small interaction effect was found between CSR advertisement and message style (F (1, 294) = 4.29, p = .039, η^2 = 0.01). A Tukey HSD post-hoc test revealed that there was only significant statistical difference between the subgroup exposed to the climate responsibility advert with an over-communicating style and the subgroup exposed to the climate responsibility advertisement with a uniform style ($M_{difference}$ = -0.51, $p <$ .001). Members of the over-communicating, climate responsibility subgroup scored much lower on consumer advocacy than members of the uniform, climate responsibility group.

Table 4.3.3. Results of the two-way ANOVA for consumer advocacy *(N = 304)*

	Sum of Squares	df	Mean Square	F	p	η^2
Ad. scenario	3.20	1	3.20	4.28	.039*	.01
Style	16.42	1	16.42	21.95	< .001**	.07
Praise	2.59	1	2.59	3.46	.064	.01
Ad. scenario x style	3.21	1	3.21	4.29	.039*	.01
Ad. scenario x praise	0.30	1	0.30	0.40	.529	< .01
Style x praise	2.11	1	2.11	2.82	.0.94	.01
Ad. scenario x style x praise	0.57	1	0.57	0.77	.383	< .01

Error	219.95	294	0.75
Total	4081.63	304	

**. Significant at the .01 level (2-tailed).

*. Correlation is significant at the .05 level (2-tailed).

4.4. Results moderation analysis

In order to examine the moderating effect of perceived intrinsic and extrinsic company motivation on the relationship between CSR advertisement scenario, message style and praise tactic on consumer trust, purchase intention and consumer advocacy, a set of multiple linear regression analyses was conducted with each possible combination of independent and dependent variables. All continuous variables were standardized before conducting any regression analysis. Table 4 contains an overview of all conducted regression analysis results.

CSR advertisement

First, a set of multiple regressions was conducted to examine whether perceived intrinsic and extrinsic company motivation had a moderating effect on the relationship between CSR advertisement and consumer trust, purchase intention and consumer advocacy (H4a to H4c).

The first regression was conducted for CSR advertisement and consumer trust, and whether intrinsic and extrinsic motivation had a moderating effect on the relationship. Descriptive statistics revealed that the dependent variable consumer trust was not normally distributed; p < .001. Hence, the adjusted R^2 was used. No multicollinearity was detected between the predictors. The relationship between the dependent and independent variable fulfilled assumptions of linearity. The regression revealed that the model successfully predicts consumer trust, $F(5, 298) = 211.84$, $p < .001$, $R^2 = .78$, and the variables accounted for 78 percent of the variance in the model. However, only perceived intrinsic company motivation contributed significantly to the model; $b* = 0.79$, $p < .001$, whereas the compound variable between intrinsic motivation and CSR advertising ($b* = 0.09$, $p = .164$) and CSR advertising did not ($b* = -0.02$, $p = .460$). The compound variable of extrinsic motivation and CSR advertisement ($b* = 0.03$, $p = .580$) and perceived extrinsic

motivation ($b* = 0.02$, $p = .663$) didn't contribute to the model either. Hence, **H4a had to be rejected** as no moderation occurred; the more participants thought the company engaged in CSR activities for intrinsic reasons, the higher was the level of trust in the company.

Next, a multiple regression was conducted for CSR advertisement, the moderators, and their effect on purchase intention. Purchase intention was not normally distributed; p < .001. Hence, the adjusted R^2 was used. No multicollinearity was detected between the predictors. The relationship between the dependent and independent variables was linear. The model successfully predicted purchase intention, F (5, 298) = 69.71, $p < .001$, $R^2 = .53$, and the variables accounted for 53 percent of the variance in the model. The compound variables between intrinsic motivation and CSR advertisement ($b* = 0.11$, $p = .242$) and extrinsic motivation and CSR advertisement ($b* = 0.06$, $p = .479$) did not significantly contribute to the model; neither did perceived extrinsic motivation ($b* = -0.02$, $p = .815$) and CSR advertisement ($b* = -0.04$, $p = .387$). However, perceived intrinsic company motivation contributed significantly to the model; $b* = 0.63$, $p < .001$. Hence, **H4b had to be rejected** as well since again, no moderation occurred; the more participants thought the company engaged in CSR activities for intrinsic reasons, the higher was their level of purchase intention.

Another multiple regression was conducted for CSR advertisement scenario, the moderators, and their effect on consumer advocacy. Consumer advocacy was not normally distributed; $p < .001$; and the adjusted R^2 was used. No multicollinearity was detected between the predictors. The relationship between the dependent and independent variables was linear. The regression model successfully predicted consumer advocacy, F (5, 298) = 118.42, $p < .001$, $R^2 = .66$, and the variables accounted for 66 percent of the variance in the model. There was no significant interaction effect between CSR advertisement and intrinsic motivation ($b* = -0.02$, $p = .815$) and CSR advertisement and extrinsic motivation ($b* = 0.02$, $p = .764$). Perceived extrinsic motivation ($b* = 0.12$, $p = .086$) and CSR advertisement ($b* = 0.06$, $p = .091$) did not significantly contribute to the model either. Only perceived intrinsic company motivation ($b* = 0.78$, $p < .001$) contributed significantly to the model. Hence, **H4c had to be rejected** as well since again, no moderation occurred; the extent to which participants thought the company engaged in CSR activities for intrinsic reasons was the sole predictor for the level of purchase intention.

Message style

The next set of multiple regressions was conducted to examine whether perceived intrinsic and extrinsic company motivation had a moderating effect on the relationship between message style and consumer trust, purchase intention and consumer advocacy (H5a to H5c).

The first multiple regression examined the relationship between message style, consumer trust and the potential moderators intrinsic and extrinsic company motivation. Again, adjusted R^2 was used. No multicollinearity was detected between the predictors. The relationship between the dependent and independent variables was linear. The model successfully predicted consumer trust, $F (5, 298) = 227.17$, $p < .001$, $R^2 = .79$, and the variables accounted for 79 percent of the variance in the model. Perceived intrinsic company motivation contributed significantly to the model; $b* = 0.58$, $p < .001$; as well as perceived extrinsic motivation ($b* = 0.16$, $p = .010$) and the compound variable between message style and intrinsic motivation ($b* = 0.30$, $p < .001$). Message style did not significantly contribute ($b* = -0.04$, $p = .119$). This indicates that again, there was no moderation effect. Perceived intrinsic and extrinsic company motivation were the sole predictors for level of consumer trust. However, the interaction term between intrinsic motivation and message style contributed strongly to the model as well. So, the contribution of intrinsic motivation to the model was not unique, but also tied to message style. **H5a had to be rejected.**

Another multiple regression was conducted for the potential moderation effect of intrinsic and extrinsic company motivation on the relationship between message style and purchase intention. Adjusted R^2 was used. No multicollinearity was detected between the predictors and the relationship between the dependent and independent variables was linear. The model successfully predicted purchase intention, $F (5, 298) = 78.37$, $p < .001$, $R^2 = .56$, and the variables accounted for 56 percent of the variance in the model. The interaction term between message style and intrinsic motivation contributed the strongest to the model; $b* = 0.40$, $p < .001$, together with intrinsic company motivation ($b* = 0.32$, $p = .003$). Message style ($b* = -0.11$, $p = .010$) also significantly contributed, but not as strongly. Hence, it could be stated that there was a strong, moderating effect of perceived intrinsic company motivation on the relationship between message style and purchase intention. **H5b could be partially retained**, meaning that the stronger a consumer

perceives the company to be intrinsically motivated for CSR actions and the more a company communicates their CSR actions in a uniform style, the higher purchase intentions are among consumers.

A last multiple regression was conducted for the effect of intrinsic and extrinsic company motivation on the relationship between message style and consumer advocacy. Adjusted R^2 was used. No multicollinearity was detected between the predictors and the relationship between the dependent and independent variables was linear. The model successfully predicted consumer advocacy, F (5, 298) = 123.40, $p < .001$, $R^2 = .67$, and the variables accounted for 67 percent of the variance in the model. Intrinsic company motivation ($b^* = 0.62$, $p < .001$) contributed the strongest to the model, together with perceived extrinsic company motivation ($b^* = 0.21$, $p = .004$). The interaction term between message style and intrinsic motivation contributed slightly to the model; $b^* = 0.19$, $p = .034$, and so did message style ($b^* = 0.09$, $p = .014$). Hence, it can be stated that there was a strong, moderating effect of perceived intrinsic and extrinsic company motivation on the relationship between message style and purchase intention. **H5c could be retained**; a respondent takes on a stronger advocacy role for the company if the company communicates in a discreet or uniform manner. However, this relationship strongly depends on whether they perceive intrinsic and extrinsic company motivations for CSR actions to be higher.

Praise type

The last set of multiple regressions examined whether perceived intrinsic and extrinsic company motivation had a moderating effect on the relationship between praise type and consumer trust, purchase intention and consumer advocacy (H6a to H6c).

The first multiple regression examined the relationship between praise type, consumer trust and the potential moderators intrinsic and extrinsic company motivation. Again, adjusted R^2 was used. No multicollinearity was detected between the predictors. The relationship between the dependent and independent variables was linear. The model successfully predicted consumer trust, F (5, 298) = 210.08, $p < .001$, $R^2 = .78$, and the entered variables accounted for 78 percent of the variance in the model. The interaction term between intrinsic company motivation and praise type ($b^* = -0.04$, $p = .381$) and the interaction term between extrinsic company motivation and praise type ($b^* < -0.01$, $p =$

.977) didn't significantly contribute to the model. Neither did praise type ($b* = 0.02$, $p = .518$) or perceived extrinsic motivation ($b* = 0.04$, $p = .295$). Perceived intrinsic company motivation contributed significantly to the model; $b* = 0.90$, $p < .001$). This indicates that there was no moderation effect. Perceived intrinsic company motivation was the sole predictor for level of consumer trust. The stronger respondents perceived company motivations for CSR actions to be intrinsic, the stronger was their trust in the company. **H6a was rejected.**

The second multiple regression examined the relationship between praise type, purchase intention and the potential moderators intrinsic and extrinsic company motivation. Again, adjusted R^2 was used. No multicollinearity was detected between the predictors. The relationship between the dependent and independent variables was linear. The model successfully predicted purchase intention, $F (5, 298) = 71.83$, $p < .001$, $R^2 = .54$, and the entered variables accounted for 54 percent of the variance in the model. Perceived intrinsic company motivation contributed significantly to the model; $b* = 0.86$, $p < .001$, and so did the compound variable of praise type and intrinsic motivation, which was much less strong ($b* = -0.17$, $p = .006$). Praise type did not significantly contribute ($b* < 0.01$, $p = .966$); neither did perceived extrinsic motivation ($b* = -0.05$, $p = .438$) or the compound variable between extrinsic motivation and praise type ($b* = 0.08$, $p = .182$). This indicates that there was no moderation effect. Perceived intrinsic company motivation was the sole predictor for level of purchase intention; praise type was only a significant contributor when combined with intrinsic motivation. The stronger respondents perceived company motivations for CSR actions to be intrinsic, the stronger was their purchase intention. **H6b had to be rejected.**

The last multiple regression examined the relationship between praise type, consumer advocacy and the potential moderators intrinsic and extrinsic company motivation. Again, adjusted R^2 was used. No multicollinearity was detected between the predictors. The relationship between the dependent and independent variables was linear. The model successfully predicted consumer advocacy, $F (5, 298) = 117.74$, $p < .001$, $R^2 = .66$, and the entered variables accounted for 66 percent of the variance in the model. The compound variables between intrinsic company motivation and praise type ($b* = -0.05$, $p = .316$) and extrinsic motivation and praise type ($b* = 0.02$, $p = .661$) did not significantly contribute to the model; neither did praise type ($b* = -0.03$, $p = .390$). Perceived intrinsic

company motivation contributed significantly to the model; $b* = 0.81$, $p < .001$, and so did perceived extrinsic company motivation ($b* = 0.12$, $p = .024$). This indicates that there was no moderation effect. Perceived intrinsic and extrinsic company motivation were the sole predictors for level of consumer advocacy. The stronger respondents perceived company motivations for CSR actions to be intrinsic and extrinsic, the stronger was their advocacy for the company. However, intrinsic motivation was a much stronger predictor for level of advocacy. **H6c was rejected.**

4.5. Additional results

In order to account for any confounding effects the demographic characteristics of the dataset may have, another set of multiple regression analyses was conducted, including age, gender and educational background. Moreover, participants' levels of environmental importance, advocacy for the environment, environmental knowledge, environmental engagement and discussion about the environment were taken into account. Again, adjusted R^2 was used. An overview of regression results for the confounding variables and main effects can be found in Table 5.

CSR advertisement

The regression analysis was conducted for the effect of CSR advertisement scenario and intrinsic company motivation on consumer trust, and whether this relationship was impacted by other variables as well. No multicollinearity was detected between the predictors. The regression model turned out to be significant; $F (13, 290) = 92.95$, $p < .001$, $R^2 = .80$. Together, the entered variables explained 80 percent of variance in the model. Next to perceived intrinsic company motivation ($b* = 0.73$, $p < .001$), only level of environmental engagement significantly contributed to the model ($b* = 0.17$, $p < .001$), indicating that the more respondents engaged in environmental activities and perceived the company as intrinsically motivated for CSR actions, the higher was their trust. CSR advertisement did not significantly contribute to the model ($b* = -0.03$, $p = .311$).

Next, it was tested whether the effect of CSR advertisement and intrinsic company motivation on purchase intention could be traced back to any confounding variables. Again, no multicollinearity was detected between the predictors. The regression model was

significant, $F(13, 290) = 29.48$, $p < .001$, $R^2 = .55$. Hence, 55 percent of the model's variance could be explained by the entered variables. Next to intrinsic company motivation ($b^* = 0.59$, $p = .311$), age ($b^* = -0.10$, $p = .022$) and environmental advocacy ($b^* = 0.14$, $p = .024$) had a significant contribution to the model. Hence, the level of a respondents' purchase intention depended on their age, as well as their level of advocacy for the protection of the environment. CSR advertisement did not significantly contribute to the model ($b^* = -0.03$, $p = .419$).

The last regression model examined whether there was a confounding effect of other variables on the relationship between CSR advertisement, intrinsic company motivation and consumer advocacy for the company. No multicollinearity was detected between the predictors. The regression model was significant: $F(13, 290) = 63.21$, $p < .001$, $R^2 = .73$, with the variables explaining 73 percent of variance. Again, next to level of intrinsic company motivation ($b^* = 0.64$, $p < .001$), environmental engagement significantly contributed to the model ($b^* = 0.21$, $p < .001$), while CSR advertisement did not ($b^* = 0.05$, $p = .138$). Hence, a respondents' high level of advocacy for the company was predicted by a higher perceived level of intrinsic company motivation for CSR actions and a higher level of environmental engagement.

Message style

The next set of regression analyses was conducted for the effect of message style and intrinsic company motivation on consumer trust, purchase intention and consumer advocacy, and whether this relationship was impacted by other variables as well.

For the regression analysis of message style and intrinsic motivation on consumer trust, no multicollinearity was detected between the predictors. The regression model was significant; $F(13, 290) = 97.15$, $p < .001$, $R^2 = .81$. Together, the entered variables explained 81 percent of variance in the model. Next to message style ($b^* = -0.06$, $p = .023$) and perceived intrinsic company motivation ($b^* = 0.59$, $p < .001$), only level of environmental engagement significantly contributed to the model ($b^* = 0.15$, $p = .001$), indicating that next to a high level of perceived intrinsic motivation and a uniform or discreet message style, a high level of environmental engagement predicted stronger trust in the company. Interestingly, in this model, extrinsic motivation did not make a significant contribution anymore ($b^* = 0.07$, $p = .204$), indicating that environmental engagement is a stronger

predictor for consumer trust.

Next, it was tested whether the effect of message style and intrinsic company motivation on purchase intention could be traced back to any confounding variables. Again, no multicollinearity was detected between the predictors. The regression model was significant, F (13, 290) = 32.63, p < .001, R^2 = .58. Hence, 58 percent of the model's variance could be explained by the entered variables. Next to message style (b^* = -0.12, p = .005) and intrinsic company motivation (b^* = 0.32, p = .003), age (b^* = -0.10, p = .028) had a significant contribution to the model. Hence, next to a discreet or uniform communication style and a high level of perceived intrinsic company motivation, age predicted the level of purchase intention.

The last regression model examined whether there was a confounding effect of other variables on the relationship between message style, intrinsic and extrinsic company motivation and consumer advocacy for the company. No multicollinearity was detected between the predictors. The regression model was significant: F (13, 290) = 63.53, p < .001, R^2 = .73, with the variables explaining 73 percent of variance. Again, next to level of intrinsic company motivation (b^* = 0.60, p < .001), environmental engagement significantly contributed to the model (b^* = 0.20, p < .001), while message style did not anymore (b^* = 0.05, p = .127). Hence, a respondents' high level of advocacy for the company was predicted by a higher perceived level of intrinsic company motivation for CSR actions and a higher level of environmental engagement, rather than a discreet of uniform CSR communication style.

Praise type

The next regression analysis was conducted for the effect of praise type and intrinsic company motivation on consumer trust, and whether this relationship was impacted by other variables as well. No multicollinearity was detected between the predictors. The regression model turned out to be significant; F (13, 290) = 92.05, p < .001, R^2 = .80. Together, the entered variables explained 80 percent of variance in the model. Next to perceived intrinsic company motivation (b^* = 0.85, p < .001), gender (b^* = -0.06, p = .040) and level of environmental engagement significantly contributed to the model (b^* = 0.17, p < .001), indicating that depending on gender, the more respondents engaged in environmental activities and perceived the company as intrinsically motivated for CSR

actions, the higher was their trust.

Next, it was tested whether the effect of praise type and intrinsic company motivation on purchase intention could be traced back to any confounding variables. Again, no multicollinearity was detected between the predictors. The regression model was significant, $F(13, 290) = 30.18$, $p < .001$, $R^2 = .56$. Hence, 56 percent of the model's variance could be explained by the entered variables. Next to intrinsic company motivation ($b^* = 0.85$, $p < .001$), age ($b^* = -0.10$, $p = .031$) and environmental advocacy ($b^* = 0.14$, $p = .023$) had a significant contribution to the model. Hence, the level of a respondents' purchase intention depended on their age, as well as their level of advocacy for the protection of the environment. Praise type did not significantly contribute to the model ($b^* = 0.02$, $p = .706$).

The last regression model examined whether there was a confounding effect of other variables on the relationship between praise type, intrinsic and extrinsic company motivation and consumer advocacy for the company. No multicollinearity was detected between the predictors. The regression model was significant: $F(13, 290) = 62.77$, $p < .001$, $R^2 = .73$, with the variables explaining 73 percent of variance. Next to level of intrinsic company motivation ($b^* = 0.70$, $p < .001$), environmental engagement significantly contributed to the model ($b^* = 0.21$, $p < .001$), while extrinsic company motivation did not anymore ($b^* = 0.05$, $p = .337$), indicating that together with intrinsic motivation, level of environmental engagement was a better predictor for consumer advocacy than the respondents' level of perceived extrinsic company motivation.

5.   Discussion

5.1. Theoretical implications

The findings of this study were attained with the help of six hypotheses, which were either confirmed or rejected throughout the analysis. An overview of all results, how they tie into past academic research and what implications can be drawn from them will be presented here.

First, H1a stated that compared to a neutral advertisement, an advertisement addressing climate responsibility and the sustainable use of natural resources would have a higher positive impact on consumer trust. H1 was formulated along the two dimensions of environmental CSR that Khojastehpour and Johns (2014) provided. This hypothesis was rejected, as participants in the neutral advertisement group significantly trusted HerbaLove more than participants in the climate responsibility group. Although not significant, consumers exposed to the sustainable use of natural resources advertisement scored lower on trust as well. This implies that consumers are more likely to trust a company when they do not openly address their environmental responsibility whatsoever. Next, H1b and H1c stated that compared to a neutral advertisement, an advertisement addressing climate responsibility and the sustainable use of natural resources will have a higher positive impact on purchase intention and consumer advocacy. Both hypotheses were rejected since the three advertisements did not make any difference in the levels of purchase intention and consumer advocacy, which were all about equally high. However, participants exposed to the neutral advertisement voiced the highest levels of purchase intention, confirming it being better for a company to not be so outspoken about their environmental CSR. Meanwhile, participants in the natural resources group had slightly higher levels of advocacy for the company. Generally, it did not seem to matter which topic was addressed in the environmental CSR advertisement, implying that consumers are not receptive to the CSR actions addressed in advertisements for a green product or company. No less, participants even had slightly higher levels of positive attitudes towards HerbaLove when presented with a neutral advertisement. The first three hypotheses' findings stand in contrast to Mueller Loose and Remaud (2013), who found that environmental claims in CSR messages work best for making consumers opt for the advertised product. However, the results can be traced back to Nyilasy, Gangadharbatla and Paladino's study (2018) showing that green advertising can actually create negative brand attitudes and skepticism among

consumers because they instinctively attribute ulterior motives to a company who is very outspoken about acting eco-friendly. This raises questions about the credibility of environmental advertising content, and whether companies wanting to incite consumers to make green consumption choices and affiliate themselves with the company's goals and values are not better off focusing on other factors rather than making extensive claims about how the purchase of a product is tied to sustainability.

Next, H2a and H2b stated that compared to over-communicating, a discreet or uniform environmental CSR communication style will have a higher positive impact on consumer trust and purchase intention. Both hypotheses were retained, as participants in the uniform and discreet group indeed showed higher levels of trust in HerbaLove and purchase intention. These findings confirm an array of past academic research. Firstly, it verifies and extends research which also found that environmental CSR communication can have a positive effect on purchase intention (Du, Bhattacharya & Sen, 2010; Lee & Shin, 2010; Mueller Loose & Remaud, 2013) and trust (Pivato, Misani & Tencati, 2008; Swaen & Chumpitaz, 2008; Du, Bhattacharya & Sen, 2010). In particular, a discreet or uniform communication style seems to work best (Ginder, Kwon & Byun, 2019). Interestingly, H2c, which stated that compared to over-communicating, a discreet or uniform approach would lead to higher consumer advocacy, provided some more nuanced results. It could only be partially retained due to the fact that only the uniform communication style lead to a statistically significant higher level of advocacy for the company, which indicates that a communication approach based on congruency (communicating exactly what you're doing) seems to be most effective when wanting to incite consumers to affiliate with your company or product. This study extends the conceptual model formulated by Ginder, Kwon and Byun's (2019) by adding two dependent variables which are not based on buying behavior, but rather tied to long-term affiliation with and advocacy for the company and its goals. The need for studies exploring effects of environmental CSR messages on consumers that are not tied to consumption has been discussed by much academic research before (Manning, 2013; Feldman & Vasquez-Parraga, 2013; Caruana & Chatzidakis, 2014). Moreover, the results of this research tie into the body of academic studies showing that, instead of leaving a good impression on consumers, employing greenwashing techniques does not work and indeed harms a company, as it can lead to distrust and skepticism (Aji & Sutkino, 2015; Rahman, Park & Geng-quing Chi, 2015) and lower purchase intention

(Ginder, Kwon & Byun, 2019; De Jong, Harking & Barth, 2018).

Moving on, Ginder, Kwon and Byun (2019) expressed a need for studies that examine the various rhetorical tactics of CSR messages and how they impact consumer behavior. This study responded to this need by posing three hypotheses (H3a to H3c) stating that compared to an environmental CSR message containing consumer praising, corporate praise has a more positive impact on consumers' trust in the company, purchase intention and consumer advocacy. These three hypotheses had to be rejected as there was no statistically significant difference found between the two groups across all dependent variables. Both consumer and company praise lead to equally high scores on trust, purchase intention and advocacy. Participants exposed to consumer praise even showed slightly higher levels of trust. These results oppose the findings of Romani and Grappi (2014) and Kouchaki and Jami (2018) who found that when a message is framed around praising the company of a product, it leads consumers to make more altruistic choices; hence, being more favorable towards the green product and company trying to tackle climate change.

Moreover, the relationships between the three independent variables were examined to account for potential interaction effects. There was one statistically significant interaction effect found between environmental CSR advertisement and message style. Specifically, the subgroup that was exposed to the stimuli combination of the climate responsibility advertisement and the over-communicating message style had significantly lower scores on consumer advocacy compared to the group with the climate responsibility advertisement and the uniform message style. This adds another nuanced result to the findings of Ginder, Kwon and Byun (2019) in the sense that, when exposed to an advertising scenario in which the company takes responsibility for its climate impact, consumers are most likely to take on an advocate role when they get the impression that what the company is doing and what they are communicating is congruent (uniform). In line with this finding, Rahman, Park and Geng-quing Chi (2015) conclude their research on greenwashing effects on consumer perceptions with the statement that making truthful claims is still the most effective way to gain consumer trust. No less, greenwashing techniques in this study evoked the lowest advocacy for the company when combined with an advertisement in which the company takes climate responsibility, which further narrows down the exact circumstances which lead consumers to expose company's greenwashing

techniques and the consequences this has for the relationship between consumers and corporations (Aji & Sutkino, 2015).

Next, the three sets of hypotheses H4 to H6 were formulated around the potential moderating variables perceived intrinsic and extrinsic company motivation, which in Ginder, Kwon and Byun's (2019) research moderated the relationship between CSR message style and its effect on purchase intention. Consequently, the moderators were adopted for this research. H4a to H4c stated that a consumer's perceived company CSR motivations moderate the relationship of the environmental CSR advertisement and its impact on consumer trust, purchase intention and consumer advocacy. All three hypotheses were rejected, as no moderation occurred. The extent to which consumers thought the company was engaging in CSR activities for intrinsic reasons was the sole predictor for level of trust, purchase intention and consumer advocacy. This implies that consumers' perceived intrinsic company motivation is more important for determining whether they affiliate with the company's aims and are motivated by the company to make green consumption choices than the environmental CSR advertisement the company chooses to highlight its engagement. Moreover, despite having a similar conceptual model, this study could not replicate Baskentli, Sen, Du, and Bhattacharya's (2019) conclusion that group-oriented CSR messages that focus on achieving collective welfare and reducing harm make consumers with collectivist moral convictions score higher on advocacy behavior.

Furthermore, H5a stated that a consumer's perceived CSR motivations moderate the relationship of environmental message style and its impact on consumer trust. Again, this hypothesis was rejected since perceived intrinsic and extrinsic motivation were the only predictors for consumer trust, making message style a neglectable factor. H5b stated that a consumers' perceived CSR motivations moderated the relationship between message style and purchase intention. This hypothesis could be partially retained, as only perceived intrinsic motivation moderated the relationship between message style and purchase intention. If perceived intrinsic motivations were high and CSR actions were communicated in a uniform style, the purchase intention was the highest. This partially confirms Ginder, Kwon and Byun's theoretical model (2019). Lastly, H5c stated that there was a strong, moderating effect of perceived intrinsic and extrinsic company motivation on message style and consumer advocacy. This hypothesis was retained, which indicates that consumer advocacy can be added to Ginder, Kwon and Byun's (2019) conceptual model as

a dependent variable being affected by message style and perceived company motivation.

As a last set of hypotheses, H6a to H6c stated that perceived intrinsic company motivations moderated the relationship between praise tactic and consumer trust, purchase intention and consumer advocacy. Again, all three hypotheses had to be rejected as for H6a and H6b, perceived intrinsic motivation was the sole predictor for consumer trust and purchase intention, and for H6c, perceived intrinsic and extrinsic motivation were the only variables affecting consumer advocacy. These results add another dimension to Kouchaki's and Jami's (2018) research on consumer and company praise tactics.

One surprising result that occurred during the analysis of H4 to H6 was the fact that for some relationships, not only a high perceived intrinsic motivation, but also a high level of perceived extrinsic company motivation lead consumers to more positive attitudes towards the company, which was especially true for consumer trust and advocacy. Hence, participants also scored higher on trust and advocacy when they thought the company was engaging in environmental CSR actions for reasons such as increased profit, better reputation or pressure from stakeholders, which somewhat contradicts being intrinsically motivated. However, these results can be explained by the fact that oftentimes, intrinsic and extrinsic reasons for engaging in CSR can both co-exist in the perception of the consumer, who seems to acknowledge that engaging in CSR can and is allowed to be beneficial to both the company and society (Schmeltz, 2012).

The results from the additional analyses portray an even more detailed picture of the relationship between environmental CSR messaging, perceived CSR motivation and consumer attitudes and behaviors. When it comes to trusting and advocating for a company, participants' levels of environmental engagement was an even more important predictor than perceived extrinsic company motivation: the higher participants' level of engagement in environmental activities, the more they were inclined to trust and advocate for an environmentally conscious company or product. For purchase intention, the more a participant took an advocacy role for the planet, the higher was his or her intention to purchase the green tea product and hence positively respond to the company's appeal to make eco-friendly consumption choices. These results imply that environmental engagement and advocacy have to be taken into account as potential moderators or mediators in the scientific debate about environmental CSR communication and its effects on consumers. When it comes to purchase intention, age was another important predictor

across all three independent variables; for the relationship between praise type and trust, gender played an important role as well. These results shed more light on the socio-demographic factors of effective environmental CSR communication.

Furthermore, this study verified the idea that consumer social responsibility beyond purchase intention can be achieved by a company's environmental CSR communication and can make consumers trust, affiliate with and support companies with green causes. It hence contributes to creating a paradigm in academia in which companies play a much more present role in climate mitigation, and in which CSR campaigns are more commonly seen as tools for the greater public good (Sodano & Hingley, 2013). Finally, this study's outcomes added to the body of research on environmental CSR communication and its effects by examining the interrelations between concepts such as buying behavior, consumer response and attitude to CSR, rhetorical tactics and the issues of credibility and skepticism, which were concepts only discussed separately in previous studies (Schmeltz, 2012).

5.2. Managerial implications

Nowadays, companies walk a fine and complex line between gaining credibility or evoking skepticism among consumers when it comes to communicating environmental CSR activities. This study provided some insightful results on the circumstances under which environmental CSR messages are most effective, and what aspects of their CSR management companies should focus on if their goal is to convince and incite consumers to support their efforts towards ecological sustainability and indulge in more eco-friendly consumption choices.

First and foremost, when it comes to affiliating customers with a company or product and creating a sense of trust and advocacy among them, it is most effective to focus on synchronizing what is being communicated with a company's actual environmental CSR actions and adopt a uniform message style. This study revealed that it is of secondary importance what aspects of their environmental CSR actions a company is addressing, or which rhetorical tactics are being used. How the message is being delivered does not so much matter when customers see that CSR actions and the documentation of such actions are congruent or incongruent. Moreover, consumers seem to affiliate more with a company which they think is intrinsically motivated for engaging in environmental

CSR actions. However, consumers do seem to acknowledge that business can both profit from environmental CSR activities and do good for the planet. A company who has strongly developed intrinsic and extrinsic goals is more likely to gain consumers' financial and non-financial support. Hence, rather than focusing on what message tactics to use or what CSR content to emphasize, it is more rewarding for a company to work on their action-message congruency, transparency and formulating their intrinsic or extrinsic motivations, as these central building blocks will instinctively lead to a truly effective environmental CSR message.

Secondly, in line with past research on environmental CSR communication styles (Ginder, Kwon & Byun, 2019; Aji & Sutkino, 2015; Rahman, Park & Geng-quing Chi, 2015), this study makes a strong case for refraining from using greenwashing techniques, as they seem to be the least effective method to tie consumers to an advertised product or company and create more damage than benefits. Especially when consumers are provided with evidence that a company's actions and messages are incongruent, it evokes lower levels of trust, purchase intention and advocacy for a company, and these impressions will stick with an audience. Especially in a time where non-governmental organizations and individuals fueled by the fast social media landscape function as a watchdog over corporate actions and anything a company is hiding can be out in the open within seconds, potential inaccuracies in a company's environmental CSR policies are much more likely to be revealed. Already having a truthful and transparent approach to tackling environmental responsibilities rewards companies in the sense that it protects them from being exposed, which is also why actions should determine the message, and not the other way around.

Additionally, it does pay off for a company to synchronize their environmental CSR actions and communication, as it can help a company to establish long-term bonds with consumers beyond purchase intention in a way that these same consumers are able to assist a company with green ambitions and goals. In the light of the recent climate debate, this should be a motivator for companies to pursue more green and sustainable goals and visions as consumers will walk this path together with the company: corporate social responsibility and consumer social responsibility go hand in hand as they constantly heighten each others' bars as to how ecological sustainability can be best achieved (Manning, 2013). Especially consumers who already are inclined to be environmentally active and concerned about climate change will form strong affiliations and advocate for a

company's green ambitions.

Lastly, in order to evade negative attributions that can emerge among consumers when presented with an environmental advertisement showcasing a company's CSR engagement (Nyilasy, Gangadharbatla & Paladino, 2018), it is recommended to make these claims congruent with what a company is really achieving, ensure that they are verified by third parties, and make this information easily accessible to consumers.

6.   Conclusion

More than ever, corporations play a crucial and unavoidable role in tackling climate change through for example shifting consumer perceptions towards climate friendly consumption patterns. Nevertheless, campaigns that incite and motivate consumers to make green choices and affiliate themselves with an environmentally conscious brand or product are scarce (Sodano & Hingley, 2013). This is partially due to the fact that little research has examined what techniques in environmental CSR messages effectively move consumers to purchase, affiliate with or trust an eco-friendly product or company and which ones do not (Ginder, Kwon and Byun, 2019; Kouchaki & Jami, 2018). Along with this gap in literature, consumer susceptibility to green advertising has changed (Schmeltz, 2012) and requires a re-evaluation. Past research has already examined the effect of environmental CSR communication on purchase intention (Mueller Loose & Remaud, 2013; Du, Bhattacharya & Sen, 2010; Lee & Shin, 2010, Ginder, Kwon & Byun, 2019) and trust (Pivato, Misani & Tencati, 2008; Swaen & Chumpitaz, 2008; Du, Bhattacharya & Sen, 2010). Nevertheless, the array of consumer attitudes and behavior beyond purchase intention that environmental CSR communication can affect needs to be extended (Manning, 2013).

Hence, this study aimed to provide more insight into how, in the light of the current climate discussion, companies advertising their green products can incite consumers to make more eco-friendly purchase choices and gain their trust and advocacy with the help of environmental CSR messages. Through a quantitative online experiment, the following research question was examined: *To what extent do CSR advertisement, message style and praise tactics in environmental CSR messages affect consumer trust, purchase intention and consumer advocacy?* This last chapter discusses the limitations of this study as well as possibilities for further research.

6.1. Limitations

Despite this study's findings extending the academic discussion about environmental CSR messages and tactics and their effect on consumers' attitudes and behaviors, a few limitations of the research process need to be addressed.

First, due to a lack of studies exploring various facets of environmental CSR content that can be addressed in messages, this study used Khojastehpour and John's (2014)

theoretical divide of environmental CSR into climate responsibility and the sustainable use of natural resources. However, studies that actually tested whether a difference between advertising content made a difference in consumer behavior or attitudes could not be found. Hence, a part of this study's results cannot be traced back to past academic work and hence may have impacted the validity of the research.

Next, in the experiment conditions which included a sustainable use of natural resources advertisement, participants were told that HerbaLove partnered up with the Rainforest Alliance Certified^{TM} program in order to ensure the sustainable resourcing of tea and water use. This may have had an enhancing effect on the perceived credibility of the company because there was a partnership with an NGO involved. This potential bias was not accounted for during the research process.

Next, similar to Ginder, Kwon and Byun (2019), this research used a fictitious company and product to test the three independent variables CSR advertisement, message style and praise tactics. This might have put mental distance between participants' attitudes and behaviors when encountering an environmental CSR message in real life, and their responses to those questions during the experiment, and hence had an impact on the external validity of the study.

Moreover, despite manipulation checks for message style and praise tactic being successful, a third manipulation check to test whether participants could identify the environmental CSR advertisements they were allocated to was not included in the questionnaire because it was decided to also explore this dimension as a separate independent variable in a later stadium of the research when the data collection was already finished. This might have especially impacted the results for hypotheses H1a to H1c, and might provide an explanation why there was no difference in levels of trust, purchase intention and consumer advocacy across the three advertisement scenarios.

As a fourth limitation, it needs to be pointed out that the data for this study was collected using the online recruitment platform Amazon MTurk. As Wright (2006) stated, researching online audiences inhibits the researcher from verifying whether respondents replied to questions truthfully as can be done when conducting face-to-face research, which might have resulted in a self-reporting bias among participants. Moreover, as Berinsky, Huber and Lenz (2012) warned, over time, Amazon MTurk respondents may have learned to habitually respond to questionnaires and anticipated the researcher's preferred

answers. Additionally, the authors found their Amazon MTurk sample to be relatively young and liberal compared to the general populace. These observations could be confirmed by this study, as 86 percent of participants fell into the age category of 17 to 45. This phenomenon could be traced back to a still very prevalent digital divide, making the older population fall through the cracks when it comes to collecting research samples. Other demographic information which may have biased the results are level of education and country of origin. The sample for this study was highly educated compared to the general populace, as 86 percent indicated to have either obtained a Bachelor's, Master's or doctoral degree. Despite the sample including participants from across the globe, the majority of participants originated from the U.S. or India (74 percent in total). A more equally distributed sample in terms of age, education and country of origin should be aimed for in future studies.

As a last point for future improvement, there should be more attention dedicated to the relationships between the dependent variables consumer trust, purchase intention and consumer advocacy, as they might have interacted with each other in this study. Moreover, the triangular relationship between the moderators intrinsic and extrinsic company motivation and environmental concern and advocacy were not fully examined.

6.2. Directions for future research

The results of this study have painted a more concise picture of which environmental CSR message strategies are most effective when it comes to gaining a consumer's trust and advocacy, as well as inciting them to make more environmentally conscious purchase decisions. Nevertheless, they have also sparked some new ideas and concepts which need to be added into the equation and explored in future research.

As a first suggestion for further research, future studies need to explore the relationship between environmental CSR advertisement scenario, message style and praise tactics and how they are affected by or affect perceived intrinsic and extrinsic company motivations. Although this study used perceived intrinsic and extrinsic motivation as moderators, their relationship with the independent variables is not uni-linear, but possibly goes both ways, which needs to be acknowledged.

Secondly, a participant's level of environmental concern and advocacy for the environment were discovered to be important predictors in the relationship between

environmental CSR messages and consumer attitudes and behaviors. Future studies could delve deeper into these variables' relationships with environmental CSR communication techniques and explore how these attributes can benefit the advertisement of eco-friendly products or brands.

Moreover, next to the independent variables and the mediators, socio-demographic variables such as age and gender in some cases played an important role in predicting levels of trust, purchase intention and buying behavior, and hence susceptibility to environmental messaging (Schmeltz, 2012). Future studies could focus on testing the environmental CSR messaging techniques used in this study among socio-demographic groups and compare their outcomes.

Fourth, as already highlighted in the limitations section, this research included an NGO-partnership with Rainforest Alliance Certified™ in certain conditions, which could have affected the relationship between the variables. However, this was not accounted for during the analysis. More research needs to be done on the interaction effects of different environmental CSR messaging techniques and to what extent including an NGO partnership into an advertisement affects consumer perceptions of the company and the product.

Fifth, the concept of consumer advocacy needs to be extended and examined in the context of online social networking sites. Future research could dedicate itself to exploring different ways of how consumers show advocacy for a green company on social networks, and how these behaviors tie into activism inspired by said green company.

Furthermore, based on the experiment setup of Ginder, Kwon and Byun (2019), this study used a fictitious company and product as well as fictitious advertisements and NGO-reports to test different environmental CSR messaging techniques on consumers' perceptions. The external validity of this experiment's results could be increased by comparing them with environmental CSR messaging techniques used by real companies and how they impact consumers' attitudes and behaviors.

Lastly, several environmental CSR communication techniques proposed in this study, such addressing climate responsibility or sustainable use of natural resources in advertisements or praising tactics turned out to be ineffective for significantly increasing consumers' trust and advocacy for an environmentally conscious company or product, and did not evoke significantly higher levels environmentally conscious consumption. Partially, these findings were linked to negative attribution theory (Nyilasy, Gangadharbatla &

Paladino, 2018). However, not communicating about environmental CSR whatsoever holds the danger of stifling the sustainability movement and hence socially responsible behavior among consumers (Ginder, Kwon and Byun, 2019). Hence, future academic research may investigate under what circumstances companies can overcome negative attributions while still communicating their green efforts and progress.

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Table 1

Participant distribution countries of origin *(N = 304)*

Country of origin	% of the sample
United States of America (U.S.A.)	44.1
India	30.3
Brazil	5.6
Italy	5.3
Canada	2.3
Spain	2.0
United Kingdom (UK)	1.6
France	1.3
Germany	1.3
Venezuela	1.0
Romania	0.7
Algeria	0.3
Argentina	0.3
Australia	0.3
Bangladesh	0.3
Bulgaria	0.3
Ghana	0.3
Indonesia	0.3
Ireland	0.3
Kenya	0.3
Malaysia	0.3
Nepal	0.3
Philippines	0.3
Turkey	0.3
Ukraine	0.3

Table 2

Descriptive statistics for all continuous variables in the dataset *(N = 304)*

Variable	Mean	SD	Minimum	Maximum
Age	34.5	10.6	17	69
Frequency of tea consumption	2.95	0.75	1	4
Purchase intention	3.74	0.99	1	5
Consumer trust	3.68	1.04	1	5
Consumer advocacy	3.55	0.91	1	5
Perceived intrinsic company motivation	3.72	1.04	1	5
Perceived extrinsic company motivation	3.86	0.83	1	5
Environmental advocacy	3.21	1.27	1	5
Environmental importance	4.26	0.71	2	5
Environmental knowledge	3.83	0.71	1	5
Environmental discussion	3.50	0.96	1	5
Environmental engagement	2.68	1.17	1	5

Table 3

Descriptive mean and 5% trimmed mean scores for variables containing outliers *(N = 304)*

Variables	Mean	5% Trimmed Mean	SD
Purchase intention	3.74	3.81	0.99
Trust	3.68	3.76	1.04
Consumer advocacy	3.55	3.60	0.91
Perceived intrinsic company motivations	3.72	3.80	1.04
Perceived extrinsic company motivations	3.86	3.91	0.83
Environmental importance	4.26	4.32	0.71
Environmental knowledge	3.83	3.85	0.71
Environmental discussion	3.50	3.53	0.96

Table 4

Moderation analysis for predicting consumer trust, purchase intention and consumer advocacy per independent variable *(N = 304)*

	Consumer trust	Purchase intention	Consumer advocacy
	b*	*b**	*b**
Constant	0.03	0.06	-0.10
Ad. scenario	-0.20	-0.04	0.06
Intrinsic motivation	0.79***	0.63***	0.78***
Extrinsic motivation	0.02	-0.02	0.12
Ad. scenario x intrinsic	0.09	0.11	-0.02
Ad. scenario x extrinsic	0.03	0.06	0.02
R^2	0.78	0.53	0.66
F	211.84	69.71	118.42

Note. Significance levels: * $p < .05$, ** $p < .01$, *** $p < .001$

	Consumer trust	Purchase intention	Consumer advocacy
	b*	*b**	*b**
Constant	0.12*	0.23**	-0.12
Message style	-0.04	-0.12*	0.09*
Intrinsic motivation	0.58***	0.32**	0.62***
Extrinsic motivation	0.15*	0.04	0.21**
Style x intrinsic	0.30***	0.40***	0.19*
Style x extrinsic	-0.11	< -0.01	-0.09
R^2	0.79	0.56	0.67
F	227.17	78.37	123.40

Note. Significance levels: * $p < .05$, ** $p < .01$, *** $p < .001$

	Consumer trust	Purchase intention	Consumer advocacy
	b*	*b**	*b**
Constant	-0.02	-0.01	0.03
Praise type	0.02	< 0.01	-0.03
Intrinsic motivation	0.90***	0.86***	0.81***
Extrinsic motivation	0.04	-0.05	0.12*
Praise x intrinsic	-0.04	-0.17**	-0.05
Praise x extrinsic	< -0.01	0.08	0.02
R^2	0.78	0.54	0.66
F	210.08	71.83	117.74

Note. Significance levels: * $p < .05$, ** $p < .01$, *** $p < .001$

Table 5

Regression analyses for predicting consumer trust, purchase intention and consumer advocacy per independent variable and confounding variables *(N = 304)*

	Consumer trust	Purchase intention	Consumer advocacy
	b^*	b^*	b^*
Constant	-0.31	-0.15	-1.05***
Ad. scenario	-0.03	-0.03	0.05
Intrinsic motivation	0.73***	0.59***	0.64***
Extrinsic motivation	-0.01	-0.04	0.03
Ad. scenario x intrinsic	0.10	0.13	0.03
Ad. scenario x extrinsic	0.04	0.06	0.03
Age	-0.04	-0.10*	< -0.01
Gender	-0.05	-0.02	-0.02
Education	-0.03	-0.04	-0.03
Env. advocacy	0.07	0.14*	-0.04
Env. importance	< 0.01	-0.03	0.06
Env. knowledge	0.03	0.05	0.02
Env. discussion	-0.01	0.02	0.08
Env. engagement	0.17***	0.13	0.21***
R^2	0.80	0.55	0.73
F	92.95	29.48	63.21

Note. Significance levels: * $p < .05$, ** $p < .01$, *** $p < .001$

	Consumer trust	Purchase intention	Consumer advocacy
	b^*	b^*	b^*
Constant	-0.27	-0.11	-1.10***
Message style	-0.06*	-0.12**	0.05
Intrinsic motivation	0.59***	0.32**	0.60***
Extrinsic motivation	0.07	0.01	0.03
Style x intrinsic	0.23**	0.37**	0.08
Style x extrinsic	-0.05	0.02	0.03
Age	-0.04	-0.09*	< 0.01
Gender	-0.05	-0.02	-0.02
Education	-0.02	-0.04	-0.03
Env. advocacy	0.06	0.12	-0.04
Env. importance	0.02	< 0.01	0.07
Env. knowledge	0.03	0.04	0.02
Env. discussion	-0.01	0.01	0.08
Env. engagement	0.15**	0.12	0.20***
R^2	0.81	0.58	0.73
F	97.15	32.63	63.53

Note. Significance levels: * $p < .05$, ** $p < .01$, *** $p < .001$

	Consumer trust	Purchase intention	Consumer advocacy
	*b**	*b**	*b**
Constant	-0.32	-0.13	-0.93**
Praise type	0.03	0.02	-0.01
Intrinsic motivation	0.85***	0.85***	0.70***
Extrinsic motivation	0.02	-0.05	0.05
Praise x intrinsic	-0.04	-0.17**	-0.05
Praise x extrinsic	-0.01	0.07	0.01
Age	-0.04	-0.09*	< -0.01
Gender	-0.06*	-0.03	-0.02
Education	-0.03	-0.05	-0.03
Env. advocacy	0.07	0.14*	-0.05
Env. importance	< 0.01	-0.05	0.07
Env. knowledge	0.04	0.05	0.02
Env. discussion	-0.01	0.01	0.08
Env. engagement	0.17***	0.13	0.21***
R^2	0.80	0.56	0.73
F	92.05	30.18	62.77

Note. Significance levels: * $p < .05$, ** $p < .01$, *** $p < .001$

Appendix A

Qualtrics questionnaire

Hello and thank you for taking the time to participate in my study!

With your participation, you will contribute to my Master's thesis research on climate change in relation to environmental corporate social responsibility and consumer behaviour and attitudes.

The experiment will approximately take 10 minutes. There are no right or wrong answers. Please answer all the items as honestly as you can. Be assured that your data will be treated confidentially and anonymously. The data is for academic research purposes only and will not be distributed to any third parties.

In case you are interested in the results or have questions about this study, please feel free to contact me via email: 432107jc@student.eur.nl

Before starting the experiment, please read and confirm the Consent Form below.

With kind regards,
Julia Christis
Student Master Media & Business
Erasmus University Rotterdam

DESCRIPTION
You are invited to participate in a study about climate change in relation to environmental corporate social responsibility and consumer behaviour and attitudes.

Your consent to participate in this study means that you accept to participate in an experiment with survey elements.

In general terms, the questions will be related to your personal behaviour and attitudes towards environmental advertising. You are always free to stop participating at any point.

RISKS AND BENEFITS
As far as I can tell, there are no risks associated with participating in this research. Yet, you are free to decide whether I should refrain from using identifying information (such as gender, country of origin or age) in the study. If you prefer, I will make sure that you cannot be identified by the elements named above.

I agree to the terms stated above.

○ I agree. (1)

○ I do not agree. (2)

Do you use Facebook?

○ Yes (1)

○ No (2)

Do you drink tea?

○ Yes (1)

○ No (2)

How often do you drink tea?

○ Very unfrequently (1)

○ Unfrequently (2)

○ Frequently (3)

○ Very frequently (4)

This study requires you to be familiar with the concept of environmental corporate social responsibility. Read the definition below carefully:

Environmental CSR (corporate social responsibility) entails that a company represents attitudes and takes actions that contribute to the improvement or conservation of the environment and the planet.

Please read the information provided to you below carefully.

1. About HerbaLove

The Dutch tea company HerbaLove has NEVER communicated any environmental CSR activities or attitudes.
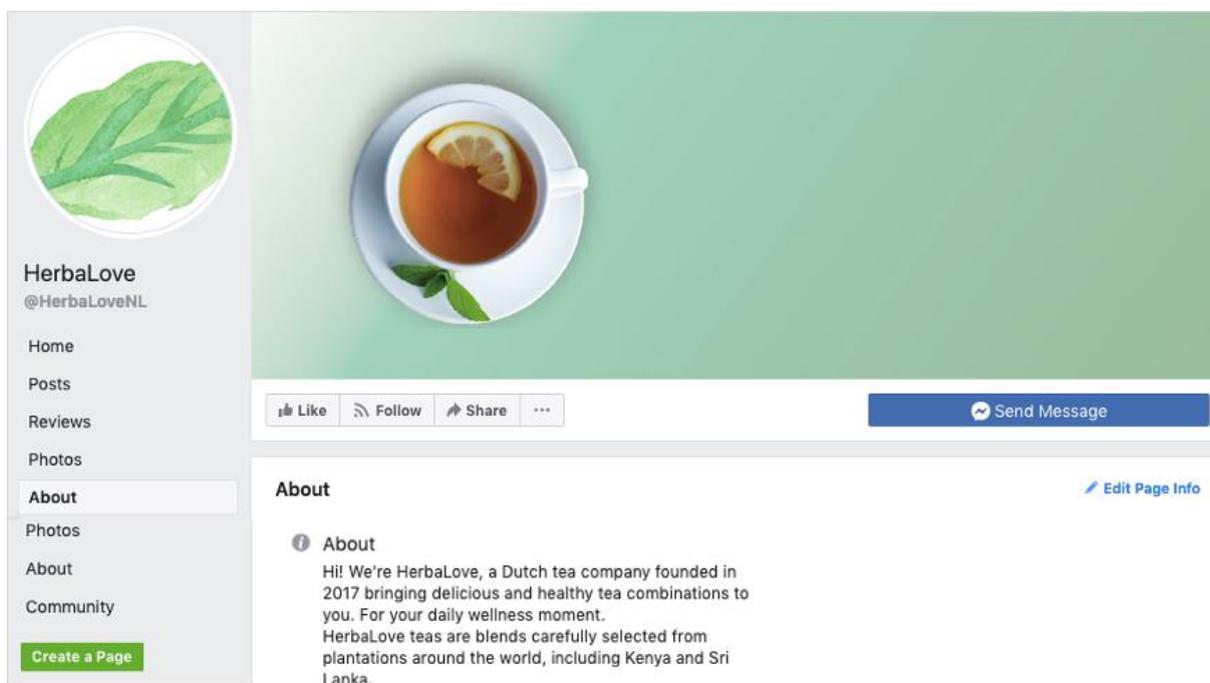
Page Break

2. Environmental CSR report for HerbaLove by independent NGO Slow Food International

"HerbaLove recognizes the challenge of climate change throughout its production and distribution chain, highlighting that stakeholders are increasingly interested in the food source and how it was produced. HerbaLove is aware that companies like them need to take responsibility for a range of climate-related issues such as deforestation, animal welfare and biodiversity. The company also identifies that climate change impacts through flooding and droughts that lead to loss of ecologically and agriculturally valuable soils. Therefore, they are diminishing unsustainable tea farming practices that may have serious repercussions on the environment.

Since 2017, HerbaLove sources all of its tea bags from Rainforest Alliance Certified™ farms. The partnership with the Rainforest Alliance, an international environmental organization, ensures that all the farms are certified concerning sustainable farm management, covering social, economic and environmental aspects. By the end of 2019, about 80% of HerbaLove Organic Green Tea bags sold in Western Europe were sourced from Rainforest Alliance Certified™ farms. Moreover, HerbaLove set up a public-private partnership project in 2015 with several international partners to train smallholder farmers in Kenya about sustainable tea cultivation."

(Slow Food International, 2020)

3. **HerbaLove advertisement**

Bring out the best in you.
Drop by drop.

By purchasing our HerbaLove Organic Green & Cumin Tea, you treat your body to only the best. A tea mix packed with plant power that stimulates you to be the best version of yourself, every day.

Enjoy the power of nature!

HERBALOVE

Start of Block: Purchase intention

I would buy this product.

◯ Strongly disagree (1)

◯ Disagree (2)

◯ Neither disagree nor agree (3)

◯ Agree (4)

◯ Strongly agree (5)

Please indicate below:

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I trust HerbaLove. (1)	◯	◯	◯	◯	◯
You can count on HerbaLove. (2)	◯	◯	◯	◯	◯
HerbaLove is a reliable company. (3)	◯	◯	◯	◯	◯

Please indicate below:

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I would like to try new products introduced under this brand name. (1)	○	○	○	○	○
I would talk favorably about this brand to friends and family. (2)	○	○	○	○	○
If the maker of this brand did something I didn't like, I would be willing to give it another chance. (3)	○	○	○	○	○
If I end up liking a product of this company, I will discuss it on social networks. (4)	○	○	○	○	○

End of Block: Consumer advocacy

Please indicate the extent to which you agree/ disagree with each of the following statements:

	Strongly disagree (1)	Somewhat disagree (2)	Neither disagree nor agree (3)	Somewhat agree (4)	Strongly agree (5)
HerbaLove is genuinely concerned about being environmentally responsible. (1)	○	○	○	○	○
HerbaLove engages in environmentally responsible initiatives because it feels morally obligated to help. (2)	○	○	○	○	○
HerbaLove engages in environmentally responsible initiatives in order to give back something to the community. (3)	○	○	○	○	○
HerbaLove engages in environmentally responsible initiatives in order to get more customers. (4)	○	○	○	○	○
HerbaLove engages in environmentally responsible initiatives because it feels competitive pressures to engage in such activities. (5)	○	○	○	○	○

HerbaLove hopes to increase its profits by engaging in socially responsible initiatives. (6)	○	○	○	○	○

Please indicate your attitude toward the following statements, ranging from 'Strongly disagree' to 'Strongly agree':

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
The environment is one of the most important issues facing the world today. (1)	○	○	○	○	○
The importance of the environment is often exaggerated. (2)	○	○	○	○	○
There is too much unnecessary attention given in the media to global environmental issues. (3)	○	○	○	○	○
Issues relating to the environment are very important to me. (4)	○	○	○	○	○
The increasing destruction of the environment is a serious problem. (5)	○	○	○	○	○

There is really no need for anyone to worry about protecting the environment, because it can take care of itself naturally. (6)	○	○	○	○	○
We are not doing enough in this country to protect the environment. (7)	○	○	○	○	○
It is important for me that we try to protect our environment for future generations. (8)	○	○	○	○	○
We should devote some part of our national resources to environmental protection. (9)	○	○	○	○	○
The benefits of environmental protection do not justify the costs involved. (10)	○	○	○	○	○

Compared to the average person, how knowledgeable are you of the following issues?

	Not at all (1)	Much less than the average person (2)	Slightly less than the average person (3)	Slightly more than the average person (4)	Much more than the average person (5)
Global warming (1)	○	○	○	○	○
The ozone layer (2)	○	○	○	○	○
Effects of oil spills on marine life (3)	○	○	○	○	○
Endangered plant and animal species (4)	○	○	○	○	○
Destruction of the rainforests (5)	○	○	○	○	○

In the last six months, how often, if at all, have you engaged in the following environmental activities and actions?

	Never (1)	Barely (2)	Sometimes (3)	Often (4)	Very frequently (5)
Educated myself about environmental issues (through media, television, blogs, etc...). (1)	○	○	○	○	○
Participated in an educational event related to the environment. (2)	○	○	○	○	○
Organized an educational event related to environmental issues. (3)	○	○	○	○	○
Talked with others about environmental issues. (4)	○	○	○	○	○
Used online tools (e.g. Facebook, Twitter) to raise awareness about environmental issues. (5)	○	○	○	○	○
Used traditional methods (e.g. letters, articles) to raise awareness about environmental issues. (6)	○	○	○	○	○
Personally wrote to or called a politician/ government official about an environmental issue. (7)	○	○	○	○	○

Became involved with an environmental group or political party (e.g. volunteering). (8)	○	○	○	○	○
Financially supported an environmental cause. (9)	○	○	○	○	○
Took part in a protest/rally about an environmental issue. (10)	○	○	○	○	○
Organized an environmental protest/rally. (11)	○	○	○	○	○
Organzied a boycott against a company engaging in environmentally harmful practices. (12)	○	○	○	○	○
Organized a petition (including online petitions) for an environmental cause. (13)	○	○	○	○	○
Consciously made time to be able to work on environmental issues (e.g. working part time to allow time for environmental pursuits). (14)	○	○	○	○	○

Participated in a community event which focused on environmental awareness. (15)	○	○	○	○	○
Organized a community event which focused on environmental awareness. (16)	○	○	○	○	○
Participated in nature conservation efforts (e.g. planting trees). (17)	○	○	○	○	○
Spent time working on a group/ organization that deals with the connection of the environment to other social issues such as justice or poverty. (18)	○	○	○	○	○

What type of praising did you notice in the advertisement?

○ Company praising ("We dedicate ourselves to/ partnered up with..."; "Because the planet's on our shoulders.") (1)

○ Consumer praising ("By purchasing this product, you..."; "Because the real climate hero is you.") (2)

Having viewed all the documents about HerbaLove, what environmental communication style did the company use according to you?

○ Discreet (HerbaLove is not communicating any environmental CSR actions it is involved in) (1)

○ Uniform (HerbaLove is communicating exactly what environmental CSR actions it is involved in) (2)

○ Over-communicating (HerbaLove is communicating more environmental CSR actions than it is actually involved in) (3)

End of Block: Manipulation Check

Start of Block: Demographics

What is your age? Please enter in numbers.

_____

What is your gender?

○ Male (1)

○ Female (2)

○ Prefer not to say. (3)

What is your level of education?

○ Primary school diploma (1)

○ High school diploma (2)

○ Bachelor's degree (3)

○ Master's degree (4)

○ PhD/ Doctoral degree (5)

○ Other, please specify: (6) _____

What is your country of origin?

▼ Afghanistan (1) ... Zimbabwe (197)

What is your country of residence?

▼ Afghanistan (1) ... Zimbabwe (197)

End of Block: Demographics
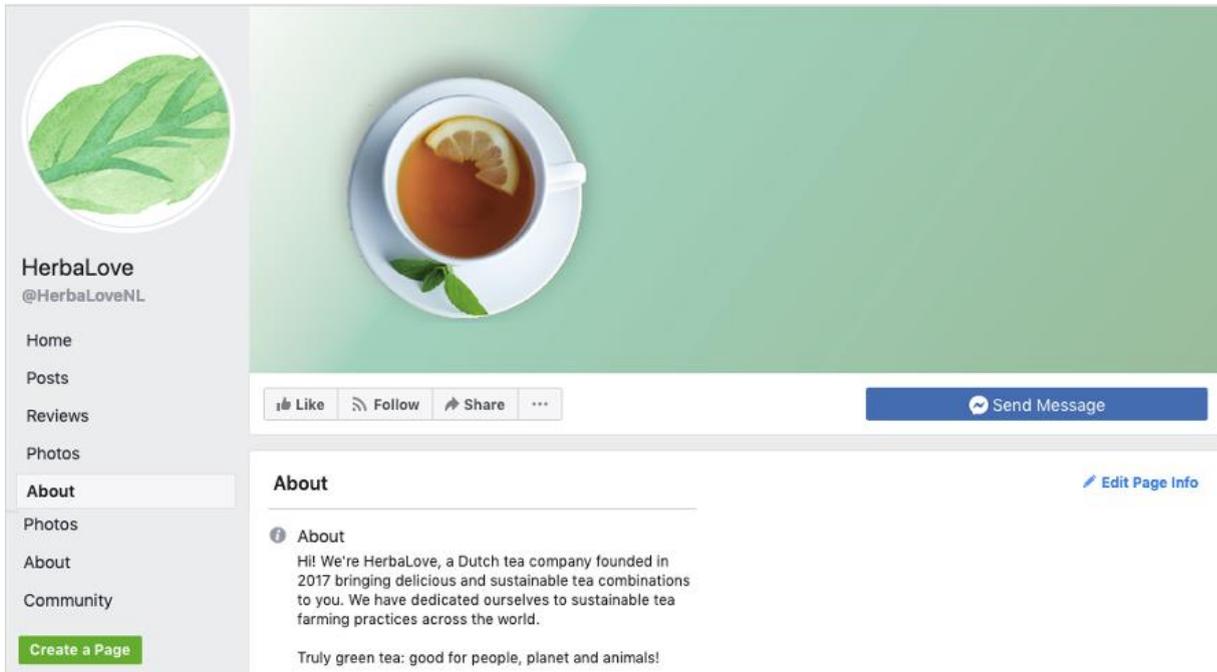
Appendix B

Experiment conditions

Condition 1

Please read and view the information provided to you below carefully.

1. **About HerbaLove**

The Dutch tea company HerbaLove has NEVER communicated any environmental CSR activities or attitudes.

2. **Environmental CSR report for HerbaLove by independent NGO Slow Food International**

"HerbaLove recognizes the challenge of climate change throughout its production and distribution chain, highlighting that stakeholders are increasingly interested in the food source and how it was produced. HerbaLove is aware that companies like them need to take responsibility for a range of climate-related issues such as deforestation, animal welfare and biodiversity. The company also identifies that climate change impacts through flooding and droughts that lead to loss of ecologically and agriculturally valuable soils. Therefore, they are diminishing unsustainable tea farming practices that may have serious repercussions on the environment.

Since 2017, HerbaLove sources all of its tea bags from Rainforest Alliance Certified™ farms. The partnership with the Rainforest Alliance, an international environmental organization, ensures that all the farms are certified concerning sustainable farm management, covering social, economic and environmental aspects. By the end of 2019, about 80% of HerbaLove Organic Green Tea bags sold in Western Europe were sourced from Rainforest Alliance Certified™ farms. Moreover, HerbaLove set up a public-private partnership project in 2015 with several international partners to train smallholder farmers in Kenya about sustainable tea cultivation."

3. HerbaLove advertisement

Our tea brings out the best in you.
Drop by drop.

Every step of our production revolves around creating tea that boosts your health. With our HerbaLove Organic Green & Cumin Tea, we dedicate ourselves to providing the world with plant power that stimulates you to be the best version of yourself.

Enjoy the power of nature!

HERBALOVE

Condition 2
Please read the information provided to you below carefully.

4. About HerbaLove

The Dutch tea company HerbaLove has NEVER communicated any environmental CSR activities or attitudes.

5. Environmental CSR report for HerbaLove by independent NGO Slow Food International

"HerbaLove recognizes the challenge of climate change throughout its production and distribution chain, highlighting that stakeholders are increasingly interested in the food source and how it was produced. HerbaLove is aware that companies like them need to take responsibility for a range of climate-related issues such as deforestation, animal welfare and biodiversity. The company also identifies that climate change impacts through flooding and droughts that lead to loss of ecologically and agriculturally valuable soils. Therefore, they are diminishing unsustainable tea farming practices that may have serious repercussions on the environment.

Since 2017, HerbaLove sources all of its tea bags from Rainforest Alliance Certified™ farms. The partnership with the Rainforest Alliance, an international environmental organization, ensures that all the farms are certified concerning sustainable farm management, covering social, economic and environmental aspects. By the end of 2019, about 80% of HerbaLove Organic Green Tea bags sold in Western Europe were sourced from Rainforest Alliance Certified™ farms. Moreover, HerbaLove set up a public-private partnership project in 2015 with several international partners to train smallholder farmers in Kenya about sustainable tea cultivation."
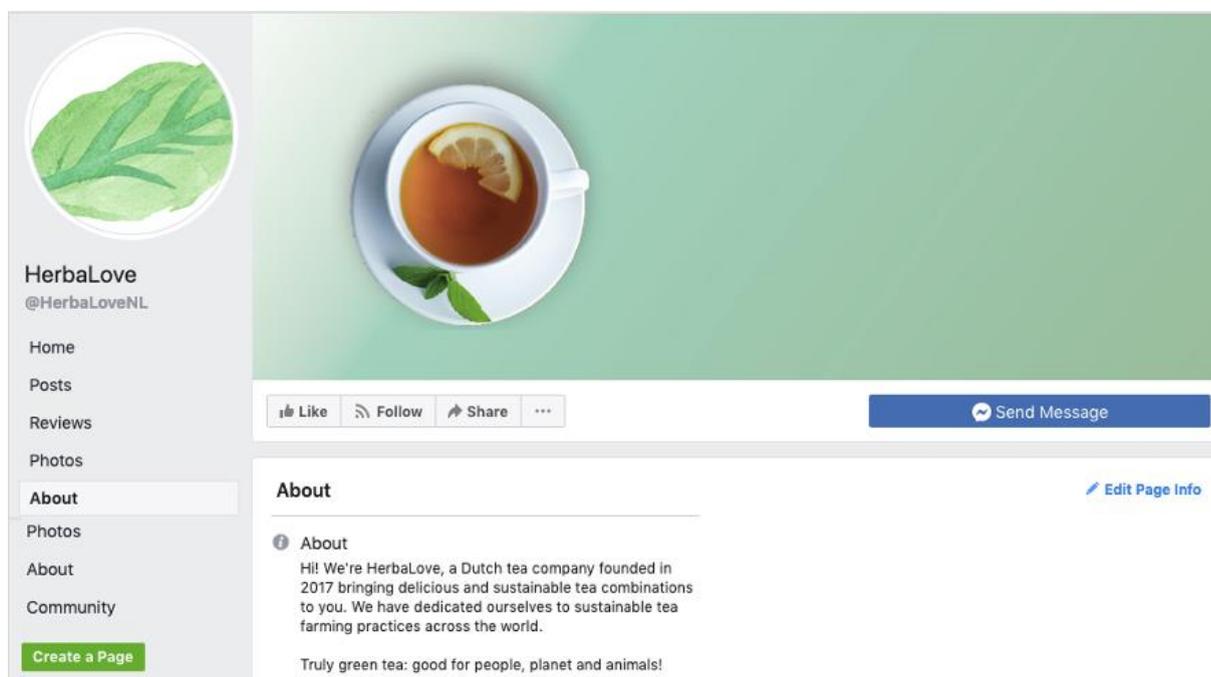
6. HerbaLove advertisement

Condition 3
Please read the information provided to you below carefully.

1. About HerbaLove

The Dutch tea company HerbaLove has previously communicated environmental CSR activities and attitudes through marketing and PR; especially advertisements and social media campaigns.

2. Environmental CSR report for HerbaLove by independent NGO Slow Food International

"HerbaLove recognizes the challenge of climate change, highlighting that stakeholders are increasingly interested in the food source and how it was produced. HerbaLove is aware that companies like them need to take responsibility for climate-related issues such as deforestation, animal welfare and biodiversity. The company also identifies that climate change impacts through flooding and droughts that lead to loss of ecologically and agriculturally valuable soils.

Therefore, since 2017, HerbaLove sources all of its tea bags from Rainforest Alliance Certified™ farms. The partnership with the Rainforest Alliance, an international environmental organization, ensures that all the farms are certified concerning sustainable farm management, covering social, economic and environmental aspects. By the end of 2019, about 80% of HerbaLove Organic Green Tea bags sold in Western Europe were sourced from Rainforest Alliance Certified™ farms."

(Slow Food International, 2020)

3. HerbaLove advertisement

We consider our climate impact when making tea.
Drop by drop.

As a conscious tea brand, every step of our production revolves around leaving a minimal ecological footprint. With our HerbaLove Organic Green Tea, we dedicate ourselves to our goal of preserving the environment for generations to come.

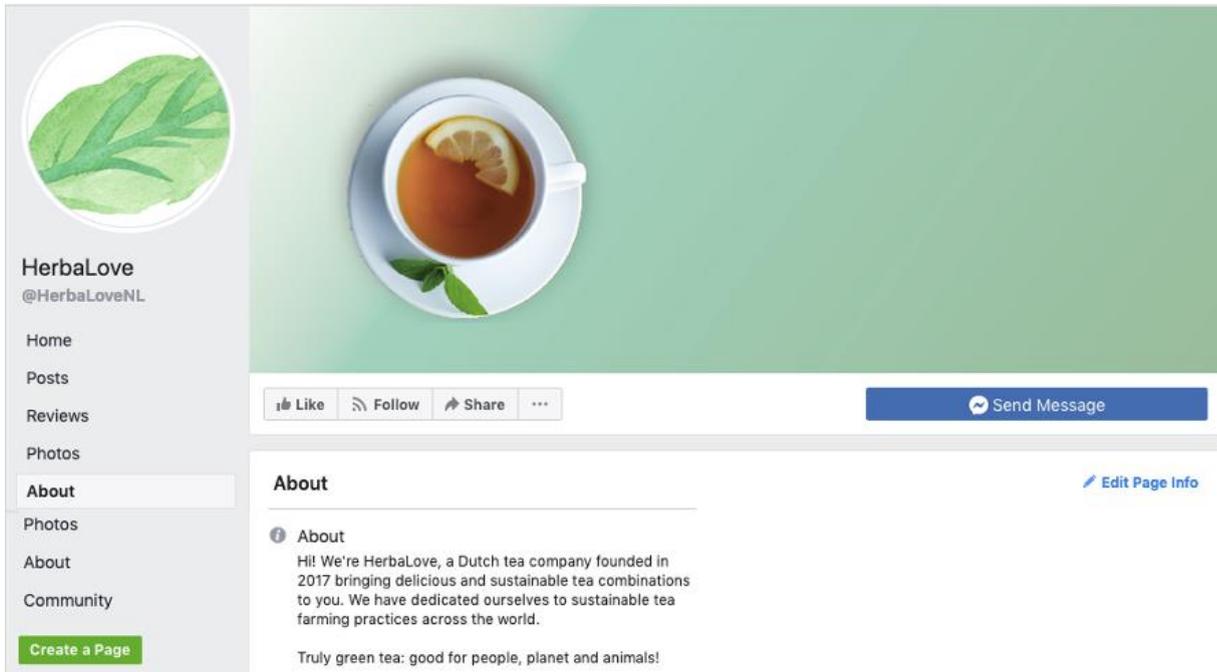Because the planet's on our shoulders.

Enjoy consciously!

HERBALOVE

Condition 4

Please read the information provided to you below carefully.

1. About HerbaLove

The Dutch tea company HerbaLove has previously communicated environmental CSR activities and attitudes through marketing and PR; especially advertisements and social media campaigns.

2. Environmental CSR report for HerbaLove by independent NGO Slow Food International

"HerbaLove recognizes the challenge of climate change, highlighting that stakeholders are increasingly interested in the food source and how it was produced. HerbaLove is aware that companies like them need to take responsibility for climate-related issues such as deforestation, animal welfare and biodiversity. The company also identifies that climate change impacts through flooding and droughts that lead to loss of ecologically and agriculturally valuable soils.

Therefore, since 2017, HerbaLove sources all of its tea bags from Rainforest Alliance Certified™ farms. The partnership with the Rainforest Alliance, an international environmental organization, ensures that all the farms are certified concerning sustainable farm management, covering social, economic and environmental aspects. By the end of 2019, about 80% of HerbaLove Organic Green Tea bags sold in Western Europe were sourced from Rainforest Alliance Certified™ farms."

(Slow Food International, 2020)

3. HerbaLove advertisement

Reduce your climate impact when drinking tea.
Drop by drop.

By purchasing our HerbaLove Organic Green Tea, you reduce your ecological footprint compared to buying other tea brands and contribute to preserving the environment for generations to come.

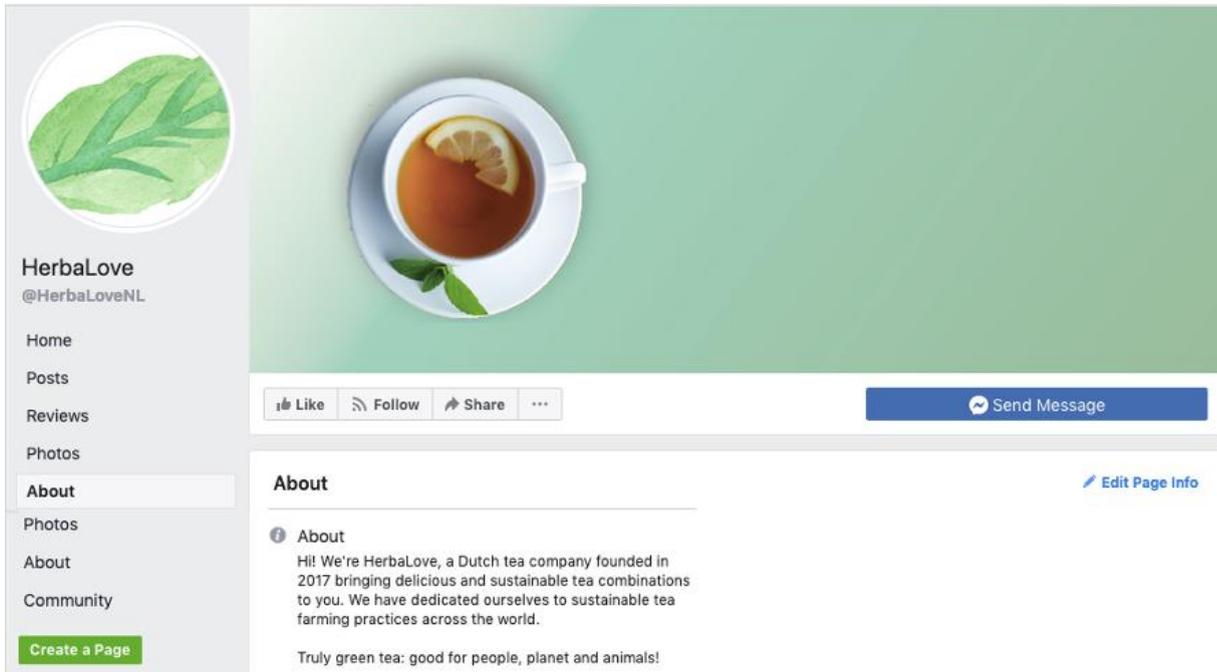Because the real climate hero is you.

Enjoy consciously!

HERBALOVE

Condition 5

Please read the information provided to you below carefully.

1. About HerbaLove

The Dutch tea company HerbaLove has previously communicated environmental CSR activities and attitudes through marketing and PR; especially advertisements and social media campaigns.

2. Environmental CSR report for HerbaLove by independent NGO Slow Food International

"HerbaLove's environmental CSR policy contains many gaps.

Only 15% of the company's tea blend is Rainforest Alliance Certified™, and the company hasn't expressed any motivations to increase this percentage, which is in fact quite low compared to the percentages of other tea brands' blends. Partnerships with suppliers and distributors to work on a more sustainable and carbon-neutral way of sourcing and distributing tea could not be distinguished.

HerbaLove unfortunately does not provide its stakeholders with an annual report discussing their climate footprint, making it difficult to nearly impossible to distinguish whether company emissions rise or fall from year to year.

When it comes to the packaging of their products, HerbaLove does not provide a percentage of packaging sourced from recycled materials, nor does it state whether the packaging is renewable or not, or whether it is working toward a concrete goal in this area.

In conclusion, HerbaLove's environmental CSR conduct needs to be expanded in order to call the brand environmentally conscious. Many factors are left unaddressed and their policy remains non-transparent and unconcise."
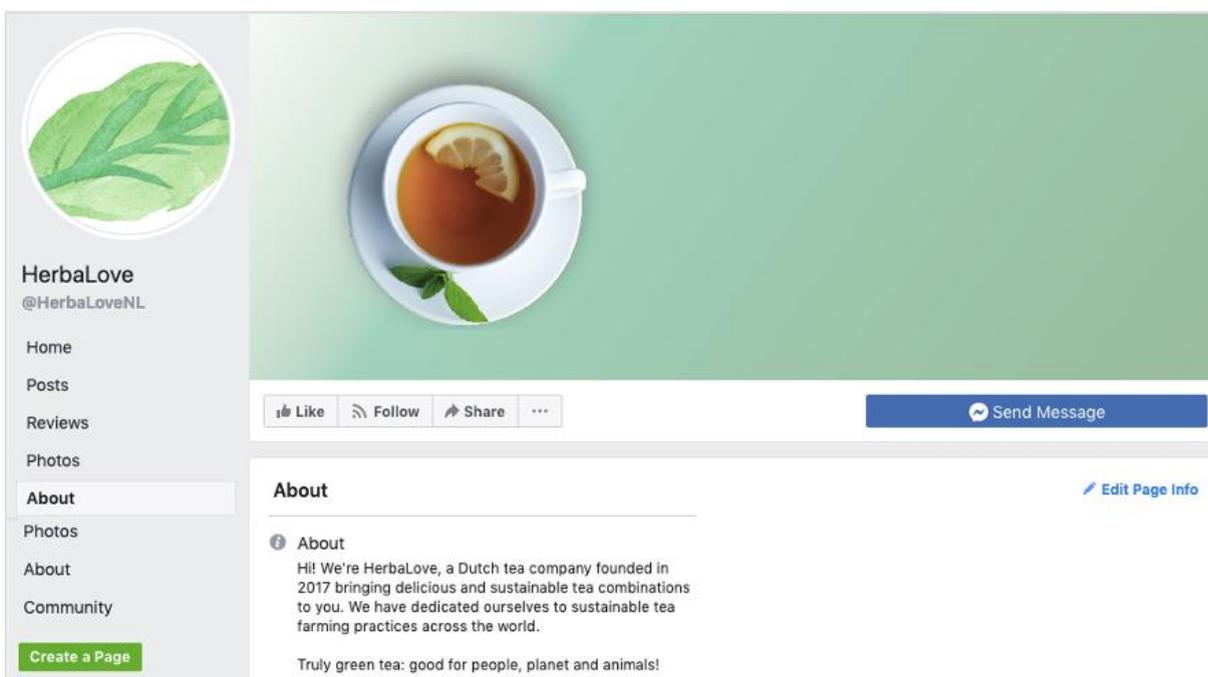
3. **HerbaLove advertisement**

Condition 6

Please read the information provided to you below carefully.

1. About HerbaLove

The Dutch tea company HerbaLove has previously communicated environmental CSR activities and attitudes through marketing and PR; especially advertisements and social media campaigns.

2. Environmental CSR report for HerbaLove by independent NGO Slow Food International

"HerbaLove's environmental CSR policy contains many gaps.

Only 15% of the company's tea blend is Rainforest Alliance Certified^{TM}, and the company hasn't expressed any motivations to increase this percentage, which is in fact quite low compared to the percentages of other tea brands' blends. Partnerships with suppliers and distributors to work on a more sustainable and carbon-neutral way of sourcing and distributing tea could not be distinguished.

HerbaLove unfortunately does not provide its stakeholders with an annual report discussing their climate footprint, making it difficult to nearly impossible to distinguish whether company emissions rise or fall from year to year.

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3. HerbaLove advertisement

Condition 7

Please read the information provided to you below carefully.

1. About HerbaLove

The Dutch tea company HerbaLove has previously communicated environmental CSR activities and attitudes through marketing and PR; especially advertisements and social media campaigns.

2. Environmental CSR report for HerbaLove by independent NGO Slow Food International

"HerbaLove recognizes the challenge of climate change, highlighting that stakeholders are increasingly interested in the food source and how it was produced. HerbaLove is aware that companies like them need to take responsibility for climate-related issues such as deforestation, animal welfare and biodiversity. The company also identifies that climate change impacts through flooding and droughts that lead to loss of ecologically and agriculturally valuable soils.

Therefore, since 2017, HerbaLove sources all of its tea bags from Rainforest Alliance Certified™ farms. The partnership with the Rainforest Alliance, an international environmental organization, ensures that all the farms are certified concerning sustainable farm management, covering social, economic and environmental aspects. By the end of 2019, about 80% of HerbaLove Organic Green Tea bags sold in Western Europe were sourced from Rainforest Alliance Certified™ farms."

(Slow Food International, 2020)

3.   HerbaLove advertisement

We know that
every drop of tea
is precious.
That's why we source sustainably.

As a conscious tea brand, we know that in order to continue making
delicious tea, we need to treat the resources we have responsibly.
That's why we partnered up with Rainforest Alliance Certified™ to ensure
the responsible and durable use of water, land and tea leaves at our farms.

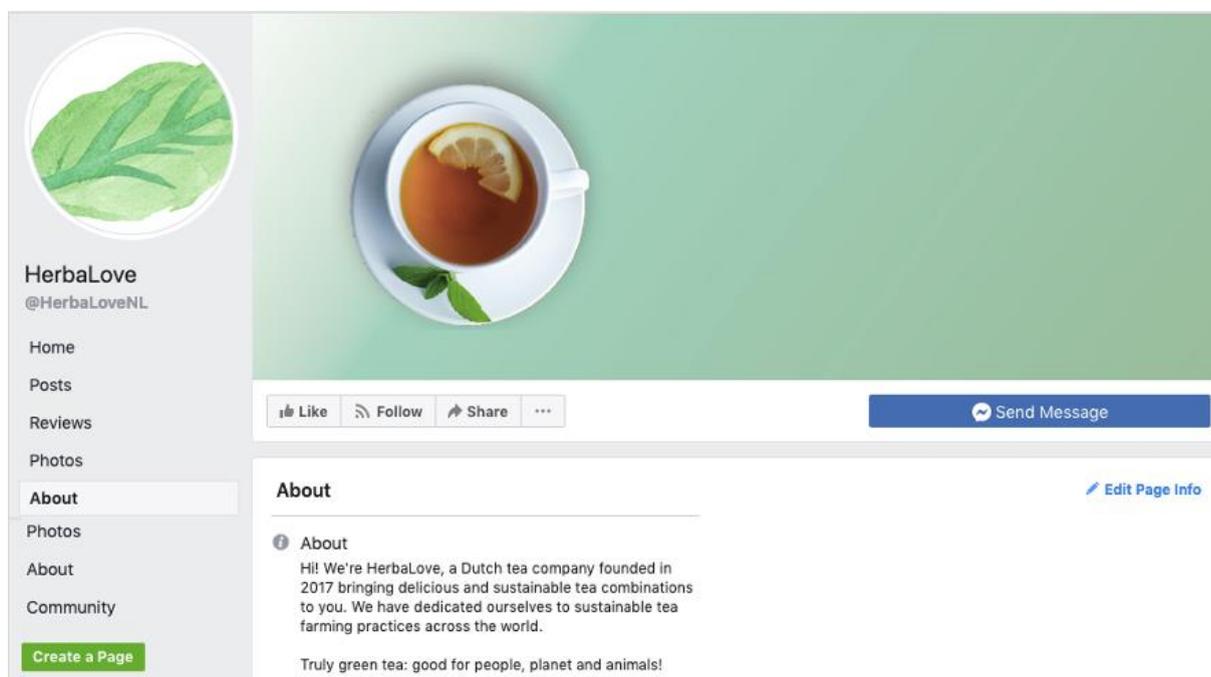Because the planet's on our shoulders.

Enjoy consciously!

HERBALOVE

Condition 8

Please read the information provided to you below carefully.

1. About HerbaLove

The Dutch tea company HerbaLove has previously communicated environmental CSR activities and attitudes through marketing and PR; especially advertisements and social media campaigns.

2. Environmental CSR report for HerbaLove by independent NGO Slow Food International

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(Slow Food International, 2020)

3. HerbaLove advertisement

Every drop of tea you drink is precious. That's why you drink sustainably.

By purchasing our HerbaLove Organic Green Tea, you make sure the tea you drink responsibly uses its natural resources at hand. You support our partnership with the Rainforest Alliance Certified™ movement, creating more sustainable ways of harvesting tea and ensuring its durability.

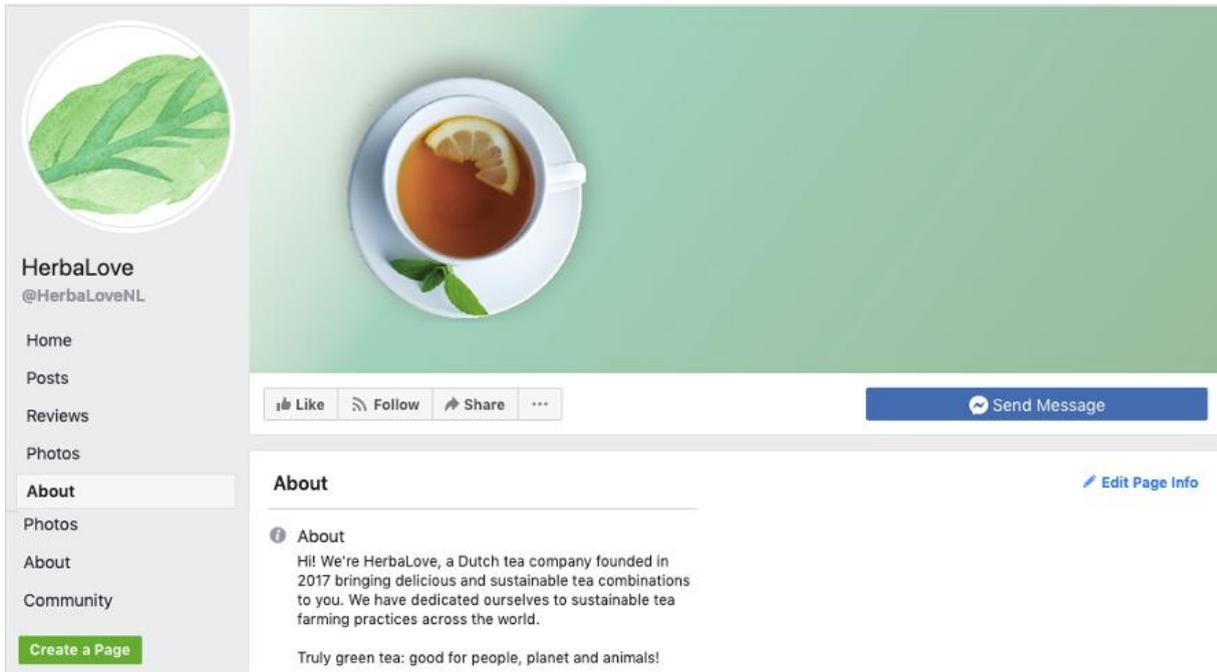Because the real climate hero is you.

Enjoy consciously!

HERBALOVE

Condition 9
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1. **About HerbaLove**

The Dutch tea company HerbaLove has previously communicated environmental CSR activities and attitudes through marketing and PR; especially advertisements and social media campaigns.

2. **Environmental CSR report for HerbaLove by independent NGO Slow Food International**

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HerbaLove unfortunately does not provide its stakeholders with an annual report discussing their climate footprint, making it difficult to nearly impossible to distinguish whether company emissions rise or fall from year to year.

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every drop of tea
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As a conscious tea brand, we know that in order to continue making delicious tea, we need to treat the resources we have responsibly. That's why we partnered up with Rainforest Alliance Certified™ to ensure the responsible and durable use of water, land and tea leaves at our farms.
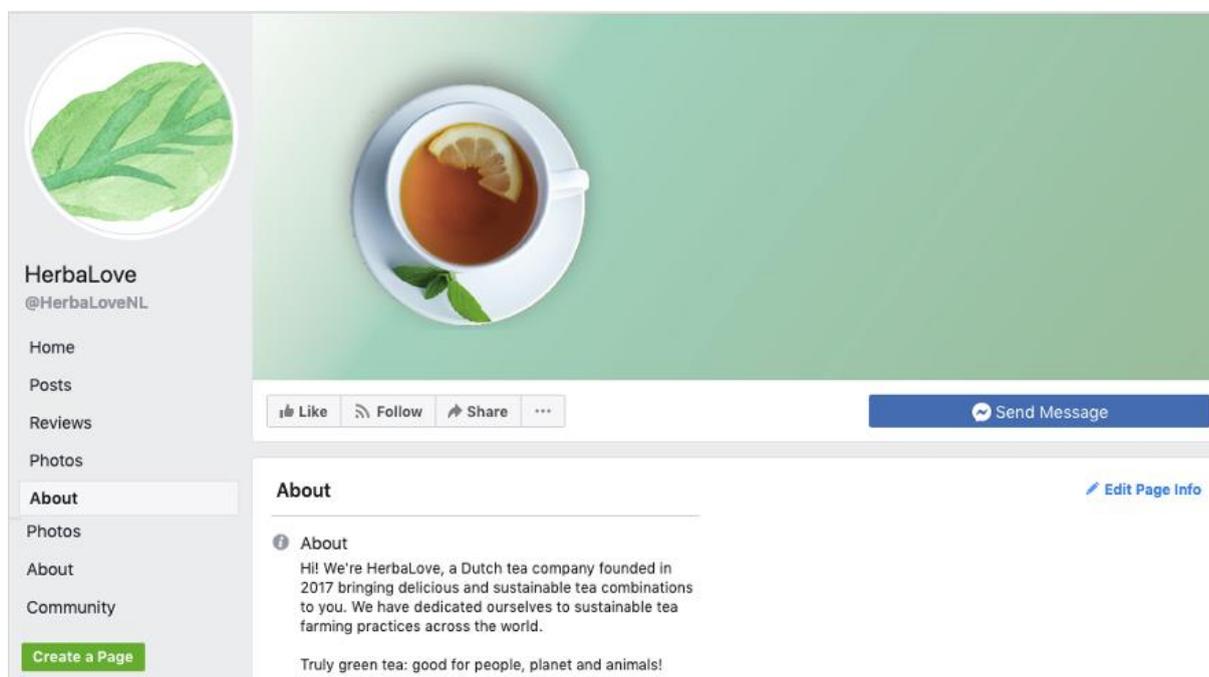
Because the planet's on our shoulders.

Enjoy consciously!

HERBA**LOVE**

Condition 10

Please read the information provided to you below carefully.

1. **About HerbaLove**

The Dutch tea company HerbaLove has previously communicated environmental CSR activities and attitudes through marketing and PR; especially advertisements and social media campaigns.

2. **Environmental CSR report for HerbaLove by independent NGO Slow Food International**

"HerbaLove's environmental CSR policy contains many gaps.

Only 15% of the company's tea blend is Rainforest Alliance Certified™, and the company hasn't expressed any motivations to increase this percentage, which is in fact quite low compared to the percentages of other tea brands' blends. Partnerships with suppliers and distributors to work on a more sustainable and carbon-neutral way of sourcing and distributing tea could not be distinguished.

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3.   HerbaLove advertisement