

The Role of CSR in Influencing Consumer Willingness to Pay a Premium for Sustainable Products in the UK

Dissertation

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Declaration

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree. This dissertation is being submitted in partial fulfilment of the requirements for the degree of Master of Business Administration (MBA). This dissertation is the result of my own independent work and investigation, except where otherwise stated. Other sources are acknowledged by explicit in-text citations, and a full reference list is appended. I hereby give consent for my dissertation, if accepted, to be available for photocopying, for inter-library loan and for deposit in the University's repository, and for the title and abstract to be made available to outside organisations.

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Abstract

Sustainability has moved from a point of differentiation to a baseline expectation in the United Kingdom consumer market, yet firms continue to price sustainable ranges without reliable evidence on whether consumers will pay more for them. However, although some previous research has found that the perceptions of corporate social responsibility (CSR) do increase purchase intention, it is largely carried out in non-UK contexts and has measured intention not monetary sacrifice, and no work has modelled green trust and perceived greenwashing in the same framework of willingness to pay premium. This dissertation addresses those gaps.

Grounded in signalling theory, the study explores the effect of CSR on consumers' willingness to pay for a premium sustainable product in the UK, with the hypothesis that green trust acts as a mediator and perceived greenwashing as a moderator. The study was of quantitative nature with positivist, deductive and mono method design. The cross sectional self-administered online questionnaire using validated seven-point scales resulted in 100 responses, with 82 subsequently being included after screening. Reliability and factor analysis, hierarchical regression, bootstrapped mediation and moderation analysis were used for data analysis with IBM SPSS Statistics.

Perceived CSR had a significant positive total effect on willingness to pay a premium ($\beta = .489$, $p < .001$) and a very strong effect on green trust ($\beta = .796$, $p < .001$), which in turn predicted premium willingness ($\beta = .614$, $p < .001$). The mediation of green trust was complete; that is, the indirect pathway was significant (95% CI [0.211, 0.726]) while the direct path became null. The conditional effects were as hypothesised although the perceived greenwashing did not significantly moderate the relationship ($p = .071$) and greenwashing perception was close to universal in the sample ($M = 6.54$ on seven-point scale). Uncorrelated attitudinal and monetary measures of the premium ($r = .076$), and a finding that was not hypothesised, proved to be the most consequential, as perceived CSR predicted the stated monetary premium ($p = .029$) whereas green trust did not.

The study makes a contribution to signalling theory by demonstrating that CSR is not a standalone purchasing power in a mature market but is only credible on the receiver side, and by revealing a two-stage process whereby trust is established to make the premium credible, and a separate valuation takes place for the size of the premium. For managers, it means that investment should not be focused on volume of claims, but on evidence; communications should be based on scepticism, and premium should be accepted and premium size must be handled differently. These results are limited by the small non-probability sample, by the fact that they are stated rather than revealed preference, by acquiescence bias and the cross-sectional design, and are not generalisable to the UK population as the relationships investigated are just indicative.

Keywords: corporate social responsibility; willingness to pay a premium; green trust; perceived greenwashing; signalling theory; sustainable consumption; United Kingdom.

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List of Abbreviations

Abbreviation	Full term
ANOVA	Analysis of variance
AVE	Average variance extracted
B2B	Business to business
CFA	Confirmatory factor analysis
CFI	Comparative fit index
CI	Confidence interval
CITC	Corrected item-total correlation
CMA	Competition and Markets Authority
CMB	Common method bias
CR	Composite reliability
CSR	Corporate social responsibility
DV	Dependent variable
EFA	Exploratory factor analysis
FMCG	Fast-moving consumer goods
GDPR	General Data Protection Regulation
GFI	Goodness-of-fit index
GPV	Green perceived value
GT	Green trust
HTMT	Heterotrait–monotrait ratio of correlations
ICO	Information Commissioner's Office
IV	Independent variable
JN	Johnson–Neyman (technique)
KMO	Kaiser–Meyer–Olkin measure of sampling adequacy

ML	Maximum likelihood (estimation)
NPS	Net promoter score
OLS	Ordinary least squares
PBC	Perceived behavioural control
PCA	Principal component analysis
PG	Perceived greenwashing
PLS-SEM	Partial least squares structural equation modelling
RBV	Resource-based view
RMSEA	Root mean square error of approximation
RQ	Research question
SD	Standard deviation
SE	Standard error
SEM	Structural equation modelling
SPSS	Statistical Package for the Social Sciences
TLI	Tucker–Lewis index
TPB	Theory of planned behaviour
UK	United Kingdom
UWTSD	University of Wales Trinity Saint David
VIF	Variance inflation factor
WTP	Willingness to pay

Chapter 1: Introduction and Rationale

1.1 Research Background

Sustainability is no longer a fringe issue but has become a major focus of consumer market competition in the United Kingdom (UK). Corporate social responsibility (CSR) has become less of a differentiator and more of a baseline expectation for British consumers (Cuesta-Valiño et al., 2024), which is the case for most consumers globally. Retailers and FMCG manufacturers and fashion brands are now competing on carbon footprint, ethical sourcing and packaging, and with greater disclosure requirements and increasing scrutiny of green claims, the need to communicate sustainability credibly is becoming more important (Duong, 2024). The competition has thus shifted away from the behaviour of the firms to whether consumers perceive it and reward it in the marketplace. This is a particular feature of the UK context: high inflationary pressures on the cost of living, and the emergence of a more regulated advertising landscape where spurious green claims are under scrutiny for enforcement, such that a firm's credibility over their CSR stance has a direct impact on their pricing space (Duong, 2024). Sustainability has become a commercial variable as a result, for managers, that is no longer a reputational overlay, it's a variable that impacts margin, positioning and consumer loyalty.

This change is reflected in consumer spending intentions. According to PwC's Voice of the Consumer Survey in 2024, which included over 20,000 consumers from 31 territories, four out of five consumers indicated that they would pay a higher price for products that are produced sustainably, with an average price premium of 9.7% (PwC, 2024). However, this hope is dampened by the fact that UK evidence shows that sustainable consumer behaviour is not yet widespread; according to Deloitte's 2024 Sustainable Consumer study, which surveyed more than 2,000 UK adults, 62 per cent of them cite cost as a reason for not making greener choices, while 36 per cent are willing to pay more, with the rest undecided or unwilling (Deloitte, 2024). This is a tension between expressed excitement and price pressure as depicted in Figure 1.1 and indicates that willingness to pay is not unconditional. The disparity between a premium stated globally and the far lower percentages of consumers in

the UK who state a willingness to pay one highlights the need to explore factors that influence such behaviour (PwC, 2024; Deloitte, 2024).

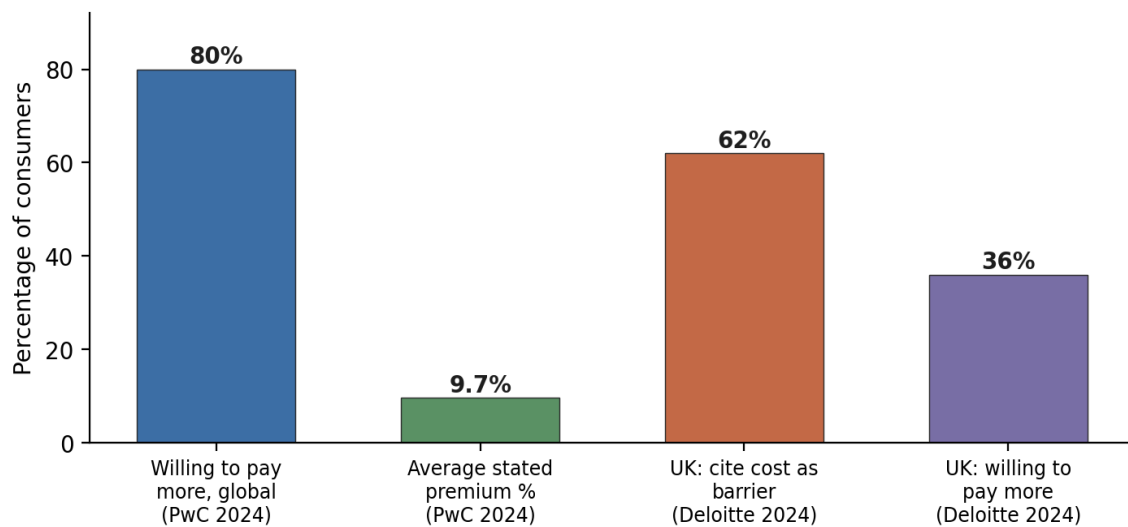


Figure 1.1: Consumer willingness to pay for sustainable products: global and UK evidence (Source: author's own, compiled from PwC, 2024 and Deloitte, 2024).

The phenomenon is important because a manager is required to establish prices and to design the communication for sustainable lines in the absence of reliable information on the willingness to pay a premium. In the era of escalating cost of living and growing mistrust of green product claims, mispricing can result in a loss of margin or unsold products (Deloitte, 2024). The dissertation title thus presents what is an important strategic question: When does CSR turn into a WTP? It has direct consequences for the pricing strategy, corporate environment commitments and brand communication. Although the subject is dealt with in a relevant way it has not been explored in all the dimensions in the UK context – in particular the psychological mechanisms of trust and scepticism which can either lead to an uptake of the premium or the rejection of it and evidence tends to be less clear in determining at what point the premium is genuinely accepted. There is a gap in understanding that leads to the following rationale.

1.2 Research Rationale

1.2.1 Theoretical Justification

There is a considerable amount of research that proves that perceptions of CSR lead to positive consumer responses. Recent evidence demonstrates that CSR perceptions can increase the intention to buy by triggering the engagement of consumers in the brand, their image of the brand, and their admiration of the brand (Cuesta-Valiño et al., 2024; Bianchi, Hofer and Saleh, 2024). Green marketing studies indicate that green brand image is a mediating link between sustainability initiatives and buying intentions (Simangunsong and Nuvriasari, 2026), and research based on theory of planned behaviour (TPB) connects attitudes, subjective norms and perceived control with green buying intentions, in different countries (Duong, 2024; Bianchi, Hofer and Saleh, 2024). A parallel stream of premium WTP theorises that green perceived value, innovation perceptions and stakeholder orientation can be used to explain consumers' willingness to pay higher prices (Borah, Dogbe and Marwa, 2024; Di Pillo, Petti and Prisco, 2025). This literature indicates that CSR can be viewed as a reliable market signal and as a legitimate source of a higher price, if it is perceived as 'true' and 'fit' to the firm. Much of this work is based on the signalling logic, which suggests that since the environmental attributes of a product are intangible, a CSR can serve as a tangible signal of intangible quality, and the efficacy of such a signal relies on its credibility (Borah, Dogbe and Marwa, 2024). This puts the perception of authenticity of CSR, not the mere fact of CSR activity, at the centre of premium acceptance.

However, there are significant questions yet to be answered or even disputed. Consumers' reactions to CSR are not consistent; strong or weak perceived fit between the initiative and the firm can lead to support or scepticism, and once price is considered in the decision, the impact on behaviour often diminishes (Cuesta-Valiño et al., 2024; Di Pillo, Petti and Prisco, 2025). Trust seems to be a crucial element, and while green trust boosts younger consumers' green intentions, perceived greenwashing undermines trust and inhibits purchase (Borah, Dogbe and Marwa, 2024; Di Pillo, Petti and Prisco, 2025). This ties into the well-documented attitude-behaviour gap where a positive attitude toward the environment does not

necessarily result in purchase, due to price and credibility limitations (Duong, 2024). However, much of this evidence is from Asian or Latin American or food-specific contexts, and focuses on purchase intent, rather than the monetary premium itself, limiting the transferability of this evidence to the wider UK market (Borah, Dogbe and Marwa, 2024; Simangunsong and Nuvriasari, 2026).

Based on these observations, there are threefold research gaps. First, there is a lack of UK market testing of the premium WTP for the broader market of sustainable products, where cost sensitivity and green scepticism is particularly high (Deloitte, 2024). Second, only a few studies have investigated the interplay of both green trust and perceived greenwashing in a single CSR-WTP model, leaving the mechanism of how CSR translates to a premium under-developed (Borah, Dogbe and Marwa, 2024; Di Pillo, Petti and Prisco, 2025). Third, recent research favours the intention over the monetary premium, which can be of limited value for pricing decisions (Cuesta-Valiño et al., 2024). This gap is also important from a theoretical perspective as it limits the knowledge about the "boundary conditions" in which CSR signals are credible, and some authors explicitly request integrated, context-sensitive approaches that can model both green trust and greenwashing (Duong, 2024; Di Pillo, Petti and Prisco, 2025).

1.2.2 Practical Justification

There is a practical significance to the gap. UK managers are setting prices and communicating with sustainable ranges without having any solid evidence as to whether the customers are willing to pay a premium, and it is starting to have an impact. Cost is repeatedly identified as the top barrier to sustainable purchasing, with 62% of consumers in the UK saying that they cannot afford it, and just 36% willing to pay a premium for it (Deloitte, 2024). The difference, which is summarised in Figure 1.1, represents a gap between intention and spend that, directly, jeopardises the commercial viability of sustainable product lines, in the light of PwC's (2024) reported stated 9.7% premium globally. This means that choices around pricing and marketing (commercial) decisions with large revenue potential are being made based on aspirational survey data, which might enable firms to over-price

sustainable ranges and negatively affect their competitiveness with conventional alternatives (Deloitte, 2024).

The problem is pervasive and strategically significant in UK retail, fashion and consumer goods, where companies invest heavily in CSR but do not see the pay-off. The problem is exacerbated by perceived greenwashing: the increasing number of environmental claims can lead to the consumers' distrust and the loss of otherwise credible CSR signals, which can lower WTP (Di Pillo, Petti and Prisco, 2025). As a result, managers experience pressing pain points, such as pricing sustainable products and communicating about CSR without raising scepticism and predicting which segments will accept a premium and which will not (Borah, Dogbe and Marwa, 2024). In the absence of evidence of the mechanism through which CSR is linked to the acceptance of a premium, communication budgets might be spent on messages that do not generate the level of trust necessary for premium acceptance, or that could even raise greenwashing concerns (Di Pillo, Petti and Prisco, 2025). However, the potential higher input and compliance costs can make sustainable production strategies not commercially viable, thus not incentivising further investments in sustainability if a premium is not accepted (Di Pillo, Petti and Prisco, 2025). The opportunity cost is high as companies that cannot credibly transform CSR into WTP lose out on margins and on having a competitive edge in a market where sustainability has become the norm instead of a benefit (Deloitte, 2024). This evidence-based guidance on the CSR-WTP relationship is thus opportune for marketers, pricing managers and policymakers facing the dual challenge of cost of living and credibility. Getting this right would allow companies to move towards sustainability investment as a defensible pricing strategy, not the cost of unrecovered investment, and to the broader policy aim of promoting sustainable consumption within a price-sensitive economy (Deloitte, 2024).

1.3 Research Contribution and Motivation

This study is a focused theory-driven contribution that deals with the identified gaps. It theoretically extends signalling-based models of CSR by examining the role of green trust in determining the monetary premium derived from CSR perception and perceived greenwashing as the threshold condition that undermines the monetary

premium to CSR perception, thereby building on, rather than simply restating, the current theory (Borah, Dogbe and Marwa, 2024; Di Pillo, Petti and Prisco, 2025). The study brings mediation and moderation together in a single model, thus explicitly stating the contingencies that were left implicit in previous intention-based research, which enriches the CSR and green-consumption literature (Duong, 2024; Cuesta-Valiño et al., 2024).

In the empirical context, the quantitative, survey-based design is appropriate for estimating the strength and direction of the CSR-WTP relationship, as well as for testing mediation and moderation in a statistically rigorous way, which is largely based on intention and not UK evidence (Bianchi, Hofer and Saleh, 2024; Simangunsong and Nuvriasari, 2026). Researching the sustainable-products market among UK consumers, as opposed to a specific food category, delivers results that resonate on a commercially relevant and broad-based national level (Deloitte, 2024). The relative influence of green trust and greenwashing can also be compared within the same sample in the case of cross-sectional surveys, providing evidence on what the managers should prioritise (Bianchi, Hofer and Saleh, 2024). In practice the study provides managers with concrete advice about when a premium is defensible, what it should be, and how it can be communicated credibly in the interest of maintaining trust, and criteria for determining a price for sustainable ranges (PwC, 2024). From a policy perspective, the understanding of how greenwashing perceptions affect WTP provides a stronger argument for introducing verifiable environmental labels that can help consumers pay for the good effects and support pro-environmental actions, while aligning commercial incentives and environmental outcomes (Duong, 2024). The originality of this is two-fold: first, in modelling green trust and greenwashing together in a UK premium-WTP setting, which has not been tested before, and second, in its focus not on intention, but on the monetary premium, which in turn determines commercial return.

1.4 Research Aim, Objectives and Questions

This section operationalises the rationale into the study's aim, objectives and questions. The objectives approved in the research proposal have been consolidated

into three focused objectives, and hypotheses have been specified in chapter 2, so that the aim, objectives and the tested model align directly with one another.

Research Aim: This study aims to examine the role of corporate social responsibility in influencing consumer willingness to pay a premium for sustainable products in the UK.

Research Objectives:

1. To evaluate the extent to which consumers' perceptions of CSR influence their willingness to pay a premium for sustainable products in the UK.
2. To examine the mediating role of green trust in the relationship between perceived CSR and willingness to pay a premium.
3. To assess the moderating effect of perceived greenwashing on the relationship between perceived CSR and willingness to pay a premium, and to derive evidence-based CSR communication and pricing recommendations for UK firms marketing sustainable products.

Research Questions:

RQ1. To what extent do consumer perceptions of CSR influence willingness to pay a premium for sustainable products in the UK?

RQ2. How do green trust and perceived greenwashing shape the relationship between CSR and willingness to pay a premium?

1.5 Dissertation Structure

This dissertation is divided into five additional chapters. Chapter 2 reviews the theoretical and empirical literature on CSR, green trust, greenwashing and premium WTP, presents the conceptual framework and develops the five hypotheses. Chapter 3 presents the research methodology, philosophy, approach and design of the quantitative survey to test the model using positivist philosophy. Chapter 4 includes the results of the statistical analysis of the data collected. These findings are examined and discussed in Chapter 5 in the context of the literature and the research questions, interpreting the roles of green trust and greenwashing. Chapter

6 concludes with the theoretical and managerial contributions, recommendations for UK firms, the limitations of the study and directions for future research.

Chapter 2: Literature Review

2.1 Introduction

The literature review in this chapter aims to set up the theoretical foundations of the model that will be tested in the following chapters, namely corporate social responsibility (CSR) and consumer willingness to pay a premium (WTP) for sustainable products. Chapter 1 revealed that consumers in the United Kingdom (UK) signify their preference for responsible companies, yet lines positioned sustainably do not necessarily command a price premium. The review does not stop at considering the question of whether CSR has any impact on WTP but also whether and how.

The focus is deliberately narrow. The review prioritises consumer-perception studies of CSR, the attitude–behaviour gap literature, research on greenwashing perception, and studies in which a monetary premium is the outcome variable. Studies of CSR perception from the perspective of employees, firm-level CSR performance and business-to-business procurement are excluded. Peer-reviewed empirical research published between 2021 and 2026 is prioritised, alongside seminal theory and UK regulatory sources.

Section 2.2 consolidates the evidence thematically, Section 2.3 consolidates the theoretical foundation, Section 2.4 consolidates the five hypotheses, Section 2.5 consolidates the conceptual framework and variables, Section 2.6 concludes, and Section 2.7 summarises the key studies.

2.2 Thematic Overview of Literature

2.2.1 CSR Perceptions and Consumer Response

Perceived CSR is the consumer's subjective evaluation of the CSR behaviour of a firm and not the actual CSR behaviour, but the price judgement is based on the perception of the CSR behaviour. Carroll's (1991) pyramid supplies its multidimensional structure and Freeman's (2010) stakeholder theory treats the consumer as a legitimate stakeholder, while Sen and Bhattacharya (2001) show that

responses are conditional on perceived company–cause fit. A positive effect is therefore a hypothesis, not a given.

Recent studies agree on direction but differ on size and mechanism: perceived CSR raises purchase intention through brand engagement, admiration and attitude (Cuesta-Valiño et al., 2024; Al-Haddad et al., 2022; Arachchi and Samarasinghe, 2023). Bianchi, Hofer and Saleh (2024) find attitude and CSR trust, but not perceived behavioural control, predict intention. Boundary conditions are contested: awareness (Zhang and Ahmad, 2021), authenticity (Afzali and Kim, 2021) and altruistic attribution (Dai and Guo, 2024) each qualify the effect, which weakens once price enters the decision (Chan et al., 2025; Kolling et al., 2025a, 2025b).

The evidence is almost always cross-sectional, self-report, non-UK, and almost always measures intention: evidence that CSR creates value a consumer will pay for cannot be shown without monetary sacrifice.

2.2.2 Willingness to Pay a Premium for Sustainable Products

“Willingness to pay a premium” is more stringent than intention, as it implies an actual financial sacrifice on the part of the consumer and is the maximum amount they state they would be willing to pay for an attribute of a sustainable product.

Nazarenko and Saleh (2024) link premium WTP to perceived innovation, competitive advantage and stakeholder orientation. Empirically, green perceived value is the most replicated antecedent across green products, organic food, green agriculture and labelled products (Shi and Jiang, 2023; Hu et al., 2024; Yu, Han and Cui, 2022; Zheng et al., 2022; Abubakari et al., 2025). Pro-environmental identity operates similarly (Carfora, Buscicchio and Catellani, 2024), and the theory of planned behaviour has been adapted to premium payment (García-Salirrosas, Rondón-Luna and Geraldo-Campos, 2023; Wang, Li and Luh, 2026).

The divergence is instructive: effects are category-dependent (Shi and Jiang, 2023) and framing-dependent (Prashar and Kaushal, 2025), and cohort findings conflict outright (Gomes, Lopes and Nogueira, 2023; Filip et al., 2025). There is a similar range of estimates in the industry, which is as much due to question wording and sampling as to any differences in opinion on the market (PwC, 2024; YouGov, 2024;

Deloitte, 2024). Most importantly, few of the studies here show CSR perception as an antecedent of the premium.

2.2.3 Green Trust as a Mediating Mechanism

Green trust is the extent to which the consumer is willing to trust the brand which has good reputation and is environmentally competent (Chen, 2010). It's pivotal because sustainability is a credence attribute that cannot be tested prior to purchase and trust makes it actionable.

The evidence to support a mediating role is mostly supportive. The serial mediation model is reported by Nguyen-Viet, Tran and Ngo (2024) and Nguyen-Viet and Tran (2024) for green brand image and green trust, and similarly for retailer CSR, social-media marketing, green marketing and Generation Z behaviour (Saif et al., 2024; Wu and Long, 2024; Jabeen et al., 2023; Majeed et al., 2022; Borah, Dogbe and Marwa, 2024). Jørgensen, Pedersen and Skard (2022) follow the evolution of trusting beliefs when environmental action becomes visible.

The convergence is shallower than it appears, since trust is not specified uniformly. Wang, Zaman and Alvi (2022) treat it as a moderator, and Abubakari et al. (2025) find no direct path from trust in green labelling to price premiums, which operate through green perceived value. The trust–premium relationship may therefore be weaker than the dominant trust–intention finding, and this stream remains predominantly cross-sectional PLS-SEM work in emerging markets.

2.2.4 Greenwashing and the Attitude–Behaviour Gap

Perceived greenwashing is the consumer belief that a firm claims more environmentally than it does. It is here considered as a boundary condition, as it compromises the credibility of any CSR signal.

Its corrosive effects are consistent: greenwashing perception reduces green purchase behaviour (Hameed et al., 2021), damages green brand image (Tu et al., 2024) and erodes green brand trust and purchase intention (Isac et al., 2024; Hung and Chang, 2024). Rahman et al. (2025) show that the greenwashing–trust link is itself conditional, and Lin, Kim and Kim (2026) trace poor signal quality through

green consumer confusion to scepticism. This connects directly to the attitude–behaviour gap, which environmental CSR narrows but does not close (Gomes, Lopes and Nogueira, 2023; Duong, 2024; Hong et al., 2024).

The UK regulatory context sharpens the argument. The Green Claims Code (CMA, 2021), sector guidance (CMA, 2024) and enforcement powers in force from April 2025 raise the cost of false signalling and, on signalling logic, the informativeness of green claims. Whether UK perceptions have shifted accordingly is untested, and greenwashing is rarely modelled as a moderator of a CSR–premium path.

2.3 Theoretical Foundation and Contribution

The study is grounded principally in signalling theory. Developed by Spence (1973), it applies wherever one party holds information about quality the other cannot observe. Connelly et al. (2011) specify that signals work only when observable and costly enough that low-quality firms cannot profitably imitate them. Erdem and Swait (1998) extended the logic to consumer markets, and Berger (2019) showed experimentally that green signalling raises WTP. Here CSR activity is the signal, green trust the receiver-side interpretation of its credibility, and perceived greenwashing the condition under which the signal is discounted.

Signalling theory is preferred because the phenomenon of interest is a monetary sacrifice. The theory of planned behaviour (Ajzen, 1991) explains intention but not why a consumer would pay more for an attribute they cannot experience, and one component performs inconsistently in CSR settings (Bianchi, Hofer and Saleh, 2024). Stakeholder theory (Freeman, 2010) explains why firms attend to consumers, not the consumer’s inferential process. Only signalling theory endogenises credibility; both remain complementary framing.

The contribution is threefold: green trust as the process making the CSR signal monetary; greenwashing as a boundary condition not as an antecedent; and testing the theory in a world where the cost of false signalling is higher and budgets in the UK are tighter.

2.4 Hypothesis Development

This section translates the review to five propositions that can be tested. For each of the hypotheses, evidence on which it is based is provided preceding the hypothesis itself, which allows for tracking of the direction and boundary conditions of the hypothesis in the literature. The hypotheses correspond to the research objectives set out in Section 1.4 and are represented in the conceptual framework in Section 2.5.

2.4.1 Perceived CSR and Willingness to Pay a Premium

Signalling theory suggests that when quality is not observable at the point of sale, the buyer will look for signals that can be observed and that are costlier to the seller (Spence, 1973; Connelly et al., 2011). If sustainability is such a credence attribute, then a firm's CSR record is what the price judgement is based on (Erdem and Swait, 1998). Berger (2019) is the most direct study to evidence this trajectory, as he finds experimental evidence that green signalling increases the willingness to pay. The literature is consistent that perceived CSR leads to increased purchase intention via brand engagement (Cuesta-Valiño et al., 2024; Al-Haddad et al., 2022; Arachchi and Samarasinghe, 2023; Munaqib et al., 2025)), and Nazarenko and Saleh (2024) explicitly extend this logic to the monetary premium. Two qualifications matter. The impact seems to be more related to perceived authenticity and consumer attribution rather than to the amount of CSR activity and weakens when a price is included in the consideration set in a market where affordability is the primary consideration (Deloitte, 2024; Afzali and Kim, 2021; Dai and Guo, 2024; Chan et al., 2025; Kolling et al., 2025a, 2025b). A direct positive effect, albeit modest, is thus expected.

H1: Consumers' perceptions of CSR have a significant positive effect on their willingness to pay a premium for sustainable products in the UK.

2.4.2 Perceived CSR and Green Trust

Because environmental attributes cannot be inspected at the point of sale, green trust is the receiver-side judgement that determines whether a CSR signal is treated as informative at all (Chen, 2010; Connelly et al., 2011). The empirical case is strong

and repeatedly replicated. Nguyen-Viet, Tran and Ngo (2024) find that CSR raises green brand image and green trust in sequence, and Nguyen-Viet and Tran (2024) reproduce the CSR–trust path with organisational customers. Comparable effects appear for retailer CSR (Saif et al., 2024), social-media marketing (Wu and Long, 2024), green marketing (Jabeen et al., 2023; Majeed et al., 2022) and Generation Z consumers (Borah, Dogbe and Marwa, 2024), while Jørgensen, Pedersen and Skard (2022) trace how visible environmental action builds trusting beliefs. The path is not unconditional, since weak company–cause fit can convert CSR into scepticism rather than trust (Sen and Bhattacharya, 2001) and authenticity is the operative condition (Afzali and Kim, 2021). The UK setting nevertheless strengthens the expected relationship, because enforcement of the Green Claims Code raises the cost of false signalling (CMA, 2021, 2024).

H2: Consumers' perceptions of CSR have a significant positive effect on green trust.

2.4.3 Green Trust and Willingness to Pay a Premium

If trust is the mechanism that renders a credence attribute actionable, it should be visible in what consumers are prepared to pay. Borah, Dogbe and Marwa (2024) report that green consumer trust drives green purchase behaviour directly, and Riskos et al. (2021) show that eco-label effects operate through trust-related evaluations. Isac et al. (2024) and Hung and Chang (2024) find, conversely, that purchase intention falls where green brand trust is eroded. The premium literature supports the underlying valuation logic, since green perceived value is the most consistently replicated antecedent of premium WTP across green products, organic food and green agriculture (Shi and Jiang, 2023; Hu et al., 2024; Zheng et al., 2022), and trust is a precondition for value being credited to an attribute that cannot be verified. The dissent is directly relevant: Abubakari et al. (2025) find that trust in green labelling has no direct effect on price premiums and operates only through green perceived value. A positive effect is therefore proposed as an empirical question rather than a settled one.

H3: Green trust has a significant positive effect on willingness to pay a premium for sustainable products.

2.4.4 The Mediating Role of Green Trust

Together, H2 and H3 imply an indirect route from CSR perception to the premium, the specification most commonly reported in recent work: green trust, usually alongside green brand image, mediates the effect of CSR and green marketing on consumer response (Nguyen-Viet, Tran and Ngo, 2024; Nguyen-Viet and Tran, 2024; Majeed et al., 2022; Jabeen et al., 2023; Saif et al., 2024; Wu and Long, 2024). Theoretically, a CSR signal acts not by itself but by changing what the receiver believes about the signaller, and only a signal surviving that credibility assessment becomes value (Connelly et al., 2011). Two features make the mediation worth testing rather than assuming. Trust is not modelled consistently, since Wang, Zaman and Alvi (2022) treat it as a moderator of a structurally similar relationship. More decisively, the mediation has been established almost exclusively for intention, whereas the one study using a monetary premium finds a fully indirect route through green perceived value (Abubakari et al., 2025). Partial rather than full mediation is therefore plausible, and a non-significant indirect effect would itself be informative.

H4: Green trust significantly mediates the relationship between perceived CSR and willingness to pay a premium.

2.4.5 The Moderating Role of Perceived Greenwashing

Signalling theory is explicit that a signal carries information only when it would be too costly for a low-quality signaller to imitate (Connelly et al., 2011). Perceived greenwashing is the consumer judgement that this condition has failed, and it should therefore weaken the CSR–premium relationship rather than simply lower the premium. The corrosive effect is well evidenced: greenwashing perception reduces green purchase behaviour (Hameed et al., 2021), damages green brand image (Tu et al., 2024) and undermines green brand trust and purchase intention (Isac et al., 2024; Hung and Chang, 2024). Lin, Kim and Kim (2026) trace the process from poor signal quality through green consumer confusion to scepticism, while Rahman et al. (2025) show the greenwashing–trust link is itself conditional, establishing greenwashing as a contingency variable rather than an antecedent. The same

reasoning can be applied to the attitude–behaviour gap which persists (Duong, 2024; Gomes, Lopes and Nogueira, 2023). The gap is therefore one of model position rather than direction: greenwashing is rarely modelled as a moderator of the CSR–premium path, which is especially relevant in the post-2025 UK enforcement context (CMA, 2024).

H5: Perceived greenwashing significantly moderates the relationship between perceived CSR and willingness to pay a premium, such that the relationship becomes weaker as perceived greenwashing increases.

2.5 Conceptual Framework

The conceptual framework combines the constructs, relationships and gaps identified in Section 2.2 into a single testable model, specified so that it is interpretable in a survey instrument and estimable statistically. It expresses the central result of the review: that the CSR–premium relationship is mediated by credibility and bounded by scepticism.

Perceived CSR is the independent variable; it is considered as a multidimensional construct based on Carroll's (1991) theory and is defined as a consumer's evaluation of a firm's social and environmental performance (Afzali and Kim, 2021). The dependent variable is willingness to pay a premium, as validated scales (Nazarenko and Saleh, 2024) are preferred over intention to purchase as this requires a monetary trade-off. Green trust is the mediator, and perceived greenwashing moderates the direct path, following signalling logic (Connelly et al., 2011). Age, gender, education and product category are controlled (Shi and Jiang, 2023). The model is shown in Figure 2.1.

The variable roles tested in this study are specified as follows:

Independent Variable (IV): Perceived CSR.

Dependent Variable (DV): Willingness to pay a premium for sustainable products.

Mediating Variable: Green trust.

Moderating Variable: Perceived greenwashing.

Control Variables: Age, gender, education and product category.

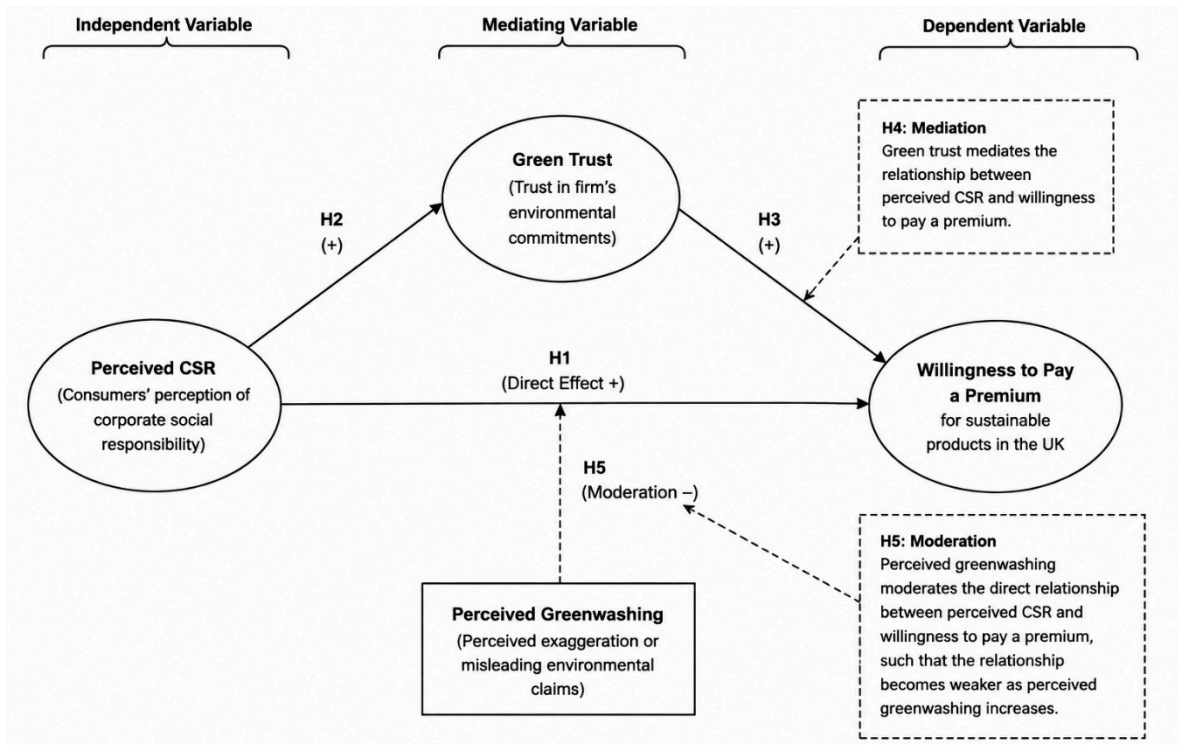


Figure 2.1: Conceptual framework for the influence of perceived CSR on willingness to pay a premium for sustainable products in the UK (Source: author's own, informed by Connelly et al., 2011; Chen, 2010; Nazarenko and Saleh, 2024).

The framework structures the remainder of the dissertation. It represents H1 (the direct effect of perceived CSR on premium WTP), H2 (path a), H3 (path b), H4 (the indirect effect, path a × path b) and H5 (the negative moderating effect of perceived greenwashing). One questionnaire block per construct is developed in Chapter 3, and Chapter 4 follows the same order: reliability and validity assessment, regression for H1 to H3, bootstrapped mediation for H4 and moderation analysis for H5. If the mediated effect is only partially supported, that result would itself be informative about the boundary conditions of signalling theory in the UK.

2.6 Conclusion

Four strands of literature were reviewed. Perceived CSR is shown to have a reliable effect on attitude and intention, but mostly for non-monetary outcomes and with samples of non-UK respondents. The most replicated antecedent of premium WTP is green perceived value (GPV), although its effect differs across categories and cohorts. Green trust is a well-supported mediator of intention, but a simple

trust–premium path is contradicted by direct evidence (Abubakari et al., 2025), and perceived greenwashing harms credibility, but is rarely modelled as a moderator.

There are three gaps: little research on the monetary outcome compared to their intention; green trust and perceived greenwashing have not been tested in one premium model; and the UK market is underrepresented because it is unique in terms of affordability pressure and enforcement. This is where signalling theory comes in to fill these gaps: it takes credibility as an endogenous variable; this is the logical operation of the model in Section 2.5. Chapter 3 sets out the positivist philosophy, deductive approach and survey design used to test the five hypotheses.

2.7 Summary Table of Key Literature

Table 2.1: *Synthesis of fifteen key studies informing the conceptual framework.*

Author(s) & Year	Theory / Framework	Key constructs	Methodology	Key findings	Limitations / gaps	Relevance to this study
Nazarenko and Saleh (2024)	Stakeholder orientation; signalling	Innovation, competitive advantage, WTP premium	Conceptual model development	Theorises psychological pathways to premium WTP for sustainable products	Conceptual only; not empirically tested	Provides the WTP-premium construct and measurement logic
Abubakari et al. (2025)	Signalling; green perceived value	Trust in green labelling, GPV, price premium	Survey, n = 578, convenience, PLS-SEM	Label trust has no direct effect on premium; operates via green perceived value	Single national context; convenience sample; cross-sectional	Direct counterevidence to a simple trust–premium path (H3)
Shi and Jiang (2023)	Reference group influence	Reference groups, environmental awareness, WTP premium	Survey, quantitative, China	Reference-group effects on premium WTP vary by green product type	Non-UK; product-type contingency untested elsewhere	Justifies product category as a control variable

Hu et al. (2024)	TPB; value perception	Environmental concern, price sensitivity, WTP premium	Survey, quantitative, China	Value perception and price sensitivity significantly shape organic WTP	Organic food only; single country	Supports price sensitivity as a competing influence on premium
Munaqib et al. (2025)	TPB; moderation	Purchase intention, behaviour, WTP premium as moderator	Survey, quantitative, India	WTP premium moderates the intention–behaviour relationship	Food category; non-UK; cross-sectional	Confirms cross-sectional survey design as field convention
Gomes, Lopes and Nogueira (2023)	Attitude–behaviour gap	Green values, price, WTP more	Quantitative survey, Gen Z	Gen Z willingness to pay more is inconsistent and price-constrained	Cohort-specific; stated preference only	Grounds the attitude–behaviour gap and hypothetical bias critique
Borah, Dogbe and Marwa (2024)	Consumer social responsibility	Green trust, green advertising, purchase behaviour	Survey, PLS-SEM, Gen Z	Green trust positively drives green purchase behaviour	Outcome is behaviour intention, not price premium	Source of validated green trust scale items
Nguyen-Viet, Tran and Ngo (2024)	Signalling; brand equity	CSR, green brand image, green trust, behavioural intentions	Survey, PLS-SEM, Vietnam	Green brand image and green trust mediate CSR–intention link	Emerging market; intention	Primary empirical basis for the mediation hypothesis (H4)

					outcome; CMB risk	
Nguyen-Viet and Tran (2024)	Signalling	CSR, green advertising receptivity, green trust	Survey, PLS-SEM, B2B Vietnam	Green trust mediates CSR-behavioural intention pathway	Organisational customers; not consumer pricing	Replication evidence for the CSR-trust path
Tu et al. (2024)	Green brand image	Perceived greenwashing, green image	Survey, SEM, China	Perceived greenwashing significantly damages green brand image	Image outcome, not premium; non-UK	Establishes greenwashing as a credibility threat
Hameed et al. (2021)	Signalling; sustainability	Greenwash, green purchase behaviour	Survey, quantitative, Pakistan	Greenwash perception significantly reduces green purchase behaviour	Emerging market; no premium measure	Supports the negative direction hypothesised in H5
Lin, Kim and Kim (2026)	Signalling; PKM; ELM	Signal quality, confusion, scepticism, greenwashing perception	Empirical, quantitative	Poor signal quality drives confusion, then scepticism, then greenwashing perception	Models greenwashing as outcome, not moderator	Explicitly links signalling theory to greenwashing perception

Duong (2024)	Attitude–intention–behaviour gap	Environmental CSR, green consumption gap	Quantitative survey	Environmental CSR narrows but does not close the gap	Non-UK; no monetary outcome	Motivates studying premium rather than intention
Cuesta-Valiño et al. (2024)	Brand engagement	CSR, consumer brand engagement, purchase intention	Survey, SEM, fashion retail	CSR raises purchase intention through brand engagement	Intention outcome; single sector	Evidence for the CSR main effect (H1)
Bianchi, Hofer and Saleh (2024)	Theory of planned behaviour	Attitude, norms, PBC, trust in CSR, purchase intention	Online surveys, SEM, Chile / Greece / Germany	Attitude and CSR trust predict intention; PBC does not	Intention outcome; no premium measured	Justifies signalling over TPB as the primary lens

Chapter 3: Research Methodology

3.1 Introduction

This chapter outlines and explains the research methodology used to pursue the aim of the research which is to examine the role of corporate social responsibility (CSR) in influencing consumer willingness to pay a premium (WTP) for sustainable products in the UK. It addresses two research questions, namely: does CSR perception matter for premium WTP (RQ1) and do green trust and perceived greenwashing shape this relationship (RQ2)? The methodological task is that of testing the hypotheses (H1 - H5) presented in the conceptual framework in Chapter 2 to a defensible level of rigour.

The study design is mono-method quantitative, positivist, and deductive, where the data were collected by a cross-sectional design using the self-administered online questionnaire and were analysed using IBM SPSS. These choices are in the context of Saunders, Lewis and Thornhill's (2023) research onion (section 3.2). Justification for the survey strategy, sampling and instrument design is provided in sections 3.3-3.5. The analytical procedure is outlined in Section 3.6, rigour in Section 3.7, ethics in Section 3.8 and a summarisation in Section 3.9.

3.2 Research Philosophy, Approach and Design

Research philosophy. This study adopts positivism. Ontologically, it believes that the constructs of interest are stable and can be measured with standardised instruments, and epistemologically, acceptable knowledge is acquired from observable, quantifiable regularities that are tested against theory (Saunders, Lewis and Thornhill, 2023). This is an appropriate study for positivism as the research questions are focused on the extent, direction and/or contingency of relations among the variables defined in the study and not on the meanings that consumers give to sustainability. An interpretivist approach would produce more detailed descriptions of consumer thinking but would not allow an indirect effect to be quantified or a moderation term to be tested. Thus, the role of the researcher is that of detached

observer and a value neutrality is achieved by standardising the administration rather than by claiming to have been achieved absolutely (Bell, Bryman and Harley, 2022).

Research approach. The approach is deductive. Theory was used first to create the conceptual framework, which is detailed in Chapter 2, and from which H1 – H5 were derived and operationalised prior to collecting any data (Saunders, Lewis and Thornhill, 2023). The framework is not being developed through observation, so an abductive approach is not suitable; the contribution of this paper is testing a specified configuration and not the discovery of one.

Research design. This study adopts mono method quantitative and survey technique with cross sectional time horizon. All four constructs are measured using comparable psychometric scales and a single method is adopted as mixing would bring an unwarranted level of complexity without adding value to the hypotheses (Creswell and Creswell, 2023). The cross-sectional horizon reflects the time frame within which an MBA dissertation is written and is discussed in terms of causal inference in Section 3.7. These decisions are placed in the research onion in Figure 3.1.

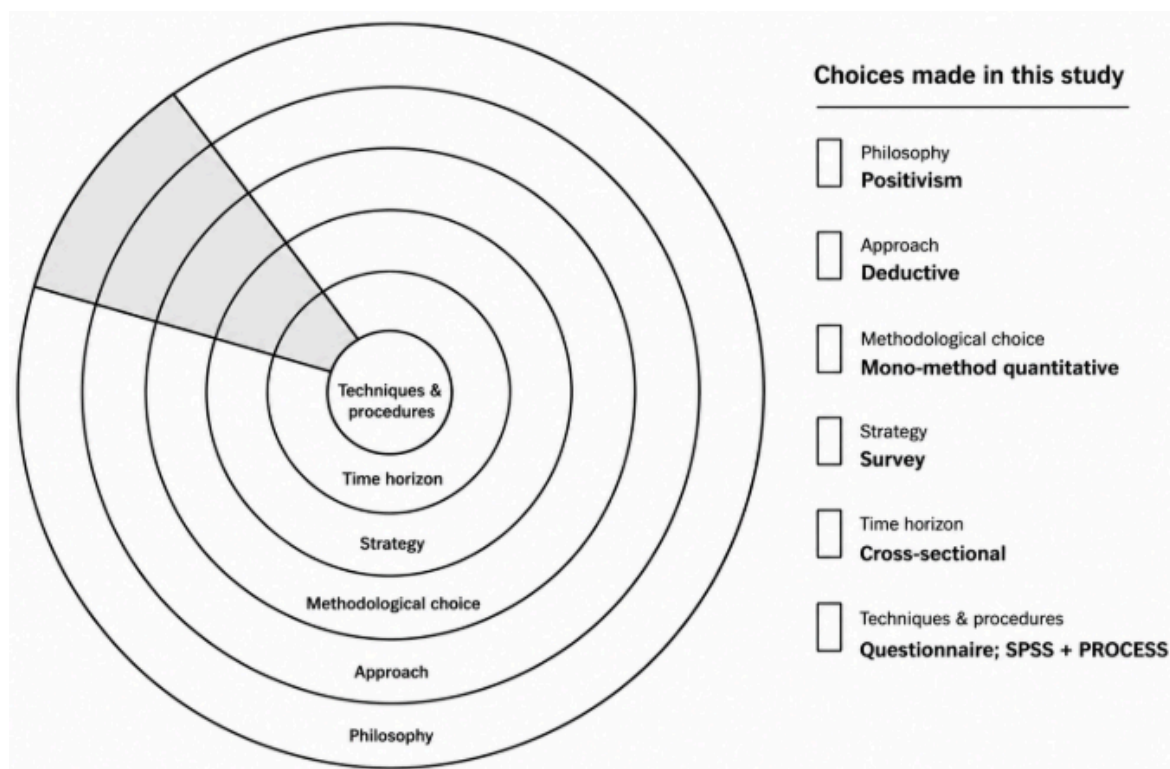


Figure 3.1: *The research onion applied to this study (Source: adapted from Saunders, Lewis and Thornhill, 2023).*

3.3 Justification for Survey Methodology

The survey method is selected because it relates directly to the nature of the research questions. The RQ1 asks “to what extent,” and thus requires an estimate of effect size and statistical significance that cannot be conveyed in a narrative fashion, whereas RQ2 asks how two additional constructs affect that relationship, which requires estimating an indirect and conditional effect. Multi-variable design is numerically measured to support both.

Surveys have three benefits here. They allow the measurement of latent perceptual constructs using multi-item scales that have been previously validated, thus allowing comparison with some of the studies reviewed in Chapter 2. They offer statistical control of demographic confounds. And they produce the covariance matrix required to do mediation and moderation analysis (Field, 2024).

The need for primary data collection is a result of the lack of any UK based data set that measures perceived CSR, green trust, perceived greenwashing and premium WTP simultaneously at the individual level. The main drawback is that a survey will elicit stated WTP, not revealed WTP, as recognised in Chapter 2 and discussed in Section 3.7.

3.4 Population and Sampling Strategy

Sampling logic. The target population is adult consumers (aged 18+) living in the UK who are buying consumer products. There is no sampling frame for this population, and a probability sample would be impractical and cost prohibitive for the dissertation time frame. A non-probability convenience sampling is thus employed, with snowball referrals being used where initial respondents share the questionnaire with additional respondents (Saunders, Lewis and Thornhill, 2023). A recognised constraint rather than a preference: this restricts the ability to generalise statistically to the UK population and the relationships between variables are presented as indicative.

Sample size. The target is at least 100 "workable" answers. This is on two grounds. Firstly, using an a priori power calculation for multiple regression with three predictors, with a medium effect size ($f^2 = 0.15$), $\alpha = 0.05$ and power = 0.80, suggests at least about 77 cases. Secondly, this level meets the rule of thumb that there should be ten responses per estimated parameter (Memon et al., 2020). It should be noted, however, that Memon et al. (2020) suggest much larger sample sizes for stable correlations, and the current design is powered to detect medium-sized correlations, but not smaller ones. Any result which is not statistically significant will thus be viewed with some degree of suspicion and not necessarily interpreted as a lack of relationship.

Screening. Two screening questions establish UK residency and age; respondents failing either are excluded, as are incomplete submissions and those showing straight-lining response patterns.

3.5 Data Collection and Instrument Design

Data are collected through a self-administered online questionnaire hosted on Google Forms, chosen for accessibility, cost and automatic response capture. The instrument comprises six sections: participant information and consent; screening; demographics; and one block for each of the four constructs. All construct items use seven-point Likert scales anchored from "strongly disagree" to "strongly agree".

All items are adapted from previously validated scales to preserve construct validity, as set out in Table 3.1. Wording is adjusted only to reflect the UK context and a general sustainable-products referent rather than a named brand.

Table 3.1: *Measurement of variables and questionnaire items (Source: author's own, adapted from the sources cited).*

Variable and role in the model	Code	Questionnaire item	Measurement and source
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Perceived CSR (Independent variable, IV)	CSR1	These brands take genuine responsibility for their environmental impact.	Six items, seven-point Likert (1 = strongly disagree, 7 = strongly agree). Adapted from Nguyen-Viet, Tran and Ngo (2024).
	CSR2	These brands contribute to the wellbeing of society beyond their own profit.	
	CSR3	These brands comply with legal and ethical standards in how they operate.	
	CSR4	These brands source their materials and labour responsibly.	
	CSR5	These brands support community and social causes.	
	CSR6	Overall, these brands behave in a socially and environmentally responsible way.	
Green trust (Mediating variable)	GT1	I believe the environmental claims made by these brands are trustworthy.	Five items, seven-point Likert. Adapted from Borah, Dogbe and Marwa (2024), building on Chen (2010).
	GT2	The environmental commitments of these brands are generally reliable.	
	GT3	I trust these brands to keep the sustainability promises they make.	
	GT4	These brands are competent in managing their environmental responsibilities.	
	GT5	Overall, I have confidence in the environmental performance of these brands.	
Perceived greenwashing (Moderating variable)	PG1	These brands overstate how environmentally friendly their products are.	Five items, seven-point Likert. Adapted from Tu et al. (2024) and

	PG2	These brands highlight one green feature to draw attention away from less green practices.	Rahman et al. (2025). Higher scores indicate greater perceived greenwashing; items are not reverse-coded.
	PG3	Environmental claims on these products are often vague or difficult to verify.	
	PG4	These brands use green imagery that is not supported by real action.	
	PG5	Overall, environmental claims in this market are exaggerated.	
Willingness to pay a premium (Dependent variable, DV)	WTP1	I am willing to pay more for a product that is produced sustainably.	Four items, seven-point Likert, plus one interval item (WTP5) capturing the magnitude of the premium. Adapted from Nazarenko and Saleh (2024) and Abubakari et al. (2025).
	WTP2	I would accept a higher price for a product from a socially responsible brand.	
	WTP3	It is acceptable to me that sustainable products cost more than conventional ones.	
	WTP4	I would still choose the sustainable option if it were priced above the alternative.	
	WTP5	The maximum extra amount I would pay for a sustainable product is: 0%; 1–5%; 6–10%; 11–20%; more than 20%.	
Control variables	C1	Age group (18–24; 25–34; 35–44; 45–54; 55 and over).	Categorical items entered as controls at step one of the regression.
	C2	Gender.	
	C3	Highest level of education (secondary school or below; bachelor; master; PhD; other; prefer not to say).	

	C4	Product category purchased sustainably most often (food and drink; clothing; household goods; personal care; other).	
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Because all data are collected from the same self-reported source at the same time, several measures are taken to reduce common method bias based on the recommendations of Podsakoff et al. (2024): respondent anonymity is ensured; respondents are informed that there are no right or wrong answers; intervening blocks of items are inserted between the predictor and outcome blocks; item order is randomised within each block. A pilot test is conducted with about 15 respondents to test for clarity and internal consistency and further adjusted if there are reliability issues. The procedure is summarised in Figure 3.2.

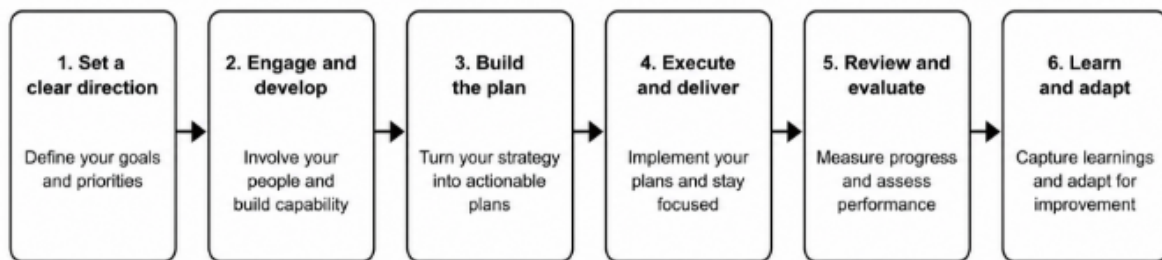


Figure 3.2: *Sampling and data collection procedure (Source: author's own).*

3.6 Data Analysis Approach

Analysis is done in five stages according to the conceptual framework using the IBM SPSS Statistics software.

Data preparation. Responses are checked for missing values, univariate outliers (standardised scores of >3.29 or <-3.29) and multivariate outliers (Mahalanobis distance). For moderately sized samples (Field, 2024), normality is determined based on skewness and kurtosis, not on significance tests.

Measurement quality. Cronbach's alpha is calculated to measure internal consistency; as alpha assumes the tau-equivalence of items, it can underestimate

internal consistency when item loadings are not equal (Hayes and Coutts, 2020) and is therefore reported along with McDonald's omega. Exploratory factor analysis, supported by KMO and Bartlett's tests, and confirmatory factor analysis are used to examine whether items load on their intended constructs.

Assumption testing. Prior to hypothesis testing, linearity, homoscedasticity, independence of residuals (Durbin-Watson) and multicollinearity (VIF below 5) are checked (Field, 2024).

Hypothesis testing. Testing of H1, H2, H3 is done using Pearson correlation and hierarchical regression with step one as a demographic control and the predictor in step two. H4 is tested using PROCESS Model 4 in SPSS, with the indirect effect estimated from 5,000 bootstrap samples with a bias-corrected 95% confidence interval, mediation is inferred where this does not include zero (Hayes, 2022). H5 is examined by PROCESS Model 1 using mean-centred predictors with simple slopes at ± 1 SD and the Johnson–Neyman technique (Johnson and Neyman, 1936; Hayes, 2022) used to probe the interaction.

Bias assessment. The procedural remedies in Section 3.5 are regarded as the primary safeguard, although Harman's single-factor test is also reported.

3.7 Research Quality and Rigour

Reliability is achieved by employing well-known scales, full documentation of procedures to allow replication, internal consistency testing, and administration on the Internet to eliminate interviewer variability.

Construct validity is based on the adaptation of the items from the instruments that already exist and have been validated, the exploratory factor analysis that confirms the factor structure, and the examination of discriminant validity based on inter-construct correlation. Given that perceived CSR and green trust are conceptually close, special consideration is given to the possibility of non-separation between the two, which would necessitate re-specification of the mediation model.

Internal validity is inherently limited by the cross-sectional design, which establishes association rather than causation; the hypothesised directions are

theoretically rather than empirically grounded, and reverse causality cannot be excluded. Demographic controls can minimise, but will not eliminate, the risk of confounding.

External validity is constrained by non-probability sampling, which risks over-representing younger, digitally connected and more sustainability-engaged respondents. Thus, generalisation is not to the population of the UK but analytical, to the theoretical relationships defined by signalling theory. A second boundary condition is that stated premiums tend to exceed realised premiums, so estimated behaviours should be interpreted as upper limits on actual behaviours. The demographic composition achieved will be reported relative to the national norm to allow the reader to determine the direction of any skews.

3.8 Ethical Considerations

The study is carried out in compliance with the research ethics policy of UWTSD and no data are gathered until after formal ethics approval is obtained. Participation is entirely voluntary and responses are anonymous. A mandatory acknowledgement is included after an information sheet that precedes the questionnaire, which explains its purpose, length and intended academic use of the data, in addition to the right to withdraw prior to submitting the questionnaire.

Personal identifiers are not collected, nor are special category data, data relating to vulnerable groups, except as a statistical control, in line with the data minimisation requirements of the UK GDPR (Information Commissioner's Office, 2023). Responses are saved on a password protected, encrypted hard drive that is accessible only by the researcher and are destroyed once the dissertation has been examined.

Integrity extends to reporting: All results, even non-significant results, will be reported, no hypotheses will be added after results have been obtained, and no "selective" reporting will be used to ensure "apparent" support for the model.

3.9 Chapter Summary

This chapter has led to the adoption of a positivist, deductive, mono-method quantitative design, with a cross-sectional online survey of at least 100 UK consumers, to be analysed in SPSS regression and mediation and moderation models. Each choice is motivated by the research questions: hypothesis testing involves measurement; conditional and indirect effects involve the covariance structure of a survey. The chapter has also been clear about the scope of the design – the non-probability sampling, cross-sectional horizon and stated willingness to pay. To state these limits in advance is a precondition of rigour, because it stipulates the weight of interpretation which the findings can carry. The results obtained from these procedures are presented in Chapter 4.

Chapter 4: Findings

4.1 Introduction

This chapter presents the results of the analysis of the survey data according to the plan outlined in Section 3.6. IBM SPSS Statistics with the PROCESS macro (Hayes, 2022) was used to analyse data and interpretation will be saved to Chapter 5.

4.2 Data Preparation and Response Profile

The screening protocol outlined in Section 3.4 resulted in the removal of four cases and 14 cases for zero variance on all 20 scale items, leaving 82 usable cases (82.0 per cent). This is below the target of 100 and above the a priori requirement of approximately 77.

4.3 Demographic Information

Table 4.1 and Figure 4.1 provide a sample which is skewed relative to the UK adult population: 82.9 per cent are between the ages of 18 and 34; there are approximately three males to every two females; and 72.0 per cent have a master's degree. This is due to the sampling strategy and limits generalisability.

Table 4.1: *Demographic profile of the achieved sample (n = 82)*

Characteristic	Category	Frequency (n)	Percentage (%)
Age group	18–24	17	20.7
	25–34	51	62.2
	35–44	9	11.0
	45–54	4	4.9
	55 or above	1	1.2
Gender	Man	60	73.2
	Woman	22	26.8

Highest level of education	Secondary school or below	7	8.5
	Bachelor	11	13.4
	Master	59	72.0
	PhD	1	1.2
	Other	1	1.2
	Prefer not to say	3	3.7
Product category purchased	Food and drink	31	37.8
sustainably most often	Clothing and fashion	27	32.9
	Household goods	13	15.9
	Personal care and beauty	8	9.8
	Other	3	3.7

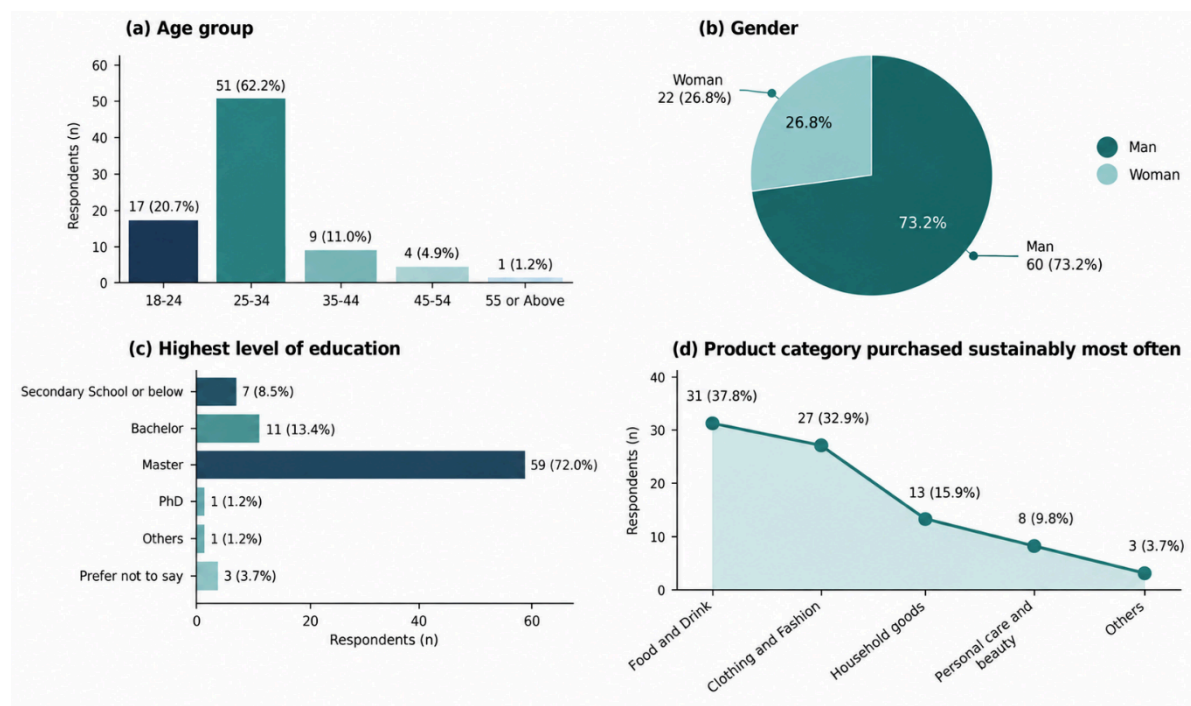


Figure 4.1: *Composition of the achieved sample by age, gender, education and product category (Source: author's own).*

4.4 Descriptive Analysis and Normality Testing

The endorsement is high and the variance is compressed: the mean for 18 of the 20 items is over 6.1; the skewness ranges from -1.7 to -3.8 . The only item that specifies an explicit trade-off between a more expensive and less expensive alternative is WTP4, which is near the midpoint ($M = 4.05$) and approximately bimodal the first hint of the attitude–behaviour gap.

Table 4.2: *Item-level descriptive statistics ($n = 82$)*

Construct	Item	Mean	SD	Skewness	Kurtosis	Min	Max
Perceived CSR	CSR1	6.51	1.27	-3.39	11.74	1	7
	CSR2	6.45	1.15	-3.19	11.71	1	7
	CSR3	5.63	1.92	-1.72	1.56	1	7
	CSR4	6.13	1.17	-3.13	11.81	1	7
	CSR5	6.28	1.14	-1.92	4.92	1	7
	CSR6	6.37	1.25	-2.24	4.95	1	7
Green trust	GT1	6.50	1.09	-3.56	14.90	1	7
	GT2	6.56	1.15	-3.77	15.19	1	7
	GT3	6.57	1.02	-3.58	15.08	1	7
	GT4	6.57	0.70	-1.80	3.21	4	7
	GT5	6.45	1.14	-2.99	9.80	1	7
Perceived greenwashing	PG1	6.52	1.07	-2.93	9.83	1	7
	PG2	6.55	0.88	-3.70	19.62	1	7
	PG3	6.62	0.78	-2.58	7.33	3	7
	PG4	6.57	0.93	-3.48	16.09	1	7
	PG5	6.44	1.02	-1.77	2.00	3	7
Willingness to pay a premium	WTP1	6.57	0.99	-3.22	12.70	1	7

	WTP2	6.54	1.15	-3.70	14.79	1	7
	WTP3	6.48	1.22	-3.21	10.85	1	7
	WTP4	4.05	2.30	-0.32	-1.54	1	7

The Shapiro–Wilk is significant for each composite (all $p < .001$), resulting in a rejection of the univariate normality. This is done following Field (2024) as regression is robust to non-normal predictors with this sample size, and the bootstrapped intervals below are distribution free, and the Spearman coefficient is reported in addition to the Pearson coefficient.

Table 4.3: *Descriptive statistics and normality tests for the composite variables (n = 82)*

Variable	Mean	SD	Min	Max	Skewness (SE = 0.27)	Kurtosis (SE = 0.53)	Shapiro–Wilk	p
Perceived CSR	6.44	0.94	2.67	7.00	-2.15	4.95	.656	< .001
Green trust	6.53	0.82	3.00	7.00	-2.45	6.75	.638	< .001
Perceived greenwashing	6.54	0.70	4.00	7.00	-1.46	1.41	.710	< .001
Willingness to pay a premium	6.53	0.93	2.33	7.00	-2.65	7.57	.581	< .001
Stated premium (%)	12.06	7.68	0.00	25.00	0.43	-0.82	.874	< .001

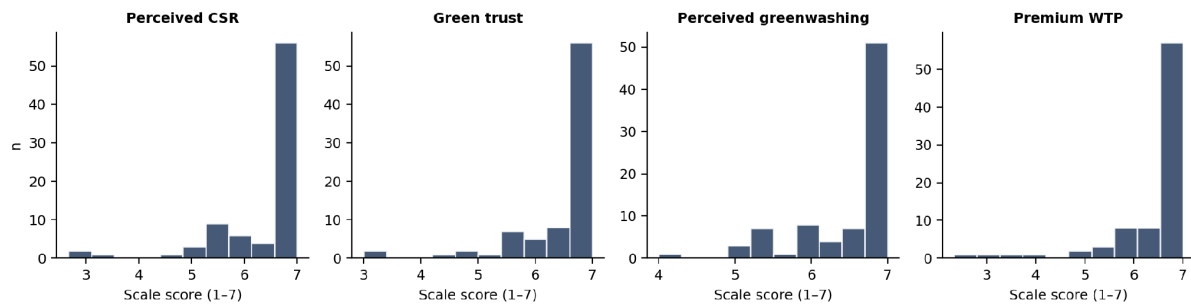


Figure 4.2: Distributions of the four composite scale scores (Source: author's own).

The item WTP5 is an interval item and is different. The modal response is 6 to 10 per cent and 18.3 per cent would pay more than 20 per cent. The mean premium (based on band midpoints) is 12.06 per cent (SD = 7.68, median 8.0).

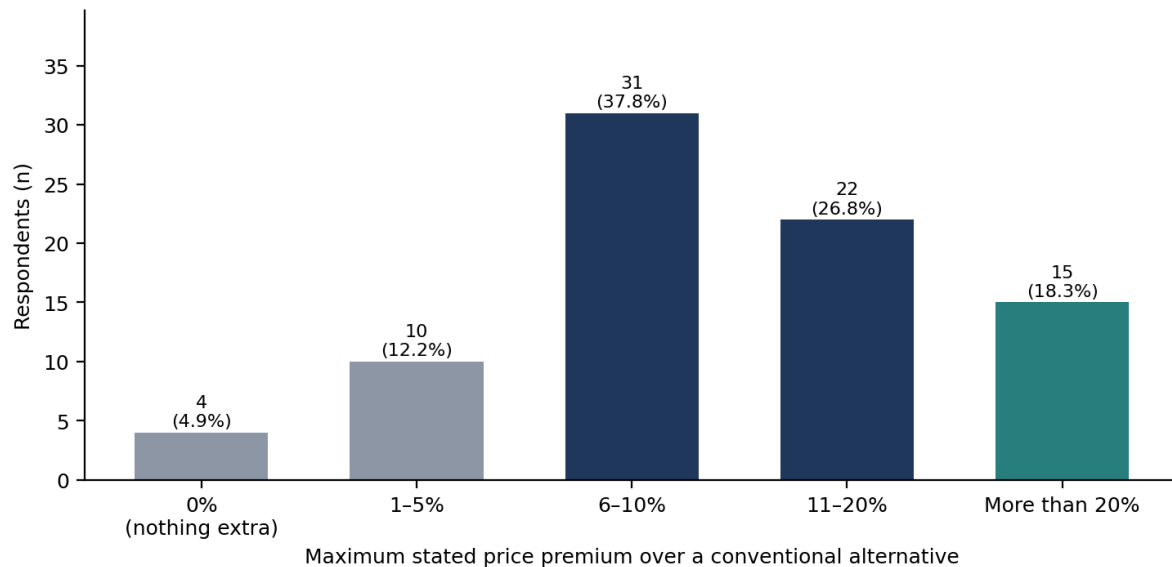


Figure 4.3: Distribution of the maximum stated price premium (Source: author's own).

4.5 Quality Measurement of the Main Variables

4.5.1 Reliability Test: Cronbach's Alpha and McDonald's Omega

Green trust ($\alpha = .853$) and perceived greenwashing ($\alpha = .793$) showed values above .70 while perceived CSR ($\alpha = .377$) and premium WTP ($\alpha = .408$) showed values that did not reach the .70 threshold. These low values reflect the actual response pattern: CSR3 (legal and ethical compliance) was rated lower and far more variably

($M = 5.63$, $SD = 1.92$) than the other CSR items ($M = 6.13$ – 6.51) and correlated negatively with the rest of the scale (corrected item-total $r = -.016$), indicating that respondents treated legal compliance, responsible sourcing and community support as separate CSR domains rather than one construct. Similarly, WTP4, the only item that imposed an explicit price trade-off, sat near the scale midpoint ($M = 4.05$, $SD = 2.30$) and was unrelated to the three attitudinal premium items (corrected item-total $r = .001$), so it captured behavioural choice rather than acceptance of the premium principle. In addition, the ceiling effect (18 of the 20 item means above 6.1) restricted item variance and depressed inter-item correlations, and because alpha assumes equal item loadings it understated reliability, as the higher omega values for perceived CSR (.539) and premium WTP (.730) show (Hayes and Coutts, 2020). Alpha improved to .655 and .769 respectively when CSR3, CSR4, CSR5 and WTP4 were removed (see their low corrected item-total correlations in Table 4.4); .60 is what Field (2024) considers tolerable.

Table 4.4: *Reliability of the measurement scales before and after item purification ($n = 82$)*

Construct	Items (k)	Cronbach's α	McDonald's ω	Lowest corrected item-total correlation	Assessment
Before purification					
Perceived CSR	6	.377	.539	-.016 (CSR3)	Unacceptable
Green trust	5	.853	.867	.541 (GT2)	Good
Perceived greenwashing	5	.793	.799	.419 (PG2)	Acceptable
Willingness to pay a premium	4	.408	.730	.001 (WTP4)	Unacceptable
After purification					

Perceived CSR (CSR3, CSR4, CSR5 removed)	3	.655	.751	.232 (CSR6)	Marginal but acceptable
Green trust (unchanged)	5	.853	.867	.541 (GT2)	Good
Perceived greenwashing (unchanged)	5	.793	.799	.419 (PG2)	Acceptable
Willingness to pay a premium (WTP4 removed)	3	.769	.832	.383 (WTP1)	Good

4.5.2 Validity Test: Confirmatory Factor Analysis

Every loading is significant ($p < .01$) and 12 of the 16 exceed .50. Cronbach's alpha of all four constructs is more than .70, and AVE of all constructs is greater than .50, except .452 for perceived greenwashing which is acceptable since CR = .801.

The global fit is poor for a model with 16 indicators, however, and the skew and inter-construct correlation are severe. The measurement model is thus interpreted as evidence of convergence at the item level and hypothesis testing is based on composite scores.

Table 4.5: *Confirmatory factor analysis — standardised loadings, average variance extracted and composite reliability (n = 82)*

Construct	Item	Standardised loading (λ)	p	AVE	CR	$\sqrt{\text{AVE}}$
Perceived CSR	CSR1	.762	—	.542	.753	.736
	CSR2	.973	< .001			
	CSR6	.313	.005			
Green trust	GT1	.798	—	.569	.866	.755

	GT2	.559	< .001			
	GT3	.842	< .001			
	GT4	.684	< .001			
	GT5	.849	< .001			
Perceived greenwashing	PG1	.691	—	.452	.801	.673
	PG2	.463	< .001			
	PG3	.744	< .001			
	PG4	.659	< .001			
	PG5	.763	< .001			
Willingness to pay a premium	WTP 1	.505	—	.629	.827	.793
	WTP 2	.836	< .001			
	WTP 3	.966	< .001			

Note. — indicates a loading fixed at 1.0 for scale identification. Model fit: $\chi^2(98) = 529.73$, $p < .001$; CFI = .592; TLI = .501; RMSEA = .233.

4.5.3 Exploratory Factor Analysis

The sampling is adequate and there are 4 components with eigenvalues above 1.0 corresponding with the theorised constructs which account for 73.49 per cent of the variance. The rotated solution is partly consistent: Premium WTP and greenwashing are loaded in the expected direction, CSR1, CSR2 and CSR6 are loaded in the green trust direction.

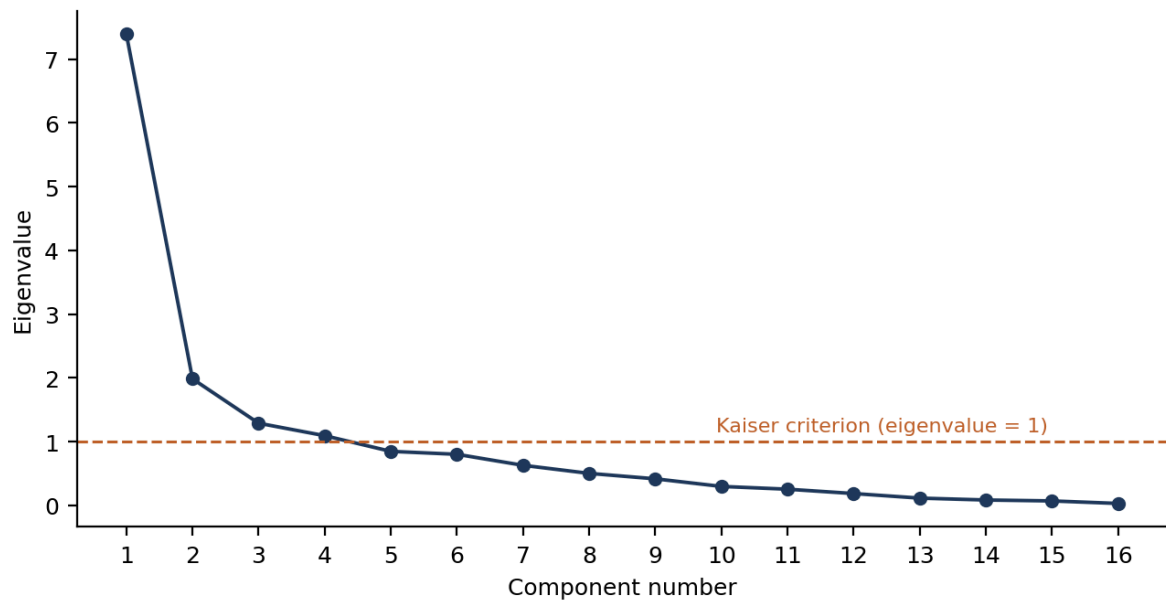


Figure 4.4: Scree plot of the 16 retained scale items (Source: author's own).

Table 4.6: *Rotated component matrix, principal component analysis with varimax rotation (n = 82)*

Item	Componen t 1	Componen t 2	Componen t 3	Componen t 4	Communalit y
CSR1		.898			.842
CSR2		.862			.873
CSR6	.846				.760
GT1		.880			.838
GT2	.794				.701
GT3	.503	.650			.759
GT4	.492		.498		.629
GT5	.410	.573	.458		.732
PG1	.614			.480	.653
PG2				.631	.586
PG3	.669				.702
PG4			.637	.556	.716

PG5				.666	.696
WTP1				.738	.665
WTP2			.877		.886
WTP3			.777		.721
Eigenvalue	7.389	1.985	1.289	1.094	
Variance explained (%)	19.75	21.68	17.49	14.57	73.49 (cumulative)

Note. KMO = .700; Bartlett's $\chi^2(120) = 1075.41$, $p < .001$. Loadings below .40 suppressed. Variance explained is after rotation.

4.5.4 Discriminant Validity and Correlations Between Constructs

All four Likert composites have strong inter-correlation, particularly between perceived CSR and green trust ($r = .803$) and between green trust and premium WTP ($r = .597$) (both $p < .001$). Spearman coefficients are similar, thus the pattern is not an artefact of the non-normality.

There are two findings that extend to the hypothesis testing. First, perceived greenwashing has a positive correlation with both premium WTP and green trust, when theory suggests the reverse correlation should exist, most plausibly because they were not reverse coded. Second, the Likert composites are almost unrelated to the interval premium measure ($r = .076$).

The discriminant validity is equally low, with the VAVEs of perceived CSR (.736) being lower than the correlation with green trust, and a heterotrait–monotrait ratio of 1.060. Here, the two constructs cannot be separated empirically, rendering mediation test below.

Table 4.7: *Correlation matrix and discriminant validity of the constructs ($n = 82$)*

Variable	1	2	3	4	5
1. Perceived CSR	(.736)	.803**	.576**	.486**	.258*

2. Green trust	.728**	(.755)	.667**	.597**	.155
3. Perceived greenwashing	.743**	.794**	(.673)	.672**	.144
4. Willingness to pay a premium	.672**	.757**	.870**	(.793)	.076
5. Stated premium (%)	.249*	.148	.136	.044	—

*Note. Pearson coefficients above the diagonal; Spearman coefficients below the diagonal. Values in parentheses on the diagonal are $\sqrt{AVE}$. ** $p < .01$, * $p < .05$ (two-tailed).*

4.5.5 Common Method Bias

The unrotated single factor solution explains 46.18 per cent of the variance, which is just under the 50 per cent mark which is considered a serious threat. This suggests that common method variance and acquiescence are increasing the observed relationships given the positive greenwashing correlations.

4.6 Regression Analysis and Hypothesis Testing

4.6.1 Assumption Testing

Multicollinearity is acceptable (the highest VIF = 3.00) and the residuals are independent (Durbin–Watson = 2.06). Heteroscedasticity ($p = .039$) and non-normal residuals ($p < .001$) both follow from the ceiling effect in the dependent variable. These violations affect only the precision of the standard errors, but not the bootstrapped intervals.

4.6.2 Hierarchical Regression: Testing H1 and H3

Table 4.8 shows a 3-step hierarchical regression. Perceived CSR adds a significant improvement at step 2 ($\Delta R^2 = .231$, $p < .001$; $\beta = .489$), supporting H1, and green trust a further improvement at step 3 ($\Delta R^2 = .126$, $p < .001$; $\beta = .614$), supporting H3. Importantly, the coefficient for perceived CSR becomes 0 when green trust is included ($p = .999$).

Table 4.8: Hierarchical regression predicting willingness to pay a premium ($n = 82$)

Predictor	Step 1 b (SE)	Step 1 β	Step 2 b (SE)	Step 2 β	Step 3 b (SE)	Step 3 β
Age group	−0.037 (0.140)	−.032	0.014 (0.124)	.012	0.119 (0.117)	.101
Gender (1 = woman)	0.190 (0.239)	.091	0.085 (0.212)	.041	0.117 (0.195)	.056
Education	−0.080 (0.176)	−.055	−0.056 (0.155)	−.038	−0.063 (0.143)	−.044
Product category (1 = food)	−0.068 (0.227)	−.036	−0.155 (0.200)	−.082	−0.070 (0.185)	−.037
Perceived CSR			0.483*** (0.100)	.489	0.000 (0.155)	.000
Green trust					0.697*** (0.180)	.614
R^2	.015		.246		.372	
Adjusted R^2	−.036		.196		.321	
ΔR^2	.015		.231***		.126***	
F for ΔR^2	0.29		23.29***		15.00***	
Model F	0.29		4.96***		7.39***	

Note. *** $p < .001$. Unstandardised coefficients b with standard errors in parentheses; β is the standardised coefficient. Highest VIF = 3.00; Durbin–Watson = 2.06.

4.6.3 Perceived CSR and Green Trust: Testing H2

Controlling for demographics, perceived CSR is a very strong predictor of green trust ($\beta = .796$, $p < .001$), explaining 66.7 per cent of the variance. However, there is strong support for H2, and this effect needs to be juxtaposed with the above-mentioned discriminant validity issues.

4.6.4 Mediation Testing: H4

The indirect effect, estimated with PROCESS Model 4 and based on 5,000 bootstrap resamples, is positive and significant ($ab = 0.483$, 95% CI [0.211, 0.726]) and essentially explains the total effect. This is full mediation since the direct effect is not significant. H4 is supported.

Table 4.9: Mediation analysis — indirect effect of perceived CSR on premium WTP through green trust (5,000 bootstrap samples)

Effect	Path	Coefficient	SE	95% CI (lower)	95% CI (upper)	Result
Path a: CSR → green trust	a	0.693	0.059	0.576	0.809	$p < .001$
Path b: green trust → premium WTP	b	0.697	0.180	0.338	1.055	$p < .001$
Total effect: CSR → premium WTP	c	0.483	0.100	0.284	0.682	$p < .001$
Direct effect: CSR → premium WTP	c'	0.000	0.155	-0.309	0.309	$p = .999$
Indirect effect ($a \times b$)	ab	0.483	0.132	0.211	0.726	Significant

Note. Bias-corrected bootstrap confidence intervals. Completely standardised indirect effect = .489; ratio of indirect to total effect = 1.00; Sobel $z = 3.68$, $p < .001$.

4.6.5 Moderation Testing: H5

H5 was tested using PROCESS Model 1 with mean-centred predictors. Interestingly, perceived greenwashing is a strong positive predictor of premium WTP ($\beta = .665$, $p < .001$) going against expectations. The interaction is negative as predicted; however, it does not make a significant contribution ($\Delta R^2 = .022$, $p = .071$). H5 is not supported at $\alpha = .05$.

However, simple slopes also reveal the hypothesised pattern: that the effect of perceived CSR is positive and significant at low levels of greenwashing ($b = 0.249$, p

= .044), not significant at the mean, and negative at high greenwashing. 18.3 per cent of the respondents are below the Johnson–Neyman transition at 5.91.

Table 4.10: *Moderation analysis — conditional effect of perceived CSR on premium WTP at three levels of perceived greenwashing*

Model term / conditional effect	b	SE	t	p	95% CI
Perceived CSR (centred)	0.061	0.104	0.59	.558	[−0.145, 0.267]
Perceived greenwashing (centred)	0.789	0.150	5.25	< .001	[0.489, 1.088]
CSR × greenwashing	−0.271	0.148	−1.83	.071	[−0.565, 0.024]
Conditional effect at low greenwashing (−1 SD, 5.85)	0.249	0.122	2.05	.044	[0.007, 0.491]
Conditional effect at mean greenwashing (6.54)	0.061	0.104	0.59	.558	[−0.145, 0.267]
Conditional effect at high greenwashing (+1 SD, 7.24)	−0.127	0.167	−0.76	.448	[−0.458, 0.205]

Note. ΔR^2 for the interaction = .022, $F(1, 74) = 3.36$, $p = .071$. Johnson–Neyman transition point = 5.91 on the seven-point greenwashing scale.

4.6.6 Secondary Outcome: The Stated Monetary Premium

This effect is reversed if the stated premium percentage is the dependent variable, as perceived CSR predicts the stated premium ($b = 3.35$, $p = .029$), while green trust does not ($p = .301$). The difference between the two is discussed in Section 5.6.

4.6.7 Group Comparisons

There were no significant gender or age group differences in premium WTP (all $p > .29$), nor were there differences between product categories. The mean stated

premiums were highest for respondents 25-34 years of age and for personal care and beauty products, but the cell sizes are too small for inferences.

4.6.8 Summary of Hypothesis Testing

Table 4.11 and Figure 4.5 summarise the hypothesis tests and the standardised result on each path.

Table 4.11: *Summary of hypothesis testing results*

Hypot hesis	Path tested	Standardis ed coefficient	Significanc e	Decision
H1	Perceived CSR → premium WTP (total effect)	$\beta = .489$	$t = 4.83, p < .001$	Supported
H2	Perceived CSR → green trust	$\beta = .796$	$t = 11.82, p < .001$	Supported
H3	Green trust → premium WTP	$\beta = .614$	$t = 3.87, p < .001$	Supported
H4	Perceived CSR → green trust → premium WTP	$ab = .489$ (standardise d)	95% CI [0.211, 0.726]	Supported (full mediation)
H5	Perceived greenwashing moderates CSR → premium WTP	$\beta = -.198$	$t = -1.83, p = .071$	Not supported

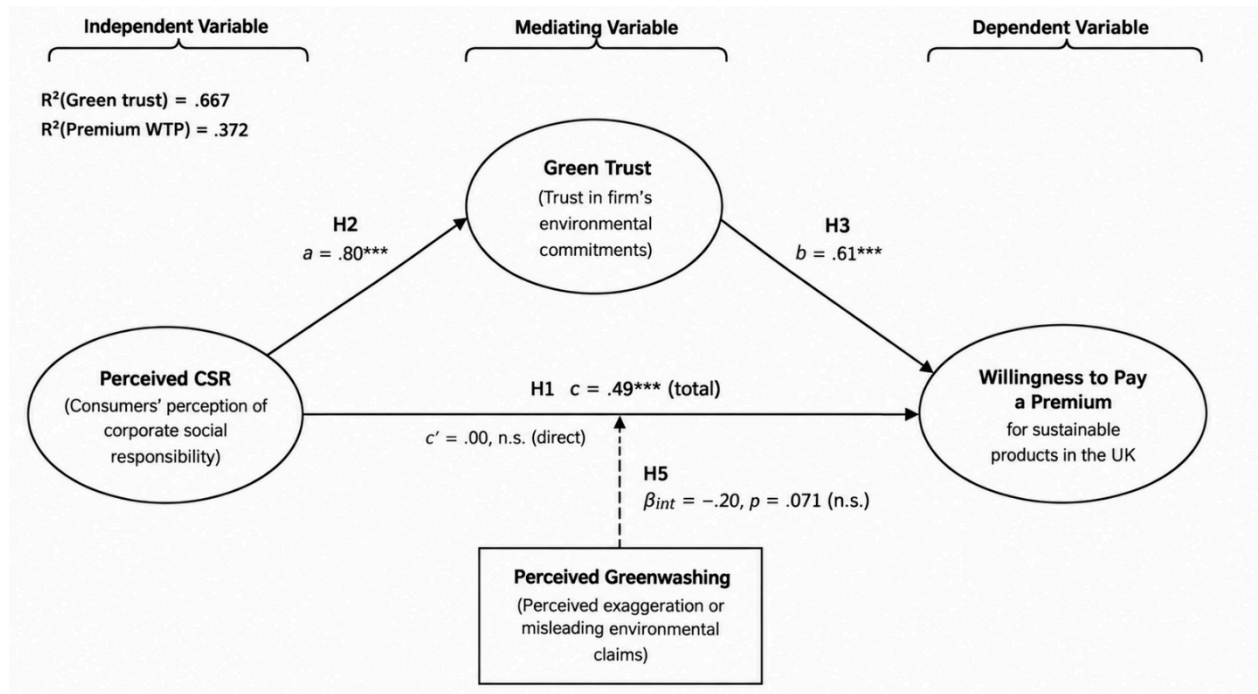


Figure 4.5: Tested conceptual model with hypothesis-testing results for each path
 (Source: author's own).

4.7 Chapter Summary

The perceived CSR has significant positive total effect on premium WTP, which works entirely through green trust (H1, H2, H3, H4), and the moderation role of perceived greenwash is directionally correct but not significant (H5). There are three findings that qualify this: Perceived CSR and green trust cannot be empirically separated, perceived greenwashing does not correlate negatively but positively, and attitudinal and monetary measures behave oppositely.

Chapter 5: Discussion

5.1 Introduction

This chapter interprets the results reported in Chapter 4 against the literature reviewed in Chapter 2 and the two research questions set out in Section 1.4. Follows the conceptual framework and not the order of the statistical output. The measurement scales are discussed in Section 5.2, as the findings will be weighted by the quality of the instrument. Section 5.3 responds to RQ1, while Sections 5.4 and 5.5 address the two components of RQ2; Section 5.6 discusses the divergence between the attitudinal and monetary measure of the premium; and Section 5.7 presents the methodological anomalies that qualify the analysis.

5.2 Discussion of Measurement Properties

Table 5.1 provides a summary of the properties of the four multiple-item scales. Two scales behaved as the literature indicated they should, and two did not, and the pattern is informative rather than merely inconvenient.

Table 5.1: *Measurement properties of the multiple-item scales (n = 82)*

Construct	# Items retained	Variation % explained by first factor	Item loadings range	Coefficient alpha	McDonald's omega	AVE score	Mean
Perceived CSR ¹	3 (of 6)	62	0.47–0.92	.655	.751	.542	6.44
Green trust ¹	5	65	0.69–0.90	.853	.867	.569	6.53
Perceived greenwashing ¹	5	55	0.59–0.83	.793	.799	.452	6.54

Willingness to pay a premium ¹	3 (of 4)	69	0.63–0.96	.769	.832	.629	6.53
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Note(s): ¹Seven-point scale: strongly disagree (1) to strongly agree (7). Loadings are from a single-factor principal component solution per construct. AVE is calculated from the four-factor confirmatory model reported in Table 4.5.

The green trust scale adapted from Borah, Dogbe and Marwa (2024) replicated well with $\alpha = .853$, as did the greenwashing scale adapted from Tu et al. (2024) and Rahman et al. (2025) with $\alpha = .793$, both of which are comparable to those found by the original authors. The perceived CSR scale did: three of its six items (legal and ethical compliance, responsible sourcing and community support) did not correlate with the rest of the scale and were therefore dropped. This is not random, but something that is theoretically interpretable. Carroll's (1991) pyramid considers legal, ethical, economic and philanthropic responsibilities as conceptually different, and Sen and Bhattacharya (2001) demonstrate that consumer responses differ depending on the perceived fit of each domain. The purification indicates that the public in the UK does not consider these dimensions as a composite construct: legal compliance is not seen as an indicator of responsibility as forecasted in Section 1.1. The retained items are all a general nature relating to environmental and societal responsibility, meaning that the final scale was measuring a more limited, one-dimensional version of environmental-CSR than the multi-dimensional one detailed in Section 2.5.

The failure of WTP4 is more consequential. Three of the four premium items formed a coherent scale ($\alpha = .769$) while the item asking whether respondents would still choose the sustainable option when priced above the alternative was uncorrelated with it and had a mean of 4.05 whereas all other items had a mean of 6.5. The three retained items ask about the acceptability in principle of paying more, while the discarded item asks whether the respondent would pay more. The attitude–behaviour gap in the measurements throughout Chapter 4, that is two variables which do not correlate, is an attitude towards the premium principle and the behavioural intention to pay a premium is the dependent variable.

5.3 RQ1: Perceived CSR and Willingness to Pay a Premium

The first research question asked to what extent consumer perceptions of CSR influence willingness to pay a premium in the UK. The overall effect is statistically significant and large ($\beta = .489$, $p < .001$), accounting for an extra 23.1 per cent of the variance beyond the demographic controls (Cohen's effect size $f^2 = .31$, which is considered large in Cohen's terms, 1988). H1 is supported.

This is directionally consistent with the CSR literature reviewed in Section 2.2.1, which consistently indicates that perceived CSR leads to a positive consumer response, and adds to the literature an outcome that was not measured by those studies: brand engagement. The present result is an empirical test of the pathway from stakeholder orientation to premium willingness theorised by Nazarenko and Saleh (2024) but only tested conceptually in that study. It is also aligned with Berger's (2019) evidence that green signaling leads to an increase in willingness to pay, and with the signaling account used in Section 2.3 that when sustainability is a credence attribute, an observable and costly CSR record can be used as a quality signal on which prices can be judged (Spence, 1973; Erdem and Swait, 1998).

Two qualifications matter. First, the size is greater than might be believed from the literature. As soon as price becomes part of the discussion, the impact of CSR diminishes, as reported by Chan et al. (2025) and Kolling et al. (2025a, 2025b); Deloitte (2024) states that 62 per cent of people in the UK say that price is the biggest obstacle. There is no need to resort to unusual generosity to explain why a UK sample should have this kind of effect, the measure taps into the attitude of paying more, on which cost pressure is far less relevant than on actual purchase. Second, the demographic controls were all non-significant, whereas some category-contingent effects were found by Shi and Jiang (2023) and some cohort differences are discussed by Gomes, Lopes and Nogueira (2023). This is better understood as a restricted range because 82.9 per cent of the sample was between the ages of 18-34.

Comparing the premium itself to the industry evidence which led to the study is also helpful. The average premium rate of 12.06 per cent is higher than the global average of 9.7 per cent (PwC, 2024) and significantly higher than the rates being suggested by Deloitte (2024) in the UK. The genial interpretation is that the credibility

gap is not as wide as the UK headlines suggest and there is a defensible premium around the 8-12 per cent mark. The sceptical reading, which aligns with the hypothetical bias literature, is that the stated premiums systematically exceed revealed premiums, and that a sample of young, highly educated and sustainability engaged consumers will do so even more. The second is the more defensible one and these figures should be viewed as an upper bound rather than a recommended price.

5.4 RQ2 (Part 1): The Mediating Role of Green Trust

The second research question was whether green trust and perceived greenwashing influence the CSR–premium relationship. The proof on trust is clear. The results showed that perceived CSR predicted green trust very strongly ($\beta = .796$, $p < .001$), green trust predicted premium willingness ($\beta = .614$, $p < .001$) and the bootstrapped indirect effect was significant (supporting H2, H3, and H4).

Table 5.2: *Direct and mediation effects*

Hypotheses	Standardised coefficients	Significant
H1: Perceived CSR → willingness to pay a premium (total effect)	.489	Yes ($p < .001$)
H2: Perceived CSR → green trust (path a)	.796	Yes ($p < .001$)
H3: Green trust → willingness to pay a premium (path b)	.614	Yes ($p < .001$)
Perceived CSR → willingness to pay a premium (direct effect, c')	.000	No ($p = .999$)
H4: Perceived CSR → green trust → willingness to pay a premium	.489 (indirect)	Yes, 95% CI [0.211, 0.726]
H5: Perceived CSR × perceived greenwashing → willingness to pay a premium	−.198	No ($p = .071$)

Perceived CSR → stated monetary premium (%)	.377	Yes (p = .029)
Green trust → stated monetary premium (%)	-.194	No (p = .301)

Note(s): Standardised coefficients from ordinary least squares regression controlling for age, gender, education and product category (n = 82). The indirect effect is the completely standardised effect from 5,000 bootstrap resamples with bias-corrected 95 per cent confidence intervals.

This unique finding is that the mediation was complete rather than partial, that is, the direct effect of perceived CSR was null after green trust was included ($c' = .000$, $p = .999$) and the indirect effect explained the total effect. It is the strongest form of mediation that was reported by Nguyen-Viet, Tran and Ngo (2024), and aligned with the wider stream where green trust is the mediator between CSR and green marketing and consumers' responses (Saif et al., 2024; Jabeen et al., 2023; Majeed et al., 2022). In its purest form, as per the predictions of Signalling theory, full mediation means that the signal itself does not have a direct effect on behaviour but rather has an indirect effect in that a signal is firstly assessed for credibility and then, if found credible, is converted to value and thus to an effect on behaviour (Connelly et al., 2011). According to this interpretation, CSR activity in the UK marketplace has no purchasing power in itself - it is only as important as the consumer believes it is.

The outcome also addresses dissent as noted in Section 2.2.3. The specification of green trust as a moderator instead of mediator is provided by Wang, Zaman and Alvi (2022), while the present data support the mediating specification for the attitudinal outcome. The direct link between trust and price premiums is not found by Abubakari et al. (2025) as they work through green perceived value. Section 5.6 shows that this study reproduces the Abubakari finding once the outcome is measured monetarily, which suggests the disagreement may be an artefact of how the premium is operationalised.

There is one warning to be heeded. The heterotrait–monotrait ratio between perceived CSR and green trust was 1.060 and the correlation between the two constructs was .803, which indicated the two constructs were not empirically separable in this sample. The extent of mediation is partly an artifact of construct

overlap because a mediator cannot be distinguished from the predictor and its effect cannot be demonstrated. The discovery should be interpreted as corroborating the trust-mediation literature and not as a robust stand-alone corroboration of the literature.

5.5 RQ2 (Part 2): The Moderating Role of Perceived Greenwashing

H5 predicted that perceived greenwashing would weaken the CSR–premium relationship. The interaction was in the expected direction, but not conventionally significant ($\beta = -.198$, $p = .071$). Again, the simple slopes revealed a pattern consistent with the hypothesis, being positive and significant for those low in their perceived greenwashing ($b = 0.249$, $p = .044$), non-significant at the mean, and negative among those high in their perceived greenwashing with the Johnson and Neyman transition at 5.91.

The most defensible interpretation is that the effect is present but was undetectable. With a sample size of 82, the power for detection of interaction terms is low, and they generally require much larger samples than main effects. More firmly, the mean for perceived greenwashing was 6.54 with almost no variance at the bottom of the distribution, indicating that the sample had few consumers who did not think that greenwashing is exaggerated. Moderator can't moderate without variation. An inconclusive finding is therefore reported instead of as evidence against the theory.

However, the substantive outcome, rather than a sterile interaction, is perhaps more intriguing. In this sample, most consumers in the UK felt that environmental claims were 'exaggerated' and 93.9 per cent agreed to pay more for sustainable products. Suspicion and willingness go hand in hand. This builds on the work of Lin, Kim and Kim (2026), which describes how poor signal quality leads to confusion and subsequently to scepticism, and demonstrates that scepticism can become so prevalent as to be considered a market condition, not an individual difference. It also provides empirical support to the regulatory argument made in Section 2.2.4: regulatory tools coming into effect from April 2025 (CMA, 2021, 2024) are responding to a true and widespread credibility gap, and that this is a widespread perception of greenwashing.

There is a need for a separate comment on the direction of the greenwashing main effect. Unlike Hameed et al. (2021), Isac et al. (2024) and Hung and Chang (2024) which reported negative correlation with perceived greenwashing, a positive correlation with premium willingness ($r = .672$) and green trust ($r = .667$) was found in this study. This is most likely an artefact of measurement. There was no reverse coding of the items, responses were in strong agreement with all the statements presented and Harman's test revealed that 46.18 per cent of variance was due to a single factor. Correlations yielded acquiescence bias, which means that they represent individuals' overall tendency to agree and not the constructs themselves. This reporting is required, the procedural remedies from Podsakoff et al. (2024) were unsuccessful in preventing the problem.

5.6 The Divergence Between Attitudinal and Monetary Premium

The most significant result of the study was not predicted. When the outcome was expressed as the percentage premium which respondents would be willing to pay, instead of simply as an agreement with the statements of premium, perceived CSR predicted the stated premium ($b = 3.35$, $p = .029$), green trust did not ($p = .301$), and the two were virtually uncorrelated ($r = .076$).

This is the attitude–behaviour gap quantifiable and precise. Respondents who strongly affirmed the principle of paying more were not more likely to nominate higher premium, and vice versa. Chapter 2 suggested that willingness to pay money (premium willingness) is a stronger measure than purchase intention, yet the present data indicate that this stringency largely depends on the way in which the premium is operationalised. The notion that "you would be willing to pay more" is closer to attitude than sacrifice and acts like an attitude. This reinforces the criticism of Duong (2024) and ElHaffar, Durif and Dube (2020), and the explanation why there are a lot of disparities in the premium willingness estimated by different studies: PwC (2024) reveals a premium willingness of 9.7 per cent globally, whereas Deloitte (2024) finds that only 36 per cent of UK consumers are willing to pay more. While the present sample reproduces both patterns at the same time, this indicates that the two figures are not contradictory but instead measuring different things.

The result also settles the apparent contradiction in the literature surrounding trusts identified in Section 2.2.3. While Abubakari et al. (2025) did not directly observe the effects of trust on price premium, the mediation stream always observed trust effects on intentions. In the present study both hold: green trust fully mediates the effect of CSR on attitudinal premium willingness but has no effect on the stated monetary premium. Trust seems to permit the belief that a premium is warranted without specifying its amount, which is what is important for the magnitude of the premium that is important commercially, but not for the belief that it is warranted.

Another implication for the theoretical perspective selected in section 2.3 is forthcoming. The theory of planned behaviour was rejected in favour of signalling theory because the phenomenon itself involved some form of monetary sacrifice and this partly confirms and partly challenges the decision. The complete mediation by green trust is exactly what signalling theory demands as an assessment of the presentation of the product by the receiver and the theory of planned behaviour would not have predicted the direct path to disappear completely. However, signalling theory also suggests that a credible signal should be followed by willingness to pay cost, and on the monetary metric it was not followed by willingness to pay cost through trust. The data indicates that the signalling account is the primary driver of the formation of the belief that a premium is warranted, with the valuation process that determines the specific amount to pay operating more like the green perceived value mechanism described by Shi and Jiang (2023) and Hu et al. (2024). The two processes seem to be successive not identical.

5.7 Methodological Reflections

Three features of the analysis constrain how far the findings can be pressed. The confirmatory measurement model failed to fit well (CFI = .592, RMSEA = .233) due to the small sample size, high inter-construct correlation and severe non-normality; this was the risk that was anticipated in Section 3.7, where it was expected that perceived CSR and green trust would not separate. Second, ceiling effects were ubiquitous as means on 7-point scales >6.4 leave little room for any model to account for and inflate correlations. Thirdly, common method variance exists. None of these renders the substantive pattern invalid, but each suggests that the magnitude of the coefficients needs to be considered as maximums.

It is worth noting what did not go wrong. The mediation result is not an artefact of the distributional violations, because it was calculated using bootstrapping, and the difference between the attitudinal and monetary outcomes is also not a common method effect because common method variance would lead to a larger, not smaller, difference between the two measures.

5.8 Chapter Summary

The answer to RQ1 is positive as there is a significant positive relationship between perceived CSR and willingness to pay a premium among the UK consumers. There are two steps to answering RQ2. Green trust fully mediates that relationship, which means that CSR effects on premium willingness are only through the change in consumers' belief in the firm which the mechanism signalling theory predicts. The result of the non-significant moderation was directionally correct, although it is more likely that the lack of a result was due to the high prevalence of greenwashing perception than to the absence of any effect. The difference between attitudinal and monetary measures indicates that green trust determines whether consumers accept a green premium, but not what the size of that premium will be, cutting across both questions.

Chapter 6: Conclusion

6.1 Introduction

This chapter summarises the findings of the research, outlines the theoretical contribution and managerial implications for UK businesses marketing sustainable products, and identifies the limitations of the research and the areas for further study it suggests. The research used a positivist, deductive, mono-method, quantitative research design and analysed the responses of 82 respondents using hierarchical regression, bootstrapped mediation and moderation analysis to examine the role of CSR in predicting consumers' willingness to pay a price premium for sustainable products in the UK.

6.2 Brief Summary of Key Findings

Four findings, based on literature reviewed in Chapter 2, extend the argument of this dissertation:

The perceived CSR shows a significant positive impact on willingness to pay a premium ($\beta = .489$, $p < .001$), whereas the literature has only revealed a similar relationship with purchase intention (Cuesta-Valiño et al., 2024; Nazarenko and Saleh, 2024).

The effect is completely by way of green trust. All mediation was complete, meaning that the direct path dropped to zero when trust was added, aligning with the focus of signalling theory on the credibility of the receiver (Connelly et al., 2011) and found by Nguyen-Viet, Tran and Ngo (2024).

Inspection of simple slopes revealed that the CSR–premium relationship was in the direction we had suggested, and the lack of significance was not because of the lack of an effect, but because the items in the sample had a near universal level of greenwashing perception ($M = 6.54$).

The relationship is deviating in terms of outcome measure. The monetary premium was correlated with perceived CSR ($p = .029$), but not with green trust, and the two measures were not correlated. Whether or not a premium is endorsed depends on trust, not the size of the premium that's accepted.

The Pearson and Spearman coefficients yielded consistent results; however, the magnitudes of the coefficients suffer from acquiescence bias and overlapping of constructs and should be interpreted as upper bounds.

6.3 Theoretical Implications

The first contribution relates to the theoretical foundations. The study is grounded in signalling theory, which holds that observable and costly signals reduce information asymmetry where quality cannot be verified before purchase (Connelly et al., 2025), and which has increasingly been applied to sustainability claims and greenwashing (de Freitas Netto et al., 2020; Lin, Kim and Kim, 2026). The findings confirm a strong version of that logic and add one refinement. Because the direct path from perceived CSR became zero once green trust was included, CSR activity appears to have no independent purchasing power; its whole effect passes through the receiver's credibility judgement. This is a stronger claim than recent intention-based studies make, since they report green trust as one of several parallel mechanisms alongside brand image, engagement and attribution (Nguyen-Viet, Tran and Ngo, 2024; Cuesta-Valiño et al., 2024; Dai and Guo, 2024). For monetary outcomes in a market where CSR has become a baseline expectation, the evidence suggests that credibility is not one route among many but the decisive one (Borah, Dogbe and Marwa, 2024; Saif et al., 2024).

The second contribution concerns boundary conditions. The study addresses the gap identified in Chapter 2, namely the lack of premium-willingness models that examine green trust and perceived greenwashing together (Di Pillo, Petti and Prisco, 2025; Borah, Dogbe and Marwa, 2024). The result is not the clean moderation that was hypothesised but something more informative: perceived greenwashing behaved as a market-level condition rather than an individual-level contingency. Scepticism was almost universal ($M = 6.54$), and only 18.3 per cent of respondents fell below the Johnson–Neyman point (Hayes, 2022). This extends Lin, Kim and Kim (2026) and Kolling et al. (2025a), who treat scepticism as a consumer-level response, by showing that when scepticism pervades a market it no longer differentiates consumers but sets a common discount that is applied to all green signals (Isac et al., 2024; Hung and Chang, 2024; Rahman et al., 2025). This is precisely the credibility problem that the Green Claims Code and the direct

enforcement powers introduced from April 2025 by the Digital Markets, Competition and Consumers Act 2024 are intended to correct (CMA, 2021, 2024).

The third contribution concerns mechanisms. The divergence between the attitudinal and monetary measures reveals a two-stage process that recent literature tends to treat as one. Green trust fully explained endorsement of the principle of paying more but not the monetary magnitude, whereas perceived CSR predicted the magnitude. This reconciles the finding of Abubakari et al. (2025) that trust in green labelling has no direct effect on price premiums, operating instead through green perceived value, with the trust effects reported in the mediation stream (Saif et al., 2024; Jabeen et al., 2023; Wu and Long, 2024). Both are correct, but they refer to different outcomes: a credibility assessment determines whether a premium is legitimate, and a separate valuation process, closer to the green perceived value mechanism (Shi and Jiang, 2023; Hu et al., 2024), determines how large it should be. The divergence is also consistent with meta-analytic evidence that hypothetical willingness to pay systematically departs from real willingness to pay (Schmidt and Bijmolt, 2020) and with the persistent attitude–behaviour gap in green consumption (ElHaffar, Durif and Dube, 2020; Duong, 2024).

The fourth contribution is a refinement of the conceptual model presented in Section 2.5. The direct CSR–premium path should be dropped for attitudinal outcomes but retained for monetary ones; the greenwashing moderator should be respecified as a market-level condition; and the dependent variable should be disaggregated, because endorsement of a premium and its magnitude are empirically distinct outcomes (Nazarenko and Saleh, 2024; Abubakari et al., 2025). The perceived CSR construct also needs narrowing. The legal-compliance, sourcing and philanthropy items did not group with the environmental-responsibility items, suggesting that UK consumers do not perceive the economic, legal, ethical and philanthropic domains of CSR (Carroll, 2021) as a single construct, and that perceived fit and authenticity determine which domains are treated as credible (Afzali and Kim, 2021; Gleim et al., 2023).

These insights are likely to generalise to other mature, high-disclosure consumer markets where sustainability claims are prevalent and regulated, environmental attributes are credence attributes and cost-of-living pressure constrains discretionary

spending (Deloitte, 2024; Filip et al., 2025). They are less likely to transfer to markets where green claims are new, where verification is contractual, as in business-to-business settings (Nguyen-Viet and Tran, 2024), or where sustainability benefits are experienced directly. The concentration of the sample among younger, highly educated consumers further limits transfer (Gomes, Lopes and Nogueira, 2023).

6.4 Managerial Recommendations

The findings translate into five recommendations for UK retailers and for fast-moving consumer goods, fashion and personal-care brands that price sustainable ranges above conventional alternatives. Each recommendation specifies the manager responsible, the action required, how it should be implemented and the evidence from this study that justifies it; they are summarised in Table 6.1.

Recommendation 1: The Head of Sustainability should replace claim volume with verifiable proof.

Who: the Head of Sustainability (or Chief Sustainability Officer), supported by the Procurement and Supply Chain Manager. **What and how:** in the next budget cycle, part of the CSR communication budget should be moved from new campaigns and initiatives to evidence that consumers can check. This means publishing product-level carbon and sourcing data with a named methodology, obtaining independent third-party certification for the best-selling sustainable lines (for example, Fairtrade, FSC or Carbon Trust, depending on the category), and adding supply-chain traceability such as on-pack QR codes linking to supplier and audit information. Progress should be reported to the board every quarter using three indicators: the percentage of environmental claims backed by documented evidence, certification coverage of sustainable product lines, and green-trust scores from the firm's brand-tracking survey. **Why:** perceived CSR influenced premium willingness only through green trust (full mediation; indirect effect 95% CI [0.211, 0.726]), so CSR activity that consumers do not believe produces no premium acceptance (Nguyen-Viet, Tran and Ngo, 2024; Connelly et al., 2025).

Recommendation 2: The Marketing Director and the Legal and Compliance Manager should redesign green communication for a sceptical audience.

Who: the Marketing Director or Brand Manager, with the Legal and Compliance Manager holding final sign-off. **What and how:** a mandatory pre-publication claims review should be introduced so that every environmental claim on pack, online and in advertising is checked against the six principles of the Green Claims Code before release (CMA, 2021). Vague terms such as “eco-friendly”, “green” or “natural”, and nature imagery used without supporting data, should be replaced with specific, quantified claims that state their scope and link to evidence (for example, “made with 40 per cent recycled plastic, independently verified”). A central claims register should record the evidence behind each claim, and marketing staff should be trained annually on CMA sector guidance (CMA, 2024). **Why:** perceived greenwashing was almost universal in the sample ($M = 6.54$ on a seven-point scale), so consumers must be assumed to discount unsupported claims by default; in addition, since April 2025 the CMA can directly fine firms up to 10 per cent of global turnover for misleading claims (Digital Markets, Competition and Consumers Act 2024).

Recommendation 3: The Pricing Manager should set a conservative initial premium and validate it with real sales data.

Who: the Pricing or Revenue Manager, working with the Category Manager for each product category. **What and how:** sustainable lines should be launched or repriced at a premium of about 8 per cent over the conventional equivalent, which is the median stated premium in this study, rather than at the 12.06 per cent mean. The premium should then be tested category by category through controlled in-store or online price tests over eight to twelve weeks, comparing sales volume, conversion and gross margin at 8, 10 and 12 per cent, and it should be raised only where the margin gained exceeds the volume lost. **Why:** stated willingness to pay overestimates real willingness to pay, with meta-analytic evidence showing an average hypothetical bias of around 21 per cent (Schmidt and Bijmolt, 2020), and this sample was dominated by young, highly educated respondents. Over-pricing makes sustainable ranges uncompetitive in a market where 62 per cent of UK consumers cite cost as a barrier, whereas under-pricing forgoes the margin needed to fund sustainability investment (Deloitte, 2024).

Recommendation 4: The Marketing Director and the Product Development Manager should run separate programmes for premium acceptance and premium size.

Who: the Marketing Director (credibility programme) and the Product Development or Category Manager (value programme). **What and how:** the credibility programme should use the verified evidence from Recommendation 1 in brand-level communication, such as annual impact reports, certification marks and third-party endorsements, and should be measured through green-trust and premium-acceptance scores. The value programme should communicate product-level benefits that consumers experience personally, such as durability, performance, health and cost-in-use (for example, cost per wear for clothing or cost per wash for detergent), and should be measured through the average premium achieved and repeat purchase rates. The two programmes should have separate budgets and key performance indicators so that trust-building is not judged on premium size. **Why:** green trust determined whether respondents accepted that a premium was legitimate but did not predict the monetary premium ($p = .301$), whereas perceived CSR did ($p = .029$), and the two premium measures were almost uncorrelated ($r = .076$), showing that acceptance and valuation are separate decisions (Abubakari et al., 2025; Shi and Jiang, 2023).

Recommendation 5: The Customer Insight Manager should test segment assumptions before any differential pricing.

Who: the Customer Insight or CRM Manager, reporting to the Commercial Director. **What and how:** before introducing segment-based pricing or targeting, such as charging higher premiums to younger or more educated shoppers, loyalty-card, e-commerce and transaction data should be analysed to establish whether actual premium purchases differ by age, gender, education or product category. Where data allow, a short choice-based conjoint survey of the firm's own customers should be used to estimate segment-level willingness to pay, and the results should be reviewed every six months. **Why:** no demographic variable predicted willingness to pay a premium in this study (all $p > .29$), so commonly assumed segment differences are not supported and should be verified with behavioural data rather than assumed (Gomes, Lopes and Nogueira, 2023; Filip et al., 2025).

Table 6.1: Summary of managerial recommendations

Recommendation	Responsible manager	Key actions	Success indicators
1. Replace claim volume with verifiable proof	Head of Sustainability; Procurement and Supply Chain Manager	Reallocate budget to certification, published product-level data and supply-chain traceability	Share of claims substantiated; certification coverage; green-trust score
2. Communicate for a sceptical audience	Marketing Director; Legal and Compliance Manager	Pre-publication review against the Green Claims Code; replace vague claims with quantified, verified claims; keep a claims register	Claims passing review; regulatory or consumer challenges; register completeness
3. Set a conservative, tested premium	Pricing Manager; Category Managers	Launch at about 8 per cent; run 8–12-week price tests at 8, 10 and 12 per cent by category	Volume, conversion and margin at each price point
4. Separate premium acceptance from premium size	Marketing Director; Product Development Manager	Run separate credibility and value-articulation programmes with separate budgets and KPIs	Premium acceptance; average premium achieved; repeat purchase
5. Test segment assumptions	Customer Insight Manager	Analyse transaction data and run conjoint studies before differential pricing	Segment-level willingness-to-pay estimates, reviewed six-monthly

Source: author's own, based on the findings of this study.

6.5 Limitations and Directions for Future Research

These conclusions are subject to four limitations. First, stated willingness to pay was considered in the design, but Section 5.6 showed that there is a difference between stated willingness to pay and revealed willingness to pay. Second, the sample of 82 non-probability respondents was highly skewed towards young consumers (18-34 years of age) and highly educated consumers (up to the master's degree level), which makes generalisation to the UK population too speculative and the number of consumers too small to satisfy the power requirement for the interaction test. Thirdly, material measurement issues were identified: poor confirmatory fit, unempirical separate nature of perceived CSR and green trust, acquiescence bias by virtue of not reverse coding greenwashing items, and severe ceiling effects. Fourth, the cross-sectional horizon creates an association and not a cause and effect.

There are four research directions that follow. Most importantly, the elegant proposals need to be subjected to actual, not stated, preference and their validity need to be assessed using choice experiments, conjoint designs or field experiments with real price changes. Secondly, the instrument needs to be redeveloped: by reverse-coding the greenwashing items, a more limited environmental-CSR construct and premium behaviourally anchored measures would speak directly to the acquiescence, discriminant validity and ceiling issues. Thirdly, the above-mentioned two-stage process should be explicitly tested by modelling green perceived value and green trust as Abubakari et al. (2025) have done. Fourth, the greenwashing moderation needs to be tested for adequate power with larger and more representative samples in the UK.

6.6 Closing Statement

The findings of this dissertation highlight the importance of building green trust as the precondition for higher premiums for sustainable products as perceived by UK consumers; corporate social responsibility has no commercial value if consumers do not believe in it. It also indicates that, when it comes to premiums, it's a question of whether they will be accepted or not, and not how big they can be. These insights are most relevant to the more mature markets that are highly regulated and in which environmental claims are common, cannot always be verified at the point of sale and

are often sceptically received, where credibility is the commercial commodity in short supply rather than action.

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Appendices

Appendix A: Survey Questionnaires



CSR and Consumer Willingness To pay a Premium For Sustainable Products in the UK.

PARTICIPANT INFORMATION SHEET
Date: 11/08/2026
Research Study Title:
The Role of CSR in Influencing Consumer Willingness to Pay a Premium for Sustainable Products in the UK
Researcher: Sheak Raisha Anjum Asha
Institution: University of Wales Trinity Saint David (UWTSD), London Campus
Introduction
My name is Sheak Raisha Anjum Asha, and this research is being conducted as part of a Master's degree at the University of Wales Trinity Saint David (UWTSD), London Campus. This study aims to examine how consumers' perceptions of Corporate Social Responsibility (CSR) influence their willingness to pay a premium for sustainable products in the UK.
Before deciding whether to participate, please read the information below carefully. Participation is entirely voluntary.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

Participant Information Sheet

What is the purpose of the study and how will it be carried out?
The purpose of this research is to investigate the role of Corporate Social Responsibility (CSR) in influencing consumers' willingness to pay a premium for sustainable products in the UK.
The objectives of the study are:

1. **To evaluate the extent to which consumers' perceptions of CSR influence their willingness to pay a premium for sustainable products in the UK.**
2. **To examine the mediating role of green trust in the relationship between perceived CSR and willingness to pay a premium.**
3. **To assess the moderating effect of perceived greenwashing on the relationship between perceived CSR and willingness to pay a premium, and to derive evidence-based CSR communication and pricing recommendations for UK firms marketing sustainable products.**

The research uses a quantitative approach. Data will be collected through an online questionnaire and analysed statistically using **SPSS**. The study targets adults aged 18 or above who live in the UK and purchase consumer products. The main constructs in the questionnaire will be measured using a **seven-point Likert scale**.

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Why have I been invited to take part?

You have been invited because you are an adult consumer aged 18 or above who lives in the UK and purchases consumer products.

Your views are valuable in understanding whether consumers' perceptions of CSR influence their willingness to pay a premium for sustainable products.

Do I have to take part?

No. Participation is entirely voluntary. You may choose not to participate without giving any reason.

If you decide to participate, you may withdraw your responses before submitting the questionnaire. Once the questionnaire has been submitted and the data have been anonymised, it will no longer be possible to identify or withdraw your individual response.

What will taking part involve?

If you agree to participate, you will complete one online questionnaire. It should take approximately **5–10 minutes** to complete.

The questionnaire will ask about your perceptions of CSR, your trust in companies' environmental and sustainability claims, your perceptions of greenwashing, and your willingness to pay a premium for sustainable products. The questionnaire will also include some general demographic questions.

The main research constructs will be measured using a **seven-point Likert scale**, ranging from **1 = Strongly Disagree** to **7 = Strongly Agree**.

There is no face-to-face interaction required.

Will my participation be confidential?

Yes. Your participation will be treated as confidential and anonymous.

No personally identifiable information will be intentionally collected. The results will be analysed and reported in aggregate form so that individual participants cannot be identified.

Access to the research data will be restricted to authorized individuals where required for academic purposes.

The study follows a data-minimization approach, and personal identifiers and special-category personal data are not intentionally collected through the questionnaire.

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What will you do with the results of the research?

The questionnaire responses will be statistically analysed using SPSS and used as part of the researcher's Master's dissertation.

The findings may also be used in academic presentations or other academic outputs. Individual participants will not be identifiable in the reporting of the results.

The research will report both significant and non-significant findings to maintain academic integrity.

Data Privacy and Storage

Research data will be handled in accordance with applicable UK data protection requirements, including the UK GDPR, and the research ethics and data-management requirements of UWTSd.

The research data will be stored securely on a password-protected and encrypted device accessible only to the researcher, where applicable, and will be securely destroyed in accordance with the approved research data-management and retention requirements of UWTSd.

What happens next?

Thank you for your interest in participating in this research.

If you decide to participate, you will be asked to read and complete the Participant Consent section before accessing the questionnaire.

By selecting the consent option, you confirm that you have understood the information provided and agree to participate voluntarily.

Please keep a copy of this information sheet for your records if you wish.

Contact for further information

If you have any questions or require further information about this research, please contact:

Researcher: Sheak Raisha Anjum Asha

Email: 2503888@student.uwtsd.ac.uk

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* Required

PARTICIPANT CONSENT

Research Study Title:

The Role of CSR in Influencing Consumer Willingness to Pay a Premium for Sustainable Products in the UK

Name of Researcher: Sheak Raisha Anjum Asha

Please read each statement carefully:

- I confirm that I have read and understood the Participant Information Sheet.
- I understand the purpose of this research and what my participation involves.
- I understand that participation is voluntary.
- I understand that I may withdraw before submitting my questionnaire.
- I understand that once my responses have been submitted and anonymised, they cannot be withdrawn.
- I understand that my responses will be treated confidentially and used for academic research purposes.
- I understand that the anonymised research data may be reviewed by the researcher and authorised academic staff where required.

1. Consent

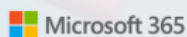
Please select one option: *

- ☐ I agree to the above statements and confirm that I wish to participate in this research.

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CSR and Consumer Willingness To pay a Premium For Sustainable Products in the UK.

* Required

Section 1: Screening Question

2. Are you aged 18 or above? *

☐ Yes

☐ No

3. Have you purchased or considered purchasing a product marketed as sustainable, environmentally friendly, or socially responsible? *

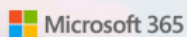
☐ Yes

☐ No

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Section

Section 2: Demographic and Control variables

4. What is your age group? *

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55 or Above

5. What is your Gender? *

- ☐ Woman
- ☐ Man
- ☐ Non-binary
- ☐ Prefer not to say
- ☐ Other

6. What is your Highest level of education? *

- ☐ Secondary School or below
- ☐ Master
- ☐ Bachelor
- ☐ PhD
- ☐ Prefer not to say
- ☐ Others

7. 1. Which Product Category do you Purchase sustainably most often? *

- ☐ Food and Drink
- ☐ Clothing and Fashion
- ☐ Household goods
- ☐ Personal care and beauty
- ☐ Others

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Section 3: Perceived Corporate social Responsibility (CSR)

8. These brands take genuine responsibility for their environmental impact ? *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat Agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

9. These brands comply with legal and ethical standards in how they operate . *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat disagree	Somewhat agree
Statement 1	☐	☐	☐	☐	☐	☐	☐

10. These brands source their materials and labour responsibly. *

	Disagree	Strongly disagree	Agree	Strongly agree	Neither agree nor disagree	Somewhat agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

11. These brands support community and social causes. *

	Agree	Neither agree nor disagree	Strongly agree	Disagree	Strongly disagree	Somewhat agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

12. Overall, these brands behave in a socially and environmentally responsible way. *

	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Strongly agree	Strongly disagree	Agree	Disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

13. These Brands contribute to the wellbeing of society beyond their own profit. *

	Strongly Agree	Strongly disagree	Neutral	Agree	Disagree	Somewhat agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

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Section 4: Green Trust

14. I believe the environmental claims made by these brands are trustworthy. *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

15. The environmental commitments of these brands are generally reliable. *

	Strongly agree	Strongly disagree	Neither agree nor disagree	Agree	Disagree	Somewhat Agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

16. I trust these brands to keep the sustainability promises they make. *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat agree	Very disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

17. These brands are competent in managing their environmental responsibilities. *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

18. Overall, I have confidence in the environmental performance of these brands. *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat disagree	Somewhat agree
Statement 1	☐	☐	☐	☐	☐	☐	☐

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Section 5: Perceived Greenwashing

19. These Brands overstate how environmentally friendly their products are. *

	Strongly Agree	Strongly disagree	Agree	Disagree	Neutral	Somewhat agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

20. These brands highlight one green feature to draw attention away from less green practices. *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

21. Environmental claims on these products are often vague or difficult to verify. *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat Disagree	Somewhat agree
Statement 1	☐	☐	☐	☐	☐	☐	☐

22. These brands use green imagery that is not supported by real action. *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat Agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

23. Overall, environmental claims in this market are exaggerated. *

	Strongly agree	Disagree	Agree	Neutral	Strongly disagree	Somewhat Agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

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Section 6: Willingness to pay a premium (WTP)

24. I am willing to pay more for a product that is produced sustainably. *

	Strongly Agree	Strongly Disagree	Somewhat Agree	Somewhat Disagree	Neutral	Agree	Disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

25. It is acceptable to me that sustainable products cost more than conventional Ones. *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Somewhat Agree	Somewhat Disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

26. I would accept a higher price for a product from a socially responsible brand. *

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Very disagree	Somewhat agree
Statement 1	☐	☐	☐	☐	☐	☐	☐

27. I would still choose the sustainable option if it were priced above the alternative. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Somewhat Agree	Somewhat disagree
Statement 1	☐	☐	☐	☐	☐	☐	☐

28. What is the maximum extra amount you would be willing to pay for a sustainable product compared with a conventional alternative? *

- ☐ 0% - 5%
- ☐ 6% -10%
- ☐ 11%-20%
- ☐ More than 20%
- ☐ 0% - I would not pay anything extra

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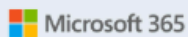
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Appendix B: Summary of Data Preparation Decisions

Table B.1: *Summary of data preparation decisions*

Stage	Decision	Cases / items affected
Screening	Removed respondents who declined consent, reported being under 18, or reported no experience of sustainable products	4 cases removed
Response-pattern check	Removed cases with zero variance across all 20 scale items (straight-lining)	14 cases removed
Recoding	Verbatim Likert labels mapped to a 1–7 numeric scale; platform label variants merged	All 20 items
Scale purification	Removed items with corrected item-total correlations below .30	CSR3, CSR4, CSR5, WTP4
Final analytic sample	Complete cases on all retained items	n = 82 (82.0% retention)

Appendix C: Excel Analysis

AgeID	Age	Gender	Education	Category	CSR1	CSR2	CSR3	CSR4	CSR5	CSR6	G11	G12	G13	G14	G15	G16	G17	G18	G19	G20	G21	G22	G23	G24	G25	WTP1	WTP2	WTP3	WTP4	PremiumBand	PremiumPct			
135-44	Man	Secondary School or below	Food and Drink		7	7	7	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	11-20%	15.5			
235-34	Man	Bachelor	Food and Drink		7	7	7	1	6	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	11-20%	15.5			
335-34	Man	Master	Clothing and Fashion		7	6	6	6	7	1	7	7	6	6	6	6	6	6	7	4	7	6	6	4	7	6	6	4	More than 20%	15.5				
435-34	Man	Master	Clothing and Fashion		7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	More than 20%	25			
535-34	Woman	Master	Clothing and Fashion		7	7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	6-10%	8		
635-34	Man	Master	Household goods		7	7	7	1	7	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	11-20%	15.5		
735-34	Man	Master	Food and Drink		4	4	2	4	4	2	4	2	2	4	4	6	6	4	6	6	6	7	1	4	5	1	5%	2.5			1-5%	2.5		
835-34	Man	Master	Food and Drink		7	7	7	7	1	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	6-10%	8		
935-34	Man	Master	Clothing and Fashion		1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	6-10%	8		
1035-24	Man	Master	Clothing and Fashion		7	7	6	6	7	7	7	7	7	7	7	6	7	6	7	6	7	6	7	6	6	6	6	6	6	1	6-10%	8		
1135-34	Woman	Master	Personal care and beauty		7	7	7	7	6	6	6	6	6	6	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	1	More than 20%	25		
1235-34	Man	Master	Others		7	7	7	2	6	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	11-20%	15.5		
1335-24	Man	Master	Clothing and Fashion		7	5	7	7	4	7	7	7	7	7	6	5	7	7	7	6	7	7	7	1	1	1	1	1	1	1	11-20%	15.5		
1435-34	Man	Bachelor	Food and Drink		7	7	6	6	5	7	7	7	6	6	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	4	6-10%	8		
1535-34	Man	Master	Others		7	7	7	1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	0% (none)	0		
1635-24	Man	Bachelor	Food and Drink		7	7	6	6	7	7	7	6	7	6	6	6	6	6	6	7	6	6	7	7	7	7	7	7	7	7	7	4	6-10%	8
1735-34	Man	Master	Food and Drink		7	7	7	1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	6-10%	8	
1835-34	Woman	Master	Personal care and beauty		7	7	7	6	6	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	6-10%	8	
1935-44	Man	Bachelor	Clothing and Fashion		7	7	7	6	7	7	6	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6-10%	8	
2035-44	Woman	Master	Household goods		7	7	6	6	5	7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	11-20%	15.5	
3135-24	Man	Secondary School or below	Food and Drink		7	7	6	6	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	11-20%	15.5		
3235-24	Man	Master	Clothing and Fashion		1	1	7	7	7	7	1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	6-10%	8	
3355-34	Man	Bachelor	Food and Drink		7	7	7	6	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	0% (none)	0	
3455-34	Woman	Master	Clothing and Fashion		7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	6-10%	8	
3555-34	Woman	Master	Clothing and Fashion		7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	11-20%	15.5	
3655-34	Woman	Master	Household goods		7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	11-20%	15.5	
3755-34	Man	Master	Clothing and Fashion		7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	11-20%	15.5	
3855-34	Woman	Master	Household goods		7	7	7	1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	More than 20%	25	
3955-34	Man	Master	Household goods		7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	More than 20%	25	
4055-34	Man	Master	Clothing and Fashion		7	7	7	6	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6-10%	8	
4155-34	Man	Master	Household goods		7	7	7	6	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	More than 20%	25	
4255-54	Man	Bachelor	Food and Drink		6	4	7	7	7	7	6	6	6	6	6	5	3	4	4	4	4	5	4	6	4	4	4	4	4	4	1	1-5%	2.5	
4355-34	Man	Master	Food and Drink		7	6	7	6	7	7	7	6	6	6	6	7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	1	6-10%	8	
4455-44	Man	Master	Clothing and Fashion		7	6	6	6	7	6	6	6	7	6	4	6	6	6	6	6	6	7	6	6	6	7	7	6	7	7	6	6-10%	8	
4555-34	Man	Master	Household goods		6	6	6	7	6	4	6	6	4	6	6	4	6	6	6	5	1	5	1	2	1	2	1	2	1	2	11-20%	15.5		
4655-24	Woman	Master	Clothing and Fashion		7	7	7	7	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6-10%	8	
4755-34	Man	Master	Others		4	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	0% (none)	0		
4855-34	Man	Master	Food and Drink		7	6	6	6	6	7	7	7	7	7	7	7	7	5	7	7	7	7	7	7	7	7	6	4	7	7	More than 20%	25		
4955-54	Man	Others	Food and Drink		7	7	6	6	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	4	6-10%	8	
5055-34	Man	Master	Food and Drink		6	6	7	7	7	6	6	7	6	7	7	6	7	6	6	6	6	6	6	6	6	6	6	6	6	6	7	More than 20%	25	
5135-24	Man	Master	Clothing and Fashion		6	6	6	7	7	7	7	7	7	7	7	7	7	6	7	6	7	7	6	7	6	7	6	7	6	7	6	6-10%	8	
5235-24	Man	Master	Clothing and Fashion		7	7	6	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6-10%	8	
5355-34	Man	Master	Clothing and Fashion		7	7	6	6	5	4	6	6	6	6	6	6	6	6	6	6	7	7	7	7	7	7	7	7	7	7	7	1-5%	2.5	
5455-34	Woman	Master	Food and Drink		7	7	6	6	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	More than 20%	25	
5555-34	Man	Master	Personal care and beauty		7	7	6	5	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1-5%	2.5	
5655-34	Man	Secondary School or below	Food and Drink		7	7	6	6	6	4	7	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	1	6-10%	8	
5755-34	Woman	Master	Food and Drink		7	7	6	6	6	4	7	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1-5%	2.5	
5855-44	Man	Prefer not to say	Clothing and Fashion		7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6-10%	8	

RespID	Age	Gender	Education	Category	C5R1	C5R2	C5R3	C5R4	C5R5	C5R6	G1	G2	G3	G4	G5	P01	P02	P03	P04	WTP1	WTP2	WTP3	WTP4	Premiumband	PremiumPct			
59:25-34	Man	Master		Food and Drink	7	7	6	6	7	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	6	1-5%	2.5	
60:25-34	Woman	Master		Personal care and beauty	7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	More than 20%	25	
61:18-24	Man	Master		Food and Drink	5	6	6	6	7	5	6	5	5	5	6	6	6	5	5	6	6	6	6	6	6	6	1-5%	2.5
62:25-34	Man	Master		Food and Drink	7	7	6	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1-5%	2.5	
63:25-34	Man	Master		Food and Drink	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1-5%	2.5	
64:25-34	Woman	Master		Clothing and Fashion	7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	More than 20%	25
65:18-24	Woman	Secondary School or below		Food and Drink	7	7	6	6	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6-10%	6
66:18-24	Woman	Secondary School or below		Clothing and Fashion	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1-5%	2.5
67:18-24	Woman	Secondary School or below		Personal care and beauty	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6-10%	6
68:25-34	Man	Master		Food and Drink	7	7	6	7	6	7	6	5	6	6	6	7	6	6	5	5	6	6	6	6	6	6	More than 20%	25
69:25-34	Man	Master		Clothing and Fashion	6	6	6	7	6	4	6	1	6	6	6	1	6	6	6	6	6	6	6	6	6	6	11-20%	15.5
70:25-34	Man	Master		Clothing and Fashion	6	6	5	6	6	6	6	6	6	6	6	4	6	6	6	6	4	6	6	6	6	6	1-5%	2.5
71:25-34	Woman	Prefer not to say		Food and Drink	4	4	4	4	4	5	4	5	5	5	3	4	4	4	4	4	2	2	5	4	4	4	1-5%	2.5
72:18-24	Man	Secondary School or below		Food and Drink	6	6	5	6	7	6	7	6	7	6	6	4	6	6	6	6	6	6	6	6	6	6	1-5%	2.5
73:25-34	Man	Master		Personal care and beauty	7	6	6	5	5	6	6	6	5	5	5	5	5	6	6	6	4	4	6	6	4	6	More than 20%	25
74:25-34	Man	Bachelor		Clothing and Fashion	7	7	6	6	7	6	7	7	7	7	7	7	7	5	5	3	4	7	7	6	6	6	6-10%	6
75:25-34	Man	Bachelor		Household goods	5	1	7	6	7	6	1	6	1	6	1	6	5	7	7	5	5	7	7	7	7	7	6-10%	6
76:25-34	Man	Master		Personal care and beauty	7	7	6	6	7	6	7	6	7	6	7	6	7	6	7	6	7	7	7	7	7	7	1-5%	2.5
77:00-44	Woman	Master		Clothing and Fashion	7	7	6	6	5	4	5	6	7	6	6	6	6	7	7	6	4	7	6	7	6	7	6-10%	6
78:05 and Above/Men	Prefer not to say			Household goods	6	4	5	5	3	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	0% (none)	0
79:25-34	Man	Bachelor		Clothing and Fashion	7	6	6	7	7	4	6	7	6	6	7	4	6	6	7	6	6	7	6	4	11-20%	15.5		
80:05-44	Woman	Master		Personal care and beauty	6	6	5	6	7	4	6	7	5	6	6	6	6	7	7	7	6	7	6	4	6	6	11-20%	15.5
81:05-44	Man	Master		Household goods	6	6	5	6	7	4	6	7	5	6	6	6	6	6	7	7	4	6	7	6	4	6	6-10%	6
82:05-54	Woman	Master		Clothing and Fashion	6	6	5	6	5	4	6	1	5	7	2	9	3	3	5	8	6	8	6	9	4	11-20%	15.5	

CSR_mean = AVERAGE(CSR1, CSR2, CSR6) | WTP_mean = AVERAGE(WTP1-WTP3) | CSR_c and PG_c are mean-centred | CSRxPG = CSR_c * PG_c

RespID	CSR_mean	GT_mean	PG_mean	WTP_mean	CSR_c	PG_c	CSRxPG	PremiumPct
1	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
2	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
3	4.8867	6.4000	5.4000	6.3333	-1.7764	-1.1415	2.0277	15.5000
4	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	25.0000
5	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
6	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
7	3.3333	3.2000	5.6000	4.0000	-3.1098	-0.9415	2.9277	2.5000
8	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
9	5.0000	7.0000	5.8000	7.0000	-1.4431	-0.7415	1.0700	8.0000
10	7.0000	6.8000	6.8000	6.3333	0.5589	0.0585	0.0326	8.0000
11	6.8867	6.0000	7.0000	7.0000	0.2236	0.4585	0.1025	25.0000
12	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
13	6.3333	6.4000	6.8000	3.0000	-0.1098	0.2585	-0.0284	15.5000
14	6.8867	6.8000	6.2000	6.0000	0.2236	-0.3415	-0.0763	8.0000
15	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	0.0000
16	7.0000	6.4000	6.2000	7.0000	0.5589	-0.3415	-0.1902	8.0000
17	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
18	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
19	7.0000	6.6000	6.6000	6.3333	0.5589	0.0585	0.0326	25.0000
20	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	25.0000
21	7.0000	6.8000	6.8000	6.3333	0.5589	0.2585	0.1440	8.0000
22	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
23	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	25.0000
24	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
25	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
26	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
27	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
28	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
29	7.0000	6.8000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
30	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
31	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
32	3.0000	5.8000	7.0000	7.0000	-3.4431	0.4585	-1.5788	8.0000
33	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	0.0000
34	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
35	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
36	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
37	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	15.5000
38	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	25.0000
39	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	25.0000
40	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
41	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	25.0000
42	5.3333	5.8000	4.0000	4.8867	-1.1098	-2.5415	2.8204	2.5000
43	6.8867	6.4000	6.8000	7.0000	0.2236	0.0585	0.0131	8.0000
44	6.3333	5.8000	6.2000	7.0000	-0.1098	-0.3415	0.0375	8.0000
45	5.3333	5.6000	5.4000	2.3333	-1.1098	-1.1415	1.2667	15.5000
46	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
47	5.8867	7.0000	7.0000	7.0000	-0.7764	0.4585	-0.3560	0.0000
48	6.8867	7.0000	6.8000	6.8867	0.2236	0.0585	0.0131	25.0000
49	7.0000	6.8000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
50	6.0000	6.6000	6.2000	6.0000	-0.4431	-0.3415	0.1513	25.0000
51	6.3333	7.0000	7.0000	7.0000	-0.1098	0.4585	-0.0503	8.0000
52	7.0000	6.8000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
53	6.0000	6.0000	6.4000	7.0000	-0.4431	-0.1415	0.0627	2.5000
54	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	25.0000
55	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	2.5000
56	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
57	6.0000	7.0000	7.0000	7.0000	-0.4431	0.4585	-0.2032	2.5000
58	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	8.0000
59	7.0000	6.8000	7.0000	7.0000	0.5589	0.4585	0.2554	2.5000
60	7.0000	7.0000	7.0000	7.0000	0.5589	0.4585	0.2554	25.0000
61	5.3333	5.8000	6.0000	5.8867	-1.1098	-0.5415	0.6000	8.0000

RespID	CSR_mean	GT_mean	PG_mean	WTP_mean	CSR_c	PG_c	CSRxPG	PremiumPct
62	7.0000	7.0000	6.4000	7.0000	0.5569	-0.1415	-0.0788	2.5000
63	7.0000	7.0000	7.0000	7.0000	0.5569	0.4585	0.2554	2.5000
64	7.0000	7.0000	7.0000	7.0000	0.5569	0.4585	0.2554	25.0000
65	6.6667	7.0000	7.0000	7.0000	0.2236	0.4585	0.1025	8.0000
66	7.0000	7.0000	7.0000	7.0000	0.5569	0.4585	0.2554	8.0000
67	7.0000	7.0000	7.0000	7.0000	0.5569	0.4585	0.2554	8.0000
68	7.0000	5.8000	5.8000	6.0000	0.5569	-0.7415	-0.4129	25.0000
69	5.3333	5.0000	5.0000	6.0000	-1.1098	-1.5415	1.7106	15.5000
70	6.0000	6.0000	6.0000	5.3333	-0.4431	-0.5415	0.2399	2.5000
71	5.0000	4.8000	5.2000	3.6667	-1.4431	-1.3415	1.9359	8.0000
72	6.0000	6.4000	5.2000	5.3333	-0.4431	-1.3415	0.5944	2.5000
73	6.3333	5.6000	5.4000	5.3333	-0.1098	-1.1415	0.1253	25.0000
74	6.6667	7.0000	5.4000	6.0000	0.2236	-1.1415	-0.2552	8.0000
75	2.6667	3.0000	6.0000	6.3333	-3.7764	-0.5415	2.0448	8.0000
76	6.6667	6.2000	5.0000	6.0000	0.2236	-1.5415	-0.3448	15.5000
77	6.0000	6.0000	6.0000	6.6667	-0.4431	-0.5415	0.2399	8.0000
78	5.0000	4.8000	5.0000	5.0000	-1.4431	-1.5415	2.2345	0.0000
79	5.6667	6.4000	5.8000	6.3333	-0.7764	-0.7415	0.5757	15.5000
80	5.3333	6.0000	6.6000	6.3333	-1.1098	0.0585	-0.0650	8.0000
81	5.3333	6.4000	6.0000	6.3333	-1.1098	-0.5415	0.6009	8.0000
82	5.3333	4.4000	5.2000	6.0000	-1.1098	-1.3415	1.4887	15.5000

Item	Code 1	Code 2	Code 3	Code 4	Code 5	Code 6	Code 7	Total	Mean
CSR1	3	0	0	3	1	11	64	82	6.51
CSR2	2	0	0	4	1	19	56	82	6.45
CSR3	9	3	0	1	2	36	31	82	5.63
CSR4	3	0	0	1	3	44	31	82	6.13
CSR5	1	0	1	2	17	9	52	82	6.28
CSR6	1	1	0	9	2	10	59	82	6.37
GT1	2	0	0	2	2	19	57	82	6.50
GT2	2	1	0	0	3	13	63	82	6.56
GT3	1	1	0	1	4	13	62	82	6.57
GT4	0	0	0	2	4	21	55	82	6.57
GT5	1	1	2	1	2	19	56	82	6.45
PG1	1	0	1	4	3	11	62	82	6.52
PG2	1	0	0	1	3	22	55	82	6.55
PG3	0	0	1	2	3	15	61	82	6.62
PG4	1	0	0	2	4	15	60	82	6.57
PG5	0	0	1	7	5	11	58	82	6.44
WTP1	1	0	0	4	3	11	63	82	6.57
WTP2	2	1	0	0	3	15	61	82	6.54
WTP3	2	1	0	3	1	15	60	82	6.48
WTP4	26	1	0	16	3	27	9	82	4.05

Corrected item-total correlations (purification evidence)

Item	Scale	Correlation with sum of remaining items	Decision
CSR1	Perceived C	0.246	Removed
CSR2	Perceived C	0.387	Retained
CSR3	Perceived C	-0.016	Removed
CSR4	Perceived C	0.026	Removed
CSR5	Perceived C	0.298	Removed
CSR6	Perceived C	0.277	Removed
GT1	Green trust	0.629	Retained

3T2	Green trust	0.541	Retained
3T3	Green trust	0.802	Retained
3T4	Green trust	0.637	Retained
3T5	Green trust	0.796	Retained
3G1	Perceived g	0.582	Retained
3G2	Perceived g	0.419	Retained
3G3	Perceived g	0.636	Retained
3G4	Perceived g	0.564	Retained
3G5	Perceived g	0.689	Retained
WTP1	Premium W	0.217	Removed
WTP2	Premium W	0.401	Retained
WTP3	Premium W	0.562	Retained
WTP4	Premium W	0.001	Removed

Note: computed on the six-, five-, five- and four-item scales as originally specified, before any item was dropped. Threshold for retention: .30.

	CSR_mean	GT_mean	PG_mean	WTP_mean	PremiumPct
CSR_mean	1.000	0.803	0.576	0.486	0.258
GT_mean	0.803	1.000	0.667	0.597	0.155
PG_mean	0.576	0.667	1.000	0.672	0.144
WTP_mean	0.486	0.597	0.672	1.000	0.076
PremiumPct	0.258	0.155	0.144	0.076	1.000

Critical value for a two-tailed test at $n = 82$: $|r| > .217$ is significant at $p < .05$; $|r| > .283$ at $p < .01$.

Table 1: Age group by gender

Age group	Man	Woman	Total
18-24	12	5	17
25-34	38	13	51
35-44	6	3	9
45-54	3	1	4
55 or Above	1	0	1
Total	60	22	82

Table 2: Product category by stated premium band

Product category	0%	1-5%	6-10%	11-20%	More than 20%	Total
Food and Drink	1	7	10	6	7	31
Clothing and Fashion	0	2	16	7	2	27
Household goods	1	0	3	6	3	13
Personal care and beauty	0	1	2	2	3	8
Others	2	0	0	1	0	3
Total	4	10	31	22	15	82

Table 3: Mean stated premium (%) by age group

Age group	n	Mean premium (%)
18-24	17	10.00
25-34	51	13.54
35-44	9	10.50
45-54	4	8.50
55 or Above	1	0.00
All respondents	82	12.06

Appendix D: SPSS Analysis

CSR_WTP_SPSS_Dataset (2).sav [DataSet1] - IBM SPSS Statistics Data Editor											
File Edit View Data Transform Analyze Graphs Utilities Extensions Window Help											
	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	RespID	Numeric	8	2	Respondent ide...	{None	None	8	Right	Unknown	Input
2	Age	Numeric	8	2	Age group	{1.00, 18-24...	None	8	Right	Unknown	Input
3	Gender	Numeric	8	2	Gender	{1.00, Man}...	None	8	Right	Unknown	Input
4	Education	Numeric	8	2	Highest level of ...	{1.00, Seco...	None	8	Right	Unknown	Input
5	ProdCat	Numeric	8	2	Product catego...	{1.00, Food ...	None	8	Right	Unknown	Input
6	CSR1	Numeric	8	2	These brands t...	{1.00, Stron...	None	8	Right	Unknown	Input
7	CSR2	Numeric	8	2	These brands c...	{1.00, Stron...	None	8	Right	Unknown	Input
8	CSR3	Numeric	8	2	These brands c...	{1.00, Stron...	None	8	Right	Unknown	Input
9	CSR4	Numeric	8	2	These brands s...	{1.00, Stron...	None	8	Right	Unknown	Input
10	CSR5	Numeric	8	2	These brands s...	{1.00, Stron...	None	8	Right	Unknown	Input
11	CSR6	Numeric	8	2	Overall, these b...	{1.00, Stron...	None	8	Right	Unknown	Input
12	GT1	Numeric	8	2	I believe the env...	{1.00, Stron...	None	8	Right	Unknown	Input
13	GT2	Numeric	8	2	The environmen...	{1.00, Stron...	None	8	Right	Unknown	Input
14	GT3	Numeric	8	2	I trust these bra...	{1.00, Stron...	None	8	Right	Unknown	Input
15	GT4	Numeric	8	2	These brands a...	{1.00, Stron...	None	8	Right	Unknown	Input
16	GT5	Numeric	8	2	Overall, I have c...	{1.00, Stron...	None	8	Right	Unknown	Input
17	PG1	Numeric	8	2	These brands o...	{1.00, Stron...	None	8	Right	Unknown	Input
18	PG2	Numeric	8	2	These brands h...	{1.00, Stron...	None	8	Right	Unknown	Input
19	PG3	Numeric	8	2	Environmental ...	{1.00, Stron...	None	8	Right	Unknown	Input
20	PG4	Numeric	8	2	These brands u...	{1.00, Stron...	None	8	Right	Unknown	Input
21	PG5	Numeric	8	2	Overall, environ...	{1.00, Stron...	None	8	Right	Unknown	Input
22	WTP1	Numeric	8	2	I am willing to p...	{1.00, Stron...	None	8	Right	Unknown	Input
23	WTP2	Numeric	8	2	I would accept ...	{1.00, Stron...	None	8	Right	Unknown	Input
24	WTP3	Numeric	8	2	It is acceptable...	{1.00, Stron...	None	8	Right	Unknown	Input
25	WTP4	Numeric	8	2	I would still cho...	{1.00, Stron...	None	8	Right	Unknown	Input
26	WTP5_Band	Numeric	8	2	Maximum state...	{1.00, 0% (n...	None	8	Right	Unknown	Input
27	PremiumPct	Numeric	8	2	Maximum state...	{None	None	8	Right	Unknown	Input
28	CSR_mean	Numeric	8	2	Perceived CSR ...	{None	None	8	Right	Unknown	Input
29	GT_mean	Numeric	8	2	Green trust (5-it...	{None	None	8	Right	Unknown	Input
30	PG_mean	Numeric	8	2	Perceived gree...	{None	None	8	Right	Unknown	Input
31	WTP_mean	Numeric	8	2	Willingness to ...	{None	None	8	Right	Unknown	Input
32	CSR_c	Numeric	8	2	Perceived CSR...	{None	None	8	Right	Unknown	Input
33	PG_c	Numeric	8	2	Perceived gree...	{None	None	8	Right	Unknown	Input
34	CSRxPG	Numeric	8	2	Interaction term...	{None	None	8	Right	Unknown	Input
35	AgeN	Numeric	8	2	Age group (nu...	{None	None	8	Right	Unknown	Input
36	GenderD	Numeric	8	2	Gender dummy...	{00, Man}...	None	8	Right	Unknown	Input
37	EduN	Numeric	8	2	Education (num...	{None	None	8	Right	Unknown	Input

CSR_WTP_SPSS_Dataset (2).sav [DataSet1] - IBM SPSS Statistics Data Editor																							
File Edit View Data Transform Analyze Graphs Utilities Extensions Window Help																							
Visible: 38 of 38 Variables																							
	CSR1	CSR2	CSR3	CSR4	CSR5	CSR6	GT1	GT2	GT3	GT4	GT5	PG1	PG2	PG3	PG4	PG5	WTP1	WTP2	WTP3	WTP4	WTP5_B and	Premium Pct	
1	0	7.00	7.00	7.00	7.00	5.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	4.00	15.50	
2	0	7.00	7.00	1.00	6.00	5.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	4.00	15.50	
3	0	7.00	6.00	6.00	6.00	7.00	1.00	7.00	7.00	6.00	6.00	6.00	4.00	6.00	6.00	7.00	4.00	7.00	6.00	6.00	4.00	4.00	15.50
4	0	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	5.00	25.00
5	0	7.00	7.00	7.00	6.00	6.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	3.00	8.00
6	0	7.00	7.00	1.00	7.00	5.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	4.00	15.50
7	0	4.00	4.00	2.00	4.00	4.00	2.00	4.00	2.00	2.00	4.00	4.00	6.00	6.00	4.00	6.00	7.00	1.00	4.00	5.00	2.00	2.50	
8	0	7.00	7.00	7.00	7.00	6.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	3.00	8.00
9	0	1.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	3.00	8.00
10	0	7.00	7.00	6.00	6.00	7.00	7.00	7.00	7.00	7.00	6.00	7.00	6.00	7.00	6.00	7.00	7.00	6.00	6.00	1.00	3.00	8.00	
11	0	7.00	7.00	7.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	5.00	25.00	
12	0	7.00	7.00	2.00	6.00	5.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	4.00	15.50	
13	0	7.00	5.00	7.00	7.00	4.00	7.00	7.00	7.00	7.00	6.00	5.00	7.00	7.00	7.00	6.00	7.00	7.00	1.00	1.00	4.00	15.50	
14	0	7.00	6.00	6.00	6.00	5.00	7.00	7.00	7.00	7.00	6.00	6.00	7.00	6.00	6.00	6.00	6.00	6.00	6.00	4.00	3.00	8.00	
15	0	7.00	7.00	1.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	1.00	.00	
16	0	7.00	7.00	6.00	7.00	7.00	7.00	7.00	6.00	7.00	6.00	6.00	6.00	6.00	7.00	6.00	6.00	7.00	7.00	7.00	4.00	3.00	8.00
17	0	7.00	7.00	1.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	3.00	8.00	
18	0	7.00	7.00	1.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	4.00	15.50
19	0	7.00	7.00	6.00	6.00	7.00	7.00	7.00	7.00	6.00	6.00	7.00	6.00	7.00	7.00	6.00	7.00	7.00	6.00	6.00	5.00	25.00	
20	0	7.00	7.00	1.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	5.00	25.00	
21	0	7.00	7.00	6.00	6.00	7.00	7.00	6.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	6.00	7.00	6.00	6.00	6.00	3.00	8.00	
22	0	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	6.00	4.00	15.50
23	0	7.00	7.00	7.00	6.00	6.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	5.00	25.00	
24	0	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	6.00	4.00	15.50	
25	0	7.00	7.00	2.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	4.00	15.50	
26	0	7.00	7.00	1.00	6.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	4.00	15.50
27	0	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	6.00	3.00	8.00
28	0	7.00	7.00	6.00	6.00	5.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	6.00	4.00	15.50
29	0	7.00	7.00	7.00	6.00	7.00	7.00	6.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	6.00	3.00	8.00	
30	0	7.00	7.00	6.00	6.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	6.00	4.00	15.50	
31	0	7.00	7.00	6.00	6.00	5.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	6.00	4.00	15.50	
32	0	1.00	1.00	7.00	7.00	7.00	7.00	1.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	3.00	8.00
33	0	7.00	7.00	7.00	6.00	5.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	.00	
34	0	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	3.00	8.00
35	0	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	4.00	15.50
36	0	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	4.00	15.50

Frequencies

FREQUENCIES VARIABLES=Age Gender Education ProdCat WTP5_Band
 /ORDER=ANALYSIS.

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	17	20.7	20.7	20.7
25-34	51	62.2	62.2	82.9
35-44	9	11.0	11.0	93.9
45-54	4	4.9	4.9	98.8
55 or Above	1	1.2	1.2	100.0
Total	82	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Man	60	73.2	73.2	73.2
Woman	22	26.8	26.8	100.0
Total	82	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Secondary School or below	7	8.5	8.5	8.5
Bachelor	11	13.4	13.4	22.0
Master	59	72.0	72.0	93.9
PhD	1	1.2	1.2	95.1
Others	1	1.2	1.2	96.3
Prefer not to say	3	3.7	3.7	100.0
Total	82	100.0	100.0	

ProdCat

	Frequency	Percent	Valid Percent	Cumulative Percent
Food and Drink	31	37.8	37.8	37.8
Clothing and Fashion	27	32.9	32.9	70.7
Household goods	13	15.9	15.9	86.6
Personal care and beauty	8	9.8	9.8	96.3
Others	3	3.7	3.7	100.0
Total	82	100.0	100.0	

WTP5_Band

	Frequency	Percent	Valid Percent	Cumulative Percent
0% - I would not pay anything extra	4	4.9	4.9	4.9
0% - 5%	10	12.2	12.2	17.1
6% -10%	31	37.8	37.8	54.9
11%-20%	22	26.8	26.8	81.7
More than 20%	15	18.3	18.3	100.0
Total	82	100.0	100.0	

Descriptives

DESCRIPTIVES VARIABLES=CEP_Band ST_Band PS_Band WTP_Band PRODUPCAT
 /STATISTICS=MEAN STDDEV RSN MAX MIN TOTALLS_SKEWNESS.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
CSR_mean	82	2.67	7.00	6.4431	.94143	-2.151	4.854
GT_mean	82	3.00	7.00	6.5317	.81904	-2.454	6.752
PG_mean	82	4.00	7.00	6.5415	.69530	-1.403	1.409
WTP_mean	82	2.33	7.00	6.5285	.92955	-2.654	7.573
PremiumPct	82	.00	25.00	12.0610	7.68090	.434	-.822
Valid N (listwise)	82						

Std. Error of Skewness = .266. Std. Error of Kurtosis = .526.

```
DESCRIPTIVES VARIABLES=CSR1 TO WTP4
  /STATISTICS=MEAN STDDEV MIN MAX KURTOSIS SKEWNESS.
```

Descriptive Statistics — Individual scale items

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
CSR1	82	1	7	6.512	1.3093	-3.389	11.736
CSR2	82	1	7	6.451	1.1458	-3.185	11.712
CSR3	82	1	7	5.834	1.9214	-1.719	1.558
CSR4	82	1	7	6.134	1.1734	-3.134	11.807
CSR5	82	1	7	6.380	1.1361	-1.923	4.823
CSR6	82	1	7	6.366	1.2523	-2.239	4.946
GT1	82	1	7	6.500	1.0915	-3.562	14.900
GT2	82	1	7	6.581	1.1450	-3.770	15.193
GT3	82	1	7	6.573	1.0187	-3.579	15.089
GT4	82	4	7	6.573	.7033	-1.795	3.305
GT5	82	1	7	6.451	1.1348	-2.994	9.796
PG1	82	1	7	6.524	1.0684	-2.929	9.830
PG2	82	1	7	6.549	.8770	-3.698	19.619
PG3	82	3	7	6.822	.7800	-2.578	7.333
PG4	82	1	7	6.573	.9300	-3.475	16.087
PG5	82	3	7	6.439	1.0195	-1.795	1.995
WTP1	82	1	7	6.573	.9942	-3.221	12.896
WTP2	82	1	7	6.537	1.1461	-3.698	14.793
WTP3	82	1	7	6.476	1.2194	-3.298	13.845
WTP4	82	1	7	4.049	2.3035	-.322	-1.537
Valid N (listwise)	82						

Std. Error of Skewness = .266. Std. Error of Kurtosis = .526.

Explore

```
EXAMINE VARIABLES=CSR_mean GT_mean PG_mean WTP_mean PremiumPct
  /PLOT=BOXPLOT HISTOGRAM SPLOTT /STATISTICS=DESCRIPTIVES.
```

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CSR_mean	.320	82	.000	.858	82	.000
GT_mean	.289	82	.000	.838	82	.000
PG_mean	.343	82	.000	.719	82	.000
WTP_mean	.365	82	.000	.581	82	.000
PremiumPct	.250	82	.000	.874	82	.000

a. Lilliefors Significance Correction.

Reliability

```
RELIABILITY /VARIABLES=CSR1 CSR2 CSR3 CSR4 CSR5 CSR6
  /SCALE=('perceived CSR - purified') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
```

Scale: Perceived CSR**Reliability Statistics**

Cronbach's Alpha	N of Items
.655	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CSR1	12.817	3.683	.551	.405
CSR2	12.878	3.689	.676	.376
CSR3	12.943	5.097	.232	.653

Scale: Green trust**Reliability Statistics**

Cronbach's Alpha	N of Items
.853	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GT1	26.159	11.034	.829	.834
GT2	26.098	11.229	.541	.860
GT3	26.085	10.449	.802	.787
GT4	26.085	13.042	.837	.840
GT5	26.207	9.821	.796	.796

Scale: Perceived greenwashing**Reliability Statistics**

Cronbach's Alpha	N of Items
.753	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PG1	26.183	7.534	.582	.753
PG2	26.159	9.098	.419	.798
PG3	26.085	8.573	.836	.740
PG4	26.134	8.216	.564	.756
PG5	26.268	7.393	.689	.712

Scale: Willingness to pay a premium**Reliability Statistics**

Cronbach's Alpha	N of Items
.769	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WTP1	13.012	5.074	.383	.896
WTP2	13.049	3.701	.826	.662
WTP3	13.110	2.790	.859	.350

Factor Analysis

```
FACTOR /VARIABLES CSR1 CSR2 CSR3 GT1 GT2 GT3 GT4 GT5 PG1 PG2 PG3 PG4 PG5 WTP1 WTP2 WTP3
/PRINT INITIAL KMO EXTRACTION ROTATION /FORMAT SORT BLANK(.40)
/CRITERIA KMO(0.5) /EXTRACTION PC /ROTATION VARIMAX.
```

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.700
Approx. Chi-Square		1075.411
Bartlett's Test of Sphericity		df
Sig.		.000

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sum of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.389	46.184	46.184	3.158	19.746	19.746
2	1.985	12.489	58.683	3.468	21.679	41.425
3	1.369	8.059	66.742	2.769	17.491	58.915
4	1.094	6.837	73.580	2.332	14.573	73.488
5	.848	5.301	78.881			
6	.802	5.012	83.893			
7	.629	3.933	87.826			
8	.503	3.144	90.970			
9	.417	2.609	93.579			
10	.398	2.485	96.064			
11	.352	2.202	98.266			
12	.187	1.167	99.433			
13	.115	.718	100.151			
14	.085	.534				
15	.071	.443				
16	.031	.194	100.000			

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component			
	1	2	3	4
CSR1		.894		
CSR2		.882		
CSR3	.848			
GT1		.880		
GT2	.794			
GT3	.503	.650		
GT4	.482		.488	
GT5	.418	.573	.458	
PG1	.614			.483
PG2				.621
PG3	.668			
PG4			.837	.556
PG5			.400	.666
WTP1				.738
WTP2			.877	
WTP3			.777	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations. Coefficients below .40 are suppressed.

```

FACTOR /VARIABLES CSR GT PG WTP PremiumPct
/CRITERIA FACTOR(1) /EXTRACTION PC /ROTATION KMOHAT.

```

Total Variance Explained — Harman single-factor test

Component	Total	% of Variance	Cumulative %
1	7.389	48.184	48.184

Extraction Method: Principal Component Analysis. A single unrotated factor accounts for less than 50% of the variance.

Correlations

```

CORRELATIONS /VARIABLES=CSR_mean GT_mean PG_mean WTP_mean PremiumPct
/PRINT=TOTAL MEAN /MISSING=PAIRWISE.

```

Correlations

	CSR_mean	GT_mean	PG_mean	WTP_mean	PremiumPct
CSR_mean Pearson r	1	.803	.576	.486	.358
Sig. (2-tailed)		.000	.000	.000	.019
GT_mean Pearson r	.803	1	.867	.587	.155
Sig. (2-tailed)	.000		.000	.000	.166
PG_mean Pearson r	.576	.867	1	.673	.144
Sig. (2-tailed)	.000	.000		.000	.168
WTP_mean Pearson r	.486	.587	.673	1	.076
Sig. (2-tailed)	.000	.000	.000		.488
PremiumPct Pearson r	.358	.155	.144	.076	1
Sig. (2-tailed)	.019	.166	.168	.488	

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

```

SCORING CORRS /VARIABLES=CSR_mean GT_mean PG_mean WTP_mean PremiumPct
/PRINT=SPEARMAN TOTAL SCORING.

```

Nonparametric Correlations (Spearman's rho)

	CSR_mean	GT_mean	PG_mean	WTP_mean	PremiumPct
CSR_mean Correlation Coefficient	1.000	.728	.743	.673	.349
Sig. (2-tailed)		.000	.000	.000	.024
GT_mean Correlation Coefficient	.728	1.000	.764	.757	.148
Sig. (2-tailed)	.000		.000	.000	.183
PG_mean Correlation Coefficient	.743	.764	1.000	.870	.136
Sig. (2-tailed)	.000	.000		.000	.222
WTP_mean Correlation Coefficient	.673	.757	.870	1.000	.044
Sig. (2-tailed)	.000	.000	.000		.696
PremiumPct Correlation Coefficient	.349	.148	.136	.044	1.000
Sig. (2-tailed)	.024	.183	.222	.696	

**. Correlation is significant at the 0.01 level (2-tailed).

Regression

```

REGRESSION /STATISTICS COEFF OUTS R ANOVA CHANGE COLLIN TOL
/DEPENDENT WTP_mean
/METHOD=ENTER AgeN GenderD, EduN, CatFood*
/METHOD=ENTER CSR_mean
/METHOD=ENTER GT_mean.

```

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	AgeN, GenderD, EduN, CatFood ^a	.	Enter
2	CSR_mean	.	Enter
3	GT_mean	.	Enter

a. Dependent Variable: WTP_mean

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.132 ^a	.015	-.008	.84632	.015	.293	4	77	.882
2	0.486 ^b	.268	.196	.63327	.231	23.289	1	76	.000
3	0.610 ^c	.372	.321	.76573	.126	14.998	1	75	.000

a. Predictors: (Constant), AgeN, GenderD, EduN, CatFood

b. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean

c. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean, GT_mean

d. Durbin-Watson = 2.061

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.049	4	.262	.293	.882 ^d
	Residual	68.940	77	.895		
	Total	69.989	81			
2	Regression	17.219	5	3.444	4.960	.001 ^a
	Residual	52.770	76	.694		
	Total	69.989	81			
3	Regression	26.013	6	4.336	7.394	.000 ^d
	Residual	43.976	75	.586		
	Total	69.989	81			

a. Dependent Variable: WTP_mean

b. Predictors: (Constant), AgeN, GenderD, EduN, CatFood

c. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean

d. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean, GT_mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	6.796	.543		12.520	.000		
	AgeN	-.037	.148	-.003	-.266	.791	.999	1.114
	GenderD	.190	.339	.081	.795	.429	.971	1.029
	EduN	-.080	.176	-.025	-.456	.650	.976	1.142
	CatFood	-.088	.327	-.008	-.301	.765	.905	1.105
2	(Constant)	3.875	.821		4.705	.000		
	AgeN	.014	.124	.012	.116	.908	.991	1.122
	GenderD	.085	.212	.041	.402	.689	.981	1.040
	EduN	-.056	.155	-.038	-.359	.721	.975	1.143
	CatFood	-.155	.308	-.081	-.779	.441	.997	1.114
	CSR_mean	.483	.100	.489	4.826	.000	.966	1.035
3	(Constant)	1.601	.869		2.186	.032		
	AgeN	.119	.117	.101	1.019	.312	.944	1.185
	GenderD	.117	.195	.056	.600	.550	.960	1.042
	EduN	-.083	.143	-.044	-.445	.658	.974	1.144
	CatFood	-.070	.185	-.037	-.375	.708	.985	1.130
	CSR_mean	.000	.155	.000	.002	.999	.941	2.028
	GT_mean	.687	.185	.614	3.673	.000	.323	2.969

a. Dependent Variable: WTP_mean

Regression

```
REGRESSION /STATISTICS COEFF OUTS R ANOVA CHANGE COLLIN TOL.
/DEPENDENT GT_mean
/METHOD=ENTER AgeN GenderD EduN CatFood
/METHOD=ENTER CSR_mean.
```

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	AgeN, GenderD, EduN, CatFood ^b	.	Enter
2	CSR_mean	.	Enter

- a. Dependent Variable: GT_mean
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.622 ^a	.654	.605	.81765	.654	1.899	4	77	.983
2	.816 ^b	.667	.645	.68827	.613	139.623	1	76	.000

- a. Predictors: (Constant), AgeN, GenderD, EduN, CatFood
b. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.935	4	.734	1.899	.983 ^b
	Residual	51.432	77	.668		
	Total	54.338	81			
2	Regression	36.218	5	7.244	30.383	.000 ^c
	Residual	18.119	76	.238		
	Total	54.338	81			

- a. Dependent Variable: GT_mean
b. Predictors: (Constant), AgeN, GenderD, EduN, CatFood
c. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	7.025	.468		15.001	.000		
	AgeN	-.224	.121	-.317	-1.855	.067	.888	1.118
	GenderD	.185	.207	.067	.588	.613	.971	1.029
	EduN	-.034	.152	-.019	-.159	.874	.878	1.142
	CatFood	.062	.196	.021	.311	.991	.985	1.185
2	(Constant)	2.483	.481		4.995	.000		
	AgeN	-.150	.073	-.145	-2.071	.042	.881	1.122
	GenderD	-.046	.134	-.035	-.369	.713	.981	1.040
	EduN	.011	.081	.009	.123	.903	.875	1.143
	CatFood	-.123	.117	-.073	-1.046	.309	.887	1.118
	CSR_mean	.683	.058	.768	11.815	.000	.985	1.025

- a. Dependent Variable: GT_mean

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.1025	7.0628	6.5285	.56678	82
Residual	-3.5178	2.2308	-.0006	.73683	82

	Minimum	Maximum	Mean	Std. Deviation	N
Std. Predicted Value	-4.2808	.9429	.0000	1.00000	82
Std. Residual	-4.5840	2.9133	-.0000	.96225	82

a. Dependent Variable: WTP_mean

Breusch-Pagan LM = 13.265, p = 0.009. Durbin-Watson = 2.081. Maximum Mahalanobis distance = 31.248 against a critical value of 18.467 (chi-square, df = 4, p = .001); 5 cases exceed it.

Regression

```
REGRESSION /STATISTICS COEFF OUTS R ANOVA CHANGE COLLIN TOL
/DEPENDENT PremiumPct
/METHOD=ENTER AgeN GenderD EduN CatFood
/METHOD=ENTER CSR_mean
/METHOD=ENTER GT_mean.
```

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	AgeN, GenderD, EduN, CatFood ^b	.	Enter
2	CSR_mean	.	Enter
3	GT_mean	.	Enter

a. Dependent Variable: PremiumPct

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.340 ^a	.058	.009	7.64075	.058	1.176	4	77	.328
2	0.346 ^b	.121	.060	7.43660	.063	5.471	1	76	.022
3	0.365 ^c	.133	.064	7.43068	.013	1.067	1	75	.301

a. Predictors: (Constant), AgeN, GenderD, EduN, CatFood

b. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean

c. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean, GT_mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	275.117	4	68.779	1.176	.328 ^b
	Residual	4503.578	77	58.488		
	Total	4778.695	81			
2	Regression	577.583	5	115.513	2.090	.076 ^c
	Residual	4201.132	76	55.278		
	Total	4778.695	81			
3	Regression	637.574	6	106.262	1.925	.088 ^d
	Residual	4141.121	75	55.215		
	Total	4778.695	81			

a. Dependent Variable: PremiumPct

b. Predictors: (Constant), AgeN, GenderD, EduN, CatFood

c. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean

d. Predictors: (Constant), AgeN, GenderD, EduN, CatFood, CSR_mean, GT_mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	7.530	4.383		1.718	.090		
	AgeN	-1.584	1.131	-.144	-1.332	.182	.888	1.114

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	GenderD	2.035	1.834	.118	1.052	.296	.971	1.029
	EduH	2.582	1.423	.268	1.758	.083	.976	1.142
	CarFoot	.135	1.831	.009	.074	.941	.965	1.165
	(Constant)	-6.484	7.324		-.874	.385		
	AgeH	-1.171	1.164	-.121	-1.060	.292	.981	1.122
3	GenderD	1.580	1.890	.082	.836	.406	.981	1.040
	EduH	2.629	1.384	.217	1.884	.063	.975	1.142
	CarFoot	-.242	1.792	-.015	-.135	.893	.987	1.114
	CSR_mean	2.688	.863	.256	2.326	.022	.968	1.035
	(Constant)	-2.021	8.432		-.241	.810		
	AgeH	-1.444	1.134	-.149	-1.273	.207	.944	1.165
	GenderD	1.487	1.891	.087	.782	.431	.980	1.042
	EduH	2.629	1.384	.218	1.880	.061	.974	1.144
	CarFoot	-.465	1.798	-.030	-.258	.797	.985	1.130
	CSR_mean	3.349	1.523	.410	2.228	.029	.941	2.626
	GT_mean	-1.820	1.748	-.184	-1.043	.301	.323	2.999

a. Dependent Variable: PremiumPct

T-Test

```
T-TEST GROUPS=Gender(1,2)
/VARIABLES=CSR_mean GT_mean PG_mean WTP_mean PremiumPct.
```

Group Statistics and Independent Samples Test

	Gender	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
CSR_mean	Man	60	6.3889	1.02541	-.850	60	.393
	Woman	22	6.5909	.65813			
GT_mean	Man	60	6.5000	.84733	-.577	60	.566
	Woman	22	6.8182	.74810			
PG_mean	Man	60	6.4867	.70961	-1.181	60	.241
	Woman	22	6.8909	.64654			
WTP_mean	Man	60	6.4722	.57481	-.904	60	.369
	Woman	22	6.8818	.79334			
PremiumPct	Man	60	11.5667	7.72625	-.902	60	.369
	Woman	22	13.4091	7.55714			

Equal variances assumed.

One-Way ANOVA

```
ONEWAY WTP_mean PremiumPct BY Age
/STATISTICS=DESCRIPTIVES HOMOGENEITY.
```

ANOVA — by age group

		Sum of Squares	df	Mean Square	F	Sig.
WTP_mean	Between Groups	3.178	3	1.059	1.254	.298
	Within Groups	64.475	78	.827		
	Total	67.653	81			
PremiumPct	Between Groups	256.366	3	85.435	1.492	.223
	Within Groups	4376.922	78	56.114		
	Total	4633.228	81			

```
ONEWAY WTP_mean PremiumPct BY Product
/STATISTICS=DESCRIPTIVES HOMOGENEITY.
```

ANOVA — by product category

		Sum of Squares	df	Mean Square	F	Sig.
WTP_mean	Between Groups	1.333	4	.333	.374	.827
	Within Groups	68.657	77	.892		
	Total	69.989	81			
PremiumPct	Between Groups	381.485	4	95.371	1.670	.165
	Within Groups	4387.216	77	57.107		
	Total	4778.695	81			

PROCESS Procedure for SPSS (Hayes)

```
PROCESS Y=WTP_mean /X=CSR_mean /M=GT_mean
/COV=AgeN GenderD EduN CatFood
/MODEL=4 /BOOT=5000 /XSEED=30245811 /COSE=95 /SEFTEST=1 /TOTAL=1 /NORMAL=1.
```

Model : 4 Y : WTP_mean X : CSR_mean M : GT_mean
Covariates: AgeN GenderD EduN CatFood | Sample size: 82

Outcome Variable: GT_mean — Model Summary

R	R-sq	MSE	F	df1	df2	p
.8165	.6666	.2313	30.3795	5.0000	76.0000	.0000

Outcome Variable: GT_mean — Model

	coeff	se	t	p	LLCI	ULCI
constant	2.0866	.4646	4.4911	.0000	1.1613	3.0119
CSR_mean	.6926	.0586	11.8189	.0000	.5759	.8093
AgeN	-.1509	.0725	-2.0690	.0420	-.2944	-.0056
GenderD	.0417	.1210	.3446	.7314	-.1990	.2827
EduN	.0055	.0887	.0620	.9507	-.1712	.1822
CatFood	-.1229	.1145	-1.0734	.2865	-.3510	.1052

Outcome Variable: WTP_mean — Model Summary

R	R-sq	MSE	F	df1	df2	p
.6096	.3716	.5687	7.3925	6.0000	75.0000	.0000

Outcome Variable: WTP_mean — Model

	coeff	se	t	p	LLCI	ULCI
constant	.5551	.6129	.6081	.5450	-1.2635	2.3737
CSR_mean	.0002	.1548	.0016	.9987	-.3081	.3086
GT_mean	.6968	.1800	3.8709	.0002	.3382	1.0554
AgeN	.1189	.1170	1.0165	.3126	-.1141	.3519
GenderD	.1174	.1953	.6011	.5496	-.2716	.5064
EduN	-.0633	.1431	-.4425	.6594	-.3484	.2217
CatFood	-.0704	.1850	-.3806	.7046	-.4389	.2981

Total Effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.4828	.1000	4.8271	.0000	.2836	.6820	.5194	.4890

Direct Effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.0002	.1548	.0016	.9987	-.3081	.3086	.0003	.0002

Indirect Effect(s) of X on Y

	Effect	BootSE	BootLLCI	BootULCI
GT_mean	.4826	.1322	.2110	.7257

Completely Standardized Indirect Effect(s) of X on Y

	Effect	BootSE	BootLLCI	BootULCI
GT_mean	.4890	.1287	.2199	.7291

Normal Theory Test for Indirect Effect

Effect	se	Z	p
.4826	.1311	3.6809	.0002

Level of confidence for all confidence intervals in output: 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals: 5000

PROCESS Procedure for SPSS (Hayes)

```
PROCESS Y=WTP_mean /X=CSR_mean /W=PG_mean
/CON=AgeN GenderD EduN CatFood
/MODEL=1 /CENTRO=1 /BOOT=5000 /SEED=20240811 /CONF=95 /JS=1.
```

Model : 1 Y : WTP_mean X : CSR_mean W : PG_mean
Covariates: AgeN GenderD EduN CatFood | Sample size: 82

Outcome Variable: WTP_mean — Model Summary

R	R-sq	MSE	F	df1	df2	p
.7252	.5259	.4481	13.6810	6.0000	74.0000	.0006

Outcome Variable: WTP_mean — Model

	coeff	se	t	p	LLCI	ULCI
constant	6.1889	.5372	11.5211	.0000	5.1185	7.2593
CSR_mean	.0810	.1035	.5893	.5575	-.1453	.2673
PG_mean	.7698	.1523	5.2495	.0000	.4895	1.0895
Int_1	-.2706	.1477	-1.8322	.0710	-.5649	.0237
AgeN	.1381	.1041	1.3075	.1951	-.0713	.3435
GenderD	.0102	.1730	.0580	.9531	-.3045	.3549
EduN	-.0917	.1298	-.7232	.4719	-.3444	.1610
CatFood	-.0132	.1640	-.0805	.9361	-.3400	.3136

Product terms key: Int_1 : CSR_mean x PG_mean

Test of Highest Order Unconditional Interaction

	R2-chng	F	df1	df2	p
X*W	.0215	3.3570	1.0000	74.0000	.0710

Conditional Effects of the Focal Predictor at Values of the Moderator

PG_mean	Effect	se	t	p	LLCI	ULCI
5.8452	.2489	.1215	2.0486	.0441	.0098	.4910
6.5415	.0810	.1035	.5893	.5575	-.1453	.2673
7.0000	-.1269	.1668	-.7609	.4491	-.4593	.2055

Moderator values are the 16th, 50th and 84th percentiles.

Johnson-Neyman significance region: transition point at PG_mean = 5.9086. 18.29% of the sample lies below and 81.71% above this value.