



Are Consumers Wiling to Adhere to Companies’ Environmentally Friendly Packaging?

Case Study on Rituals and Lush
Refill Vs Naked Package

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ABSTRACT

Dissertation title: Are Consumers Willing to Adhere to Companies' Environmentally Friendly Packaging. Case Study on Rituals and Lush, Refill Vs Naked Package

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Rituals and Lush are two cosmetic companies that have went beyond just addressing pollution to create a strategy of environmental sustainability thru their packaging or lack of it. Rituals created a refill packaging for all its body and face moisturizers, and in the other hand Lush removed 35% of the packaging of their products.

This thesis provides a closer look at these two companies and their environmental initiatives regarding packaging, as well as the consumers behaviour and its effectiveness and see how this could influence their willingness to pay more for environmentally friendly products. In order to understand if Rituals and Lush initiatives are aligned with consumers.

The analysis is based on the literature, mystery clients, focus groups and survey. The main results showed that both brands' packaging concepts are welcome by the consumers, and that if the issues mentioned in this thesis are addressed, they can become an example for the rest of the market. As it was seen that besides consumers' wiliness to have environmental behaviours when questioned about the prices the same openness was not shown.

Keywords: Corporate Social Responsibility, Marketing, Green Marketing Mix, Environmental Friendly Packaging, Consumers Environmental Behaviour, Willingness to Pay More for Environmental Friendly Products, Rituals, Lush.

RESUMO

Título de Dissertação: Estarão os consumidores dispostos a aderir às empresas com embalagens ecológicas. Estudo de Caso sobre Rituals e Lush, Recarga Vs Sem embalagem

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Rituals e a Lush são duas empresas de cosméticos que procuraram ir além de abordar a poluição para criar uma estratégia de sustentabilidade ambiental através das suas embalagens ou a falta delas. A Rituals desenvolveu uma embalagem de recarga para todos os hidratantes corporais e faciais, e a Lush, por outro lado, retirou 35% das embalagens dos seus produtos.

Esta tese fornece um olhar mais atento a estas duas empresas e às suas iniciativas ambientais em relação às embalagens, bem como ao comportamento dos consumidores, à sua eficácia e como esta pode influenciar a disposição de pagar mais por produtos amigos do ambiente. Isto irá ajudar a entender se as iniciativas Rituals e Lush estão alinhadas com os consumidores.

A análise é baseada na literatura, clientes mistério, grupos de foco e um questionário. Os resultados mostraram que os conceitos referidos são bem-recebidos pelos consumidores, e que se as preocupações mencionadas nesta tese forem abordadas, estas empresas podem se tornar num exemplo para o resto do mercado. Também foi visto que apesar de existirem comportamentos ambientalmente amigáveis por parte dos consumidores, estes quando questionados sobre os preços não mostraram grande abertura.

Palavras-chave: Responsabilidade Social Corporativa, Marketing, Mix de Marketing Verde, Embalagens Amigáveis para o Meio Ambiente, Comportamento Ambiental dos Consumidores, Vontade de Pagar Mais por Produtos Amigos do Ambiente, Rituals, Lush.

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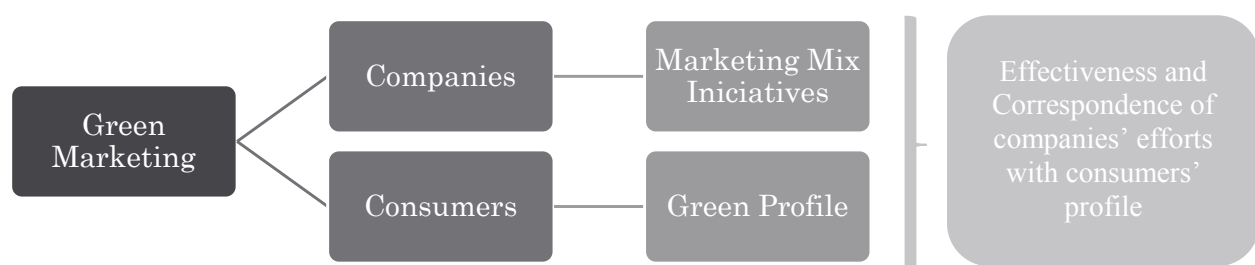
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1. INTRODUCTION

Concerns related to the environment are evident in the increasingly environmentally conscious marketplace. (Straughan & Roberts, 1999). Firms have taken the step to become more socially responsible through developing products that meet the demand of environmentally conscious consumers (Tan & Lau, 2011). With increased social and political pressure, companies have moved beyond simply addressing pollution and waste disposal to looking for alternative package composition and design, alternative product formulations, and cause-related promotion to keep in-step with the environmental movement (Straughan & Roberts, 1999).

Two companies that went beyond just addressing pollution to create a strategy of environmental suitability are Rituals and Lush, both companies looked at the packaging and innovated the cosmetic market by bringing to the consumer environmentally friendly packaging. Rituals created a refill packaging and Lush had a more down to the core approach by getting rid of the packaging in 35% of their products, both looked to reduce their waste and save environmental resources.

But these changes on environmental concerns, also changed in consumers' minds. Over the years, the majority of consumers have realised that their purchasing behaviour had a direct impact, on many ecological problems (Laroche, Bergeron, & Barbaro-Forleo, 2001). However, researchers say that besides existing a high concern over the environment, behaviours consistent with such concerns were lacking (Roberts, 1996). Due to that, it is interesting for companies to find the determinants of green purchase behaviour in order to implement their green marketing strategies (Tan & Lau, 2011).



1.1 RESEARCH PROBLEM

This thesis will provide a closer look at the two cosmetic companies and their environmental initiatives regarding packaging. We will look at consumer behaviour and its effectiveness and see how this could influence their willingness to pay for environmentally friendly products to help us understand if Rituals and Lush's initiatives are aligned with consumers.

Therefore, the problem this thesis aims to address is: are consumers willing to adhere to Lush and Rituals' environmental package initiatives?

1.2 RESEARCH QUESTIONS

- **Question 1:** To what extent does consumers' environmental behaviour affect their willingness to pay more for environmentally friendly products?
- **Question 2:** To what extent are consumers willing to pay more for environmentally friendly products?
- **Question 3:** What is the impact on consumers of Rituals and Lush environmental initiatives on the packaging?

1.3 METHODOLOGY

To answer the research problem and the research questions above mentioned, both primary and secondary data were collected.

Regarding the companies, secondary data was collected to understand both companies' background and environmental values and initiatives. The sources used were magazine interviews, online articles and websites. After that primary data was gathered with four mystery clients, two in Rituals stores and another two in Lush's, to liken the information assembled and evaluate the communications of both companies in the selling point.

Concerning the consumers, secondary data was collected about the consumers' green profile, the sources used were papers, articles and books. After that and with the information gathered a survey was created as a primary data. It was designed using the Qualtrics Survey Software and it was shared through Facebook, email and door to door. It was analysed through SPSS to explore the relationship between the mentioned variables. This survey was conducted to understand consumers' environmental concern, their actions toward that concern and the reaction of customers to the sustainability initiatives and their willingness to pay for them.

2. LITERATURE REVIEW

2.1 MARKETING AND CORPORATE SOCIAL RESPONSIBILITY

Marketing is perhaps one of the business disciplines most concerned with the link between companies and environments in which they are embedded. Underlying the interest and concern for corporate social responsibility (CSR) is the fact that firms do not operate in a vacuum. Instead, they can be viewed as “open systems” dependent on some actors and influential to others. Through exchanging output with the environment, for example, the customers, companies impact and transform society (Vaaland, Heide, & Gronhaug, 2008). And due to that, some authors have alluded to the leading role that marketing should play in the analysis of CSR (Lantos, 2001).

The fact that companies need to take environmental considerations has for long been realized and reflected in rules and laws. So, has the importance of ethical behaviours. However, the idea of CSR is broader and more encompassing (Vaaland, Heide, & Gronhaug, 2008), it is a concept that besides being commonly known, it still lacks a universally accepted definition given its complexity that derives from the differences in national, cultural, and social contexts, which are linked to different responsibilities from firms (Midttun, 2007).

However, some academics sustaining that CSR represents firms’ discretionary business practices that are intended to improve societal well-being (Korschun, Bhattacharya, & Swain, 2014). It has been interpreted as pro-social efforts across multiple domains such as environment, products, diversity, corporate governance, employees, and communities for example (Kashmiri & Mahajan, 2014).

The two domains that most influence the topic of this dissertation are environment-based CSR and its concerns with pollution prevention, recycling, clean energy practices, etc.; and Product-based CSR that looks to strengths in quality, R&D innovation, provision of products to the economically disadvantaged, etc.; (Mishra & Modi, 2016). Due to that, this thesis will focus on how environment-based CSR is connected with marketing – green marketing – and how Product-based CSR innovations in the product can play a significant rule in our study – marketing mix.

2.2 GREEN MARKETING

Green marketing refers to marketing practices, policies, and procedures that explicitly account for concerns about the natural environment in pursuing the goal of creating revenue and providing outcomes that satisfy organizational and individual objectives for a product or line (Menon, Chowdhury, & Jankovich, 1999).

2.2.1 “GREENING” THE MARKETING MIX

Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising (Chaudhary, Monga, & Tripathi, 2011). These activities are designed to accomplish the firm’s strategic and financial goals in ways that minimize their negative (or enhance they are positive) impact on the natural environment (Leonidou, Katsikeas, & Morgan, 2013). Such activities may involve both strategic and tactical approaches (Menon, Chowdhury, & Jankovich, 1999). Each of the main marketing mix elements —product, price, channels of distribution and marketing communications — can be designed and executed in ways that are more or less harmful to the natural environment (Kotler, 2011), (Dahlstrom, 2011).

2.2.1.1 PRODUCT

Green products initiatives are product-related decisions and actions whose purpose is to protect or benefit the natural environment by conserving energy and/or resources and reducing pollution and waste (Dangelico & Pujari, 2010), (Ottman, Stafford, & Hartman, Avoiding green marketing myopia: ways to improve consumer appeal for environmentally preferable products, 2010) Initiatives related to the product are: identify and develop products to address customers’ environmental needs; make products that can be recycled or reused; products with environmentally responsible packaging and more efficient products (save water, energy or money and reduce environmental impact), (Chaudhary, Monga, & Tripathi, 2011).

Tactically, firms face choices about how they might make a smaller package and label changes in products in more environmentally friendly ways (Leonidou, Katsikeas, & Morgan, 2013) for example, Nestlé reduced the size of the paper labels on its bottled water brands by 30% (Ottman, 2011). More strategically, firms may choose to use green product design techniques (Baumann, Boons, & Bragd, 2002) which often result in modifications to manufacturing processes (Fuller, 1999). Rituals changed both of the packings design and

materials in order to make the packaging reusable and Lush that created and produced products in a solid format, so no package is required.

2.2.1.2 PRICING

Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality. (Chaudhary, Monga, & Tripathi, 2011)

Tactically, firms can use pricing actions, such as rebates for returning recyclable packaging (Menon, Chowdhury, & Jankovich, 1999) as we will see in Lush case or charge higher prices for environmentally unfriendly products (Polonsky & Rosenberger III, 2001) as see in Portugal and Europe with the majority of the stores charging customers for plastic carrier bags. Strategic approaches involve techniques such as life-cycle costing by incorporating product costs from research to disposal, to help determine prices for products from a sustainability perspective (Menon, Chowdhury, & Jankovich, 1999), (Shrivastava, 1995).

2.2.1.3 DISTRIBUTION

The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it (Chaudhary, Monga, & Tripathi, 2011). Green distribution initiatives are related to monitoring and improving environmental performance in the firm's demand chain (Martin & Schouten, 2012), (Russel, 1998).

Tactical efforts include working with channel partners to develop product reuse or disposal arrangements and ensuring customers are able to return recyclable materials (Leonidou, Katsikeas, & Morgan, 2013). Strategically, firms may create policies requiring suppliers and distributors to adopt more environmentally responsible standards in fulfilling their respective marketing roles (Zhu & Sarkis, 2004). Alternatively, firms may form "eco-alliances" with channel partners to improve the environmental impact of their joint activities, such as reconfiguring logistics arrangements to make them environmentally efficient (Dahlstrom, 2011). For example, Rituals is a member of the Better Cotton Initiative (BCI), "which strives to improve global cotton production for the people who produce it, the environment around us and the future of the industry we work in" (Rituals, 2018) and Lush was their fair-trade values

“when sourcing ingredients for our products, we like to know where they come from, how they’re made and how they impact the communities that produce them” (LushUS, 2018).

2.2.1.4 PROMOTION

Green Promotions reflect communications designed to inform stakeholders about the firm’s efforts, commitment, and achievements toward environmental preservation (Belz & Peattie, 2009), (Dahlstrom, 2011).

Tactically, this may also involve actions to reduce any negative environmental impact of the firm’s marketing communication efforts (Kotler, 2011). Strategic green promotion approaches are those designed to communicate the environmental benefits of the firm’s goods and services. Such efforts may include advertising environmental appeals and claims, publicizing environmental efforts, and incorporating environmental claims on product packaging (Banerjee, 2002), (Menon, Chowdhury, & Jankovich, 1999). Both Rituals and Lush communicate their environmental efforts (website, stores, social media), but, as will see they have a different approach from one another.

2.3 GREEN CONSUMER PROFILE

2.3.1 WILLINGNESS TO BE ENVIRONMENTALLY FRIENDLY

After looking at some of the initiatives companies can have towards helping protect the environment it is also important to look at the other side of the equation, the consumers. As explained in the introduction there is a gap between consumers environmental concern and their behaviour towards that concern (Roberts, 1996). Due to that, to analyse the company’s efforts, we need to understand consumers’ “green” profile, not only their environmental concern but also their willingness to act towards protecting it and will to pay for eco-friendly products.

Concerns related to the environment are evident in the increasingly environmentally conscious marketplace. Over the years, a majority of consumers have realized that their purchasing behaviour had a direct impact on many ecological problems. Customers adapted to this new threatening situation by considering environmental issues when shopping and by purchasing only ecologically compatible products. Perhaps the most convincing evidence supporting the growth of ecologically favourable consumer behaviour is the increasing number of individuals who are willing to pay more for environmentally friendly products. (Laroche, Bergeron, & Barbaro-Forleo, 2001)

A critical challenge facing marketers is to identify consumers environmental attitudes and behaviours and which consumers are willing to pay more for environmentally friendly products. It is apparent that enhanced knowledge of the profile of this segment of consumers would be beneficial. The closer we move to an understanding of what causes individuals to pay more for green products, the better marketers will be able to develop strategies targeted explicitly at these consumers. (Laroche, Bergeron, & Barbaro-Forleo, 2001)

2.3.2 GREEN CONSUMER BEHAVIOR AND WILLINGNESS TO PAY

Following a review of the relevant literature, some factors that may influence consumers' willingness to pay more for environmentally friendly products have been identified. These factors can be classified into three categories: behaviour, demographics, attitudes (Laroche, Bergeron, & Barbaro-Forleo, 2001).

2.3.2.1 BEHAVIOR

Ecologically conscious consumers will try to protect the environment in different ways (e.g. recycling, considering environmental issues when making a purchase, buying environmentally friendly products) (Suchard & Polonski, 1991). These actions can be seen in past environmentally friendly behaviour and when looking at the ecologically conscious consumer behaviour (ECCB).

- Ecologically Conscious Consumer Behaviour (ECCB)

Ecologically conscious consumers are defined as those who purchase products and services which they perceive to have a positive (or less negative) impact on the environment. This scale conceptualizes ethically minded consumer behaviour as a variety of consumption choices pertaining to environmental issues and corporate social responsibility (Sudbury-Riley & Kohlbacher, 2015). This behavioural orientation scale helps to mitigate the potential gap between environmental attitudes and behaviour (Roberts, 1996).

- Past Environmentally Friendly Behaviour

Past environmentally friendly behaviour is the extent to which a consumer has previously performed environmentally friendly actions (Abdul-Muhmin, 2007). Present evidence that past behaviour affects future behaviour mainly indirectly through its effect on present attitudes. Given that environmental concern is here conceptualized as a general attitude, this implies that

it should mediate the relationship between past environmentally friendly behaviour and future behavioural willingness (Albarracin & Wyer, 2000). Thus, the environmental concern will be affected positively by past environmentally friendly behaviour.

2.3.2.2 ATTITUDES

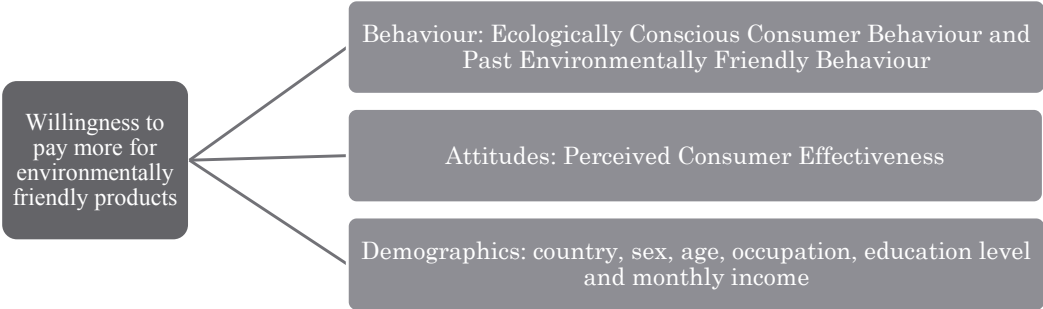
It was found that the socially conscious customers feel strongly that they can do something about pollution and tries to consider the social impact of their purchase behaviour (Webster, 1975). And that when consumers perceive that individuals can be increasingly effective in pollution abatement, they will show more concern for the environment (Kinnear, Taylor, & Ahmed, 1974) and consider the social impact of his or her purchases (Webster, 1975). Thus, it may be expected that this attitude to impact the willingness of consumers to spend more for environmentally friendly products (Laroche, Bergeron, & Barbaro-Forleo, 2001).

- Perceived Consumer Effectiveness

Perceived consumer effectiveness variable is a measure of the subject's judgment in the ability of individual consumers to affect environmental resource problems (Antil, 1978). It is essential to consider this variable because consumers' levels of PCE do affect their likelihood of performing ECCBs (Berger and Corbin, 1992), (Weiner and Doescher, 1991).

2.3.2.3 DEMOGRAPHICS

Demographic characteristics were included in this study because they are commonly used as market segmentation criteria and in planning mass communication efforts (Roberts, 1996). Although previous attempts to profile the ecologically responsible consumer have provided inconsistent results (Roberts, 1996) it is clear that they exert significant influence (Laroche, Bergeron, & Barbaro-Forleo, 2001). Due to this, demographics such as country, sex, age, occupation, education level and monthly income were contained within.



3. CASE STUDY

To understand better what retailers in the cosmetic industry have been doing regarding their packaging and environmental footprint and the results of their initiatives, two companies were chosen: Rituals and Lush.

The selection of the brands took in consideration four factors: the companies needed to be retailers in the cosmetic industry, have their own stores with at least one located in Portugal, had promoted environmentally friendly packaging initiatives in recent years, and they need to have a different approach from one another. This last factor is crucial because it provides us with a better view of the topic and a way to compare the results of different strategies.

After looking at the Portuguese market, the two companies were chosen. Rituals due to their eco-chic refill system that according to the brand recent investment of the same system in the new skincare collection has been a success. And Lush due to its commitment to increase awareness to environmental problems as the example of increased pollution due to packages and to fight that they invest in bringing to the public “naked” options by not using packaging in 35% of products.

In the next table, we can see the main differences between the two brands strategies and packaging concepts.

Table 1 - Case Study Summary

| | Rituals | Lush |
|-----------------------------|--|---|
| Brand Strategy | Affordable luxury | Natural & handmade cosmetics |
| Communications Focus | Quality of the products, the experiences and surprises | “Let people see what interesting stuff is going on within” |
| Packaging concept | Eco-chic refill system | “Naked” packaging |
| - Advantages | Environmental: less 70% of CO2, 65% of energy and 45% of water. And economic: refill 2€ cheaper. | Environmental: a saving of nearly 6 million plastic bottles from selling shampoo bars alone |
| - Limitations | Need to buy the first packaging to be able to buy the refill | No protection of the product |

In the following pages, it will explain each company and their environmentally friendly packaging initiatives in more detail.

3.1 RITUALS

3.1.1 RITUALS' STORY

The story of Rituals started after a discovery travel of Raymond Cloosterman while he was working at Unilever. According to an interview on the Marketeer (Lima, 2017) inspired by the people and places travelled Raymond came back with the decision of creating his own brand. A brand that would help people transform daily routines into meaningful moments. For that, he looked at the ancestral traditions and philosophies of the East to bring authenticity to their products.

With these ideas in mind in 2000, Rituals was created with its first store on the Kalverstraat in Amsterdam. Rituals started with the support of Unilever as its shareholder. But due to the hard start and new interests of Unilever, they followed separate ways after two years.

In the first five years of business, the brand was in survival mode, it was only after at the end of the fourth year that the situation changed and they opened the second store also in the Netherlands. The brand came to Portugal around the same time, thanks to a Portuguese man, who showed an interest in bringing the Rituals concept to Lusitanian lands. Opening the first store in Centro Comercial das Amoreiras em 2004.

Nowadays Rituals has over 550 stores, more than 1500 shop-in-shops and 4 Urban Spas. Their products are on 125 luxury cruise liners and 10 different airlines which can be found in 27 countries around the world. In Portugal, the brand has 23 stores and can also be found on Sephora and El Corte Inglés.

3.1.2 BRAND STRATEGY AND PRODUCTS

3.1.2.1 BRAND STRATEGY

The brand wants to position itself as an affordable luxury. According to the CEO, Rituals “is a kind of affordable luxury, maybe the new car or sofa has to wait, but having a coffee, reading a book and buying an exfoliator of ours make people feel good without getting them into bankruptcy” (Nunes, 2017). In other words, Rituals creates beauty rituals that can be enjoyed from a price of 0,50 to 79,90€.

In Portugal, one of the most recent openings, on Avenida da Liberdade, marks the assuming of this positioning strategy. "In Portugal, the shopping centres are very important, but we also want to be discovered in El Corte Inglés, between Chanel and M.A.C., and to be in luxury streets, which is what we have been doing internationally." Said Raymond Cloosterman to the *Economia*. (Nunes, 2017).

As explained in the same interview the brand follows a strategy omnichannel with a presence in all sales channels which provides the customer with an integrated shopping experience. The customer can be shopping online from a desktop or mobile device, or in a brick-and-mortar store, and the experience will be seamless. This strategy began to take shape in 2016 when the company bought back the store from the franchisers. As explained to in the same interview "Ten years ago, we found a partner who wanted to develop Rituals here. It was at the beginning of the company, and we did not have the financial resources to develop them alone, so we started with a master franchise" explained Raymond Cloosterman, adding that taking over the operation allows for more aggressive growth. The presence in the multi-brand stores Sephora and El Corte Inglés is part of the path already traced with this direct management.

3.1.2.2 RANGE OF PRODUCTS

Ritual was the first cosmetic brand to combine Home & Body Cosmetics. The brand is mainly known for its collections, but its products range from body and face moisturizers, mineral-based makeup, perfumes, tea, scented candles to clothes. Having an overall approach to consumers routines, bringing the rituals mission of meaningful moments to all of our tasks.

Table 2 – Range of Products

| Body | Face | Home | Clothing |
|---------------|----------------|------------------|-----------------|
| Shower & bath | Night and day | Fragrance sticks | Casual |
| Scrub | creams | Candles | Bed Time |
| Body care | Ampoules | Home fragrance | Yoga |
| Hands & feet | Oils | Kitchen | |
| Hair | Cleansers | Tea | |
| Perfume | Serums | Bath essentials | |
| Suncare | Masks | | |
| Baby & mom | Make-up | | |
| Prices | | | |
| 3,50€ - 39€ | 3,50€ - 28,50€ | 0,50€ - 59€ | 7,90€ - 79,90€ |

3.1.2.3 COLLECTIONS

Rituals has a vast number of collections being then divided into fixed collections (body and face), and limited-edition collections. The first ones can be found in-store and online all year round and limited-edition collections, summer and winter editions are available during a spring/summer semester and autumn/winter semester respectively, they vary every season, bringing to the consumers new fragrances and rituals to discover.

In the Image 1 its represented, some of the body products of each collection and they represented in the following order: Sakura, Ayurveda, Happy Buddha, Dao, Samurai, Hammam and the limited edition: Banyu.

Image 1 – Rituals Body Collections



The face collection is known as Namasté, and it was recently renovated having today five different lines of treatment: Glow, Purify, Ageless, Sensitive and Hydrate.

Image 2 – Rituals Face Collections



3.1.3 ENVIRONMENTAL POLICIES AND PRACTICES

3.1.3.1 RITUALS CARE

Rituals’ core value is focused on one simple philosophy: “Happiness can be found in the smallest of things. It is our passion to transform your everyday routines into meaningful rituals” (Rituals, 2018).

This meaningfulness into our rituals can be seen throughout the story of the brand in their sustainability practices. Rituals CARE is a program that “embraces initiatives that are environmentally safe and socially conscious. It is important to us that we contribute positively

to society through social engagement. As a healthy company, we wish to give back to society by helping people who are less fortunate while also maintaining high ecological standards.” (Rituals, 2018)

Some examples are product testing, done with human volunteers, not animals, and product packaging and distribution innovations to reduce their environmental footprint. And what they cannot do with their operations they make it part of the Company social contribution. For example, the foundation “Tiny Miracles”, a charity that affords underprivileged children in Mumbai, India a better start in life. As part of this commitment, Rituals gives 10% of the proceeds from its collection Tiny Rituals to the foundation (Rituals, 2018).

All these practices are not part of the selling point. According to Raymond Cloosterman, in an interview to the Marketer, “it is an obligation to themselves and with the ones surrounding them. And that selling point should be the quality of the products, the experiences and surprises”. (Lima, 2017)

3.1.3.2 ECO CHIC REFILL SYSTEM

In the light of their program Rituals CARES, the brand launched in the summer of 2016 their first system of refill for their body moisturizing of one of its best-selling collections: Sakura Collection. This system was slowly incorporated in all the remain collections, being the latest collection Namasté introduced in April 2018.

The new packaging is divided into two, the exterior for design and image and the interior with the product. This division allows the reuse of the external part, being that in the second purchase consumers can buy just the refill. The refill options are represented below in the following order: Body – Sakura, Happy Buddha, Ayurveda, Dao, Hammam; Face – Hydrate, Glow, Ageless and Sensitive.

Image 3 – Rituals Refill Design



With this, both company and consumers can reduce their ecological footprint bringing ecologic benefits into the table. According to Rituals website “On a yearly basis, using the refill version of the body cream reduces C02 by 70%, saves 65% in energy and consumes 45%

less water.” This new packaging also brings economic advantages because it saves consumers money by being 2€ cheaper to buy the refill instead of total packaging.

3.2 LUSH

3.2.1 LUSH’ STORY

Lush Ltd. is a cosmetics retailer headquartered in Poole, Dorset, United Kingdom, with a story of resilience behind the founders. The story that leads us to this brand started with the two founders Mark Constantine, a trichologist and Liz Weir, a beauty therapist and their first hair and beauty products company Constantine & Weir, founded in 1976 (Teather, 2007). By the 1980s they have developed a number of recipes for bath and beauty products and had become a major supplier to The Body Shop. But the partnership didn’t last long, in the early 90s, the retailer became uncomfortable with the formulations of many of its products being owned by another company and bought the Constantine & Weir out for approximately €6,8 million (Teather, 2007).

The money was ploughed into Cosmetics to Go, a mail order side-line that the couple had already started in 1988. Within some years they had burned through the money, and the business went bust. Faced with debts, they sold what was left over from the shop in Poole and in 1995 they founded Lush Fresh Handmade Cosmetics (Teather, 2007), which according to the company’s website “is defined as being fresh, green, verdant”.

This time they were successful having today an international cosmetics company with 931 free standing shops and mall locations in 49 countries, with worldwide sales in 2016 of approximately €828 million (Loeb, 2017).

The brand came to Portugal in 2010 in its first store in Oeiras Parque. Today Lush has only two stores, both shopping centres in Lisbon: Oeiras and Amoreiras. For the rest of the country, Lush provides an option with their online store.

3.2.2 BRAND STRATEGY AND PRODUCTS

3.2.2.1 BRAND STRATEGY

The brand wants to position itself as natural and handmade cosmetics, and it has an overall strategy, being in control of the all process from the manufacturer to the shop floor.

The brand produces their own products in factories – named “kitchens” – around the world. This program was launched in 2014 in order to "highlight how fresh and handmade our products truly are". These are part of the company values: “Handmade is our middle name” (LushUS).

The brand also has a unique way to show to their consumers their investment in the production, by applying stickers of the actual creators of the product being sold, a unique trademark stamped on their products.

But that is just the beginning they also distribute the products to their stores where they sell them to the customer. That allowed them to create their own culture and keep their values from the beginning (Pritchard, 2009). In the first years they didn’t communicate their ecological and social initiatives, but around 2009 that changed and little by little they started to show their concerns and what they have been doing to promote an ethical brand. For Lush, advertising is not an act of deception, merely an opening of the doors to let people see what interesting stuff is going on within, as explained by the CEO on Basic Arts (BasicArts, 2018).

3.2.2.2 RANGE OF PRODUCTS

The brand describes its products as 100% vegetarian; 83% vegan, 60% preservative free, and 35% packaging free (“naked”) and they range from bath and shower, haircare, skincare, solid fragrances and makeup. Most Lush products are to be stored at room temperature, with the exception of their Fresh Face Masks, which require refrigeration due to the absence of preservatives and the main ingredients being fruits and vegetables (LushUS, 2018).

Table 3 – Lush Range of Products

| Bath & Shower | Face | Body | Hair | Fragrances |
|--------------------------|--------------------|----------------|----------------|-------------------|
| Bath Bombs | Cleansers & Scrubs | Body Lotions | Treatments | Body |
| Jelly Bombs | Face Masks | Massage Bars | Shampoo | Sprays |
| Body Scrubs | Moisturisers | Hand Care | Conditioners | Perfume |
| Bath Oils | Makeup | Foot Care | Styling | Solid |
| Bubble Bars | Toners | Deodorants & | Henna Hair | Perfume |
| Shower Gels & | Shaving | Dusting | Dyes | Washcards |
| Jellies | Lip Scrubs & Balms | Powders | | |
| Shower | Toothy Tabs & | Sun Care | | |
| Moisturisers | Mouthwash Spot | | | |
| Soaps | Treatments | | | |
| Prices | | | | |
| 2,95€ - 24,50€ | 1,60€ - 62,95€ | 4,95€ - 20,50€ | 5,50€ - 20,75€ | 2,50€ – 69€ |

Their most known product is their bath bombs which are solid bars of sodium, bicarbonate, citric acid, essential oils and natural butters that fizz out and can produce an array of colours.

3.2.3 ENVIRONMENTAL POLICIES AND PRACTICES

3.2.3.1 ETHICS AND CAMPAIGNING

The brand promotes the ecological and social initiatives by applying them to their values and the way they run their business. Lush environmental initiatives vary from the way they produce it, as explored before with the “kitchen” program, to its compositions and to the way they test their products.

When it comes to testing Lush does not buy from companies that carry out, fund, or commission any animal testing and the brand test their products on human volunteers before they are sold to the public.



This care also goes to the components of its products. An example of this is the removal of palm oil from their soaps as this is considered the primary cause of permanent rainforest loss. (LushUS, 2018).

The company also has a product launched in 2007 called the 'Charity Pot' to which all Lush donates 100% of the price (except taxes) of every purchased to small organizations working in the areas of environmental conservation, animal welfare and human rights. (LushUS, 2018).

The company also supports others environmental and social groups and activities being the most recent ones: in Summer 2015 where Lush raised €376,000 from the worldwide sale of its "Gay Is OK" soap, with funds going to support LBGTI campaigning groups (Hudson, 2015) and in 2016 where Lush raised \$300,000 from the sale of its limited edition Hand Of Friendship Soap, with funds going to Friendship Fund to support Syrian Refugees (LushUS, 2018).

3.2.3.2 PACKAGING

According to the brand “the best way to reduce packaging waste is by getting rid of packaging completely, of course!” Lush nowadays has 35% of their products totally unpackaged, or as they like to say, naked. The rest? They’re packaged using recycled and recyclable materials (LushUS, 2018).

By providing our customers with unpackaged options, Lush hopes to increase awareness surrounding the overuse of disposable packaging and challenge other retailers to reduce their packaging too. That also means a save of nearly 6 million plastic bottles globally from selling shampoo bars alone (LushUK, 2018).

Another way Lush has reformed packaging is through the introduction of reusable fabric knot-wraps instead of the traditional gift wrapping. These are either made from a material created from recycled plastic bottles, or from organic cotton. Rather than being thrown away after opening, they can be reused again and again for gift wrapping, decorating or as an accessory (LushUS, 2018).

When they can’t eliminate packaging completely (like in the case of shower gels), they use only recycled, recyclable, reusable or compostable materials, example of that are the biodegradable bags and the recycled black pots, made from a mix of purchased recycled plastic and recycled black pot material (LushUS, 2018).

But the efforts to influence consumers don’t end there, the company also offers customers a way to recycle used black pots by bringing empty ones back to the store for a free Fresh Face Mask for every five returned.

The company is also looking into new materials and for the future and if legislation permits, they would like to start to use refills and to increase the amount of reusable packaging used to transport products between our factories and our shops (LushUK, 2018).

4. MARKET RESEARCH

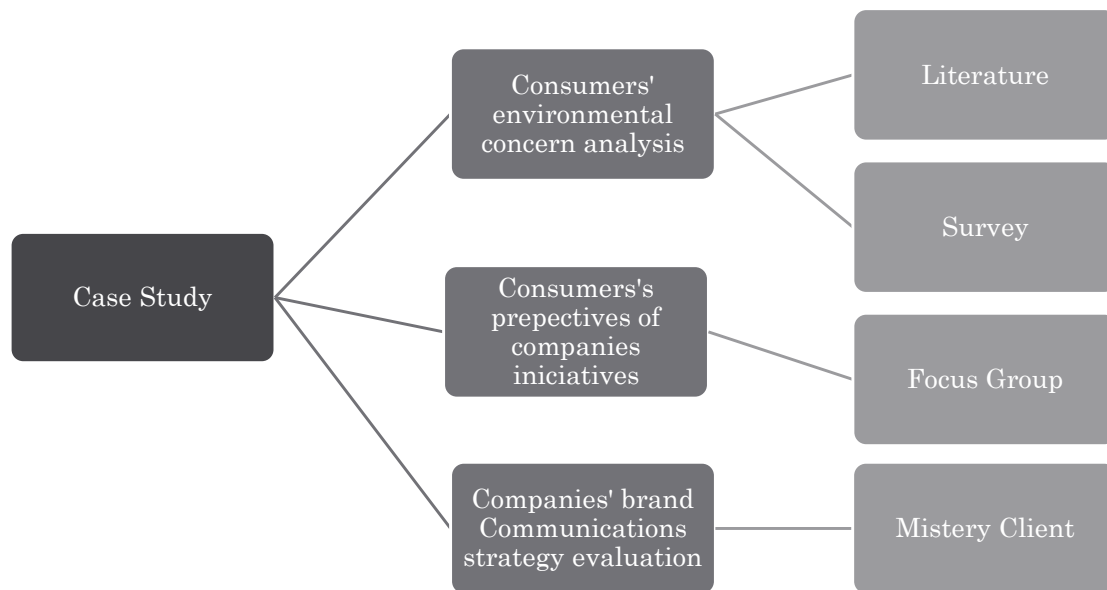
The aim of this thesis is to understand if Rituals and Lush package environmental initiatives are aligned with consumers, for that we will look at consumers behaviour and its effectiveness and see how this could influence their willingness to pay for environmentally friendly products.

The research conducted was based on qualitative data collected from mysterious client and four focus groups, as well as on quantitative data, collected through a survey.

4.1 METHODOLOGY

4.1.1 RESEARCH FRAMEWORK

Our study offers a holistic framework, incorporating both consumers and companies' inputs on the ecologic concern as the figure below illustrates.



4.1.2 MISTERY CLIENT

To help liken the secondary data information assembled on the companies and evaluate the communications of both brands in the selling point four mystery clients were done.

The study location was selected taking in consideration two factors. One, the number of stores of Lush in Portugal, since the company only has two stores in Portugal: Oeiras Parque and Amoreiras. And two, both companies had to be have stores located in same place. Luckily both shopping centres have the two companies so the decision was straightforward.

The mystery clients were done during the weekend in the least movement times of the day, Oeiras Parque between 10h-12h and Amoreiras between 20h-22h, so the sellers could have more time and availability.

RITUALS

In both Rituals stores the sales staff were very welcoming, and promptly offered help. An introduction of the brand was asked to understand how they presented the brand, its products and their environmental and social initiatives. Both sales girls started by explaining that brand concept originates from ancient's rituals throughout Asia and talked about the philosophy of each collection. After asked they mentioned the refill concept and explained that it was a recent initiative to protect the environment regarding the packaging of their products, mentioning also the hand soap refill in both stores. At the Amoreiras store the sales girl also explained the Tiny miracles association and the 10% that they give in each purchase of the Tiny rituals, help Indian women and children. That fact was not explored in this Oeiras Store.

LUSH

In the Lush stores the staff personals were also very welcoming and offered help as soon as the mystery client started looking around. As done in the rituals case the mystery client asked for an introduction of the brand, and both sale personal started explain the brand concepts, the fresh and handmade products, their social and environmental initiatives. They guide us though the store and while explaining each section they also talked about the company ecologic values about packaging and their incentive in the reduction of it. During the moisturizing part both sales personal explains the charity pot concept of charity. At the end and only after asked about their recycling concept they told us that consumers could bring back any of the black pots that they reuse them, but since nothing was bought in the visit to the store, it cannot be said for sure that if some package product was bought they would have explained that or not. A difference on the presentation in the two stores was the presentation of the production stickers with the faces of the employees that produced the products, this fact was only mentioned in the Amoreiras shopping.

4.1.3 FOCUS GROUP

To answer to the third research question and to provide useful insights on the second, four focus group were conducted. They were divided into age and brand. The age division was to facilitate the gathering of the participants being the younger group from 17 to 32 and the older one from 40 to 60. The purpose of separating the brands was to avoid comparison of the brands' strategy in order to allow the participants to talk freely about each initiative.

The focus groups started with a general introduction of the participants followed by an explanation of objectives of the focus group and the initiation of the conversation. The focus group was audio-recorded. All participants were given the opportunity to comment every question made and at the end to make extra comments they thought to be relevant.

RITUALS

The Rituals focus groups aimed to help understand how the general public would see this refill system and its benefits and disadvantages. The focus group was scripted with three main parts in mind: 1) purchase habits and important attributes of a refill; 2) reaction to Rituals' refill concept and their willingness to pay, and last but not least 3) brand communication of the initiatives.

The first session was conducted on 9th of April, having an approximate duration of half an hour. There were six participants, two men and four women. The second session was on 11th of April, having an approximate duration of 22 minutes. The participants were nine women.

LUSH

The Lush focus groups aimed to help understand how the general public sees the "naked" packaging concept and its benefits and disadvantages. The focus group was scripted with three main parts: 1) purchase habits and important attributes of a non-package product, 2) reaction to Lush "naked" and recycling concept and their willingness to pay, and last but not least 3) brand communication of the initiatives.

The first session was conducted on 13th of May, having an approximate duration of 47 minutes. The participants were six, five women and one men. The second session was on 11th of April, having an approximate duration of 24 minutes. The participants were six, one man and five women.

4.1.4 SURVEY

The goal of the survey was to understand consumers “green” profile: their environmental concern and their actions towards it, their reaction to the effectiveness of that actions and their willingness to pay for eco-friendly products. This will allow us to answer first and second research question and to provide useful insights for the third research question.

In order to obtain reliable information from the respondents, established and validated scales were selected for data collection. The study constructs were measured using multiple item scales that were drawn from the extant literature. The survey has 21 questions divided in five blocks in following order:

- **Past environmentally friendly behaviour:** Q1, Q2, Q3 were adopted from Abdul-Muhmin (2007) and used a scoring of five-point Likert-type scales being 1 = strongly disagree and 5 = strongly agree taken from the literature.
- **Consumers’ ecologically conscious behaviour:** Q4, Q5, Q6, Q7 used Roberts' EMCB scale and its original scoring method, being 1 = never true, 2 = rarely true, 3 = sometimes true, 4 = mostly true, and 5 = always true (Roberts, 1996).
- **Willingness to pay more for environmentally friendly products:** Q8 was removed from Roberts' original scoring method of the EMCB scale having the same Never true to always true scoring (Roberts, 1996). Q9 and Q10 were adapted from another study (Laroche, Bergeron, & Barbaro-Forleo, 2001) (Laroche, Bergeron, & Barbaro-Forleo, 2001) were the original nine-point Likert-type (1 = strongly disagree; 5 = strongly agree) scoring was adapted to a five-point Likert-type scales (1 = strongly disagree; 5 = strongly agree) in order to keep a consistency in the scoring 1 to 5 options.
- **Perceived consumer effectiveness:** Q11, Q13, Q14, Q15 were revised from (Tan & Lau, 2011) and (Kinnear, Taylor, & Ahmed, 1974) and used a 5-point scale from “never” (1) to “always” (5).
- **Demographic data:** Q16, Q17, Q18, Q19, Q20, Q21 was also collected in order to be able to characterise the sample and see if they have any relation with the variable in study. This data contained details on geographic location, sex, age, occupation, education level and monthly income.

The questionnaire also included an attention check question (“Please, select 'Agree'. This is an attention check question.”) to detect if the respondents were not focused when answering the questions.

The survey was designed using Qualtrics Survey Software and it was initially developed in English and later translated into Portuguese, the native language of the authoress of this thesis. This quantitative method was verified and validated in a pre-test, by 12 participants, where they proof-checked and gave suggestions of improvement before it was sent to the general public.

It was shared through Facebook, email and door to door and it was available between April 29th and May 11st, having collected 320 valid responses. The data was registered and processed using the software of the Statistical Package for the Social Sciences (SPSS) version 25.

4.2 RESEARCH FINDINGS

4.2.1 MISTERY CLIENT

RITUALS

The focus of their communication is on the rituals and philosophies behind the products. It was observed, especially on the face products, an enface on the usage of nature ingredients. The packaging and the brand environmental concern doesn't have the same focus though, being only mentioned briefly on both mystery clients after mentioned by the mysterious client.

This confirms what was said in the Case Study and provides a consistency between the brand focus and the sales communication, as these initiatives are mainly seen as an internal way of reducing the packaging and not as a sales speech.

LUSH

On the Lush case, the focus on both environmental (ex: packaging materials, recycling initiatives) and social (ex: fair trade) concerns are evident though the sales speech. While presenting the products these concerns are mentioned when relevant to improve the environmental and social value of the products. Example the initiative of eliminating the packaging was mentioned while presenting a solid shampoo.

We also saw an enface on the usage of natural ingredients on the products, as well as the recycling campaign of after 5 pots one free fresh mask.

With this, it can be confirmed what was seen in the Case study providing a consistency between the brand focus and the sales communication, as these initiatives are openly talked in a way to both let people know what how they produce their products and increase awareness for the environmental and social concerns.

4.2.2. FOCUS GROUP

RITUALS

1) Purchase habits and important attributes of a refill.

When asked if the participants usually purchase any refill packaging, two behaviors were shown, having the 20's participants rarely buying refill and the 30's and upwards saying that they purchase refill packaging, but only soaps and some cleaning products, since not every product has that option available. When asked for the reason they said the price and environmental impact.

The main attributes that the participants look for in the refill are: price, quality of the package, size of the package (quantity), how easy is to change the refill and reputation of the brand.

2) Reaction to Rituals' refill concept and their willingness to pay

First the Rituals' refill concept was explained to the participants that showed an overall good impression. They liked the idea of trying to reduce the packaging and the environmental benefits associated with it. But after questioned about the price, the feelings changed. The main complaint was that the refill price was too close to the full package price, and that the value applied should reflect the saving of the company with the refill packaging. Some participants also said that they felt that consumers were the ones paying to protect the environment, and that this didn't felt like a sustainability initiative but more like a marketing initiative to make them pay more for the product (the moisturizing itself). When question on a possible good value for the refill on average value agreed in both focus group was 12€/12,5€. In sum it was seen that besides being concern with the environment, to participants the monetary aspect is an important attribute, in specially for the younger generation focus group.

3) *Brand communication of the initiatives*

When inquired about the brand and its initiatives, the participants that knew the brand commented that there is a lack of communication from the company of its social and environmental initiatives, since most of the participants didn't know they have that concerns on sustainability.

LUSH

1) *Purchase habits and important attributes of a non-package product.*

When asked if the participants usually buy unpackage products there was two views on the topic, having the 20's participants occasionally buying and the 30's and upwards saying that they regularly buy unpackage products. The products that were mentioned were fruits, vegetables, cereal, soaps (less stated).

The main attributes that the participants look for when buying an unpackage products are quality, safety (hygiene), security of conservation of the product. This was especially important since the product is not protected by the package, concern that the majority felt as critical on the decision of buying. Other aspect mentioned was the lack of instructions or ingredients list on the products that after bought people forget about how to use it and don't have where to look for that information.

2) *Reaction to Lush "naked" and recycling concept and their willingness to pay*

The concept in general was accepted but there was the quality and hygiene concerns mentioned earlier, as well as the prices that when commented without the explanation of the fair-trade initiatives, were seen as too expensive. This changed a little bit after that explanation.

It was also mentioned in one of the focus groups that the reward given for bringing back the pots (free mask) should be an immediate and not delayed reward. Example give a discount on the product if people bring the pot to refill, as this reflects more a sustainability action rather than a marketing campaign, as it is clearer the connection with the protection of the environment.

Two other points were mentioned, the fact that of the products were wrapped in paper bags and that the list of ingredients and instructions was printed on a ticket and pasted on bag. The

first point made some participants feel that the naked concept was being lost since it was being wrapped in another material bag. The second point was besides providing a place to look for information was a fragile one since paper don't last longer in the bathrooms.

So, in sum we can say that the participants like the “naked” concept but feel that the brand should provide more information on their quality and safety procedures on the products distribution and information on how consumers can safely use and save their products.

4) *Brand communication of the initiatives*

When questioned about the communication of Lush, most the participants said they never heard about the brand and the ones that knew it was because of international communication. It was also discussed that the company should invest more in the explanation of their values, like fair price and origins to help consumers understand the price difference and as well the quality of the products. It was also mentioned by some of the participants that the fact that the company's short number of stores was also an issue that made it difficult for them to get in physical contact with the brand and purchase the products. This was especially important since they mentioned that first impressions are preferred to be offline.

OTHER FINDINGS

At the end of the day the idea of an “true” refill – on the spot on the old package without a second package inside – is still the one that the participants mentioned as the best one. But due to the laws this method is still not possible in the cosmetic industry.

Another important point to mention is that, as referred by the participants, the question about efforts to protect the environment is only put on the table if the quality criteria is met, if this doesn't happen people will not buy or continue to buy the products.

4.2.3 SURVEY

RESPONSE RATE AND PROFILE DISTRIBUTIONS

In table 4 it's presented the distribution of the profile of the respondents. The data reveals that our sample is composed of a majority of Portuguese (89,7%) female respondents (62,2%), with the majority of ages varying from 18 to 24 years (21,3%) and 45 to 54 (20,6%), with a bachelor degree (32,8%) or high school (27,5%) being the most reported education and a personal income less than 1500€ (76,1 cumulative percentage).

Table 4 – Respondents' Profile

| Demographics | Categories | Frequency (N =320) | Percent (100%) |
|-----------------------|-----------------------|-----------------------|-------------------|
| Country | Portugal | 287 | 89,7 |
| | Others | 33 | 10,3 |
| Gender | Male | 119 | 37,2 |
| | Female | 199 | 62,2 |
| | Transgender | 2 | ,6 |
| Age | Above 18 | 9 | 2,8 |
| | 18 - 24 | 68 | 21,3 |
| | 25 - 34 | 54 | 16,9 |
| | 35 - 44 | 44 | 13,8 |
| | 45 - 54 | 66 | 20,6 |
| | 55 - 64 | 37 | 11,6 |
| | 65 or older | 42 | 13,1 |
| Occupation | Student | 62 | 19,4 |
| | Working student | 17 | 5,3 |
| | Employed | 181 | 56,6 |
| | Unemployed | 17 | 5,3 |
| | Retired | 43 | 13,4 |
| Education | Less than high school | 58 | 18,1 |
| | High school graduate | 88 | 27,5 |
| | Bachelor degree | 105 | 32,8 |
| | Master degree | 62 | 19,4 |
| | Doctorate degree | 7 | 2,2 |
| Monthly Income | < 500€ | 90 | 28,1 |
| | 500€ – 999€ | 81 | 25,3 |
| | 1000€ – 1499€ | 68 | 21,3 |
| | 1500€ – 1999€ | 26 | 8,1 |
| | 2000€ – 2499€ | 18 | 5,6 |
| | 2500€ – 2999€ | 11 | 3,4 |
| | > 3000€ | 20 | 6,3 |

SELECTION OF THE TESTS TO PERFORM

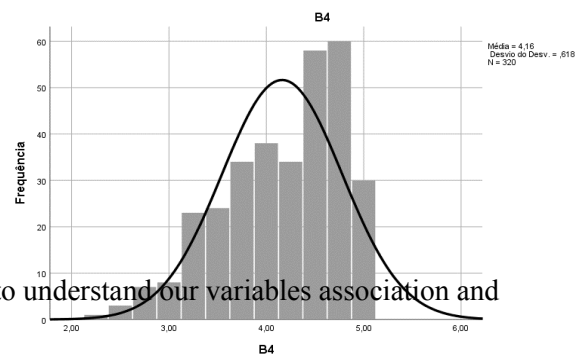
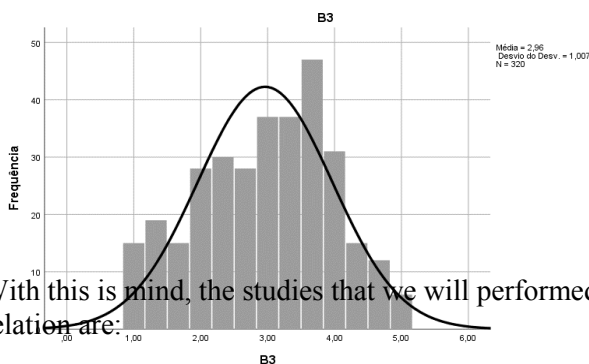
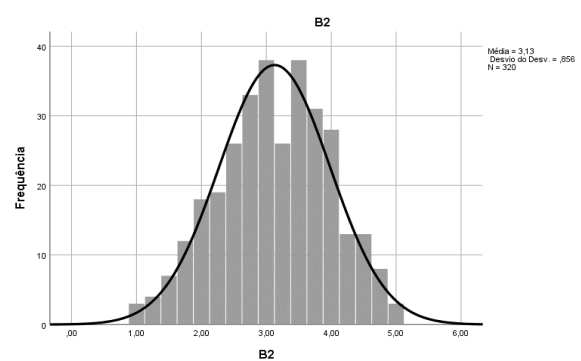
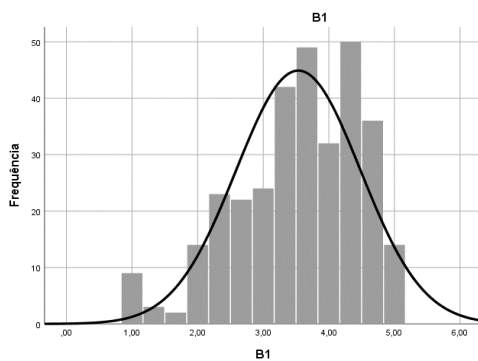
As seen previously we have five blocks that constitute our variables that will be analysed, so it's important to understand a bit more about them before we start the tests. In order to help understand the variables and its relations a short summary is made bellow.

- **Dependent Variables:** willingness to pay for eco-friendly products.
- **Independent Variables:** consumers environmental behaviour – past environmentally friendly behaviour and consumers' ecologically conscious behaviour – and demographic.
- **Moderator Variable:** This variable affects the strength of the relationship between a dependent and independent variable. And as seen perceived consumer effectiveness can influence consumers' willingness to be environmentally friendly.

To understand what test need to be done it's important to know if the variables have a normal distribution or not. That is important because it will influence what test to use.

Since one of the variables, demographic variable is constituted of categorical items we cannot perform a test of normally on it, but the other four are good to go.

To see if a variable is normally distributed or not, a histogram can be used to define it, and as seen in the four histograms all of the variables are approximately distributed.



With this in mind, the studies that we will performed to understand our variables association and relation are:



RELIABILITY ANALYSES

The items that represent each factor were subjected to reliability analysis in order to ensure that the measures of the variables have internal stability and consistency. Reliability was measured in this study using Cronbach's alpha coefficients, as presented in the table below.

Cronbach's alpha was used because it's considered the most common measure of internal consistency and it is most commonly used when you have multiple Likert questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable (Laerd Statistics, 2018).

Table 5 – Number of items and Cronbach's alpha

| | Number of Items | Cronbach' Alpha |
|---|-----------------|-----------------|
| B1. Past environmentally friendly behaviour | 3 | 0,556 |
| B2. Consumers' ecologically conscious behaviour | 4 | 0,807 |
| B3. Willingness to pay more for environmentally friendly products | 3 | 0,786 |
| B4. Perceived consumer effectiveness | 4 | 0,538 |

The most common accepted reliability coefficient is 0.70 or higher, as it can be seen two of the four variables are within these values so they are good to go. Regarding the other two variables they are above 0,5, below the accepted reliability coefficient so the internal consistency of the common range is low, since better instruments are not available it will be accepted and continue with the analysis, bearing in mind that limitation.

MEANS AND STANDARD DEVIATIONS

In this study, a five-point Likert scale was used to indicate the level of responses to all items, ranging from 1 – strongly disagree to 5 – strongly agree. Means values were categorised as “low” if less than 2.00, “moderate” if less than 3.50 and “high” if the mean values were 3.5 or higher (Al-bdour, Nasruddin, & Lin, 2010).

The standard deviation measures the dispersion of a set of data from its mean. The more spread apart the data, the higher the deviation.

The study shows that, on average:

- Consumers past behaviour is considered high with a mean of 3,5344 and standard deviation of 0,94771. Being the recycling item the one that has the higher mean and lower standard deviation inside of the variable (mean 4,13; standard deviation 1,231).
- Consumers' ecologically conscious behaviour is considered moderated with a mean of 3,1266 and standard deviation of 0,85555. Having the two items with the higher mean and lower standard deviation: "look for products that do the least amount of environmental damage" (mean 3,28; standard deviation of 1,037) and "buy products packaged in reusable or recyclable" (mean 3,28; standard deviation 1,063).
- Consumers' willingness to pay more for environmentally friendly products is also moderate with a mean of 2,9615 and standard deviation of 1,00689, the lower mean of all the variables in study. Being "it is acceptable to pay 10% more for products that are produced, processed, and packaged in an environmentally friendly way" the item that has the higher mean and lower standard deviation inside of the variable (mean 3,29; standard deviation 1,270).
- Last but not least, Perceived consumer effectiveness is high with the higher mean of all variables – mean of 4,1617 and standard deviation of 0,61796. Being "each consumer's behaviour can have a positive effect on society by purchasing produce sold by socially responsible companies" and "since one person cannot have any effect upon pollution and natural resource problems, it doesn't make any difference what I do" the ones with the higher mean and lower standard deviation, 4,45 and 0,693 and 4,45 and 0,912.

Table 6 – Descriptive Statistics Variables

| | Mean | Standard Deviation |
|---|---------------|--------------------|
| <u>B1. Past environmentally friendly behaviour</u> | <u>3,5344</u> | <u>,94771</u> |
| I usually put empty product packages to other uses. | 3,26 | 1,334 |
| I usually buy products in refillable containers. | 3,22 | 1,339 |
| I usually recycle paper, plastic and glass materials. | 4,13 | 1,231 |

| | | |
|---|---------------|----------------|
| <u>B2. Consumers' ecologically conscious behaviour</u> | <u>3,1266</u> | <u>,85555</u> |
| When there is a choice, I always choose the product that contributes to the least amount of environmental damage. | 3,28 | 1,037 |
| I have switched products for environmental reasons. | 2,93 | 1,055 |
| I will not buy products that have excessive packaging | 3,01 | 1,142 |
| Whenever possible, I buy products packaged in reusable or recyclable containers. | 3,28 | 1,063 |
| <u>B3. Willingness to pay more for environmentally friendly products</u> | <u>2,9615</u> | <u>1,00689</u> |
| I have paid more for environmentally friendly products when there is a cheaper alternative. | 2,64 | 1,100 |
| I will be willing to pay higher prices for products that are environmentally friendly. | 2,95 | 1,233 |
| It is acceptable to pay 10% more for products that are produced, processed, and packaged in an environmentally friendly way. | 3,29 | 1,270 |
| <u>4. Perceived consumer effectiveness</u> | <u>4,1617</u> | <u>,61796</u> |
| It is worthless for the individual consumer to do anything about pollution. | 4,37 | 1,101 |
| When I buy products, I try to consider how my use of them will affect the environment and other consumers. | 3,38 | 1,059 |
| Since one person cannot have any effect upon pollution and natural resource problems, it doesn't make any difference what I do. | 4,45 | ,912 |
| Each consumer's behavior can have a positive effect on society by purchasing produce sold by socially responsible companies. | 4,45 | ,693 |

ANOVA

In this study it will be analysed the relationship between the demographic and the depend variable. Since in this study there are more than one independent variable levels so it will be used the ANOVA test. This test reports how these independent variables interact with each other and what effects these interactions have on the dependent variable (Field, 2009).

Assumptions of ANOVA

- 1) **Have a metric dependent variable.**
- 2) **The Independent variables are non-metric/categorical.**
- 3) **Independence of observations.** For each question participants could only choose one answer and responding to one question doesn't affect the next one.

- 4) **There are not significant outliers.** Variable B3 in appendices and the demographics since they are categorical and we already saw that every item had a response we will accept this assumption.
- 5) **The dependent variable should be approximately normally distributed** (seen in the Selection of Tests to Perform)
- 6) **There needs to be homogeneity of variances.** As seen in the table above, all variables have a sig > 0,05 so we can assume that the variances are not significantly different.

Table 7 – Levene’s Test of Equality of Error Variance

| | F | gl1 | gl2 | Sig. |
|------------|-------|-----|-----|------|
| Gender | ,228 | 2 | 317 | ,796 |
| Age | ,988 | 6 | 313 | ,433 |
| Occupation | ,475 | 4 | 315 | ,754 |
| Education | 1,305 | 4 | 315 | ,268 |
| Income | ,839 | 6 | 307 | ,540 |

Analysis of ANOVA

When looking at table 8 the study shows that:

- In terms of mean both female and male have similar willing to pay more for environmentally friendly products, being female slightly higher (more ,0392 than male).
- Observing the mean of the ages we notice that the ages between 35-64 are the ones that are more willing to pay (mean equal and above 3,0606), as well as the ones above 18 (mean 3,1111). This could be a good indicator in the new generations that show similar willing as the more older generations, between 18-34.
- In terms of the occupation the values are quite similar with the exception of unemployed, that surprisingly have a higher mean than the rest of the sample.
- Looking at the education values we see that doctorate degree are shown to be the one with the higher mean (3,8095) followed by less than high school education (mean 3,0345)
- Last but not least the income values show that the means are higher for values above 2000€ having a mean equal or superior to 3,1296. The remaining values, below 2000€ are more or less similar between 2,8462 and 2,9259.

Table 8 – Descriptive Statistics B3*Demographics

| | | Mean | Standard Deviation | N |
|------------|-----------------------|--------|--------------------|-----|
| Gender | Male | 2,9440 | 1,03545 | 119 |
| | Female | 2,9832 | ,98687 | 199 |
| | Transgender | 1,8333 | 1,17851 | 2 |
| Age | Above 18 | 3,1111 | 1,21335 | 9 |
| | 18 - 24 | 2,6716 | ,94368 | 68 |
| | 25 - 34 | 2,8457 | 1,03546 | 54 |
| | 35 - 44 | 3,0606 | ,93254 | 44 |
| | 45 - 54 | 3,1869 | ,90795 | 66 |
| | 55 - 64 | 3,1622 | ,99574 | 37 |
| | 65 or older | 2,9127 | 1,17346 | 42 |
| Occupation | Student | 2,9892 | ,99903 | 62 |
| | Working student | 2,8039 | ,92840 | 17 |
| | Employed | 2,9190 | ,97604 | 181 |
| | Unemployed | 3,4510 | 1,06027 | 17 |
| | Retired | 2,9690 | 1,13812 | 43 |
| Education | Less than high school | 3,0345 | 1,16259 | 58 |
| | High school graduate | 2,8674 | ,98720 | 88 |
| | Bachelor degree | 3,0190 | ,94375 | 105 |
| | Master degree | 2,8333 | ,97089 | 62 |
| | Doctorate degree | 3,8095 | ,81325 | 7 |
| Income | < 500€ | 2,9259 | 1,02865 | 90 |
| | 500€ – 999€ | 2,8642 | 1,08112 | 81 |
| | 1000€ – 1499€ | 2,8676 | ,93776 | 68 |
| | 1500€ – 1999€ | 2,8462 | ,94390 | 26 |
| | 2000€ – 2499€ | 3,1296 | 1,02987 | 18 |
| | 2500€ – 2999€ | 3,5152 | ,82143 | 11 |
| | > 3000€ | 3,5333 | ,91383 | 20 |

In the Tests of Between-Subjects Effects we can see that all the variables present a sig < 0,05, therefore, because the value of the observed significance is higher than this value we can say that there is no significant interaction between the variables.

Table 9 – Tests of Between-Subjects Effects

| | Tipo III Sum of Squares | gl | Mean Square | F | Sig. | Partial Eta Squared |
|------------|-------------------------|----|-------------|-------|------|---------------------|
| Gender | 2,676 | 2 | 1,338 | 1,323 | ,268 | ,008 |
| Age | 12,016 | 6 | 2,003 | 2,013 | ,064 | ,037 |
| Occupation | 4,873 | 4 | 1,218 | 1,205 | ,309 | ,015 |
| Education | 7,488 | 4 | 1,872 | 1,867 | ,116 | ,023 |
| Income | 12,246 | 6 | 2,041 | 2,024 | ,062 | ,038 |

CORRELATION

A correlation is a measure of the linear relationship between variables. Because it's known that the variables are approximately normal distributed it will be used Pearson's correlation.

It can be observed in the test bellow that the strength of all the correlations is positively linear relationship. Strength can be classified by how close they are to 1 (positive) or -1 (negative), since this correlation is measure from -1 to 1.

- From 0,3 until 0,5 a weak positive linear relationship. This is the case of B1 with the rest of the variables, B3 – B4 and B2 – B4
- From 0,5 until 0,7 a moderate positive linear relationship. As is the case of B2 – B3

Table 10 – Pearson Correlation

| | | B1 | B2 | B3 | B4 |
|----|---------------------|---------|---------|---------|---------|
| B1 | Pearson Correlation | 1 | 0,428** | 0,300** | 0,318** |
| | Sig. (2 - tailed) | | 0,000 | 0,000 | 0,000 |
| | N | 320 | 320 | 320 | 320 |
| B2 | Pearson Correlation | 0,428** | 1 | 0,565** | 0,497** |
| | Sig. (2 - tailed) | 0,000 | | 0,000 | 0,000 |
| | N | 320 | 320 | 320 | 320 |
| B3 | Pearson Correlation | 0,300** | 0,565** | 1 | 0,414** |
| | Sig. (2 - tailed) | 0,000 | 0,000 | | 0,000 |
| | N | 320 | 320 | 320 | 320 |
| B4 | Pearson Correlation | 0,318** | 0,497** | 0,414** | 1 |
| | Sig. (2 - tailed) | 0,000 | 0,000 | 0,000 | |
| | N | 320 | 320 | 320 | 320 |

It's important to mention that correlation does not imply causation, it only shows the strength of a linear relationship, but its value does not completely characterise their relationship. So, correlation is a primary statistic before regression analysis.

REGRESSION

In this study a regression analysis was used to comprehend the nature of the relationship between the dependent variable, willingness to pay for eco-friendly products and the independent variables, past environmentally friendly behaviour and consumers' ecologically conscious behaviour and the moderator variable, perceived consumer effectiveness. In addition, the test is also used to predict possible interactions among the variables.

Assumptions of Regression

When doing a regression, it is expected that it will be able to generalize the sample model to the entire population to do so several assumptions need to be met of the regression model:

- 1) **There is a linear relationship between the variables in the study** (seen in the Correlation)
- 2) **Error term is normally distributed** (appendices)
- 3) **Mean of error term is zero** (appendices)
- 4) **Variance of error terms is independent of each other** (appendices)
- 5) The **independence of the observations** measured by the Durbin-Watson coefficient is 1,857, as this is above the cut-off point on 1 (appendices).
- 6) **The absence of multicollinearity** measured by the variance inflation factor. As it can be seen in que chart none of the variables are correlated with R greater than 0,9, therefore we can say that we meet the assumption of the independent variables are not highly correlated (appendices).

Analyses of Regression

The results reveal that the variables past environmentally friendly behaviour, consumers' ecologically conscious behaviour and perceived consumer effectiveness, could explain 33,5% of the variance of the willingness to pay for eco-friendly products. In this case it was used the Adjusted R Square because we compare models with different number of variables.

The values seem to be low but as seen in other studies, human behaviour relatively unpredictable and, therefore, the R-squared values tend to be less than 50%.

Table 11 – Tests of Between-Subjects Effects

| R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------------------|----------|-------------------|----------------------------|---------------|
| ,588 ^a | ,346 | ,335 | ,82081 | 1,857 |

Looking at the table 12 it can be seen that the p value is equal to 0.000, so it's significant. It can be concluded that at least one independent variable is having a significant effect.

Table 12 – ANOVA

| | Sum Squares | df | Mean Square | F | Sig. |
|-----------|-------------|----|-------------|--------|------|
| Regressão | 111,862 | 5 | 22,372 | 33,207 | ,000 |

Going in particular for each variable, it's showed that three of variables have a positive association but not significant with willingness to pay for eco-friendly products: past environmentally friendly behaviour ($\beta = 0,197$, $p > 0,05$); consumers' ecologically conscious behaviour ($\beta = 0,603$, $p > 0,05$); perceived consumer effectiveness ($\beta = 0,325$, $p > 0,05$). And that when combining the moderate variable with the other dependent variables we have a negative association but not significant with willingness to pay for eco-friendly products perceived consumer effectiveness with past environmentally friendly behaviour ($\beta = -0,190$, $p > 0,05$) and perceived consumer effectiveness with consumers' ecologically conscious behaviour ($\beta = -0,192$, $p > 0,05$).

Table 13 – Coefficients

| Variables | Standardized Beta | t | Sig. |
|-----------|-------------------|-------|------|
| B1 | ,197 | ,517 | ,606 |
| B2 | ,603 | 1,752 | ,081 |
| B4 | ,325 | 1,408 | ,160 |
| B4_B1 | -,190 | -,386 | ,700 |
| B4_B2 | -,192 | -,417 | ,677 |

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 WRAP-UP

The main purpose of this thesis was to understand if consumers are willing to adhere to Rituals and Lush environmental initiatives on the packaging.

To answer this, three research questions were presented. The following answers were based on concepts and theory from the Literature Review, insights from the Case Study and data gathered in the Market Research

Question 1: To what extent does consumers' environmental behaviour affect their willingness to pay more for environmentally friendly products?

As seen in the literature some researchers said that the most convincing evidence supporting the growth of ecologically favourable consumer behaviour is the increasing number of individuals who are willing to pay more for environmentally friendly products and that consumers who consider environmental issues when making a purchase are more likely to spend more for green products. (Laroche, Bergeron, & Barbaro-Forleo, 2001).

Surprisingly when looked at consumers' ecologically conscious behaviour in my sample that significant association didn't show itself. In fact, besides having a positive association with willingness to pay for eco-friendly products, this variable relation is not significant ($0,081 > 0,05$) as seen in the of the regression analyses.

Not so surprisingly and in line with the previous researchers the recycling behaviours were not good predictors of consumers' willingness to pay more for green products (Laroche, Bergeron, & Barbaro-Forleo, 2001). As seen in my study the variable has a positive association but not significant with a willingness to pay for eco-friendly products ($0,606 > 0,05$)

These insights can also be supported by the focus groups, where we see that besides the majority of the participants showing an environmental behaviour (purchase of refill products and products unpackage) when questioned about the prices they didn't show the same openness.

In sum, it was seen that besides having a positive relationship none of these variables on consumer behaviour predicts significant possible interactions.

Question 2: To what extent are consumers willing to pay for environmentally more for environmentally friendly products?

As seen in the previous question and in the literature review some researchers believe that there is an increasing number of individuals who are willing to pay more for environmentally friendly products (Laroche, Bergeron, & Barbaro-Forleo, 2001). Other studies also show that besides having consumers professed their willingness to spend more for green products, it was also seen that an overstocked-on supermarkets with products that the same consumers later claimed were too expensive (Pearce, 1990).

When looking at both quantitative and qualitative analyses, it was seen that besides people displaying a concern over environmental issues and respective behaviour toward that, consumers have some apprehensions when it comes to paying more for it.

In the survey responses to the willing to pay for environmentally more for friendly products, it was observed that besides being positive, on average it is a moderate value of 2,9615 (scale from 1 to 5), having questions regarding past experiences of paying more for environmentally friendly products when there is a cheaper alternative rated at 2,64 and will to pay higher prices for products that are environmentally friendly at 2,95. Only when asked a small percentage (10%) as an increase that we see an increase in the average answer, 3,29.

The same can be seen, and possibly explained a bit further in the focus groups. When questioned about the price, the participants presented a willing to consider to pay slightly more for friendly products but one question was always in the back of the participant's arguments: “what we are actually paying for?”

This concern was seen in both companies, being Rituals the one which price strategy “raised more eyebrows”. Once questioned about the refill price participants criticised that it was too close to the full package price, and that the value should reflect the saving of the packaging that the company has. The current price made them felt that it was a marketing campaign to make people pay for protecting the environment.

The same concern was raised when the prices of Lush were mentioned but after explaining their fair-trade initiatives and that the price reflects their effort to be social and environmental

friendly in the competitive market, some of the participants showed a keener interest in paying the price mentioned.

To summarize, besides seeing a slight willing to pay the more for environmentally friendly products, consumers' need to be explained by the company why are they paying more for environmental products, and they need to feel that these initiatives are a union of efforts to protect the environment with both benefits being shared by both parties, not just about the environmental benefits but also about the monetary ones.

RECOMMENDATION

- An important point mentioned in the thesis is that the question about efforts to protect the environment is only put on the table if the quality criteria is met. If this doesn't happen, consumers will not buy or continue to buy the products. So, quality over the environment is a crucial note that needs to be taken to have companies to keep in mind when preparing and evaluating their marketing mix strategy.

Question 3: What is the impact on consumers of Rituals and Lush environmental initiatives on the packaging?

As both the companies were presented, it was observed that they have been successful in their environmental incentives strategies by continually expanding their environmental initiatives on their line of products, which leads us to believe that if they are successful is because consumers have supported them.

This acceptance can also be seen in the focus groups. Overall participants were very welcome to both ideas. But nothing is 100% perfect, and some issues related to the concepts were also mentioned and addressing them could provide an improvement of the initiatives as well as the reception of the consumers.

RITUALS

When presented the Rituals' refill concept the participants showed a good impression, being the idea of reducing the packaging and the environmental benefits associated with it a good initiative. But some issues on their strategy "raised some eyebrows" amongst the participants:

- As mentioned previously in question 2, the price value of the refill option was too close to the full package price, which made it feel to the participants that this environmental initiative has more about profit that actually environmental reasons.

- Another important point mentioned was the materials used in the package design, as commented by the participants “it feels redundant to put a plastic container inside of another plastic container”.

- It was also pointed by the participants that (even the ones that had bought products from the brand) they didn’t have knowledge of the majority of the social and environmental initiatives that the company is a part of. This space for improvement on their communication could help the consumers to understand a bit more of the strategy and improve their view on some of their initiatives.

To conclude, this is a good initiative with room to be improved and become an example for the rest of the market. If these points mentioned early are addressed this could become a great way to overcome some of the laws and consumers concern related to hygiene and protection of the product

RECOMMENDATIONS

Looking at the insights provided in this question, some recommendations can be added to it:

- Concerning the price issue, participants commented that the value applied should reflect the saving of the company with the refill packaging, a reasonable price agreed in both focus group was 12€/12,5€.
- Regarding the package design and materials some ideas to surpass the issue was the usage of glass instead of plastic.
- To take the most of this concept an improvement on the package design can be made. The current design allows for big gap between the amount of product provided 220ml and the quantities that the package could have (approximately 350ml), this goes against the initiative of saving resources since it wastes almost 1/3 of the space. To help protect the environment Rituals should not just use refills but also use the package to its maximum capacity.

LUSH

In general, the Lush “naked” product concept had a good impression, having the idea of solid products like shampoo, hair dye and toothpaste innovating and interesting take. Although some issues on their strategy were also mentioned.

- The participants showed apprehension in terms of hygiene, how the company distributes and keeps its products on the stores and as well how consumers can keep the same products safe when they bring them home.
- Another point that was mentioned was the need to have instructions on hand about the product thought out is lifetime. The participants commented that with time people tend to forget how to use the products for example, and they usually just turn the package and read the instructions again, but in this case, there would be no package, so no instructions.

In sum, the participants like the “naked” concept and this is a good initiative that with proper communication and education of the consumer can become an example for the rest of the market.

RECOMMENDATIONS

Looking at the insights provided in this question, some recommendations can be added to it:

- Looking at the concern related to the conservation of the “naked” products Lush could provide educative videos and post where it shares with consumer all process from production to sale and as well tips to make the transition to solid products, ways to store, conserve and use it. Because the brand already has videos on how they produce this could be a continuation of their communications “an opening of the doors to let people see what interesting stuff is going on within” (BasicArts, 2018).
- Regarding the communication the company should also invest more in the explanation of their values, like fair price and origins to help consumers understand the price difference and as well the quality of the products. Although this was seen in the mystery client. This is also especially important for the brand to grow in Portugal with its limited number of stores (only two).
- Concerning the need of instruction at hand, Lush could allow consumers to have on the Lush app a private space where they can save all the products they have bought including the offline ones, so expiration dates, recommendations, ingredients and so on would always be on easy access.

5.2 THE FINAL QUESTION

After analysing all the research questions, we can answer our research problem: are consumers willing to adhere to Lush and Rituals' environmentally package initiatives?

The truth, both concepts have a lot of potentials, both when pitch about the participants of the focus groups were well received, and people became interested in the brand's strategies. Also, when looking at the survey analysis, we see that people on average are concerned about the environment and think about their consequences while shopping. It was also seen that on average people also believed that what we do can have an impact on protecting our environment.

So, in an overall both concepts have good indications to have consumers support, and if the issues mentioned before are addressed the potential to can become an example for the rest of the market.

6. LIMITATIONS AND FUTURE RESEARCH

Although this study provided some evidence in support of the research questions and gathered relevant information for the development of the case study, there are some limitations to be considered.

- In the analyses of the survey, the variables B1 and B4 presented a reliability coefficient below 0.70, since a better instrument was not available it was accepted and continue with the analysis, bearing in mind this is a limitation.
- Also, none of the independent and moderated variables presented showed any significance in predicting our dependent variable, willing to pay for environmentally more for friendly products. So not many predicting relationships could be drawn in this study to help companies better understand what leads people to pay more for environmentally friendly products.
- Another limitation was on the focus groups participants. All four were mainly done with women, which could have limited the ideas and opinions on both concepts. As well the separation of ages also prevented some ideas that could have been interesting to hear.
- As well, the majority of the ideas and conclusions on the brand's strategy come from focus groups, since we should try to triangulate all the information as much as possible.

During the thesis and after analysing and getting the answers to the research questions more questions and ideas to study have come to mind, but due to time issues it was not possible to expand the line of thought and creativity.

But neither the less some of the ideas that could be relevant to study and applied in future research are:

- See how fair-trade initiatives impact the willingness to pay. In this study it was only observed the packaging strategies in a way to improve the environment, it would be interesting to understand to what extent peoples' willingness to pay for products could change if fair-trade initiatives were part of the company's strategy. This was concluded after realising that when people knew that the company practice fair-trade was behind the price, they showed a more wiliness to accept it. In this case, both companies presented in this study could be used since they both have fair trade initiatives.

- Another interesting point to study could be the importance of products attributes, and to what extent, they are more relevant than efforts to protect the environment, as it was mentioned in this study the importance to the participants of quality, as efforts to protect the environment are only on the table if the quality criteria is met.
- Last but not least other variables could have been studied to helps us understand the willingness to pay, but for the sake of completing the thesis, on time provided, limitations on the extent I could study had to be made, being some of that variables Eco literacy and values of individualism and collectivism.

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8. APPENDICE

MISTERY CLIENT

RITUALS

Enquadramento

Este estudo tem como objetivo perceber o foco dos vendedores/as e a sua influência na hora da compra. Por favor para o âmbito deste estudo, imagine que é a primeira vez que vai entrar numa loja Rituals.

Introdução à Marca e ao Sistema de Recargas

A Rituals Cosmetics é a primeira marca de cosmética a combinar o conceito Casa e Corpo. A marca oferece uma gama vasta de produtos, como exemplo: hidratantes corporais e faciais, maquilhagem perfumes, chá, velas perfumadas e roupas.

Com isto a marca pretende ter uma abordagem global nas rotinas dos seus clientes, tendo como missão ajudar a criar uma maior consciência para a realização das mesmas. Para isso, os seus produtos baseiam-se em tradições ancestrais e filosofias do Oriente para trazer autenticidade aos seus produtos. A marca ambiciona criar produtos e experiências de luxo que sejam acessíveis à maioria das pessoas.

Rituals Cares é o programa que "abraça iniciativas que são ambientalmente seguras e socialmente conscientes".

À luz do programa Rituals Cares, a marca lançou há 2 anos o seu primeiro sistema de recarga para os hidratantes de corpo, tendo atualmente disponível nas suas coleções fixas: Sakura, Dao, Hammam, Samurai, Ayurveda e Happy Buddha. No início do mês de abril de 2018 foi alargado o sistema de recargas para os cremes de rosto.

A embalagem é dividida em dois, o exterior para design e imagem e o interior com o produto. Esta divisão permite a reutilização da parte externa, sendo que, na segunda compra, os consumidores podem comprar apenas a recarga.

Desta forma, tanto a empresa como os consumidores podem reduzir a sua pegada ecológica trazendo benefícios para ambos. De acordo com o site da Rituals "Num ano, ao usar a versão

da recarga do creme corporal reduz 70% do CO2, economiza 65% em energia e consome 45% menos de água".

Esta nova embalagem também traz vantagens económicas porque poupa dinheiro aos consumidores ao ser mais barato comprar a recarga em vez da embalagem total.

Questionário

Estabelecimento: _____

Data: _____

Hora Entrada: _____ Hora Saída: _____

Afluência de Clientes Interior da loja:

| | | | |
|-------|-------|-------|-----------|
| 1 - 2 | 3 - 4 | 5 - 6 | mais de 6 |
|-------|-------|-------|-----------|

Número de Vendedores/as em loja:

| | | | |
|---|---|---|-----------|
| 1 | 2 | 3 | mais de 3 |
|---|---|---|-----------|

Ao entrar na Loja:

| | | | |
|--|-----|-----|-----|
| Vendedores/as dão-lhe as boas vindas? | Sim | Não | N/V |
| Vendedores/as oferecem ajuda enquanto dá uma vista de olhos pela loja? | Sim | Não | N/V |

Caso não lhe ofereçam ajuda dirija-se a um/a vendedor/a e peça-lhe que lhe apresente a marca e os seus produtos.

| | | | |
|---|-----|-----|-----|
| Fazem referência a inspiração oriental? | Sim | Não | N/V |
| Explicam o conceito "luxo acessível" da marca? | Sim | Não | N/V |
| Promovem uma consciência ambiental enquanto apresentam a marca e os produtos? | Sim | Não | N/V |
| - Ingredientes naturais | Sim | Não | N/V |
| - Sustentabilidade no fabrico dos produtos e embalagens | Sim | Não | N/V |

| | | | |
|--|-----|-----|-----|
| Explicam o programa Rituals Cares? | Sim | Não | N/V |
| Falam das iniciativas do programa Rituals Cares? | Sim | Não | N/V |

Quais: _____

(ex: Tiny Miracles, Sistema de recargas)

Quando possível dirija-se para a montra do cuidado de rosto e peça que lhe falem sobre os novos produtos, utilize o facto de ser uma novidade para ver como apresentam os mesmos.

| | | | |
|--|-----|-----|-----|
| Fazem referência aos ingredientes naturais? | Sim | Não | N/V |
| Falam-lhe do sistema de recarga? | Sim | Não | N/V |
| Explicam os benefícios ambientais das recargas? | Sim | Não | N/V |
| Promovem a compra de uma segunda embalagem com o sistema de recarga? | Sim | Não | N/V |
| Fazem referência à diferença de preços entre a embalagem completa e a recarga? | Sim | Não | N/V |

Caso de não lhe falem do sistema de recarga, peça que lhe expliquem como funciona.

Se não lhe mencionarem a sustentabilidade do sistema de recarga, por favor demonstre interesse por iniciativas ecológicas e verifique-se:

| | | | |
|--|-----|-----|-----|
| Explicam os benefícios ambientais das recargas? | Sim | Não | N/V |
| Promovem a compra de uma segunda embalagem com o sistema de recarga? | Sim | Não | N/V |

Observações: _____

Enquadramento

Este estudo tem como objetivo perceber o foco dos vendedores e a sua influência na hora da compra. Por favor para o âmbito deste estudo, imagine que é a primeira vez que vai entrar numa loja Lush.

Introdução à Marca e ao conceito "naked package"

Lush Fresh Handmade Cosmetics posiciona-se como uma marca que cosmética com produtos produzidos de forma artesanal usando ingredientes sustentáveis. A marca oferece uma gama vasta de produtos, como exemplo: sabonetes e “bombas” de banho, produtos para cuidado do cabelo, hidratantes corporais e faciais, maquilhagem e perfumes.

A marca pretende ter uma abordagem sustentável a sua estratégia aplicando-as aos seus valores e à maneira como conduzem seus negócios. Exemplo disso são as iniciativas para a redução de embalagens. Segundo a marca, “a melhor maneira de reduzir a poluição causada pelas embalagens é eliminar completamente as embalagens!”. Atualmente a marca não utiliza qualquer tipo de embalagem em 35% de seus produtos. Os 65% restantes são embalados usando materiais reciclados e recicláveis.

Com estas iniciativas a Lush espera aumentar a conscientização em torno do uso excessivo de embalagens descartáveis e desafiar outros retalhistas a reduzir suas embalagens.

Questionário

Estabelecimento: _____

Data: _____

Hora Entrada: _____ Hora Saída: _____

Afluência de Clientes Interior da loja:

| | | | |
|-------|-------|-------|-----------|
| 1 - 2 | 3 - 4 | 5 - 6 | mais de 6 |
|-------|-------|-------|-----------|

Número de Vendedores/as em loja:

| | | | |
|---|---|---|-----------|
| 1 | 2 | 3 | mais de 3 |
|---|---|---|-----------|

Ao entrar na Loja:

| | | | |
|--|-----|-----|-----|
| Vendedores/as dão-lhe as boas vindas? | Sim | Não | N/V |
| Vendedores/as oferecem ajuda enquanto dá uma vista de olhos pela loja? | Sim | Não | N/V |

Caso não lhe ofereçam ajuda dirija-se a um/a vendedor/a e peça-lhe que lhe apresente a marca e os seus produtos.

| | | | |
|---|-----|-----|-----|
| Explicam o conceito "Lush Fresh Handmade Cosmetics"? | Sim | Não | N/V |
| Promovem uma consciência ambiental enquanto apresentam a marca e os produtos? | Sim | Não | N/V |
| - Ingredientes naturais | Sim | Não | N/V |
| - Produtos não testados em animais | Sim | Não | N/V |
| Explicam a iniciativa "naked package"? | Sim | Não | N/V |
| Falam-lhe de outras iniciativas sustentáveis da marca? | Sim | Não | N/V |

Quais: _____

(ex: Charity Pot)

Observações: _____

RITUALS

Introdução

Bem-vindos e obrigado por participarem neste questionário de grupo para a minha dissertação! O objetivo desta pesquisa é entender na mente do consumidor quais os fatores que têm maior peso na decisão de comprar uma recarga de um produto premium de cuidado pessoal e como a percepção da empresa pode afetar o valor dado pelos consumidores às iniciativas de sustentabilidade.

Todas as suas respostas serão tratadas confidencialmente e serão usadas apenas para fins acadêmicos. Obrigado pelo seu tempo!

Perguntas

- Para iniciar gostaria de saber quais são os atributos que são mais importantes na compra de um hidratante corporal?
- Normalmente compram recargas? Sim, não, em que produtos e porquê?
- Normalmente compram produtos de cuidado pessoal em recargas? Sim, não, porquê?
- Na compra de uma recarga de um produto quais são os atributos que são mais importantes?

Na minha dissertação estou a fazer um caso de estudo da Marca Rituals e do sistema de recarga para o hidratante de corpo. (Mostrar imagem)



Este conceito foi lançado há 2 anos nas suas colecções fixas: Sakura, Dao, Hammam, Samurai, Ayurveda e advém do programa Rituais CARE. Segundo a marca este programa "abraça iniciativas que são ambientalmente seguras e socialmente conscientes".

A embalagem é dividida em dois, o exterior para design e imagem e o interior com o produto. Esta divisão permite a reutilização da parte externa, sendo que, na segunda compra, os consumidores podem comprar apenas a recarga.

Com isso, tanto a empresa como os consumidores podem reduzir a sua pegada ecológica trazendo benefícios ecológicos para ambos. De acordo com o site dos Rituals "Em uma base anual, usar a versão de recarga do creme corporal reduz em CO₂ 70%, economiza 65% em energia e consome 45% menos de água".

Esta nova embalagem também traz vantagens económicas porque economiza dinheiro aos consumidores ao ser mais barato comprar a recarga em vez da embalagem total.

- Conhecendo o conceito do sistema de recarga o que acham do mesmo?
- Como clientes que benefícios associam a este sistema?
- Tendo em atenção tratar-se de uma empresa que apela por trazer uma “experiência de luxo a um preço acessível” e que o preço da embalagem completa é 17,5€, quanto estariam dispostos a pagar pela recarga?
- Estariam dispostos a pagar o mesmo valor que a embalagem completa, sabendo que em simultâneo há uma poupança de recursos naturais na produção e utilização da recarga?
- Já conheciam a marca?

Se não: A Ritual Cosmetics é a primeira marca de cosmética a combinar o conceito Casa & Corpo. A marca oferece uma gama vasta de produtos, como exemplo: hidratantes corporais e faciais, maquilhagem perfumes, chá, velas perfumadas e roupas. Com isto a marca pretende ter uma abordagem global nas rotinas dos seus clientes, tendo como missão ajudar a criar uma maior consciência para a realização das mesmas. Para isso, os seus produtos baseiam-se em tradições ancestrais e filosofias do Oriente para trazer autenticidade aos seus produtos. A marca ambiciona criar produtos e experiências de luxo que sejam acessíveis à maioria das pessoas.

- O que acham da empresa ter estas iniciativas de sustentabilidade?
- Com esta última questão terminamos o questionário. Têm alguma pergunta que gostariam de colocar?

Obrigada pela disponibilidade e colaboração no meu questionário para a dissertação.

Introdução

Bem-vindos e obrigado por participarem neste questionário de grupo para a minha dissertação! O objetivo desta pesquisa é compreender como iniciativas de redução das embalagens e por consequente a redução da poluição são vistas pelos consumidores. Em questão iremos analisar a empresa Lush e a sua iniciativa de não utilização de qualquer tipo de embalagem em 35% de seus produtos, “naked produtos”. Também iremos ver como a percepção da empresa pode afetar o valor dado pelos consumidores às iniciativas de sustentabilidade.

Todas as suas respostas serão tratadas confidencialmente e serão usadas apenas para fins acadêmicos. Obrigado pelo seu tempo!

Perguntas

- Para iniciar gostaria de saber se costumam comprar produtos sem embalagens ou avulso?
- Já compraram produtos de higiene ou cuidado pessoal (ex: sabonetes, champô sólido) avulso? Sim, não, porquê?
- Na compra de um produto avulso quais são os atributos que são mais importantes?

Lush Fresh Handmade Cosmetics posiciona-se como uma marca de cosmética com produtos produzidos manualmente usando ingredientes não testados em animais e com produção sustentável ambiental e humana. A marca oferece uma gama vasta de produtos, como por exemplo: gel de banho sólido e “bombas” de banho, shampoo, condicionadores, tinta para cabelo sólidos, hidratantes corporais e faciais, dentífricos, maquiagem e perfumes.

A marca pretende ter uma abordagem sustentável na sua estratégia aplicando valores de sustentabilidade à maneira como conduzem os seus negócios. Exemplo disso são as iniciativas para a redução de embalagens. Segundo a marca, “a melhor maneira de reduzir a poluição causada pelas embalagens é eliminar completamente as embalagens!”. Com estas iniciativa a Lush espera aumentar a consciencialização em torno do uso excessivo de embalagens descartáveis e desafiar outros retalhistas a reduzir as suas embalagens.

Quando não conseguem eliminar completamente a embalagem, utilizam apenas materiais reciclados, recicláveis, reutilizáveis ou compostáveis, como por exemplo os sacos

biodegradáveis e os potes pretos reciclados, feitos a partir de uma mistura de de plásticos reciclados.

- Conhecendo o conceito o que acham do mesmo?
- Como clientes que benefícios associam a este conceito?
- O que acham da empresa ter estas iniciativas de sustentabilidade?
- Com esta última questão terminamos o questionário. Têm alguma pergunta que gostariam de colocar?

Obrigada pela disponibilidade e colaboração no meu questionário para a dissertação.

SURVEY

QUESTIONS

Introduction

Por favor selecione um idioma no topo do ecrã / Please select a language at the top of the screen.

Portuguese

English

Welcome dear participant! My name is Cátia Silva and this survey is part of my master dissertation at Católica Lisbon School of Business and Economics. The purpose of this survey is to understand consumers' ecologic concern about the packaging. It will take you approximately 5 minutes to complete. Please keep in mind that there are no right or wrong answers, I am just interested in your sincere opinions. All answers are anonymous and will only be used for the purpose of this dissertation. I deeply appreciate the time you took to help me graduate by answering this survey.

Past environmentally friendly behaviour

Q1. I usually put empty product packages to other uses.

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Q2. I usually buy products in refillable containers.

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Q3. I usually recycle paper, plastic and glass materials.

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Environmental attitude

From the following sentences, please indicate how true are they to you.

Q4. When there is a choice, I always choose the product that contributes to the least amount of environmental damage.

| | | | | |
|----------------|-----------------|--------------------|-----------------|-----------------|
| Never true (1) | Rarely true (2) | Sometimes true (3) | Mostly true (4) | Always true (5) |
|----------------|-----------------|--------------------|-----------------|-----------------|

Q5. I have switched products for environmental reasons.

| | | | | |
|----------------|-----------------|--------------------|-----------------|-----------------|
| Never true (1) | Rarely true (2) | Sometimes true (3) | Mostly true (4) | Always true (5) |
|----------------|-----------------|--------------------|-----------------|-----------------|

Q6. I will not buy products that have excessive packaging.

| | | | | |
|----------------|-----------------|--------------------|-----------------|-----------------|
| Never true (1) | Rarely true (2) | Sometimes true (3) | Mostly true (4) | Always true (5) |
|----------------|-----------------|--------------------|-----------------|-----------------|

Q7. Whenever possible, I buy products packaged in reusable or recyclable containers.

| | | | | |
|----------------|-----------------|--------------------|-----------------|-----------------|
| Never true (1) | Rarely true (2) | Sometimes true (3) | Mostly true (4) | Always true (5) |
|----------------|-----------------|--------------------|-----------------|-----------------|

Consumers' willingness to pay

Q8. I have paid more for environmentally friendly products when there is a cheaper alternative.

| | | | | |
|----------------|-----------------|--------------------|-----------------|-----------------|
| Never true (1) | Rarely true (2) | Sometimes true (3) | Mostly true (4) | Always true (5) |
|----------------|-----------------|--------------------|-----------------|-----------------|

From the following sentences, please indicate how much you agree or disagree with each one.

Q9. I will be willing to pay higher prices for products that are environmentally friendly.

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Q10. It is acceptable to pay 10% more for products that are produced, processed, and packaged in an environmentally friendly way.

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Perceived consumer effectiveness

Q11. It is worthless for the individual consumer to do anything about pollution.

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Q12. Thank you for your effort, we are almost at the end! This is just a question to confirm your attention, please select "Somewhat agree".

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Q13. When I buy products, I try to consider how my use of them will affect the environment and other consumers.

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Q14. Since one person cannot have any effect upon pollution and natural resource problems, it doesn't make any difference what I do.

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Q15. Each consumer's behaviour can have a positive effect on society by purchasing produce sold by socially responsible companies.

| | | | | |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|
| Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
|-----------------------|-----------------------|--------------------------------|--------------------|--------------------|

Demographics

This is the last block of questions! Please answer all demographics questions. The information provided is confidential and important for the conclusions of this study. Thank you.

Q16. Please write the country where you live.

Q17 What is your gender?

Male (1)

Female (2)

Transgender (3)

Q18 What is your age?

Above 18 (1)

18 – 24 (2)

25 – 34 (3)

35 – 44 (4)

45 – 54 (5)

55 – 64 (6)

65 or older (7)

Q19 What is your occupation?

Student (1)

Working Student (2)

Employed (3)

Unemployed (4)

Retired (5)

Q20 What is your education level?

Less than High School (1)

High School Graduate (2)

Bachelor Degree (3)

Master Degree (4)

Doctorate Degree (5)

Q21 What is your personal monthly income level?

< 500€ (1)

500€ – 999€ (2)

1000€ – 1499€ (3)

1500€ – 1999€ (4)

2000€ – 2499€ (5)

2500€ – 2999€ (6)

> 3000€ (7)

Conclusion

It's finished!

Thank you once again for taking the time to answer my survey.

Have a nice day!

RESPONSE RATE AND PROFILE DISTRIBUTIONS

Q15. Please write the country where you live.

| | | <i>Frequência</i> | <i>Porcentagem</i> | <i>Porcentagem válida</i> | <i>Porcentagem acumulativa</i> |
|---------------|------------------|-------------------|--------------------|---------------------------|--------------------------------|
| <i>Válido</i> | Austria | 1 | ,3 | ,3 | ,3 |
| | Brazil | 1 | ,3 | ,3 | ,6 |
| | China | 1 | ,3 | ,3 | ,9 |
| | France | 1 | ,3 | ,3 | 1,3 |
| | Germany | 4 | 1,3 | 1,3 | 2,5 |
| | Hong Kong | 1 | ,3 | ,3 | 2,8 |
| | India | 1 | ,3 | ,3 | 3,1 |
| | Mozambique | 1 | ,3 | ,3 | 3,4 |
| | Netherlands | 7 | 2,2 | 2,2 | 5,6 |
| | Northern Ireland | 1 | ,3 | ,3 | 5,9 |
| | Portugal | 287 | 89,7 | 89,7 | 95,6 |
| | Russia | 2 | ,6 | ,6 | 96,3 |
| | South Korea | 5 | 1,6 | 1,6 | 97,8 |
| | Timor | 1 | ,3 | ,3 | 98,1 |
| | United Kingdom | 5 | 1,6 | 1,6 | 99,7 |
| | United States | 1 | ,3 | ,3 | 100,0 |
| Total | 320 | 100,0 | 100,0 | | |

Q16. What is your gender?

| | | <i>Frequência</i> | <i>Porcentagem</i> | <i>Porcentagem válida</i> | <i>Porcentagem acumulativa</i> |
|---------------|-------------|-------------------|--------------------|---------------------------|--------------------------------|
| <i>Válido</i> | Male | 119 | 37,2 | 37,2 | 37,2 |
| | Female | 199 | 62,2 | 62,2 | 99,4 |
| | Transgender | 2 | ,6 | ,6 | 100,0 |
| | Total | 320 | 100,0 | 100,0 | |

Q16. What is your age?

| | | <i>Frequência</i> | <i>Porcentagem</i> | <i>Porcentagem válida</i> | <i>Porcentagem acumulativa</i> |
|---------------|-------------|-------------------|--------------------|---------------------------|--------------------------------|
| <i>Válido</i> | Above 18 | 9 | 2,8 | 2,8 | 2,8 |
| | 18 - 24 | 68 | 21,3 | 21,3 | 24,1 |
| | 25 - 34 | 54 | 16,9 | 16,9 | 40,9 |
| | 35 - 44 | 44 | 13,8 | 13,8 | 54,7 |
| | 45 - 54 | 66 | 20,6 | 20,6 | 75,3 |
| | 55 - 64 | 37 | 11,6 | 11,6 | 86,9 |
| | 65 or older | 42 | 13,1 | 13,1 | 100,0 |
| | Total | 320 | 100,0 | 100,0 | |

Q17. What is your occupation?

| | | <i>Frequência</i> | <i>Porcentagem</i> | <i>Porcentagem válida</i> | <i>Porcentagem acumulativa</i> |
|---------------|-----------------|-------------------|--------------------|---------------------------|--------------------------------|
| <i>Válido</i> | Student | 62 | 19,4 | 19,4 | 19,4 |
| | Working student | 17 | 5,3 | 5,3 | 24,7 |
| | Employed | 181 | 56,6 | 56,6 | 81,3 |
| | Unemployed | 17 | 5,3 | 5,3 | 86,6 |
| | Retired | 43 | 13,4 | 13,4 | 100,0 |
| | Total | 320 | 100,0 | 100,0 | |

Q18. What is your education level?

| | | <i>Frequência</i> | <i>Porcentagem</i> | <i>Porcentagem válida</i> | <i>Porcentagem acumulativa</i> |
|---------------|-----------------------|-------------------|--------------------|---------------------------|--------------------------------|
| <i>Válido</i> | Less than high school | 58 | 18,1 | 18,1 | 18,1 |
| | High school graduate | 88 | 27,5 | 27,5 | 45,6 |
| | Bachelor degree | 105 | 32,8 | 32,8 | 78,4 |
| | Master degree | 62 | 19,4 | 19,4 | 97,8 |
| | Doctorate degree | 7 | 2,2 | 2,2 | 100,0 |
| | Total | 320 | 100,0 | 100,0 | |

Q19. What is your personal monthly income level?

| | | Frequência | Porcentagem | Porcentagem válida | Porcentagem acumulativa |
|--------|---------------|------------|-------------|--------------------|-------------------------|
| Válido | < 500€ | 90 | 28,1 | 28,7 | 28,7 |
| | 500€ – 999€ | 81 | 25,3 | 25,8 | 54,5 |
| | 1000€ – 1499€ | 68 | 21,3 | 21,7 | 76,1 |
| | 1500€ – 1999€ | 26 | 8,1 | 8,3 | 84,4 |
| | 2000€ – 2499€ | 18 | 5,6 | 5,7 | 90,1 |
| | 2500€ – 2999€ | 11 | 3,4 | 3,5 | 93,6 |
| | > 3000€ | 20 | 6,3 | 6,4 | 100,0 |
| | Total | 314 | 98,1 | 100,0 | |
| Omisso | Sistema | 6 | 1,9 | | |
| Total | 320 | 100,0 | | | |

RELIABILITY ANALYSES

B1_Reliability

Resumo de processamento do caso

| | | N | % |
|-------|------------------------|-----|-------|
| Casos | Válido | 320 | 100,0 |
| | Excluídos ^a | 0 | ,0 |
| | Total | 320 | 100,0 |

Estatísticas de confiabilidade

| Alfa de Cronbach | N de itens |
|------------------|------------|
| ,556 | 3 |

a. Exclusão de lista com base em todas as variáveis do procedimento.

Estatísticas de item-total

| | Média de escala se o item for excluído | Variância de escala se o item for excluído | Correlação de item total corrigida | Alfa de Cronbach se o item for excluído |
|---|--|--|------------------------------------|---|
| I usually put empty product packages to other uses. | 7,34 | 4,314 | ,359 | ,466 |
| I usually buy products in refillable containers. | 7,39 | 4,094 | ,405 | ,390 |
| I usually recycle paper, plastic and glass materials. | 6,47 | 4,764 | ,335 | ,500 |

B2_Reliability

Resumo de processamento do caso

| | | N | % |
|-------|------------------------|-----|-------|
| Casos | Válido | 320 | 100,0 |
| | Excluídos ^a | 0 | ,0 |
| | Total | 320 | 100,0 |

Estatísticas de confiabilidade

| Alfa de Cronbach | N de itens |
|------------------|------------|
| ,807 | 4 |

a. Exclusão de lista com base em todas as variáveis do procedimento.

Estatísticas de item-total

| | Média de escala se o item for excluído | Variância de escala se o item for excluído | Correlação de item total corrigida | Alfa de Cronbach se o item for excluído |
|---|--|--|------------------------------------|---|
| When there is a choice, I always choose the product that contributes to the least amount of environmental damage. | 9,22 | 6,888 | ,688 | ,727 |
| I have switched products for environmental reasons. | 9,58 | 6,934 | ,659 | ,741 |
| I will not buy products that have excessive packaging. | 9,49 | 7,373 | ,489 | ,825 |
| Whenever possible, I buy products packaged in reusable or recyclable containers. | 9,23 | 6,852 | ,670 | ,735 |

B3_Reliability

Resumo de processamento do caso

| | | N | % |
|-------|------------------------|-----|-------|
| Casos | Válido | 320 | 100,0 |
| | Excluídos ^a | 0 | ,0 |
| | Total | 320 | 100,0 |

Estatísticas de confiabilidade

| Alfa de Cronbach | N de itens |
|------------------|------------|
| ,786 | 3 |

a. Exclusão de lista com base em todas as variáveis do procedimento.

Estatísticas de item-total

| | Média de escala se o item for excluído | Variância de escala se o item for excluído | Correlação de item total corrigida | Alfa de Cronbach se o item for excluído |
|---|--|--|------------------------------------|---|
| I have paid more for environmentally friendly products when there is a cheaper alternative. | 6,24 | 5,232 | ,534 | ,802 |
| I will be willing to pay higher prices for products that are environmentally friendly. | 5,93 | 3,861 | ,772 | ,538 |

| | | | | |
|--|------|-------|------|------|
| It is acceptable to pay 10% more for products that are produced, processed, and packaged in an environmentally friendly way. | 5,59 | 4,374 | ,591 | ,752 |
|--|------|-------|------|------|

B4_Reliability

Resumo de processamento do caso

| | | N | % |
|-------|------------------------|-----|-------|
| Casos | Válido | 320 | 100,0 |
| | Excluídos ^a | 0 | ,0 |
| | Total | 320 | 100,0 |

Estatísticas de confiabilidade

| Alfa de Cronbach | N de itens |
|------------------|------------|
| ,538 | 4 |

a. Exclusão de lista com base em todas as variáveis do procedimento.

Estatísticas de item-total

| | Média de escala se o item for excluído | Variância de escala se o item for excluído | Correlação de item total corrigida | Alfa de Cronbach se o item for excluído |
|--|--|--|------------------------------------|---|
| Reverse B4_Q11 | 12,28 | 3,673 | ,290 | ,507 |
| When I buy products, I try to consider how my use of them will affect the environment and other consumers. | 13,27 | 3,970 | ,242 | ,547 |
| Reverse B4_Q14 | 12,20 | 3,703 | ,449 | ,360 |
| Each consumer's behavior can have a positive effect on society by purchasing produce sold by socially responsible companies. | 12,20 | 4,518 | ,378 | ,449 |

MEANS AND STANDARD DEVIATIONS

All Variables blocks

Estatísticas

| | | B1 | B2 | B3 | B4Rev |
|-------------|--------|--------|--------|---------|--------|
| N | Válido | 320 | 320 | 320 | 320 |
| | Omisso | 0 | 0 | 0 | 0 |
| Média | | 3,5344 | 3,1266 | 2,9615 | 4,1617 |
| Mediana | | 3,6667 | 3,1250 | 3,0000 | 4,2500 |
| Modo | | 4,33 | 3,00a | | 4,75 |
| Erro Desvio | | ,94771 | ,85555 | 1,00689 | ,61796 |
| Variância | | ,898 | ,732 | 1,014 | ,382 |

a. Ha vários modos. O menor valor é mostrado

B1 and items

| | | Estatísticas | | | |
|-------------|--------|---------------------|---|--|---|
| | | B1 | I usually put empty product packages to other uses. | I usually buy products in refillable containers. | I usually recycle paper, plastic and glass materials. |
| N | Válido | 320 | 320 | 320 | 320 |
| | Omisso | 0 | 0 | 0 | 0 |
| Média | | 3,5344 | 3,26 | 3,22 | 4,13 |
| Mediana | | 3,6667 | 4,00 | 3,00 | 5,00 |
| Modo | | 4,33 | 4 | 4 | 5 |
| Erro Desvio | | ,94771 | 1,334 | 1,339 | 1,231 |
| Variância | | ,898 | 1,779 | 1,793 | 1,516 |

B2 and items

| | | Estatísticas | | | | |
|-------------|--------|---------------------|---|---|--|--|
| | | B2 | When there is a choice, I always choose the product that contributes to the least amount of environmental damage. | I have switched products for environmental reasons. | I will not buy products that have excessive packaging. | Whenever possible, I buy products packaged in reusable or recyclable containers. |
| N | Válido | 320 | 320 | 320 | 320 | 320 |
| | Omisso | 0 | 0 | 0 | 0 | 0 |
| Média | | 3,1266 | 3,28 | 2,93 | 3,01 | 3,28 |
| Mediana | | 3,1250 | 3,00 | 3,00 | 3,00 | 3,00 |
| Modo | | 3,00a | 3 | 3 | 3 | 3a |
| Erro Desvio | | ,85555 | 1,037 | 1,055 | 1,142 | 1,063 |
| Variância | | ,732 | 1,076 | 1,114 | 1,304 | 1,131 |

a. Ha vários modos. O menor valor é mostrado

B3 and items

| | | Estatísticas | | | |
|-------------|--------|---------------------|---|--|--|
| | | B3 | I have paid more for environmentally friendly products when there is a cheaper alternative. | I will be willing to pay higher prices for products that are environmentally friendly. | It is acceptable to pay 10% more for products that are produced, processed, and packaged in an environmentally friendly way. |
| N | Válido | 320 | 320 | 320 | 320 |
| | Omisso | 0 | 0 | 0 | 0 |
| Média | | 2,9615 | 2,64 | 2,95 | 3,29 |
| Mediana | | 3,0000 | 3,00 | 3,00 | 4,00 |
| Modo | | 3,67 | 2 | 4 | 4 |
| Erro Desvio | | 1,00689 | 1,100 | 1,233 | 1,270 |
| Variância | | 1,014 | 1,209 | 1,521 | 1,613 |

B4 and items

Estatísticas

| | | B4Rev | Reverse B4_Q11 | When I buy products, I try to consider how my use of them will affect the environment and other consumers. | Reverse B4_Q14 | Each consumer's behavior can have a positive effect on society by purchasing produce sold by socially responsible companies. |
|-------------|--------|--------|----------------|--|----------------|--|
| N | Válido | 320 | 320 | 320 | 320 | 320 |
| | Omisso | 0 | 0 | 0 | 0 | 0 |
| Média | | 4,1617 | 4,37 | 3,38 | 4,45 | 4,45 |
| Mediana | | 4,2500 | 5,00 | 4,00 | 5,00 | 5,00 |
| Modo | | 4,75 | 5 | 4 | 5 | 5 |
| Erro Desvio | | ,61796 | 1,101 | 1,059 | ,912 | ,693 |
| Variância | | ,382 | 1,212 | 1,121 | ,831 | ,480 |

ANOVA

B3*Gender

Estatística Descritiva

Variável dependente: B3

| What is your gender? | Média | Erro Desvio | N |
|----------------------|--------|-------------|-----|
| Male | 2,9440 | 1,03545 | 119 |
| Female | 2,9832 | ,98687 | 199 |
| Transgender | 1,8333 | 1,17851 | 2 |
| Total | 2,9615 | 1,00689 | 320 |

Teste de igualdade de variâncias do erro de Levene^{a,b}

| | | Estatística de Levene | gl1 | gl2 | Sig. |
|----|---------------------------------------|-----------------------|-----|---------|------|
| B3 | Com base em média | ,228 | 2 | 317 | ,796 |
| | Com base em mediana | ,163 | 2 | 317 | ,850 |
| | Com base em mediana e com df ajustado | ,163 | 2 | 315,079 | ,850 |
| | Com base em média aparada | ,238 | 2 | 317 | ,789 |

Testa a hipótese nula de que a variância do erro da variável dependente é igual entre grupos.

a. Variável dependente: B3

b. Design: Intercepto + BD_Q17

Testes de efeitos entre sujeitos

Variável dependente: B3

| Origem | Tipo III Soma dos Quadrados | gl | Quadrado Médio | F | Sig. | Eta parcial quadrado |
|------------------|-----------------------------|-----|----------------|---------|------|----------------------|
| Modelo corrigido | 2,676a | 2 | 1,338 | 1,323 | ,268 | ,008 |
| Intercepto | 117,302 | 1 | 117,302 | 115,935 | ,000 | ,268 |
| BD_Q17 | 2,676 | 2 | 1,338 | 1,323 | ,268 | ,008 |
| Erro | 320,737 | 317 | 1,012 | | | |
| Total | 3129,889 | 320 | | | | |
| Total corrigido | 323,414 | 319 | | | | |

a. R Quadrado = ,008 (R Quadrado Ajustado = ,002)

*B3*Age*

Estatística Descritiva

Variável dependente: B3

| What is your age? | Média | Erro Desvio | N |
|-------------------|--------|-------------|-----|
| Above 18 | 3,1111 | 1,21335 | 9 |
| 18 – 24 | 2,6716 | ,94368 | 68 |
| 25 – 34 | 2,8457 | 1,03546 | 54 |
| 35 – 44 | 3,0606 | ,93254 | 44 |
| 45 – 54 | 3,1869 | ,90795 | 66 |
| 55 – 64 | 3,1622 | ,99574 | 37 |
| 65 or older | 2,9127 | 1,17346 | 42 |
| Total | 2,9615 | 1,00689 | 320 |

Teste de igualdade de variâncias do erro de Levene^{a,b}

| | | Estatística de Levene | gl1 | gl2 | Sig. |
|----|---------------------------------------|-----------------------|-----|---------|------|
| B3 | Com base em média | ,988 | 6 | 313 | ,433 |
| | Com base em mediana | ,974 | 6 | 313 | ,443 |
| | Com base em mediana e com df ajustado | ,974 | 6 | 293,903 | ,443 |
| | Com base em média aparada | ,987 | 6 | 313 | ,434 |

Testa a hipótese nula de que a variância do erro da variável dependente é igual entre grupos.

a. Variável dependente: B3

b. Design: Intercepto + BD_Q18

Testes de efeitos entre sujeitos

Variável dependente: B3

| Origem | Tipo III Soma dos Quadrados | gl | Quadrado Médio | F | Sig. | Eta parcial quadrado |
|------------------|-----------------------------|-----|----------------|----------|------|----------------------|
| Modelo corrigido | 12,016 ^a | 6 | 2,003 | 2,013 | ,064 | ,037 |
| Intercepto | 1883,415 | 1 | 1883,415 | 1893,108 | ,000 | ,858 |
| BD_Q18 | 12,016 | 6 | 2,003 | 2,013 | ,064 | ,037 |
| Erro | 311,397 | 313 | ,995 | | | |
| Total | 3129,889 | 320 | | | | |
| Total corrigido | 323,414 | 319 | | | | |

a. R Quadrado = ,037 (R Quadrado Ajustado = ,019)

B3*Occupation

Estatística Descritiva

Variável dependente: B3

| What is your occupation? | Média | Erro Desvio | N |
|--------------------------|--------|-------------|-----|
| Student | 2,9892 | ,99903 | 62 |
| Working student | 2,8039 | ,92840 | 17 |
| Employed | 2,9190 | ,97604 | 181 |
| Unemployed | 3,4510 | 1,06027 | 17 |
| Retired | 2,9690 | 1,13812 | 43 |
| Total | 2,9615 | 1,00689 | 320 |

Teste de igualdade de variâncias do erro de Levene^{a,b}

| | | Estatística de Levene | gl1 | gl2 | Sig. |
|----|---------------------------------------|-----------------------|-----|---------|------|
| B3 | Com base em média | ,475 | 4 | 315 | ,754 |
| | Com base em mediana | ,363 | 4 | 315 | ,835 |
| | Com base em mediana e com df ajustado | ,363 | 4 | 292,186 | ,835 |
| | Com base em média aparada | ,451 | 4 | 315 | ,771 |

Testa a hipótese nula de que a variância do erro da variável dependente é igual entre grupos.

a. Variável dependente: B3

b. Design: Intercepto + BD_Q19

Testes de efeitos entre sujeitos

Variável dependente: B3

| Origem | Tipo III Soma dos Quadrados | gl | Quadrado Médio | F | Sig. | Eta parcial quadrado |
|------------------|-----------------------------|-----|----------------|----------|------|----------------------|
| Modelo corrigido | 4,873 ^a | 4 | 1,218 | 1,205 | ,309 | ,015 |
| Intercepto | 1408,620 | 1 | 1408,620 | 1392,962 | ,000 | ,816 |
| BD_Q19 | 4,873 | 4 | 1,218 | 1,205 | ,309 | ,015 |
| Erro | 318,541 | 315 | 1,011 | | | |
| Total | 3129,889 | 320 | | | | |
| Total corrigido | 323,414 | 319 | | | | |

a. R Quadrado = ,015 (R Quadrado Ajustado = ,003)

B3*Education

Estatística Descritiva

Variável dependente: B3

| What is your education level? | Média | Erro Desvio | N |
|-------------------------------|--------|-------------|-----|
| Less than high school | 3,0345 | 1,16259 | 58 |
| High school graduate | 2,8674 | ,98720 | 88 |
| Bachelor degree | 3,0190 | ,94375 | 105 |
| Master degree | 2,8333 | ,97089 | 62 |
| Doctorate degree | 3,8095 | ,81325 | 7 |
| Total | 2,9615 | 1,00689 | 320 |

Teste de igualdade de variâncias do erro de Levene^{a,b}

| | | Estatística de Levene | gl1 | gl2 | Sig. |
|----|---------------------------------------|-----------------------|-----|---------|------|
| B3 | Com base em média | 1,305 | 4 | 315 | ,268 |
| | Com base em mediana | 1,135 | 4 | 315 | ,340 |
| | Com base em mediana e com df ajustado | 1,135 | 4 | 289,949 | ,340 |
| | Com base em média aparada | 1,291 | 4 | 315 | ,274 |

Testa a hipótese nula de que a variância do erro da variável dependente é igual entre grupos.

a. Variável dependente: B3

b. Design: Intercepto + BD_Q20

Testes de efeitos entre sujeitos

Variável dependente: B3

| Origem | Tipo III Soma dos Quadrados | gl | Quadrado Médio | F | Sig. | Eta parcial quadrado |
|------------------|-----------------------------|-----|----------------|----------|------|----------------------|
| Modelo corrigido | 7,488 ^a | 4 | 1,872 | 1,867 | ,116 | ,023 |
| Intercepto | 1228,888 | 1 | 1228,888 | 1225,288 | ,000 | ,795 |
| BD_Q20 | 7,488 | 4 | 1,872 | 1,867 | ,116 | ,023 |
| Erro | 315,926 | 315 | 1,003 | | | |
| Total | 3129,889 | 320 | | | | |
| Total corrigido | 323,414 | 319 | | | | |

a. R Quadrado = ,023 (R Quadrado Ajustado = ,011)

*B3*Income*

Estatística Descritiva

Variável dependente: B3

What is your personal monthly income level?

| | Média | Erro Desvio | N |
|---------------|--------|-------------|-----|
| < 500€ | 2,9259 | 1,02865 | 90 |
| 500€ – 999€ | 2,8642 | 1,08112 | 81 |
| 1000€ – 1499€ | 2,8676 | ,93776 | 68 |
| 1500€ – 1999€ | 2,8462 | ,94390 | 26 |
| 2000€ – 2499€ | 3,1296 | 1,02987 | 18 |
| 2500€ – 2999€ | 3,5152 | ,82143 | 11 |
| > 3000€ | 3,5333 | ,91383 | 20 |
| Total | 2,9618 | 1,01390 | 314 |

Teste de igualdade de variâncias do erro de Levene^{a,b}

| | | Estatística de Levene | gl1 | gl2 | Sig. |
|----|---------------------------------------|-----------------------|-----|---------|------|
| B3 | Com base em média | ,839 | 6 | 307 | ,540 |
| | Com base em mediana | ,728 | 6 | 307 | ,627 |
| | Com base em mediana e com df ajustado | ,728 | 6 | 296,256 | ,627 |
| | Com base em média aparada | ,842 | 6 | 307 | ,538 |

Testa a hipótese nula de que a variância do erro da variável dependente é igual entre grupos.

a. Variável dependente: B3

b. Design: Intercepto + BD_Q21

Testes de efeitos entre sujeitos

Variável dependente: B3

| Origem | Tipo III Soma dos Quadrados | gl | Quadrado Médio | F | Sig. | Eta parcial quadrado |
|------------------|-----------------------------|-----|----------------|----------|------|----------------------|
| Modelo corrigido | 12,246 ^a | 6 | 2,041 | 2,024 | ,062 | ,038 |
| Intercepto | 1721,457 | 1 | 1721,457 | 1707,456 | ,000 | ,848 |
| BD_Q21 | 12,246 | 6 | 2,041 | 2,024 | ,062 | ,038 |
| Erro | 309,517 | 307 | 1,008 | | | |
| Total | 3076,222 | 314 | | | | |
| Total corrigido | 321,764 | 313 | | | | |

a. R Quadrado = ,038 (R Quadrado Ajustado = ,019)

CORRELATION

Correlation

| | | B1 | B2 | B3 | B4 |
|----|-----------------------|--------|--------|--------|--------|
| B1 | Correlação de Pearson | 1 | ,428** | ,300** | ,318** |
| | Sig. (2 extremidades) | | ,000 | ,000 | ,000 |
| | N | 320 | 320 | 320 | 320 |
| B2 | Correlação de Pearson | ,428** | 1 | ,565** | ,497** |
| | Sig. (2 extremidades) | ,000 | | ,000 | ,000 |
| | N | 320 | 320 | 320 | 320 |
| B3 | Correlação de Pearson | ,300** | ,565** | 1 | ,414** |
| | Sig. (2 extremidades) | ,000 | ,000 | | ,000 |
| | N | 320 | 320 | 320 | 320 |
| B4 | Correlação de Pearson | ,318** | ,497** | ,414** | 1 |
| | Sig. (2 extremidades) | ,000 | ,000 | ,000 | |
| | N | 320 | 320 | 320 | 320 |

** . A correlação é significativa no nível 0,01 (2 extremidades).

REGRESSION

ANOVA^a

| Modelo | | Soma dos Quadrados | df | Quadrado Médio | Z | Sig. |
|--------|-----------|--------------------|-----|----------------|--------|-------------------|
| 1 | Regressão | 111,862 | 5 | 22,372 | 33,207 | ,000 ^p |
| | Resíduo | 211,551 | 314 | ,674 | | |
| | Total | 323,414 | 319 | | | |

a. Variável Dependente: B3

b. Preditores: (Constante), B4_B2, B1, B4, B2, B4_B1

Coeficientes^a

| Modelo | | Coeficientes não padronizados | | Coeficientes padronizados | t | Sig. | Estatísticas de colinearidade | |
|--------|-------------|-------------------------------|-----------|---------------------------|-------|------|-------------------------------|---------|
| | | B | Erro Erro | Beta | | | Tolerância | VIF |
| 1 | (Constante) | -1,111 | 1,547 | | -,718 | ,473 | | |
| | B1 | ,210 | ,406 | ,197 | ,517 | ,606 | ,014 | 70,087 |
| | B2 | ,709 | ,405 | ,603 | 1,752 | ,081 | ,018 | 56,751 |
| | B4 | ,529 | ,376 | ,325 | 1,408 | ,160 | ,039 | 25,523 |
| | B4_B1 | -,037 | ,097 | -,190 | -,386 | ,700 | ,009 | 116,060 |
| | B4_B2 | -,040 | ,096 | -,192 | -,417 | ,677 | ,010 | 101,912 |

a. Variável Dependente: B3

Estatísticas de resíduos^a

| | Mínimo | Máximo | Média | Erro Desvio | N |
|---------------------|----------|---------|--------|-------------|-----|
| Valor previsto | 1,4084 | 4,1854 | 2,9615 | ,59217 | 320 |
| Resíduo | -2,44765 | 2,12647 | ,00000 | ,81435 | 320 |
| Erro Valor previsto | -2,623 | 2,067 | ,000 | 1,000 | 320 |
| Erro Resíduo | -2,982 | 2,591 | ,000 | ,992 | 320 |

a. Variável Dependente: B3

Diagnóstico de colinearidade^a

| Modelo | Dimensão | Autovalor | Índice de condição | Proporções de variância | | | | | |
|--------|----------|-----------|--------------------|-------------------------|-----|-----|-----|-------|-------|
| | | | | (Constante) | B1 | B2 | B4 | B4_B1 | B4_B2 |
| 1 | 1 | 5,832 | 1,000 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 |
| | 2 | ,078 | 8,660 | ,00 | ,00 | ,00 | ,00 | ,00 | ,01 |
| | 3 | ,070 | 9,112 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 |
| | 4 | ,019 | 17,302 | ,00 | ,01 | ,02 | ,02 | ,00 | ,00 |
| | 5 | ,000 | 117,813 | ,07 | ,29 | ,93 | ,07 | ,29 | ,94 |
| | 6 | ,000 | 147,083 | ,92 | ,70 | ,05 | ,91 | ,70 | ,05 |

a. Variável Dependente: B3