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ENVIRONMENTALLY SUSTAINABLE CONSUMPTION BEHAVIOR IN REGARDS TO FASHION

What factors positively influence an individual's consumption behavior towards (purchasing) environmentally sustainable textiles and apparel?

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Abstract

Previous research has identified that even if people are environmentally concerned, it is often not reflected in their buying decisions. An 'attitude-behavior' gap has been recognized. Therefore, the purpose of this study, *Environmentally Sustainable Consumption Behavior In Regards To Fashion,* is to examine the factors which positively affect an individual's consumption behavior towards (purchasing) environmentally sustainable textiles and apparel. A quantitative analysis was conducted and a total number of 110 responses was collected. Results reveal that the theoretical framework TRA;TPB serves as a valid construct within this context and *consumer knowledge* and *PCE* can be identified as important determinants.

Keywords: Fashion, Sustainability, Motivational Factors, Consumer knowledge, Perceived Consumer Effectiveness

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1. Introduction

The clothing and textile industry is essential in many aspects and it affects all people worldwide since clothes are an essential part of the everyday life of almost everyone. People see clothes as an useful commodity, but many individuals also use clothing for expressing themselves (Ellen MacArthur Foundation 2017). Globally, the market size for apparel is estimated to be around 1.7 billion USD (Statista 2020a) and employs above 300 million people along the supply chain (Ellen MacArthur Foundation 2017). However, this industry also has its downside. According to the World Bank (2019), around 10% of the annual global CO_2 emissions caused by humans can be traced back to the fashion industry. In regard to water pollution, around 20 percent of industrial water pollution is due to textile treatments (UNEP 2020). The production of one pair of jeans requires 3781 liters of water, which equates to around 33.4 kilograms carbon emission and consequently corresponds to around 111 kilometers of driving. Aside from that, oceans are polluted through microplastics from synthetic materials, which are particularly harmful because they cannot be filtered. They pollute the seas and can end up in a human's food chain. The current fashion industry adversely affects climate change, microplastics in the ocean, local river pollutions, water scarcity and humans' health and thus damages the environment on a local, regional and global level (see Appendix A Figure 1) (Ellen MacArthur Foundation 2017; World Bank 2019).

Fast fashion is one main reason for these environmental damaging consequences. These low-cost clothing chains no longer launch seasonal collections, but weekly new collections. For instance, the size of produced garments doubled within the last 20 years. Around 50 billion clothing pieces were made in 2000, whereas in 2019 around 100 billion new garments were produced (Ellen MacArthur Foundation 2017; World Bank 2019). Frequent production cycles as well as the used man-made synthetic materials negatively impact planet and people.

The consumer side is as responsible as the production side. Not only through their buying behavior, but also through their disposal patterns. In 2019, 62 metric tons of garments were consumed

(World Bank 2019) and it is believed that more than half of the clothes, which were made by the fast fashion industry, got disposed in less than a year (Ellen MacArthur Foundation 2017). Under these current circumstances and if people will not adapt their lifestyle and consumption patterns, greenhouse gas emissions will continue to increase by 50 percent by 2030. Additionally, instead of 62 metric tons of garment consumption in 2019, the annual garment consumption will raise to 102 metric tons by 2029 (World Bank 2019) and consequently the fashion industry will further and severely damage nature and people.

The fashion industry is essential and at the same time damaging for people and planet. If people will continue their buying and disposal behavior in regard to textiles and apparel, it will damage the environment to a further extent. Therefore, it can be assumed that a change on both sides is necessary, on the production and consumer side. This research will focus on the consumer side and will examine what factors can have a positive influence towards purchasing environmentally sustainable textiles and apparel. Here, purchasing environmentally sustainable textiles and apparel can be defined as either buying less clothes, clothes made out of environmentally sustainable materials or clothes, which are already part of the circular fashion industry (based on the concepts of a circular economy).

2. Literature Review

2.1 Consumer Knowledge

Among a list of factors, which have a salient influence on the purchase of products with environmentally sustainable or ethical attributes, *environmental consumer knowledge* is believed to be one of the essential determinants. There are different studies underlining the importance and influence of *consumer knowledge* on the customer's buying behavior in general, but also on its 'sustainable' buying behavior.

2.1.1 Definition of Consumer Knowledge

Consumer knowledge can be defined in different ways. Based on Phillipe & Ngobo (1999), consumer knowledge about products can be mainly divided into two dimensions: *Product familiarity* and *product knowledge*. Product familiarity stands for consumption experience whereas product knowledge is

product class information and rules stored in an individual's memory. According to the literature, accumulated information combined with experience could lead to a change in attitude (Phillipe & Ngobo 1999). Thus, product familiarity combined with product knowledge acquired by prior experience of products could positively affect consumer's behavioral intentions towards consumption of those products (Kang et al. 2013), which is why here, consumer knowledge in regard to the environmental impact of the textile and apparel industry focuses on both, product familiarity (previous experiences) as well as product knowledge (what the customer knows about it).

2.1.2 Consumer Knowledge and Extrinsic/Intrinsic Product Attributes

According to the literature, the following various findings demonstrate the relevance of consumer knowledge in regard to sustainable products, inter alia environmentally sustainable textiles and apparel. Firstly, people with low knowledge tend to put weight on extrinsic attributes of a product, whereas people with a higher level of knowledge tend to consider both, extrinsic and intrinsic attributes for purchasing decision-making (Rao & Sieben 1992). Extrinsic attributes of a product are related to non-product-features such as price variation, warranty duration or brand image, whereas intrinsic attributes are related to its physical components for instance functionality and materials (Olsen & Jacoby 1972). Further, Rao and Sieben (1972) found that with an increasing level of knowledge the importance of extrinsic attributes decreases at first and then afterwards extrinsic and intrinsic attributes of a product increase relatively to each other.

This finding is crucial in the context of environmentally sustainable textiles: For example, environmentally sustainable apparel tend to have higher product prices than commercial products since the higher prices reflect the full costs of its production process as well as high-quality materials, (Ellen MacArthur Foundation 2017). This might be only one explanation, why people with lower knowledge tend to put greater weight on extrinsic attributes and thus, for instance, on apparel with lower prices, which are often reflected in less environmentally sustainable products. As a consequence, knowledge

seems to play an important role for the consideration of intrinsic attributes such as material, functionality and quality, which are among others main characteristics of environmentally sustainable apparel.

2.1.3 Consumer Knowledge and Concern/Awareness

Based on previous research, there is a significant relationship between consumer knowledge and environmentally sustainable buying behavior. The following findings further try to prove significantly that *consumer knowledge* **can** lead to a more sustainable buying behavior on textiles and apparel.

According to the literature, consumer knowledge can lead to concern, which in turn can lead to a sustainable consumption behavior, if individuals are predisposed to concern. Here, concern is defined as "an individual's degree of emotional attachment to ecological issues" (Chan 2001, 391). Certainly, awareness and concern arising from knowledge must convene together in order to lead to a more sustainable consumer behavior (Koszewska 2016). Based on Koszewska's own research in previous years as well as the general state of research, she developed Figure 2 (see Appendix A), which illustrates the relationship between environmental knowledge, concern, awareness and consumer behavior. This illustration is one possible pathway, but must not be seen as a matter of fact (see Section 8. *Methodically Limitations*).

It turns out that, not only consumer knowledge is important, but it can be developed. For example, Brosdahl & Carpenter (2010) discovered that educating people with knowledge of the environmental impact of the current apparel and textiles consumption can impact their concern for the environment and possibly change their consumption behavior. In their research, the hypothesis that environmental concern can positively influence their environmentally-friendly consumption behavior, was supported. Chan (1999) found in her study that people, who recognized themselves as concerned of the environment had a better knowledge for 'green consumerism'. Another finding in this study was that 'heavy green consumers' were more likely to have a higher education, which in turn might indicate better knowledge. Kim & Damhorst (1998) identified a (limited) relationship between participant's knowledge of environmental impacts of garments and environmentally concern. They identified that

customers who have higher environmental knowledge, show higher environmental concern, which in turn leads to them considering sustainable attributes when buying a product and consequently increases the chance of purchasing more sustainable products. Moreover, in their study general environmentally responsible behavior was related to environmentally responsible apparel consumption behavior (Kim & Damhorst 1998). Further research, that analyzed customers purchasing organic cotton products in the Hawaiian market shows that consumer groups, which buy apparel made from organic cotton are also well informed about the differences of conventional and organic cotton. This result further indicates that behavior can be reflected in knowledge. Additionally, in their research, this customer group also expressed concern for the environment (Lin 2009). Furthermore, Hines et al. (1986;1987) identified a significant relationship between knowledge and environmentally sustainable consumer behavior. Thus, people with greater knowledge were more likely to consume more environmentally friendly compared to customers with lower knowledge. Ellen et al. (1991) describe in their results that knowledge of environmental issues is related to high concern for the environment. According to Lee (2011) concrete environmental knowledge and environmental awareness are two factors that predict 'green' consumption behavior. Another study states that if "a consumer has knowledge about pollution promulgation on the environment, then their awareness levels would increase and thus would, potentially, promote a favorable attitude towards green products" (D'Souza et al. 2006, 164). This result additionally includes the factor attitude, which will be discussed in the following paragraph.

2.1.4 Consumer Knowledge and Attitude

In addition to what has been described above, environmental knowledge is related to developing an attitude and thus changing consumption behaviors towards more environmentally sustainable patterns, which are reflected in concern (Ellen et al. 1991; Kim & Damhorst 1998; Chan 2001; Lee 2011; Tan 2011), since concern determines attitude and motivation (Koszewska 2012). For instance, Wikoff et al. (2012) found that educating people by knowledge in regard to carbon footprint influences customer's intention to purchase products emitting a lower level of carbon dioxide. Moreover, Bator and Cialdini

(2000; reported in Kang et al. 2013) examined that knowledge can contribute to an enduring change in customers attitude and buying behavior since it reflects the humans cognitive aspect. According to Lin (2009) the consumer groups, which purchase organic cotton, are not only well informed about the differences of these materials, but also represent their attitude towards the environment through actively protecting the environment. Another study demonstrated that accumulated information and experiences about ESTA products (environmentally sustainable textiles and apparel) contribute positively to the perception and attitude towards ESTA consumption and consequently increases an individual's intention to purchase ESTA products and thus the actual purchase of those (Kang et al., 2013).

2.1.5 Consumer Knowledge and PCE

Consumer knowledge is not only related to concern, awareness, attitude and consumption behavior. According to Ellen et al.'s (1991), knowledge is also related to perceived consumer effectiveness (PCE) and is defined as "the consumers' belief that they, as individuals, can help solve environmental problems" (Roberts 1996, 217). In section 2.2 *Perceived consumer effectiveness*, the definition and relevance of PCE is further developed. In this study a high level of perceived knowledge of environmental issues was significantly related to a high level of PCE as well as environmental concern. Thus, based on this study consumers with a higher level of environmental knowledge compared to customers with a lower level of knowledge feel a higher ability to contribute to solving environmental issues (see Appendix A Figure 3).

Besides, in numerous studies analyzing environmental and social responsible customer behavior it was observed that environmental attitude and concern does not consequently lead to environmental consumer behavior. There is a discrepancy between attitude and concern and the actual purchasing behavior. This 'attitude-behavior gap' was found in the context of textile and apparel consumption as well as in other product categories (e.g. Roberts 1996; Butler & Francis 1997; reported in Kang et al. 2013; Kim & Damhorst 1998; Vermeir & Verbeke 2006; 2008; Ritch & Schröder 2012). For instance, in one research Butler and Francis (1997; reported in Kang et al. 2013) observed that

customers, who believed that the environment should be considered in the purchasing process of textiles, in fact did not consider environmentally sustainable product attributes in their own actual purchasing process of apparel. Kinnear, Taylor and Ahmed (1974) were one of the first, who identified PCE as one predicting factor for environmental behavior and further found that with an increasing level of PCE, increased environmental concern is recognized. In order to fill this gap, Roberts (1996) identified PCE as one primary determinant for explaining environmentally sustainable customer behavior. In his study, the results revealed that PCE is the single best predictor for ecologically conscious consumer behavior. The more consumers feel that they can contribute to reduce pollution, the more they consider these attributes in their buying decisions (Roberts 1996).

Studies show that PCE directly influences buying behavior as well as through the mediator attitude. For example, in a study by Kim and Choi (2005) it was identified that PCE is directly related to recycling and energy-saving behavior. Ellen et al. (1991) identified that PCE uniquely and positively contributes to the prediction of ecological behaviors. Webb et al. (2008) found that PCE directly affects socially responsible behavior and in another study that PCE positively influenced customers willingness to buy organic food and thus led more sustainable and ethical food purchases (Vermeir & Verbeke 2008). At the same time, studies proved that PCE has a direct impact on the attitude of consumers. Vermeir and Verbeke (2008) further identified that PCE has a significant positive relationship with attitude towards buying sustainable dairy products, which in turn correlated strongly with intention to purchase. Kim and Choi (2005) further analyzed that PCE positively affected green buying behavior through an environmentally friendly attitude. Another research proved that PCE indirectly influenced socially responsible buying behavior through a positive social attitude (Wesley et al. 2012). Kang et al.'s (2013) further found that PCE had a positive effect on the attitude towards environmentally sustainable textiles and apparel (ESTA) consumption, thus influenced the customers intention to purchase ESTA products and consequently the actual purchase behavior. Furthermore, according to researches PCE is

believed to affect the attitude of especially young generations, as well as their perceptions and intentions of ESTA consumption. Unfortunately, exact information regarding the age group could not be found.

Figure 4 (see Appendix A) provides an overview of possible results described so far. Therefore, PCE and attitude were additionally integrated in this model. Environmental knowledge is also believed to have a positive effect on an individual's PCE as well as on his/her sustainable atttiude, which in turn can have an impact on an individual's sustainable consumption behavior. In addition, it is assumed that PCE can have a direct positive influence on consumption behavior as well as indirectly through the mediator attitude.

3. Theoretical Framework

3.1 Theory of Reasoned Action and Theory of Planned Behavior

The theory of reasoned action (TRA; Azjen & Fishbein, 1975; Azjen & Fishbein 1980) and the theory of planned behavior (TPB; Azjen, 1985; Azjen, 1991) are empirically validated models on explaining consumer behavior in general, but were also broadly and intensively applied and verified across a number of social behaviors (Koszewska 2012;2016). TRA and TPB refer to cognitive orientation models, which are mainly used models on consumer behavior. More importantly, TRA and TPB have been extensively applied to create models explaining consumer behavior towards sustainable products inter alia sustainable garments and equally verified. Table 1 (see Appendix A) provides a short overview of the research in the field of sustainable and ethical apparel using TRA and TPB. Therefore, for this analysis the theoretical framework of TRA and TPB are used and adopted based on the previous findings. Therefore, section 3.1 *Theory of Reasoned Action and Theory of Planned Behavior* characterizes the basics of the model, whereas 3.2 *Adoption of the Theoretical Model* pictures the integration of previous findings into the model.

The theory of reasoned action, which was developed by Azjen and Fishbein, has been extensively used as a model for predicting behavioral intentions and consequently behavior (see Appendix A Figure 5) (Azjen et al. 1992). The theory defines *attitude* towards behavior and *social norm*

as determinants for *behavioral intentions*, which in turn is the immediate antecedents for *behavior*. Attitude is defined as (a1) the sum of an individual's belief on what outcome can be achieved by a particular behavior and (b1) the evaluation of these beliefs. Subjective norm is (a2) the sum of an individual's normative belief on what others think about how an individual should behave as well as (b2) the motivation to fulfill it (Kang et al. 2013). Fishbein and Azjen further declare behavioral intention as a function of crucial beliefs or information about performing a specific behavior and this will lead to a certain outcome. Noting, they divide beliefs into behavioral (e.g. attitude) and normative beliefs (e.g. subjective norm) (Azjen et al. 1992). In 1988 Sheppard, Hartwick and Warshaw conducted a meta-analysis and confirmed the effectiveness of the Fishbein and Azjen model. A "strong overall evidence for the predictive utility of the model was found" (Sheppard et al. 1988, 325).

A few years later, an extended model of the TRA was developed by Azjen - the theory of planned behavior incorporating one additional parameter – *behavioral control* (see Appendix A Figure 6). Behavioral control, meaning the perception of the difficulty of a behavior (Kang et al. 2013), has an indirect and direct effect on *behavior*. The indirect effect exists through *intention* because "perceived behavioral control has motivational implications for behavioral intentions" (Azjen et al. 1992, 4). Behavior is also strongly influenced by the confidence that an individual has the resources to behave so, which explains the direct relationship between *perceived behavioral control* and *behavior*. The more resources and opportunities an individual thinks to possess, the greater the perceived behavioral control over a behavior (Azjen et al. 1992). Both theories, TRA and TPB, have been empirically verified.

3.2 Adoption of the Theoretical Model

Recently, as mentioned in 3.1, TPB has also found to be a valid construct for the prediction of environmentally sustainable and ethical consumer behavior towards apparel products. The potential relationships between *consumer knowledge*, *PCE*, *attitude* and *behavior* were already outlined. These findings integrated into the theoretical concept TRA;TPB, can result in the following model (see Appendix A Figure 7). For this analysis, only the part of the theory TRA;TPB which involves *attitude*

for the prediction of *intention* was consulted and the potential relationships with *consumer knowledge* and *PCE* were incorporated.

4. Hypothesis

4.1 Attitude, Intention and Behavior

Based on the previously described relationships between potentially relevant factors, predicting environmentally sustainable behavior, the following hypotheses were developed. *Attitude* is one of three main determinants influencing *intention* and as a result *behavior*. An individual's attitude to behave in a certain manner influences an individual's intention to behave and consequently an individual's actual behavior. This empirically validated relationship serves as basis for this research and will be translated into the context of purchasing environmentally sustainable textiles and apparel. Hence, hypothesis 1 is established.

H1: An individual's positive attitude towards purchasing environmentally sustainable textiles and apparel has a positive influence on an individual's intention to purchase environmentally sustainable textiles and apparel and consequently on the actual purchase of environmentally sustainable textiles and apparel.

4.2 Consumer Knowledge, PCE, Attitude and Intention

In addition, (cor)relations between consumer knowledge, PCE, attitude and intention will be analyzed and following hypotheses are presented.

H2: PCE positively affects attitude towards purchasing environmentally sustainable textiles and apparel.

H3: PCE directly and positively affects intention towards purchasing environmentally sustainable textiles and apparel.

H4: Consumer knowledge positively affects attitude towards purchasing environmentally sustainable textiles and apparel.

H5: Consumer knowledge positively affects PCE and consequently an individual's attitude, intention and behavior towards purchasing environmentally sustainable textiles and apparel.

4.3 Self-Construal and Attitude

In addition, it is analyzed to what extent a chronic or dispositional tendency of an individual affects the attitude towards purchasing environmentally sustainable textiles and apparel and thus the actual purchase. Therefore, the measurement of self-construal is involved in this research. According to Singelis (1994), individuals vary in the extent to which their self-construal is interdependent or independent. Roughly, interdependent individuals see themselves as someone, who is part of a large social relationship, whereas independent individuals see themselves as individually and independently (Oysermann 2013). It can be assumed that there is a relationship between self-construal and attitude towards purchasing environmentally sustainable textiles and apparel since self-construal measure how an individual sees himself/herself, but also how an individual understands himself/herself in relation to the society and world (Delieva & Eom 2019). Therefore, following last hypothesis was evaluated.

H6: An interdependent self tends to have a positive impact on attitude towards purchasing environmentally sustainable textiles and apparel.

For testing if the identified factors positively impact the purchase of environmentally sustainable textiles and apparel, a quantitative analysis was conducted.

5. Method

5.1 Questionnaire: Definition of Variables, Item generation and Measures

For collecting data and subsequently testing the hypotheses, a questionnaire was developed. The questionnaire involves questions regarding *consumer knowledge*, *PCE*, *attitude*, *intention*, *independent self-construal, interdependent self-construal* and *socio-demographic characteristics*. For the development of scales, measurement items were carefully selected based on the literature review, but sometimes slightly modified in order to tailor the items for this specific research question. All variables are measured by using a seven factor model, a 7-point Likert scale, based on the theoretical

recommendation of the authors (Azjen & Fishbein 1980; Azjen 2006; Singelis 1994; Kang et al. 2013). The questionnaire was developed in English (see Appendix B and C Questionnaire).

In this study, consumer knowledge is defined based on the two dimensions *product familiarity* (previous experiences with the product) and *product knowledge* (what the customer knows about it). In the questionnaire, attitudes related with two different products are examined, which is why the constructs consumer knowledge 1 (K1) and consumer knowledge 2 (K2) were developed. Product 1 (= included in K1) pertains to *materials* of textiles and apparel and thus result in natural fiber and thus the most known sustainable textiles: Organic cotton, linen, silk and wool (Van Dam 2009; BBC 2020; The Good Trade 2020). Product 2 (= included in K2) refers to the *usage* of textiles and apparel and is in this context defined as second-hand clothes. Accordingly, K1 is defined as knowledge about (impact of) more environmentally sustainable materials of textiles and apparel, whereas K2 is defined as knowledge about (impact of) production cycles, fast fashion and the current disposal behavior. As already alluded to in 1. *Introduction*, both purchasing the right clothes (clothes made out of more environmentally sustainable materials) as well as purchasing less or second-hand clothes, which are part of the circular economy, contribute to a more environmentally friendly world. The respondents were asked the extent to which they agree with the statements, measured using 7 items based on Philippe and Ngobo (1999) and Kang et al. (2013) (see Appendix B Table 1 and Appendix C Questionnaire).

In this questionnaire, PCE was defined to which extent an individual believes that he/she is able to contribute to solving environmental issues (Roberts, 1996) through his/her own consumption behavior. Here, PCE is measured using three items based on Roberts (1996) and Kang et al. (2013) and using a 7-point Likert scale (see Appendix B Table 2 and Appendix C Questionnaire).

Here, attitude is defined as positive attitude towards purchasing environmentally sustainable textiles and apparel. Based on the theoretical guidelines of Azjen and Fishbein (1980), attitude is divided into two parts: *Behavioral beliefs* (A1) and *outcome evaluation* (A2). Thus, A1 is related to questions referring to the participants' behavioral belief to the results of their consumption of environmentally

sustainable textiles and apparel (such as organic cotton, linen, silk and wool and second-hand clothes) on health and environment and also wearing these. A2 is related to how important the result is for the participant in general. A1 and A2 are measured using four items, respectively, based on Azjen and Fishbein (1980) and Kang et al. (2013) (see Appendix B Table 3 and Appendix C Questionnaire).

In this survey, intention expresses a positive intention and the willingness to purchase environmentally sustainable textiles and apparel, when making apparel purchase-decisions. It was asked how likely the respondent would intend each behavior and it was measured using three items based on Azjen and Fishbein (1980) and Kang et al. (2013) (see Appendix B Table 4 and Appendix C Questionnaire).

Interdependent and independent self-construal are defined in section 4.3 *Self-Construal and Attitude* and is measured by using 12 items relating to the interdependent self and 12 items for the independent self. There are different scales of measuring self-construal. The 24 items are based on the most common scale, SCS, by Singelis (1994). Here the respondent states to what extent he or she agrees with the statements based on a 7-point Likert scale (see Appendix B Table 5 and Appendix C Questionnaire).

In the end, the following socio-demographic variables *sex*, *age group*, *nationality*, *educational level* and *press media coverage* serve as control variables (see Appendix B Table 6 and Appendix C Questionnaire).

In order to 'ensure', that respondents answer this questionnaire truthfully and carefully (truthful and careful as it can be) and thus to prevent social-desirability and self-presentation concerns, an introduction page of the questionnaire was created. Often, the problem of social desirability and self-presentation concerns can be identified in surveys. In this case, the interviewee answers questions incorrectly in order to preclude undesirable behavior (Scholl 2015). In this questionnaire, attention must be paid to these problems in particular. The questions are related to consumer behavior and its impact on themselves, planet and people. Therefore, it is critical that the interviewee does not think that specific

answers are more appropriate/welcome than others. One strategy to avoid socially desirability is to hide it. Hence, on the introduction page of the questionnaire, it is explicitly mentioned that every answer is equally desirable. Furthermore, this is also the reason why the socio-demographics factors are placed at the end of this questionnaire (Scholl 2015) (see Appendix C Questionnaire).

5.2 Sampling and Data Collection

This questionnaire was sent online and data was collected digitally via Qualtrics. According to the literature, PCE and knowledge and thus attitude, intention and behavior are expected to influence particularly young customers (Wesley et al., 2012). Therefore, this questionnaire mainly focuses on younger people. Consequently, due to the focus on a specific age group and easier access, a sample of the Nova School of Business and Economics Society (Nova SBE Society) was selected. A total number of 136 (N_{total}=136) answered the questionnaire. On the basis of incompleteness in some cases, a total number of 110 questionnaires were consulted ($N_{analyzed}$=110) and 26 questionnaires excluded from the survey ($N_{excluded}$=26).

Descriptive Statistics – Socio demographic characteristics of the surveyed sample

The descriptive statistics revealed that around 89 percent (all results are rounded) of the respondents are in the age group between 15-30 years; the remaining 10 percent are aged between 30-45 years and only 1 percent of respondents are older than 45 years (see Appendix D Chart and Table 1). As expected, around 91 percent stated that they have a Bachelor's or a Master's degree and only 9 percent indicated *High school*, *PhD or higher* and *Others* (see Appendix D Chart and Table 2). The remaining 9 percent belong to students, who are either in the Bachelor's program and have not yet counted themselves to *Bachelor's degree* or professors at Nova SBE. In regard to the weekly press coverage, respondents deal with press articles on a very different frequent basis: 36 percent read press articles on a daily basis, whereas 33 percent often deal with it (5-6 times a week), 25 percent irregularly (2-4 times a week) and still 6 percent rarely (1 time a week) (see Appendix D Chart and Table 5). Furthermore, around 67 percent of the participants are female, whereas nearly 33 percent are male (see Appendix D Chart and

Table 3). In addition, the analysis showed that approximately 97 percent of the respondents are European: 73 percent Germans, 11 percent Portuguese and 13 percent coming from other European countries (see Appendix D Chart and Table 4).

6. Data Analysis and Results

The collected data was analyzed via SPSS. Firstly, a factor analysis and Cronbach's Alpha were considered in order to guarantee the coherence of items within each factor. Secondly, Pearson Correlations between the focal variable were calculated. Thirdly, to empirically test the model and hypotheses, multiple linear regressions were conducted.

6.1 Measurement of Reliability and Validity

Based on Kang et al. (2013) and Singelis (1994), the reliability and validity of the used items within each factor is guaranteed. As indicated in section 4.1, an explanatory factor analysis (EFA) and a confirmatory factor analysis (CFA) were run and based on factor-loadings, cross-loadings and communalities, non-appropriate items were already removed during the creation of the questionnaire. For validation reasons, additionally Cronbach's alpha of each scale was calculated and again the internal consistency of each subscale for positive affect, was verified. As shown in Table 1 (see Appendix E), the internal consistency of the questionnaire is very satisfying. Each factor achieved a total Cronbach's alpha for positive affect of around 0.8 or above. According to the literature, a Cronbach's alpha > 0.8 is a high, good value (Blanz 2015; Universität Zürich 2018). Therefore, the variables as presented in Table 1 (see Appendix E), were computed. The detailed breakdown, thus the value of Cronbach's alpha for every single item, is presented in Appendix E (see Figure 1).

6.2 Pearson Correlation

Before analyzing the multiple linear regressions, Pearson correlation coefficients were explored in order gain first insights about if and to what extent the focal variables are linearly related. The values imply that for all hypotheses, a significant positive linear correlation exist. The relationships between *attitude* and i*ntention* as well as between *PCE* and *attitude* show the largest and a strong positive effect on a

significance level of 0.000 ($p < .001$) with an r of .609 and .548. The results further reveal a significant and moderate positive correlation between *PCE* and *intention*, *consumer knowledge* and *attitude*, *consumer knowledge* and *PCE*, and *interdependent self-construal* and *attitude* (see Appendix F).

6.3 Testing Hypotheses

To test the hypotheses, I ran 8 multiple linear regressions. For every regression, the assumptions for regressions were tested. Linear relationship, multivariate normality, no multicollinearity, homoscedasticity and no outliers should be fulfilled (Universität Zürich 2018). For the following regressions the fulfillment of assumptions are shown in Appendix G Table 1 and 2 and Appendix H. For all regressions the assumptions have been met and the empirical model fit the data well - every model revealed significant results. Furthermore, every regression was run in two blocks. Block 1 (model 1) includes the dependent variable and all control variables, whereas block 2 (model 2) incorporates the dependent variable, all control variables and the relevant independent variable. In this way, the specific coefficient for the focal variable as well as the change in explained variation of the dependent variable through the inclusion of the independent variable, hence the ANOVA analysis, can be analyzed (Universität Zürich 2018). Therefore, all regressions consist of model 1 and 2. The detailed values and graphs are presented in Appendix H.

Hypothesis 1: For hypothesis 1, the first multiple linear regression was conducted. Model 1 in regression 1, which includes the control variables *sex*, *age group*, *educational level*, *origin* and *press coverage*, already indicates a significant explanation for *intention*. According to the literature, it is recommended to consult adjusted R Squared (Universität Zürich 2018). On a significance level of 0.002, 12.5 percent of the variance of *intention* can be explained by model 1 and thus by the control variables ($R_{squared}1(a) = 0.125$; $p = 0.002$). Here, *sex* and *age group* significantly explain *intention* (see Appendix H1). Females and younger people significantly exhibit stronger intention towards purchasing environmentally sustainable apparel and textiles. Model 2, which incorporates *attitude*, leads to an augmentation in R Squared from 0.125 to 0.371 on significance level of 0.000 ($R_{squared}1(b) = 0.371$; $p =$

0.000). Thus, 37.1 percent of variance of *intention* can be explained by the independent variables. The beta values present the influence of each independent variable on the outcome variable. Here, if *attitude* increases by one unit, *intention* significantly increases by 0.792 units if all other independent variables are kept constant and their values do not change (β(unstandardized) = .792; p = 0.000) (see Appendix H1 Table 1). Thus, hypothesis 1 can be verified. An individual's positive attitude towards purchasing environmentally sustainable textiles and apparel has a positive influence on an individual's intention to purchase environmentally sustainable textiles and apparel and consequently on the actual purchase of environmentally sustainable textiles and apparel.

Hypothesis 2, which predicts *attitude* towards purchasing environmentally sustainable textiles and apparel, the following could be determined. On a significance level of 0.000, regression 2(a), thus the control variables explain 27.9 percent of variance of the dependent variable *attitude* ($R_{squared}2(a) = 0.279$; p = 0.000). In this model, also *sex* and *age group* significantly explain *attitude* (see Appendix H2 Table 1). Again, females and younger people significantly reveal a stronger attitude towards purchasing environmentally sustainable apparel and textiles. Incorporating *PCE* leads to an improved R Squared and in this case, model 2(b) explains 42.2 percent of the variance of *attitude* ($R_{squared}2(b) = 0.422$; p = 0.000). Here, *PCE* and *sex* have a significant effect on *attitude* (p = 0.000), where *attitude* increases by 0.337, if *PCE* increases by one unit (β(unstandardized) = .337; p = 0.000) (Appendix H2). Therefore, H2 is supported as we observe that PCE positively affects attitude towards purchasing environmentally sustainable textiles and apparel.

Hypothesis 3: On significance level of 0.002, 12.5 percent of the variance of *intention* can be explained by the control variables ($R_{squared}3(a) = 0.125$; p = 0.002). Again, *sex* and *age group* significantly explain *intention* (same direction as in H1 and H2). Model 3(b), which includes *PCE* as further independent variable, significantly affect *intention* and improves R Squared 3(a) by 8 percent. The predictors of model 3(b) were able to account for 20.5 percent of the variance in *intention.* Also, in this model, *PCE* and *sex* significantly affect *intention* (Appendix H3 Table 1). Thus, H3 is supported: *PCE* is found to

positively affect *intention* towards purchasing environmentally sustainable textiles and apparel. If PCE increases by one unit, intention increases by 0.347 (β(unstandardized) =.347; p = 0.001) (see Appendix H3).

Hypothesis 4: For hypothesis 4, I ran two regressions. Regression 4.1 (includes K1; consumer knowledge in regard to organic materials) and regression 4.2 (includes K2; consumer knowledge in regard to fast-fashion/disposal behavior/second-hand) aim to explain *attitude*. Regression 4.1 (a) reveals that 27.9 percent of the variance of the dependent variable, *attitude*, can be significantly explained by the control variables ($R_{squared}$4.1(a) = 0.279; p = 0.000). Model 4.1 (b) significantly verifies that *consumer knowledge materials* improves R Squared 4.1 (a) (see Appendix H4.2 Table 1). A positive change in K1 significantly leads to an increase in *attitude* ($R_{squared}$4.1(b) = 0.348; p=0.000). Consequently, H4.1 can be verified. K2 explains the variance in *attitude* on a similar level. Model 4.2(b) augments R Squared 4.2(a) by 5 percent compared to a change of 6.9 percent in regression 4.1 (b) (see Appendix H4.2 Table 1). As a result, model 4.2(b) explains 32.9 percent of the variance in *attitude* and further equally significantly directs to a positive change in *attitude* (Appendix H4). In other words, K2 likewise contributes to the explanation of the dependent variable, *attitude*, and thus H4.2 can be verified as well. Hence, consumer knowledge in regard to organic materials as well as to apparel disposal behavior positively affects attitude towards purchasing environmentally sustainable textiles and apparel.

Hypothesis 5: To test if consumer knowledge also positively affects PCE, another two regressions were implemented due to the two definitions of consumer knowledge. As shown in Table 1 (see Appendix H5.2), the control variables in regression 5.1(a) significantly explain 12.7 percent of the variance in *PCE*. Adding K1, slightly improves R Squared as well as the significance level and positively affects the dependent variable (β(unstandardized) =.192; p = 0.044) (see Appendix H5.2 and Table 1). Supplementary, the predictors in model 5.2(a) account for 17.6 percent of the variance in *PCE* on a significance level of 0.000. As presented in Table 1 (see Appendix H5.2), incorporating K2, augments R Squared as well as the significance level and has a slightly higher impact on *PCE* than K1. If all

independent variables are hold constant, a one unit change in K1/K2 significantly increments *PCE* by 0.192/0.221 (β(unstandardized) =.221; p = .009) (see Appendix H5). By implication, Hypothesis 5 is true and *consumer knowledge* on both, material and usage, positively affects *PCE*.

Hypothesis 6: Lastly, regression 6 was run in order to verify or reject hypothesis 6. On a very significant level, 27.9 percent of variance in *attitude* can be explained by the socio-demographic characteristics ($R_{squared}6(a) = 0.279$; p = 0.000) (see Appendix H6 Table 1). Especially, *sex* and *age group* explain *attitude* on a significant level (see Appendix H6). The results reveal that females have a stronger tendency towards the attitude of purchasing environmentally sustainable textiles and apparel as well as younger age groups. Further integrating *interdependent self-construal* increases R Squared by 4.5 percent. Model 2 accounts for 32.6 percent of variance in *attitude* on a very significant level ($R_{squared}6(b) = 0.326$; p = 0.000) (see Appendix H6 Table 1). Although *sex* and *age group* have a stronger effect on *attitude* than *interdependent self*, by increasing *interdependent self* by one unit, *attitude* grows by 0.294 (β(unstandardized) =.294; p = 0.005) (Appendix H6). Finally, also hypothesis 6 can be confirmed and an *interdependent self* tends to have a positive relationship with *attitude* towards purchasing environmentally sustainable textiles and apparel.

Figure 1 (see Appendix H7) represents the relationships between the identified factors. On a (very) significant level, consumer knowledge and PCE positively influence attitude, which in turn positively impacts behavioral intention. Additionally, a direct positive effect between PCE and intention was identified. Lastly, consumer knowledge also positively affects PCE. In order to compare the extent of the particular effects, the standardized beta values are used in Figure 1 (see Appendix H7). Consequently, all hypotheses can be supported (see Appendix H7 Table 1).

Finally, to test the impact of *knowledge* and *PCE* combined on *attitude*, a further regression was conducted. Actually, this combination seems to have the greatest effect (see Appendix H8). On a very significant level (p = 0.000), 45.8 percent of variance in attitude can be explained by the independent variables, *PCE*, *consumer knowledge* and *sex* ($R_{squared}7 = 0.458$). *Attitude* increases by 0.369 and 0.220,

if *PCE* and *consumer knowledge* increase by one unit (βPCE(standardized) = .369; p = 0.000; βknowledge(standardized) = .220; p = 0.006).

7. Discussion, Conclusion & Recommendations

Based on TRA; TPB as well as based on the empirically verified research, *intention* to behave is largely determined by an individual's *attitude* to behave. In fact, we identified that even in the context of purchasing environmentally sustainable textiles and apparel, the theory finds support. The intention to purchase environmentally sustainable textiles and apparel is also positively affected by PCE directly as well as through the mediator attitude and consequently, indirectly as well. Both direct and indirect positive relationships are approximately equally strong. The indirect relationship is consistent with Roberts (1996) and Wesley et al. (2012): If consumers feel that they can contribute to a sustainable environment through their own consumption behavior, they tend to form the attitude to purchase more environmentally sustainable textiles and apparel and therefore potentially do so (based on TRA; TPB). Finally, the direct effect on intention was validated.

As expected, PCE is significantly affected by knowledge, which in turn is a coherent relationship. According to the literature, if an individual gains knowledge about the negative impact of current conditions (e.g. damage of man-made materials, production cycles and disposal behavior) as well as knowledge about the ability to act and the precise possibilities to react, an individual's belief to help solving environmental issues automatically increases. In this survey, PCE is also significantly determined by the age. The younger the customer the stronger the belief prevails that he/she can make a meaningful difference for the environment by buying environmentally friendly textiles and apparel.

As already described, attitude is significantly and positively impacted by PCE, but further by consumer knowledge, which is coherent with the results analyzed by Ellen et al. (1991), Kim and Damhorst (1998), Chan (2001), Lin (2009), Lee (2011) and Tan (2011). These authors had already identified that environmental knowledge is related to developing an environmentally friendly attitude. Therefore, it can also be supported in the context of sustainable textiles and apparel. Another finding in

this study is that press coverage also had a significant effect. This is not surprising since press coverage also includes facts about the impact of the textiles industry. Moreover, no difference between knowledge in regard to organic materials or knowledge concerning the impact of fast fashion/production cycles/disposal behavior is noticed. All have an almost equal impact on attitude, which is plausible. It is intuitive that when a person deals with information about sustainability in fashion, he/she is informed about the overall state of affairs and thus both variations of consumer knowledge as well as press coverage have the same effect.

The results reveal additional insights: In this context, attitude as well as intention are significantly determined by sex. Females exhibit significantly stronger attitudes and intentions towards purchasing environmentally sustainable textiles and apparel. This may be due to the fact that women are generally more engaged in fashion than men and are therefore more aware of both the negative impact on environment caused by the industry and consumption patterns as well as current fashion trends. Besides the common sustainable fashion brands such as Patagonia and Stella McCartney, big fast fashion brands such as H&M and Zara currently promote sustainability in their collections and communicate the importance of it. Descriptions such as "climate positive brands" (Wunderman Thompson 2020, 93) were created and for instance H&M stated the following: "H&M has been working towards its aim of becoming carbon neutral by 2040". Further, Gucci's CEO repeatedly explained that the fashion industry has the responsibility to meet the global climate crisis (Wunderman Thompson 2020, 94). By stating that women are generally more engaged in fashion than men, the volume of their consumption is meant. According to Statista, women purchase relatively more apparel than men (Statista 2020b). Another reason might be, that as a result, women feel more responsible and thus try to react stronger. Previous studies also identified a 'gender gap' in environmentally sustainable practices. Butler and Francis (1997) and Balderjahn (1988; reported in Lin 2009) stated that for shaping an attitude, gender is a determinant. Lee et al. (2013) analyzed that females were more likely to engage in the environmentally sustainable practices of energy-savings as well as willing to pay higher prices for

these. Further, Mohai (2008) proves that women indicate a higher environmental concern, but contrary show substantially less environmental activism than men. Other surveys indicate that consumers of environmental products can be defined by sex, age and the size of family (Lin 2009).

As anticipated, attitude is significantly positively affected by an interdependent self. Compared to an independent self, an interdependent self, sees himself or herself stronger in a relation to its environment and thus becomes most meaningful as part of social relationships (Singelis 1994; Delieva & Eom 2019). This is also confirmed in this context. For validation purposes, another regression with independent self, attitude and the control variables was run. In this case, the relationship between independent self and attitude was smaller as well as not significant. Also, its Pearson correlation coefficient reveals that no significant relationship exists (see Appendix F). Since self-construal represents a chronic or dispositional characteristically tendency, thus it is not as changeable as knowledge, targeting especially the right customer group might be a good strategy. For example, studies identified that in non-western countries, the norm is an interdependent self, whereas the independent self is more usual in western countries (Singelis 1994; reported in Delieva & Eom 2019).

To conclude, TRA; TPB is a valid model in the context of purchasing environmentally sustainable textiles and apparel. In addition, the two variables consumer knowledge and PCE were identified as further key determinants within this model. Consumer knowledge and PCE can lead towards attitude of purchasing environmentally sustainable textiles and apparel and as a result to the intention and the actual behavior to do so. PCE can also be influenced by consumer knowledge and even has a direct impact on intention. The impact that knowledge and PCE combined have on attitude seems to have the greatest effect (see Appendix H7). The socio-demographic characteristics sex, age and self-construal seem to play a role as well. Identifying these key determinants, the following opportunities for fashion brands emerge in order to encourage and attract consumers.

- Analyzing and addressing the right customer group
- Efficient messages in communication strategies

Analyzing and addressing the right customer group: Campaign designers and marketers must target an audience, which is aware of environmental issues (knowledge) and believes that they can contribute to it to environment (PCE). Thus, marketers must also understand the function of a consumer's PCE (Wesley et al. 2012). This suggestion is consistent with Ellen et al. (1991). Additionally, targeting them at the location or channel, where they can reach them, seems to be important. Besides, certain sustainable practices attract different customers. As a result, the exact customer profile for a particular practice must be defined in order to target the right customer group and expand its customer base. For instance, Lin (2009) suggests to study the organic cotton market in order to develop the right organic cotton customer profile.

Sending efficient messages in communication strategies: Firstly, since environmental knowledge encourages people to buy sustainable garments, educating people is one key requirement. Also, the willingness to pay a price premium increases by an individual's attitude towards purchasing sustainable clothes (Koszewska 2016), which in turn is impacted by knowledge. Although it must be said that there is a wide acceptance that knowledge actually impacts attitude, it is not further examined to what extent the environmentally friendly consumption behavior is influenced (Brosdahl 2010).

Further, not merely knowledge of an individual is changeable, also its PCE. According to IBM (2009; p.6) as well as many literature-based researches, potentially environmental concern is not automatically translated into sustainable consumption behavior because people "do not understand the impact of their efforts". Likewise, Ellen et al. (1991) proposes to communicate success and visualize the effect of an individual's contribution in order to enhance consumers' PCE. For instance, the "well baby" communication strategy demonstrates that the problem can be solved and that an individual's behavior does have an impact. Notable, success messages should not be formulated in a too positive way, otherwise they can have the contrary effect. Consequently, experiments could be conducted to test reactions of samples by using different pilot messages.

8. Methodically Limitations & Future Research

This research is not without limitations. Firstly, this study refers to results of other researchers and therefore the reliability of their findings can only be controlled to a limited extent. Secondly, according to Balderjahn et al. (2013) studies related to attitude and behavior must be interpreted carefully. Attitudinal questions are often answered in a way that consumers think they should answer in order to be "politically correct". Especially in the context of green consumption behavior, the problem of social desirability arises and people tend to maintain their sustainable behavior. For instance, in this survey respondents indicated a very high average attitude towards purchasing sustainable textiles and apparel with a mean of 5.4 (see Appendix I Table 1). This is relatively high considering that 7 was defined as the highest agreement. The problem with self-concern presentations leads to the next limitation. This study examined the relationship between knowledge, PCE, attitude and intention, which in turn leads to the actual behavior based on the theory (TRA;TPB). No second study in regard to the actual behavior was conducted here. This study cannot easily be translated into behavior, particularly because environmentally sustainable textiles and apparel are mostly related to higher prices. As mentioned above, previous research already identified the attitude-behavior gap in regard to sustainable products. Although PCE is believed to partially fill this gap, future research experiments, could further focus on the behavioral component and monitor the actual consumption behavior instead of surveying consumer's intentions. Also, ways to overcome the barrier of higher prices for sustainable apparel could be further examined. According to Wang (2007, reported in Lin 2009), costs of organic materials are critical in shaping customer's attitude towards organic apparel and do affect the actual consumption behavior. Moreover, "hidden factors" were not considered. Potentially, in this research and the additional research works used for this work, further factors that encourage certain relationships were not identified and consequently these relationships/causalities would not exist. This is an inherent limitation of survey methods. Finally, in this research the number of respondents was limited. A relatively small number of 110 questionnaires was analyzed, 73 percent of whom are of German nationality. It could be interesting to include a broader sample and compare heterogeneity in responses.

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APPENDIX

Appendix A

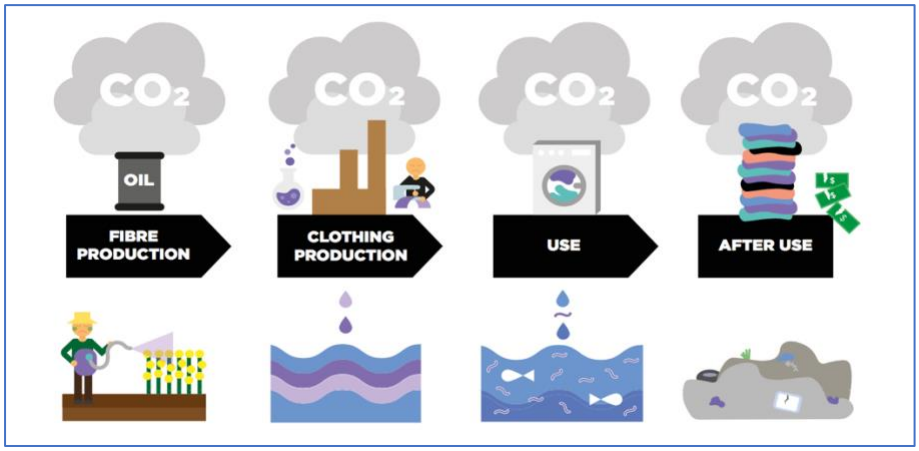


Figure 1: Impact of the textiles and fashion industry (Ellen MacArthur Foundation 2017)

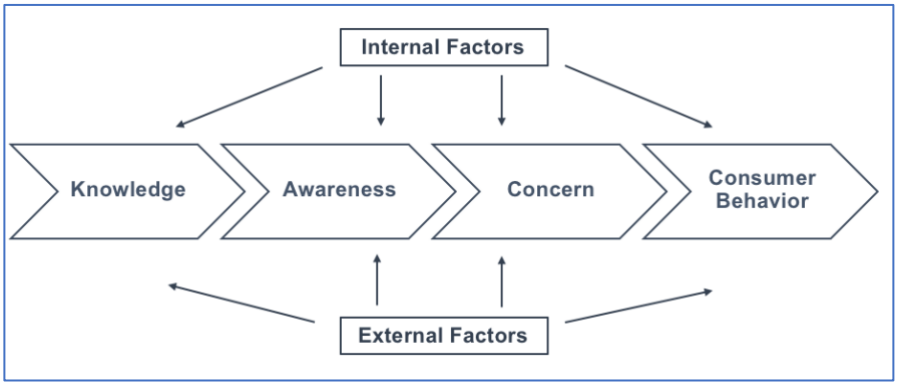


Figure 2: Model Koszewska, 2016; Relationship of environmental knowledge, awareness, and concern on consumer behavior

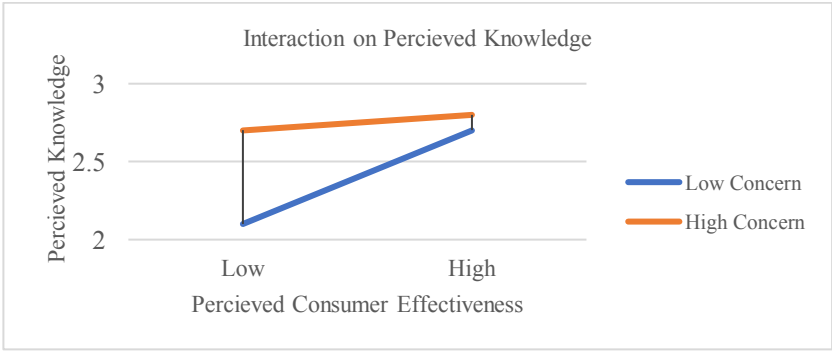


Figure 3: Relationship between Perceived Knowledge and Perceived Consumer Effectiveness (Ellen et al. 1991)

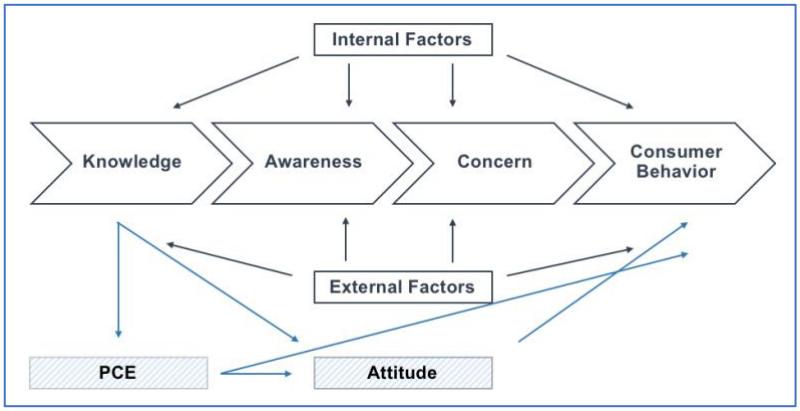


Figure 4: Adopted Model Koszewska, 2016; Relationship of environmental knowledge, awareness, and concern on consumer behavior. Further findings, in fact the relationships between knowledge, PCE, attitude and consumer behavior were integrated in Koszewska's model.

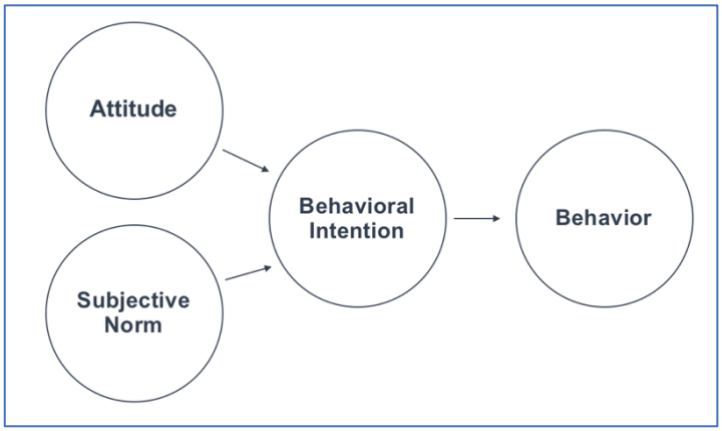


Figure 5: Theory of reasoned action

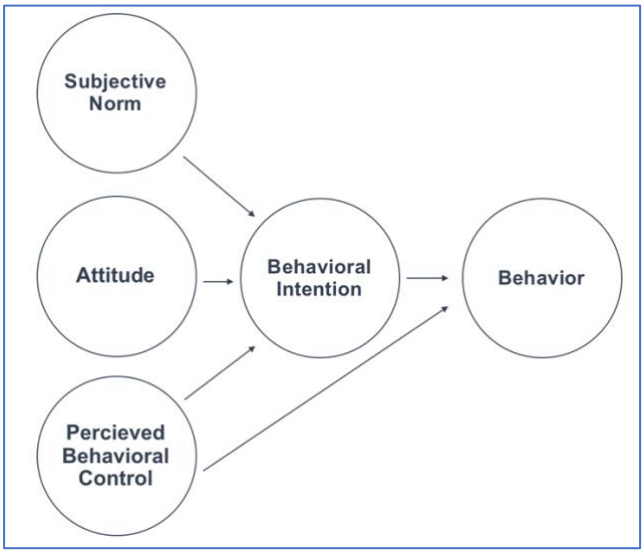


Figure 6: Theory of planned behavior

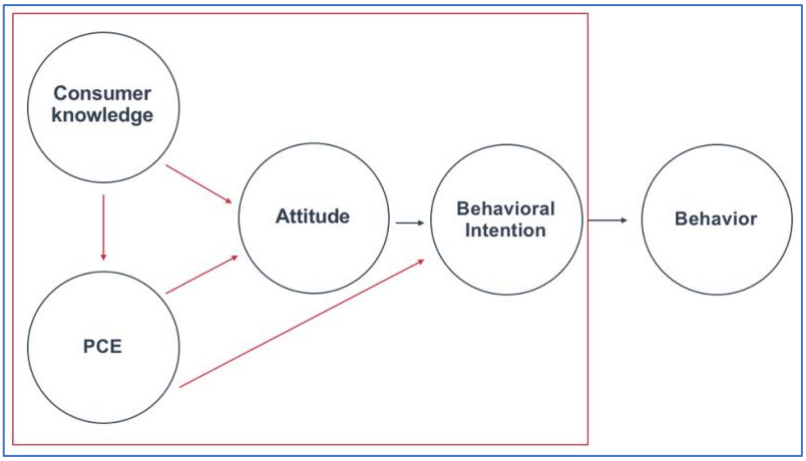


Figure 7: Adopted model and focus area of analysis

Author	Theory	Title
Kang et al. (2013)	TPB	Environmentally sustainable textile and apparel consumption: The role of consumer knowledge, perceived consumer effectiveness and perceived personal relevance.
Liu et al. (2012)	TPB	Sustainable consumption: green purchasing behaviors of urban residents in China.
Halepete et al. (2009)	Parts of TRA/TPB; Parts, which involve attitude	Personalization of Fair Trade Apparel. Consumer Attitudes and Intentions.
Shaw et al. (2007)	TPB	Intending To Be Ethical: An Examination of Consumer Choice in Sweatshop Avoidance.

Table 1: Applied models explaining sustainable consumption behavior

Appendix B - Item Generation and Measures

Consumer Knowledge 1
K1.1 I am quite familiar with organic apparel such as organic cotton, linen, silk and wool.
K1.2 I often see organic apparel (e.g. organic cotton, linen, silk and wool) in shopping places (e.g. department stores, specialty stores, online shopping malls, etc.).
K1.3 I have often bought organic apparel made out of organic cotton, linen, silk and wool.
K1.4 I have often tried on organic apparel (e.g. organic cotton, linen, silk and wool), although I did not make purchases.
K1.5 I know quite a lot about organic apparel (e.g. organic cotton, linen, silk and wool).
K1.6 I have often read articles or news about or have learned about organic apparel (e.g. organic cotton, linen, silk and wool).
K1.7 I have often read articles or news or have learned about the consequences of textiles production and the consumption behavior of textiles on people and planet.
Consumer Knowledge 2
K2.1 I am quite familiar with second-hand shopping.
K2.2 I often see second-hand stores.
K2.3 I have often bought apparel in second-hand stores.
K2.4 I have often tried on second-hand apparel although I did not make purchases.
K2.5 I know quite a lot about the impact of fast fashion on the environment.
K2.6 I have often read articles or news about the effects of fast fashion.
K2.7 I have often read articles or news or have learned about the consequences of textiles production and the consumption behavior of textiles on people and planet.

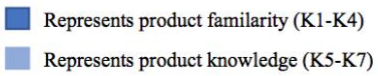


Table 1: Consumer knowledge

Percieved Consumer Effectiveness
PCE 1 It is worth it for the individual consumer to make efforts to preserve and improve the environment.
PCE 2 Since each individual can have any effect upon environmental problems, what I do can make meaningful difference.
PCE 3 By purchasing products made in an environmentally friendly way, each consumer's behavior can have a positive effect on the environment and society.

Table 2: Percieved consumer effectiveness

Attitude Part 1
A1.1 I believe that my purchasing of environmentally sustainable clothes will be gentle for my skin and be helpful for my (skin) health.
A1.2 I believe that my purchasing of environmentally sustainable clothes will have a positive effect on the environment.
A1.3 I believe that my purchasing of environmentally sustainable clothes will give me positive feelings such as fulfilment and self-esteem about making a contribution to environmental preservation and enhancement.
A1.4 I believe that my purchasing of environmentally sustainable clothes will make me feel good about wearing clothing good for my health.
Attitude Part 2
A2.1 Enhancing skin health and being healthy.
A2.2 Preserving and enhancing the environment.
A2.3 Having positive feelings such as fulfillment and self-esteem about making a contribution to environmental preservation and enhancement.
A2.4 Feeling good when wearing clothes.

Table 3: Attitude

Intention
I 1 If I see environmentally sustainable apparel (e.g. organic cotton, silk, linen and wool apparel or second-hand apparel), I intend to purchase or consider purchasing a product.
I 2 If I see a retail store of environmentally sustainable apparel (e.g. organic cotton, silk, linen and wool apparel or second-hand apparel), I intend to visit the store and purchase a product.
I 3 When I find an apparel product that fits my clothing needs, the possibility of my purchasing will increase if I then find out it is environmentally sustainable (e.g. organic cotton, silk, linen and wool apparel or second-hand apparel).

Table 4: Intention

Independent self-construal
1. I enjoy being unique and different from others in many respects.
2. I feel comfortable using someone's first name soon after I meet them, even when they are much older than I am.
3. I'd rather say "No" directly, than risk being misunderstood.
4. Having a lively imagination is important to me.
5. I prefer to be direct and forthright when dealing with people I've just met.
6. I am comfortable with being singled out for praise or rewards.
7. Speaking up during a class is not a problem for me.
8. I act the same way no matter who I am with.
9. I value being in good health above everything.
10. Being able to take care of myself is a primary concern for me.
11. My personal identity independent of others, is very important to me.
12. I am the same person at home that I am at school.
Interdependent self-construal
1. Even when I strongly disagree with group members, I avoid an argument.
2. I have respect for the authority figures with whom I interact.
3. I respect people who are modest about themselves.
4. I will sacrifice my self-interest for the benefit of the group I am in.
5. I should take into consideration my parents' advice when making education/career plans.
6. If my brother or sister fails, I feel responsible.
7. I often have the feeling that my relationships with others are more important than my own accomplishments.
8. I would offer my seat in a bus to my professor.
9. My happiness depends on the happiness of those around me.
10. I will stay in a group if they need me, even when I'm not happy with the group.
11. It is important to me to respect decisions made by the group.
12. It is important for me to maintain harmony within my group.

Table 5: Self-construal

Socio-demographic factors
Sex: Male; Female; Prefer not to say
Age group: 0-15; 15-30; 30-45; Above 45; Prefer not to say
Highest educational level: High School; Bachelor's Degree; Master's Degree; PhD or higher; Others; Prefer not to say
Press coverage (on a weekly basis): Daily (7 times a week); Often (5-6 times week); Irregularly (2-4 times a week); Rarely (1 time a week); Prefer not to say
Origin: North America/Central America; South America; Portugal; Germany; Europe; Africa; Asia; Australia; Others; Prefer not to say

Table 6: Socio-demographic factors

Appendix C – Questionnaire (Qualtrics)

You are invited to participate in my survey, entitled

"Strategies of fashion brands"

The purpose of this study is to examine information and factors that make strategies of fashion brands more successful. Your participation in the study will help fashion brands to understand what you as a customer attach great importance to. **There are no wrong or right responses. Every answer is equally welcome.** This study is merely interested in your personal opinion, experience and behavior.

This study is anonymous.

This study will take you around 5 minutes.

Feel free to contact me in case of any questions or interests:
42077@novasbe.pt

I declare being 18 years of age or older and I read the material above. I agree participating in this activity, realising that I may withdraw without penalty at any time.

○ Yes, I agree

Please indicate the extent to which you agree with the following statements (Scale: 1 = Strongly disagree; 7 = Strongly agree)

	1	2	3	4	5	6	7
I am quite familiar with organic apparel such as organic cotton, linen, silk and wool.	○	○	○	○	○	○	○
I often see organic apparel (e.g. organic cotton, linen, silk and wool) in shopping places (e.g. department stores, specialty stores, online shopping, malls, etc.).	○	○	○	○	○	○	○
I have often bought organic apparel made out of organic cotton, linen, silk and wool.	○	○	○	○	○	○	○
I have often tried on organic apparel (e.g. organic cotton, linen, silk and wool), although I did not make purchases.	○	○	○	○	○	○	○
I know quite a lot about organic apparel (e.g. organic cotton, linen, silk and wool).	○	○	○	○	○	○	○
I have often read articles or news or have learned about organic apparel (e.g. organic cotton, linen, silk and wool).	○	○	○	○	○	○	○
I have often read articles or news or have learned about the consequences of textiles production and the consumption behavior of textiles on people and planet.	○	○	○	○	○	○	○

Please indicate the extent to which you agree with the following statements (Scale: 1 = Strongly disagree; 7 = Strongly agree)

	1	2	3	4	5	6	7
I am quite familiar with second-hand shopping.	○	○	○	○	○	○	○
I often see second-hand stores.	○	○	○	○	○	○	○
I have often bought apparel in second-hand stores.	○	○	○	○	○	○	○
I have often tried on second-hand apparel although I did not make purchases.	○	○	○	○	○	○	○
I know quite a lot about the impact of fast fashion on the environment.	○	○	○	○	○	○	○
I have often read articles or news about the effects of fast fashion.	○	○	○	○	○	○	○
I have often read articles or news or have learned about the consequences of textiles production and the consumption behavior of textiles on people and planet.	○	○	○	○	○	○	○

Please indicate the extent to which you agree with the following statements (Scale: 1 = Strongly disagree; 7 = Strongly agree)

	1	2	3	4	5	6	7
It is worth it for the individual consumer to make efforts to preserve and improve the environment.	○	○	○	○	○	○	○
Since each individual can have any effect upon environmental problems, what I do can make a meaningful difference.	○	○	○	○	○	○	○
By purchasing products made in an environmentally friendly way, each consumer's behavior can have a	○	○	○	○	○	○	○

positive effect on the environment and society.

The following list of questions ask you about

your beliefs about the result of purchasing environmentally sustainable textiles and garments such as apparel made out of organic cotton, silk, linen, wool or second-hand clothes.

Please indicate the extent to which you believe each result (Scale: 1 = Very unlikely; 7 = Very likely)

	1	2	3	4	5	6	7
I believe that my purchasing of environmentally sustainable clothes will be gentle for my skin and be helpful for my (skin) health.	○	○	○	○	○	○	○
I believe that my purchasing of environmentally sustainable clothes will have a positive effect on the environment.	○	○	○	○	○	○	○
I believe that my purchasing of environmentally sustainable clothes will give me positive feelings such as fulfilment and self-esteem about making a contribution to environmental preservation and enhancement.	○	○	○	○	○	○	○
I believe that my purchasing of environmentally sustainable clothes will make me feel good about wearing clothing good for my health.	○	○	○	○	○	○	○

The following list of questions ask you about

How important are the following results to you in general?

Please indicate the extent to which it is important to you (Scale: 1 = Very unimportant; 7 = Very important)

	1	2	3	4	5	6	7
Enhancing skin health and being healthy.	○	○	○	○	○	○	○
Preserving and enhancing the environment.	○	○	○	○	○	○	○
Having positive feelings such as fulfillment and self-esteem about making a contribution to environmental preservation and enhancement.	○	○	○	○	○	○	○
Feeling good when wearing clothes.	○	○	○	○	○	○	○

How likely would you intend to do each behavior (1 = very unlikely; 7 = very likely)?

	1	2	3	4	5	6	7
If I see environmentally sustainable apparel (e.g. organic cotton, silk, linen and wool or second-hand apparel), I intend to purchase or consider purchasing a product.	○	○	○	○	○	○	○
If I see a retail store of environmentally sustainable apparel (e.g. organic cotton, silk, linen and wool or second-hand apparel), I intend to visit the store and purchase a product.	○	○	○	○	○	○	○
When I find an apparel product that fits my clothing needs, the possibility of my purchasing will increase if I then find out it is environmentally sustainable (e.g. organic cotton, silk, linen and wool or second-hand	○	○	○	○	○	○	○

apparel).

Please indicate the extent to which you agree with the following statements (Scale: 1 = Strongly disagree; 7 = Strongly agree)

	1	2	3	4	5	6	7
I enjoy being unique and different from others in many respects.	○	○	○	○	○	○	○
I feel comfortable using someone's first name soon after I meet them, even when they are much older than I am.	○	○	○	○	○	○	○
I'd rather say "No" directly, than risk being misunderstood.	○	○	○	○	○	○	○
Having a lively imagination is important to me.	○	○	○	○	○	○	○
I prefer to be direct and forthright when dealing with people I've just met.	○	○	○	○	○	○	○
I am comfortable with being singled out for praise or rewards.	○	○	○	○	○	○	○
Speaking up during a class is not a problem for me.	○	○	○	○	○	○	○
I act the same way no matter who I am with.	○	○	○	○	○	○	○
I value being in good health above everything.	○	○	○	○	○	○	○
Being able to take care of myself is a primary concern for me.	○	○	○	○	○	○	○
My personal identity independent of others, is very important to me.	○	○	○	○	○	○	○
I am the same person at home that I am at school.	○	○	○	○	○	○	○

Please indicate the extent to which you agree with the following statements (Scale: 1 = Strongly disagree; 7 = Strongly agree)

	1	2	3	4	5	6	7
Even when I strongly disagree with group members, I avoid an argument.	○	○	○	○	○	○	○
I have respect for the authority figures with whom I interact.	○	○	○	○	○	○	○
I respect people who are modest about themselves.	○	○	○	○	○	○	○
I will sacrifice my self-interest for the benefit of the group I am in.	○	○	○	○	○	○	○
I should take into consideration my parents' advice when making education/career plans.	○	○	○	○	○	○	○
If my brother or sister fails, I feel responsible.	○	○	○	○	○	○	○
I often have the feeling that my relationships with others are more important than my own accomplishments.	○	○	○	○	○	○	○
I would offer my seat in a bus to my professor.	○	○	○	○	○	○	○
My happiness depends on the happiness of those around me.	○	○	○	○	○	○	○
I will stay in a group if they need me, even when I'm not happy with the group.	○	○	○	○	○	○	○
It is important to me to respect decisions made by the group.	○	○	○	○	○	○	○
It is important for me to maintain harmony within my group.	○	○	○	○	○	○	○

What is your sex?

- ○ Male
- ○ Female
- ○ Prefer not to answer

What is your age group?

- ○ 0-15 years
- ○ 15-30 years
- ○ 30-45 years
- ○ 45+

What is your highest educational level?

- ○ High school
- ○ Bachelor's degree
- ○ Master's degree
- ○ PhD or higher
- ○ Others
- ○ Prefer not to say

Press coverage (on a weekly basis) (e.g. Financial Times, N24, CNN, Tagesschau etc.)

- ○ Daily (7 times a week)
- ○ Often (5-6 times a week)

- Irregularly (2-4 times a week)
- Rarely (1 time a week)
- Prefer not to say

What is your origin?

- North America/Central America
- South America
- Africa
- Asia
- Australia
- Portugal
- Germany
- Europe
- Others
- Prefer not to say

Appendix D – Descriptive Data Analysis

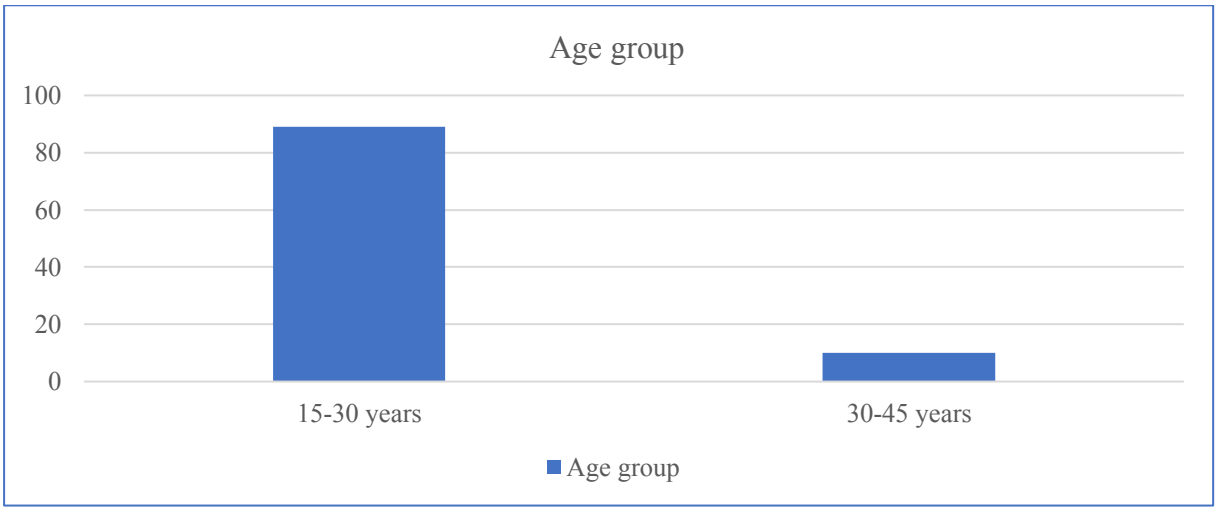


Chart 1: Age group

Age group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-30 years	98	89,1	89,1	89,1
	30-45 years	11	10,0	10,0	99,1
	45+	1	0,9	0,9	100,0
	Total	110	100,0	100,0	

Table 1: Age group

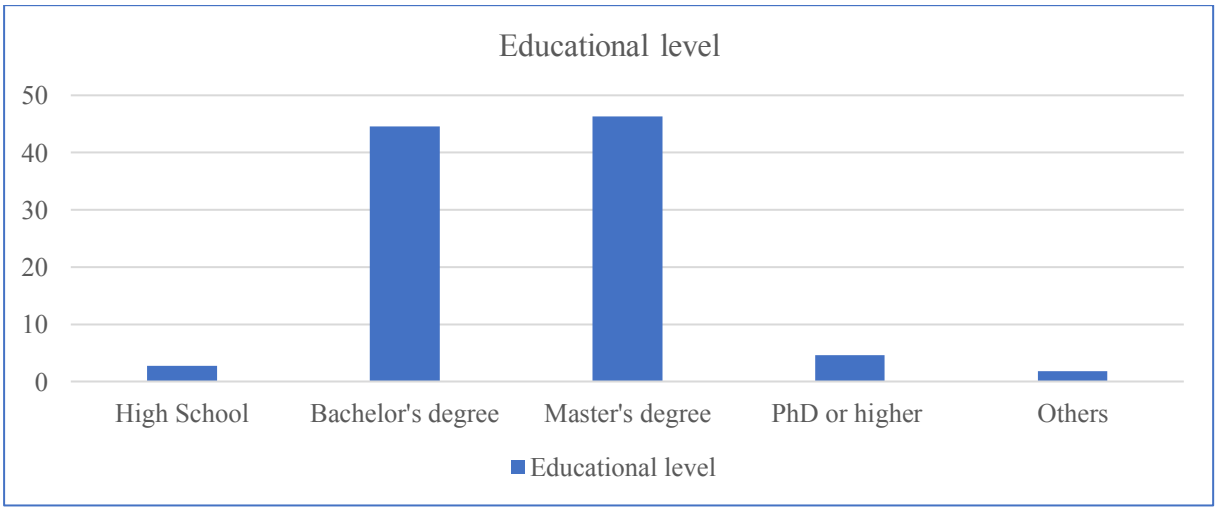


Chart 2: Educational level

Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	3	2,7	2,7	2,7
	Bachelor's degree	49	44,5	44,5	47,3
	Master's degree	51	46,4	46,4	93,6
	PhD or higher	5	4,5	4,5	98,2
	Others	2	1,8	1,8	100,0
	Total	110	100,0	100,0	

Table 2: Educational level

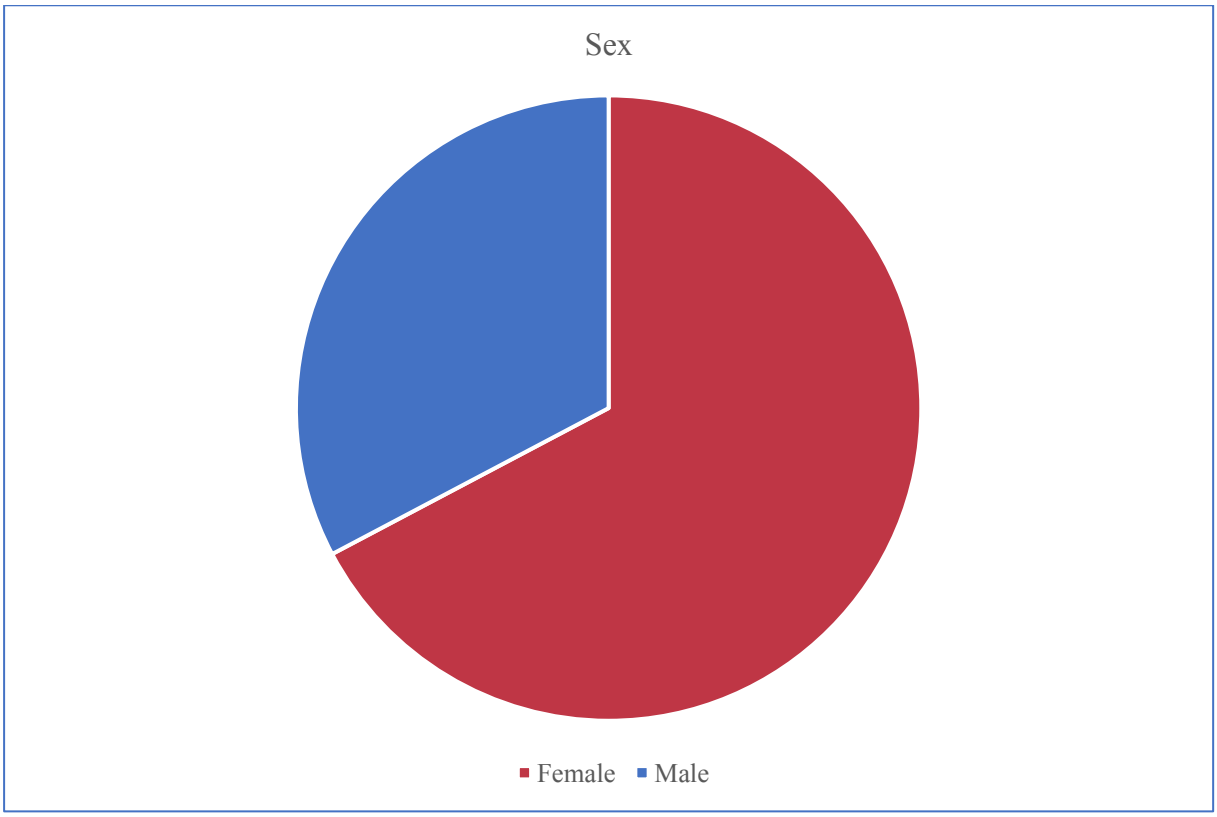


Chart 3: Sex

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	36	32,7	32,7	32,7
	Female	74	67,3	67,3	100,0
	Total	110	100,0	100,0	

Table 3: Sex

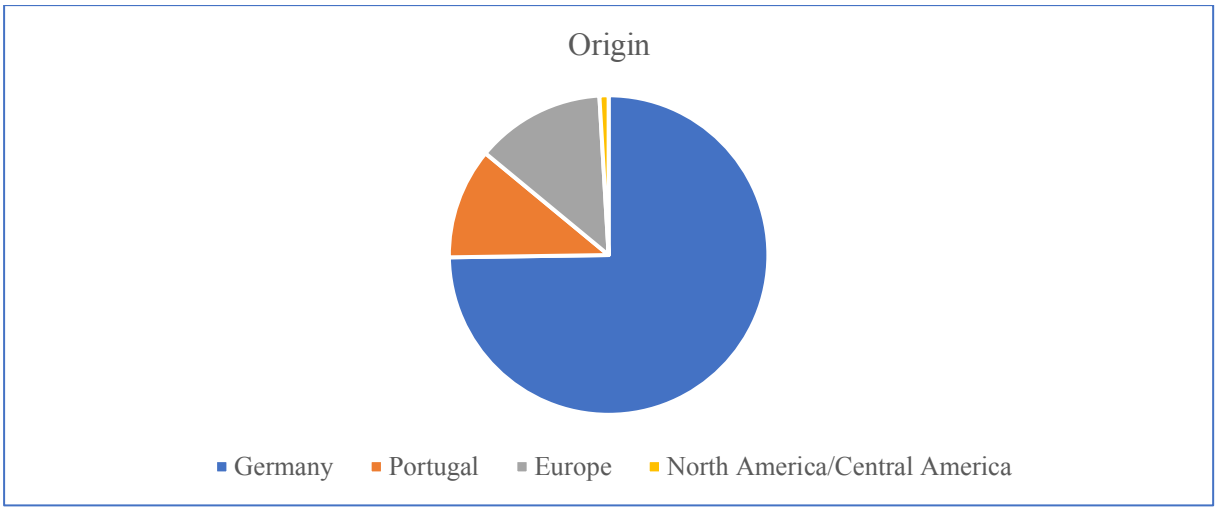


Chart 4: Origin

Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North America/Central America	1	0,9	0,9	0,9
	Africa	1	0,9	0,9	1,8
	Portugal	12	10,9	10,9	12,7
	Germany	80	72,7	72,7	85,5
	Europe	14	12,7	12,7	98,2
	Prefer not to say	2	1,8	1,8	100,0
	Total	110	100,0	100,0	

Table 4: Origin

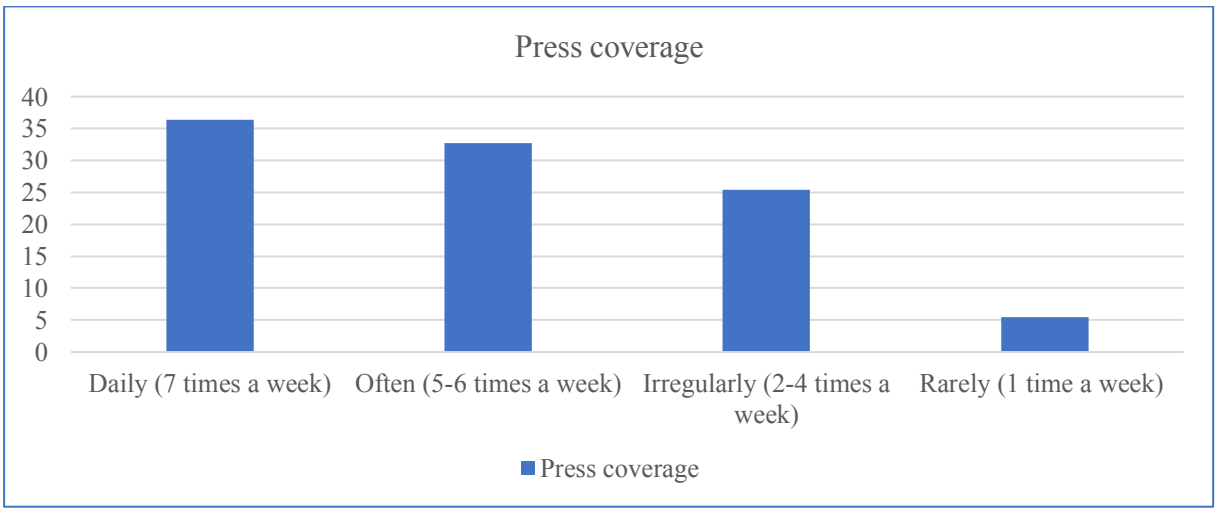


Chart 5: Press coverage

Press coverage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily (7 times a week)	40	36,4	36,4	36,4
	Often (5-6 times a week)	36	32,7	32,7	69,1
	Irregularly (2-4 times a week)	28	25,5	25,5	94,5
	Rarely (1 time a week)	6	5,5	5,5	100,0
	Total	110	100,0	100,0	

Table 5: Press coverage

Appendix E – Measurement of Reliability and Validity

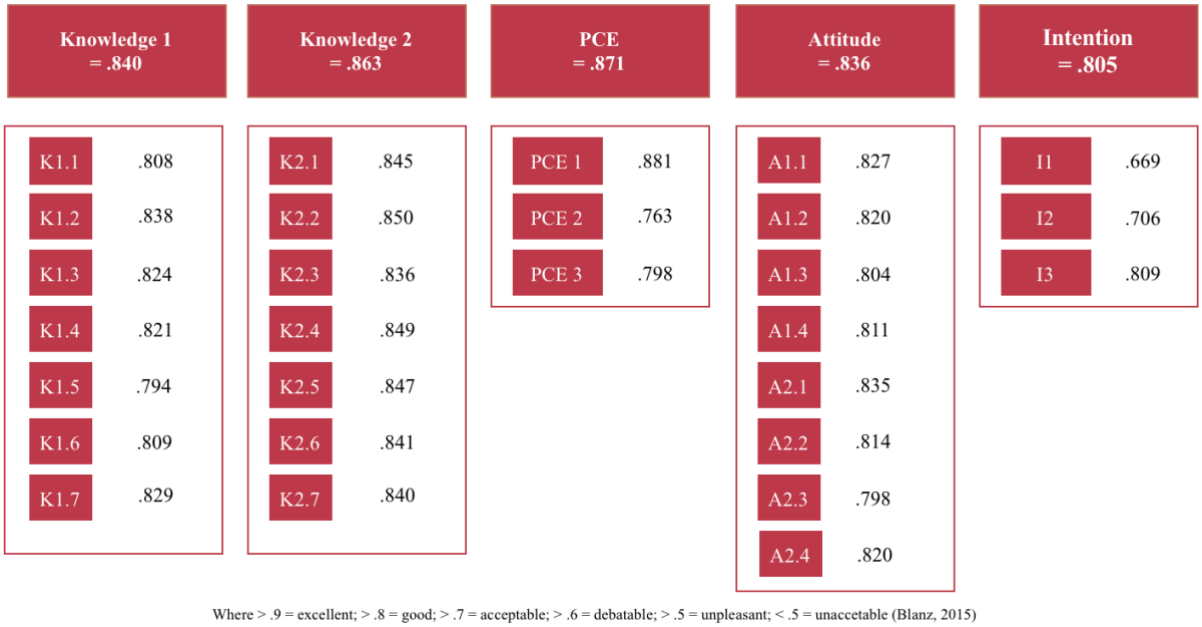


Figure 1: Cronbach's alpha

Variable	Cronbach's alpha
Consumer knowledge materials (K1)	.840
Consumer knowledge secondhand (K2)	.863
Percieved consumer effectiveness (PCE)	.871
Attitude (A1+A2)	.836
Intention (I)	.805
Independent self-construal (ISC1)	.821
Interdependent self-construal (ISC2)	.783

Table 1: Overview of Analysis of Cronbach's Alpha

Appendix F – Pearson Correlations

		Interdependent Self-Construal	Consumer Knowledge (Second-hand)	Consumer Knowledge (Materials)	PCE	Attitude	Intention	Independent Self-Construal
Interdependent Self-Construal	Pearson Correlation	**1**						
	Sig. (2-tailed)							
Consumer Knowledge (Second-hand)	Pearson Correlation	0,114	1					
	Sig. (2-tailed)	0,235						
Consumer Knowledge (Materials)	Pearson Correlation	**.235***	**.521****	1				
	Sig. (2-tailed)	0,013	0,000					
PCE	Pearson Correlation	**.236***	**.340****	**.271****	1			
	Sig. (2-tailed)	0,013	0,000	0,004				
Attitude	Pearson Correlation	**.370****	**.407****	**.399****	**.548****	**1**		
	Sig. (2-tailed)	0,000	0,000	0,000	0,000			
Intention	Pearson Correlation	**.341****	**.442****	**.553****	**.386****	**.609****	**1**	
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000		
Independent Self-Construal	Pearson Correlation	-0,090	0,066	0,037	0,074	0,031	-0,002	**1**
	Sig. (2-tailed)	0,347	0,491	0,700	0,443	0,750	0,986	

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

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

Correlations Attitude and Intention

		Attitude	Intention
Attitude	Pearson Correlation	1	.609**
	Sig. (2-tailed)		0,000
	N	110	110
Intention	Pearson Correlation	.609**	1
	Sig. (2-tailed)	0,000	
	N	110	110

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

Correlations PCE and Attitude

		Attitude	PCE
Attitude	Pearson Correlation	1	.548**
	Sig. (2-tailed)		0,000
	N	110	110
PCE	Pearson Correlation	.548**	1
	Sig. (2-tailed)	0,000	
	N	110	110

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

Correlations PCE and Intention

		PCE	Intention
PCE	Pearson Correlation	1	.386**
	Sig. (2-tailed)		0,000
	N	110	110
Intention	Pearson Correlation	.386**	1
	Sig. (2-tailed)	0,000	
	N	110	110

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

Correlations Consumer Knowledge (Materials) and Attitude

		Consumer Knowledge (Materials)	Attitude
Consumer Knowledge (Materials)	Pearson Correlation	1	.399**
	Sig. (2-tailed)		0,000
	N	110	110
Attitude	Pearson Correlation	.399**	1
	Sig. (2-tailed)	0,000	
	N	110	110

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

Correlations Consumer Knowledge (Second-hand) and Attitude

		Attitude	Consumer Knowledge (Second-hand)
Attitude	Pearson Correlation	1	.407**
	Sig. (2-tailed)		0,000
	N	110	110
Consumer Knowledge (Second-hand)	Pearson Correlation	.407**	1
	Sig. (2-tailed)	0,000	
	N	110	110

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

Correlations Consumer Knowledge (Materials) and PCE

		Consumer Knowledge (Materials)	Perceived Consumer Effectiveness
Consumer Knowledge (Materials)	Pearson Correlation	1	.271**
	Sig. (2-tailed)		0,004
	N	110	110
Perceived Consumer Effectiveness	Pearson Correlation	.271**	1
	Sig. (2-tailed)	0,004	
	N	110	110

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

Correlations Consumer Knowledge (Second-hand) and PCE

		Perceived Consumer Effectiveness	Consumer Knowledge (Secondhand)
Perceived Consumer Effectiveness	Pearson Correlation	1	.340**
	Sig. (2-tailed)		0,000
	N	110	110
Consumer Knowledge (Second-hand)	Pearson Correlation	.340**	1
	Sig. (2-tailed)	0,000	
	N	110	110

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

Correlations Interdependent Self and Attitude

		Interdependent Self-Construal	Attitude
Interdependent Self-Construal	Pearson Correlation	1	.370**
	Sig. (2-tailed)		0,000
	N	110	110
Attitude	Pearson Correlation	.370**	1
	Sig. (2-tailed)	0,000	
	N	110	110

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

Correlations Interdependent Self and PCE

		Interdependent Self-Construal	PCE
Interdependent Self-Construal	Pearson Correlation	1	.236*
	Sig. (2-tailed)		0,013
	N	110	110
PCE	Pearson Correlation	.236*	1
	Sig. (2-tailed)	0,013	
	N	110	110

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

Correlations Interdependent Self and Intention

		Intention	Interdependent Self-Construal
Intention	Pearson Correlation	1	.341**
	Sig. (2-tailed)		0,000
	N	110	110
Interdependent Self-Construal	Pearson Correlation	.341**	1
	Sig. (2-tailed)	0,000	
	N	110	110

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

Correlations Independent Self and Intention

		Intention	Independent Self-Construal
Intention	Pearson Correlation	1	-0,002
	Sig. (2-tailed)		0,986
	N	110	110
Independent Self-Construal	Pearson Correlation	-0,002	1
	Sig. (2-tailed)	0,986	
	N	110	110

Correlations Independent Self and Attitude

		Independent Self-Construal	Attitude
Independent Self-Construal	Pearson Correlation	1	0,031
	Sig. (2-tailed)		0,750
	N	110	110
Attitude	Pearson Correlation	0,031	1
	Sig. (2-tailed)	0,750	
	N	110	110

Appendix G – Assumptions Multiple Linear Regressions

Hypothesis #	Linear relationship	Multivariate normality	No multicollinearity	No autocorrelation	Homoscedasticity	No outliers
Hypothesis 1	✔	✔	✔	✔	✔	✔
VIF_{max}			**1,454**			
$Tolerance_{min}$			**0,688**			
Durbin-Watson				**1,766**		
Cooks $Distance_{max}$						**0,118**
Hypothesis 2	✔	✔	✔	✔	✔	✔
VIF_{max}			**1,287**			
$Tolerance_{min}$			**0,711**			
Durbin-Watson				**1,871**		
Cooks $Distance_{max}$						**0,502**
Hypothesis 3	✔	✔	✔	✔	✔	✔
VIF_{max}			**1,407**			
$Tolerance_{min}$			**0,711**			
Durbin-Watson				**1,920**		
Cooks $Distance_{max}$						**0,123**
Hypothesis 4.1	✔	✔	✔	✔	✔	✔
VIF_{max}			**1,363**			
$Tolerance_{min}$			**0,734**			
Durbin-Watson				**1,967**		
Cooks $Distance_{max}$						**0,182**
Hypothesis 4.2	✔	✔	✔	✔	✔	✔
VIF_{max}			**1,391**			
$Tolerance_{min}$			**0,719**			
Durbin-Watson				**2,030**		
Cooks $Distance_{max}$						**0,379**
Hypothesis 5.1	✔	✔	✔	✔	✔	✔
VIF_{max}			**1,363**			
$Tolerance_{min}$			**0,734**			
Durbin-Watson				**1,950**		
Cooks $Distance_{max}$						**0,211**
Hypothesis 5.2	✔	✔	✔	✔	✔	✔
VIF_{max}			**1,391**			
$Tolerance_{min}$			**0,719**			
Durbin-Watson				**1,857**		
Cooks $Distance_{max}$						**0,455**
Hypothesis 6	✔	✔	✔	✔	✔	✔
VIF_{max}			**1,317**			
$Tolerance_{min}$			**0,759**			
Durbin-Watson				**2,040**		
Cooks $Distance_{max}$						**0,263**

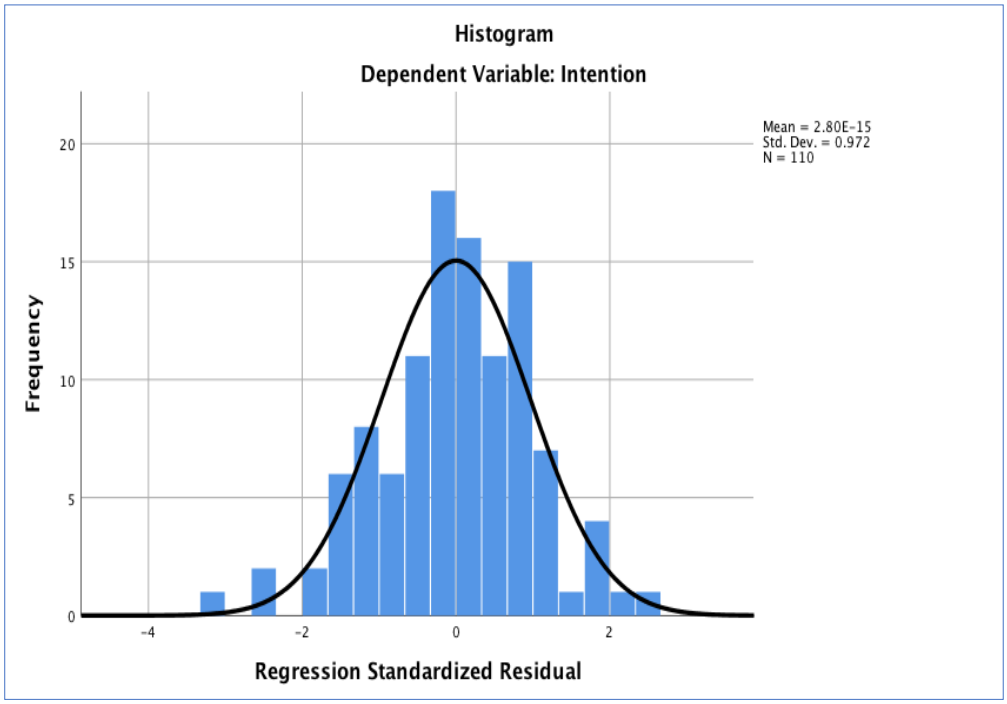
Table 1: Fulfillment assumption for multiple linear regressions, where the numbers for no multicollinearity, no autocorrelation and no outliers are presented and marked in orange in Table 2 as well as in tables in Appendix H; Linear relationship, multivariate normality and homoscedasticity (scatterplot does not show any cone-shaped pattern) are shown in the graphs in Appendix H

Cook's Distance

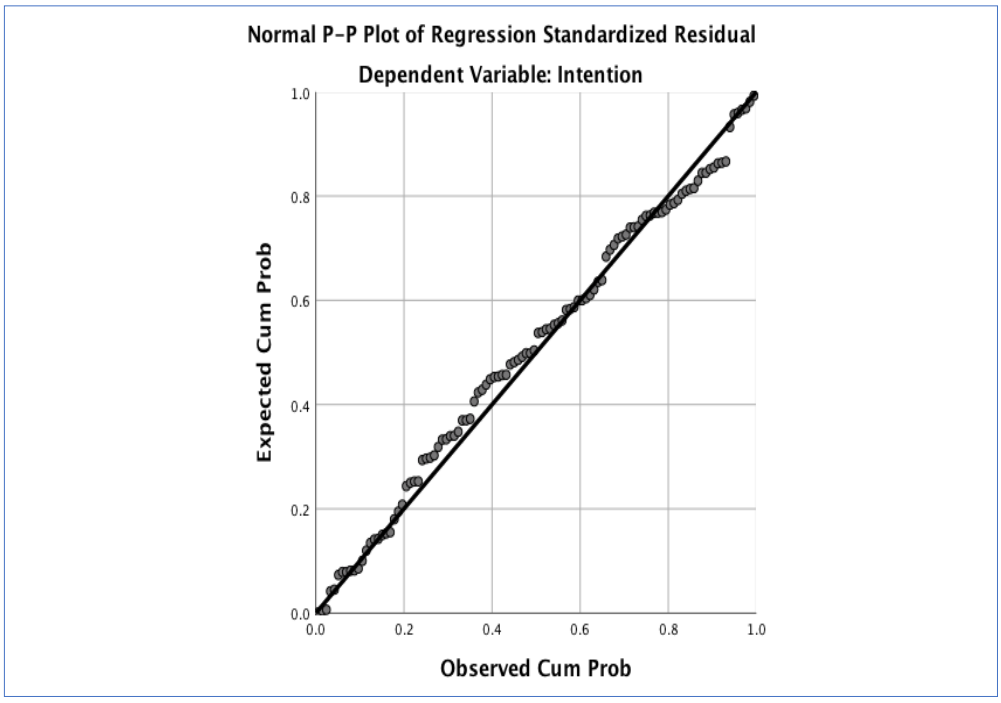
N	Regression 1	Regression 2	Regression 3	Regression 4.1	Regression 4.2	Regression 5.1	Regression 5.2	Regression 6
1	.11795	.50193	.12276	.18241	.37866	.21077	.45511	.26297
2	.11473	.12986	.10325	.15732	.05330	.20524	.17196	.18329
3	.11090	.12783	.06593	.05556	.05062	.11835	.09424	.07058
4	.08052	.06735	.05383	.04733	.04333	.10069	.09410	.04644
5	.07131	.06082	.04253	.04454	.03055	.09531	.08707	.04030
6	.03826	.04095	.03104	.04382	.03014	.08836	.06451	.03493
7	.03443	.03976	.03082	.03845	.02887	.08402	.04345	.02971
8	.03221	.03040	.03065	.02822	.02816	.05106	.03325	.02424
9	.03082	.02984	.03022	.02641	.02159	.04428	.03085	.02343
10	.03032	.01870	.02734	.02619	.02121	.04353	.02809	.02252
11	.02540	.01867	.02634	.02467	.02070	.02780	.02438	.01947
12	.02351	.01724	.02207	.02124	.01987	.02750	.02436	.01831
13	.02337	.01704	.02181	.02093	.01973	.02355	.02294	.01755
14	.02095	.01662	.02112	.02034	.01938	.02282	.02241	.01751
15	.01982	.01588	.01980	.01484	.01913	.02161	.02195	.01717
16	.01915	.01448	.01911	.01372	.01882	.02129	.02032	.01635
17	.01875	.01438	.01905	.01219	.01752	.02057	.01992	.01584
18	.01788	.01386	.01643	.01192	.01607	.01687	.01871	.01481
19	.01584	.01364	.01629	.01176	.01463	.01665	.01865	.01351
20	.01575	.01213	.01599	.01134	.01390	.01535	.01753	.01302
21	.01471	.01192	.01590	.01081	.01357	.01531	.01646	.01134
22	.01426	.01101	.01391	.01009	.01328	.01453	.01585	.01062
23	.01355	.01052	.01231	.00998	.01287	.01291	.01538	.01046
24	.01344	.00926	.01164	.00978	.01241	.01211	.01412	.01037
25	.01289	.00907	.01127	.00968	.01040	.01210	.01348	.00913
26	.01281	.00861	.01033	.00930	.00960	.01135	.01273	.00896
27	.01064	.00853	.00960	.00930	.00957	.01104	.01267	.00891
28	.01052	.00794	.00925	.00926	.00955	.00976	.01181	.00873
29	.01045	.00791	.00815	.00908	.00929	.00969	.01091	.00818
30	.00912	.00726	.00787	.00848	.00915	.00694	.00977	.00776
31	.00856	.00690	.00781	.00819	.00895	.00608	.00969	.00754
32	.00811	.00683	.00750	.00796	.00884	.00599	.00914	.00750
33	.00777	.00645	.00750	.00766	.00852	.00593	.00789	.00747
34	.00761	.00644	.00750	.00735	.00809	.00560	.00771	.00746
35	.00703	.00638	.00724	.00695	.00784	.00529	.00688	.00677
36	.00691	.00567	.00722	.00691	.00671	.00408	.00614	.00642
37	.00652	.00559	.00627	.00689	.00657	.00398	.00592	.00619
38	.00646	.00558	.00597	.00627	.00631	.00386	.00578	.00608
39	.00640	.00557	.00589	.00614	.00583	.00370	.00566	.00589
40	.00619	.00552	.00585	.00568	.00577	.00365	.00563	.00565
41	.00585	.00550	.00577	.00535	.00571	.00359	.00492	.00550
42	.00546	.00544	.00558	.00532	.00563	.00345	.00489	.00525
43	.00527	.00544	.00506	.00528	.00561	.00313	.00476	.00503
44	.00505	.00487	.00506	.00514	.00556	.00311	.00439	.00493
45	.00502	.00482	.00505	.00504	.00555	.00304	.00428	.00489
46	.00462	.00461	.00466	.00502	.00540	.00298	.00401	.00485
47	.00450	.00437	.00455	.00501	.00540	.00295	.00391	.00474
48	.00427	.00432	.00451	.00465	.00496	.00272	.00370	.00459
49	.00423	.00414	.00433	.00448	.00482	.00268	.00369	.00395
50	.00417	.00413	.00430	.00422	.00471	.00249	.00339	.00380
51	.00379	.00410	.00409	.00420	.00448	.00232	.00333	.00367
52	.00366	.00392	.00401	.00403	.00443	.00230	.00313	.00361
53	.00358	.00374	.00373	.00381	.00416	.00229	.00312	.00351
54	.00347	.00365	.00332	.00373	.00408	.00217	.00305	.00347
55	.00341	.00353	.00310	.00367	.00402	.00210	.00289	.00337
56	.00307	.00346	.00290	.00358	.00398	.00207	.00272	.00329
57	.00300	.00327	.00287	.00355	.00336	.00207	.00256	.00308
58	.00296	.00271	.00287	.00332	.00329	.00190	.00231	.00300
59	.00273	.00259	.00269	.00293	.00303	.00179	.00230	.00257
60	.00242	.00251	.00262	.00287	.00302	.00156	.00207	.00256
61	.00228	.00223	.00258	.00286	.00294	.00154	.00205	.00239
62	.00223	.00221	.00256	.00269	.00228	.00151	.00188	.00232
63	.00222	.00219	.00250	.00237	.00227	.00144	.00186	.00223
64	.00206	.00211	.00237	.00225	.00216	.00143	.00186	.00221
65	.00206	.00194	.00226	.00225	.00202	.00142	.00170	.00213
66	.00178	.00179	.00224	.00220	.00199	.00134	.00167	.00186
67	.00172	.00178	.00213	.00215	.00183	.00114	.00167	.00184
68	.00147	.00148	.00198	.00210	.00174	.00113	.00161	.00177
69	.00140	.00133	.00196	.00193	.00158	.00111	.00151	.00166
70	.00140	.00125	.00188	.00175	.00150	.00107	.00143	.00156
71	.00140	.00122	.00181	.00154	.00136	.00107	.00130	.00141
72	.00122	.00118	.00176	.00152	.00136	.00107	.00129	.00139
73	.00106	.00116	.00176	.00149	.00135	.00106	.00124	.00132
74	.00104	.00113	.00159	.00138	.00127	.00099	.00123	.00126
75	.00103	.00111	.00159	.00119	.00123	.00095	.00118	.00115
76	.00100	.00110	.00134	.00107	.00109	.00094	.00116	.00100
77	.00094	.00107	.00131	.00105	.00108	.00088	.00116	.00098
78	.00092	.00104	.00130	.00105	.00106	.00088	.00115	.00098
79	.00083	.00098	.00130	.00101	.00103	.00087	.00107	.00096
80	.00077	.00096	.00098	.00096	.00100	.00079	.00092	.00090
81	.00071	.00091	.00091	.00093	.00097	.00074	.00088	.00078
82	.00065	.00059	.00079	.00085	.00094	.00064	.00085	.00077
83	.00054	.00058	.00074	.00077	.00092	.00064	.00068	.00068
84	.00050	.00051	.00068	.00075	.00090	.00059	.00066	.00057
85	.00047	.00050	.00056	.00074	.00087	.00058	.00060	.00052
86	.00035	.00045	.00055	.00068	.00080	.00055	.00052	.00049
87	.00034	.00037	.00037	.00060	.00065	.00053	.00044	.00046
88	.00032	.00032	.00032	.00060	.00065	.00048	.00042	.00041
89	.00027	.00031	.00025	.00057	.00064	.00048	.00041	.00038
90	.00022	.00028	.00022	.00054	.00052	.00046	.00040	.00036
91	.00019	.00028	.00021	.00046	.00048	.00043	.00038	.00034
92	.00019	.00021	.00020	.00045	.00035	.00038	.00038	.00028
93	.00018	.00017	.00019	.00044	.00031	.00036	.00035	.00028
94	.00018	.00010	.00019	.00038	.00031	.00036	.00034	.00026
95	.00016	.00009	.00018	.00030	.00022	.00034	.00032	.00024
96	.00012	.00008	.00016	.00030	.00019	.00032	.00021	.00024
97	.00011	.00007	.00016	.00027	.00018	.00030	.00018	.00022
98	.00009	.00006	.00013	.00025	.00017	.00028	.00014	.00019
99	.00007	.00006	.00013	.00024	.00017	.00020	.00014	.00016
100	.00007	.00005	.00012	.00020	.00010	.00017	.00011	.00013
101	.00006	.00005	.00011	.00018	.00008	.00016	.00009	.00008
102	.00005	.00003	.00010	.00015	.00008	.00014	.00008	.00007
103	.00005	.00003	.00009	.00014	.00006	.00013	.00003	.00006
104	.00005	.00003	.00005	.00013	.00005	.00013	.00003	.00006
105	.00002	.00001	.00002	.00009	.00003	.00011	.00003	.00004
106	.00001	.00001	.00001	.00009	.00003	.00010	.00002	.00003
107	.00001	.00001	.00001	.00005	.00002	.00003	.00002	.00003
108	.00000	.00001	.00001	.00005	.00001	.00002	.00000	.00003
109	.00000	.00000	.00000	.00003	.00000	.00002	.00000	.00000
110	.00000	.00000	.00000	.00003	.00000	.00001	.00000	.00000

* where all values are below 1

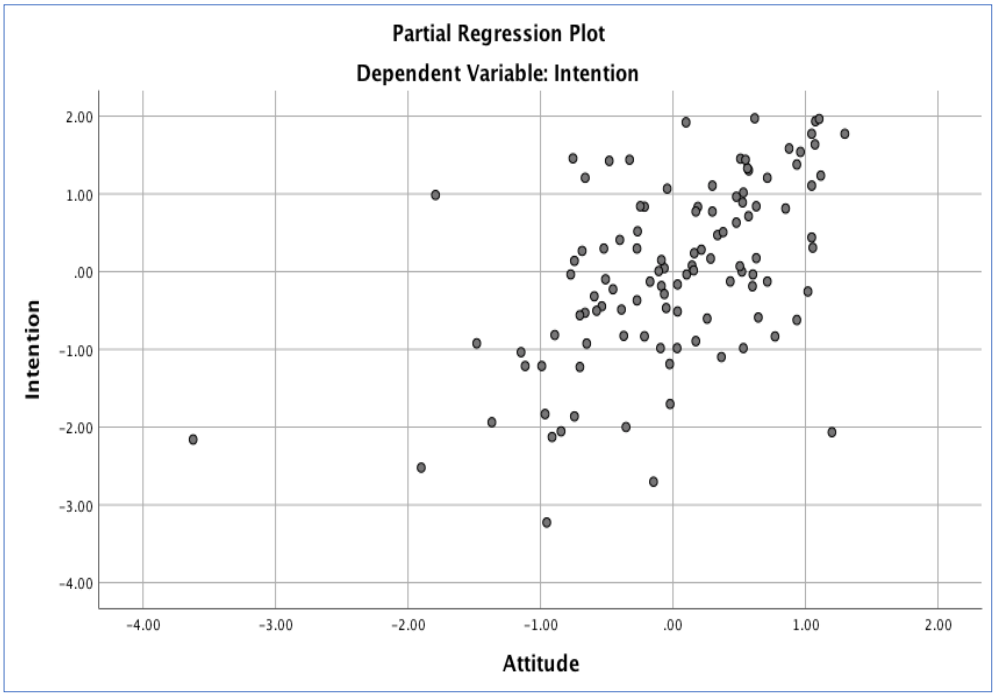
Appendix H1 – Output Multiple Linear Regression



Graph 1: Histogram Regression 1



Graph 2: P-Plot Regression 1



Graph 3: Partial regression plot 1

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Sig.	Durbin-Watson
1(a)	.406[a]	0,165	**0,125**	1,17166	**0,002**[a]	
1(b)	.637[b]	0,406	**0,371**	0,99306	**0,000**[b]	1,766

Table 1: Model summary regression 1; where **a** predictors is constant, control variables; where **b** predictors is control variables and attitude; where **c** is the dependent variable, intention.

Regression 1

Descriptive Statistics

	Mean	Std. Deviation	N
Intention	4,7667	1,25256	110
Sex	1,67	0,471	110
Age group	2,12	0,351	110
Educational level	2,58	0,709	110
Press coverage	2,00	0,919	110
Origin	6,98	0,938	110
Attitude	5,3784	0,93671	110

Correlations

		Intention	Sex	Age group	Educational level	Press coverage	Origin	Attitude
Pearson Correlation	Intention	1,000						
	Sex	0,330	1,000					
	Age group	-0,187	0,014	1,000				
	Educational level	-0,049	-0,111	0,421	1,000			
	Press coverage	0,112	0,233	-0,313	-0,296	1,000		
	Origin	-0,105	0,111	0,173	0,030	-0,213	1,000	
	Attitude	0,609	0,457	-0,283	-0,226	0,321	-0,039	1,000
Sig. (1-tailed)	Intention		0,000	0,025	0,306	0,123	0,137	0,000
	Sex	0,000		0,442	0,123	0,007	0,124	0,000
	Age group	0,025	0,442		0,000	0,000	0,035	0,001
	Educational level	0,306	0,123	0,000		0,001	0,378	0,009
	Press coverage	0,123	0,007	0,000	0,001		0,013	0,000
	Origin	0,137	0,124	0,035	0,378	0,013		0,343
	Attitude	0,000	0,000	0,001	0,009	0,000	0,343	
N	Intention	110	110	110	110	110	110	110
	Sex	110	110	110	110	110	110	110
	Age group	110	110	110	110	110	110	110
	Educational level	110	110	110	110	110	110	110
	Press coverage	110	110	110	110	110	110	110
	Origin	110	110	110	110	110	110	110
	Attitude	110	110	110	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Origin, Educational level, Sex, Press coverage , Age group[b]		Enter
2	Attitude[b]		Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.406[a]	0,165	0,125	1,17166	
2	.637[b]	0,406	0,371	0,99306	1,766

a. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Attitude

c. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,240	5	5,648	4,114	.002b
	Residual	142,771	104	1,373		
	Total	171,011	109			
2	Regression	69,436	6	11,573	11,735	.000c
	Residual	101,575	103	0,986		
	Total	171,011	109			

a. Dependent Variable: Intention

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

c. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Attitude

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5,680	1,223		4,644	0,000	3,255	8,106					
	Sex	0,971	0,250	0,365	3,887	0,000	0,476	1,466	0,330	0,356	0,348	0,908	1,101
	Age group	-0,770	0,366	-0,216	-2,104	0,038	-1,495	-0,044	-0,187	-0,202	-0,189	0,762	1,313
	Educational level	0,129	0,179	0,073	0,721	0,472	-0,226	0,484	-0,049	0,071	0,065	0,783	1,277
	Press coverage	-0,061	0,138	-0,045	-0,445	0,657	-0,335	0,212	0,112	-0,044	-0,040	0,785	1,273
	Origin	-0,160	0,125	-0,120	-1,279	0,204	-0,408	0,088	-0,105	-0,124	-0,115	0,913	1,095
2	(Constant)	1,541	1,219		1,265	0,209	-0,876	3,958					
	Sex	0,301	0,236	0,113	1,277	0,205	-0,167	0,769	0,330	0,125	0,097	0,733	1,365
	Age group	-0,293	0,319	-0,082	-0,918	0,361	-0,925	0,340	-0,187	-0,090	-0,070	0,721	1,387
	Educational level	0,174	0,152	0,098	1,144	0,255	-0,127	0,475	-0,049	0,112	0,087	0,781	1,280
	Press coverage	-0,170	0,118	-0,125	-1,442	0,152	-0,404	0,064	0,112	-0,141	-0,109	0,769	1,300
	Origin	-0,147	0,106	-0,110	-1,382	0,170	-0,357	0,064	-0,105	-0,135	-0,105	0,913	1,095
	Attitude	0,792	0,122	0,592	6,463	0,000	0,549	1,034	0,609	0,537	0,491	0,688	1,454

a. Dependent Variable: Intention

Excluded Variables[a]

						Collinearity Statistics		
Model		Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
1	Attitude	.592[b]	6,463	0,000	0,537	0,688	1,454	0,688

a. Dependent Variable: Intention

b. Predictors in the Model: (Constant), Origin, Educational level, Sex, Press coverage , Age group

Collinearity Diagnostics[a]

				Variance Proportions						
Model		Eigenvalue	Condition Index	(Constant)	Sex	Age group	Educational level	Press coverage	Origin	Attitude
1	1	5,692	1,000	0,00	0,00	0,00	0,00	0,00	0,00	
	2	0,184	5,556	0,00	0,00	0,01	0,05	0,53	0,00	

	3	0,066	9,317	0,00	0,64	0,00	0,20	0,23	0,00	
	4	0,036	12,568	0,02	0,35	0,03	0,56	0,01	0,13	
	5	0,016	18,680	0,01	0,00	0,81	0,15	0,01	0,28	
	6	0,006	30,413	0,97	0,00	0,15	0,04	0,22	0,59	
2	1	6,666	1,000	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	2	0,185	5,997	0,00	0,00	0,01	0,05	0,50	0,00	0,00
	3	0,069	9,833	0,00	0,39	0,00	0,21	0,29	0,00	0,02
	4	0,037	13,438	0,01	0,42	0,01	0,47	0,02	0,10	0,02
	5	0,024	16,781	0,00	0,11	0,26	0,13	0,08	0,01	0,46
	6	0,015	21,434	0,00	0,03	0,48	0,10	0,01	0,52	0,18
	7	0,005	37,977	0,98	0,05	0,23	0,03	0,09	0,37	0,32

a. Dependent Variable: Intention

Casewise Diagnostics[a]

Case Number	Std. Residual	Intention	Predicted Value	Residual
77	-3,036	2,00	5,0147	-3,01472

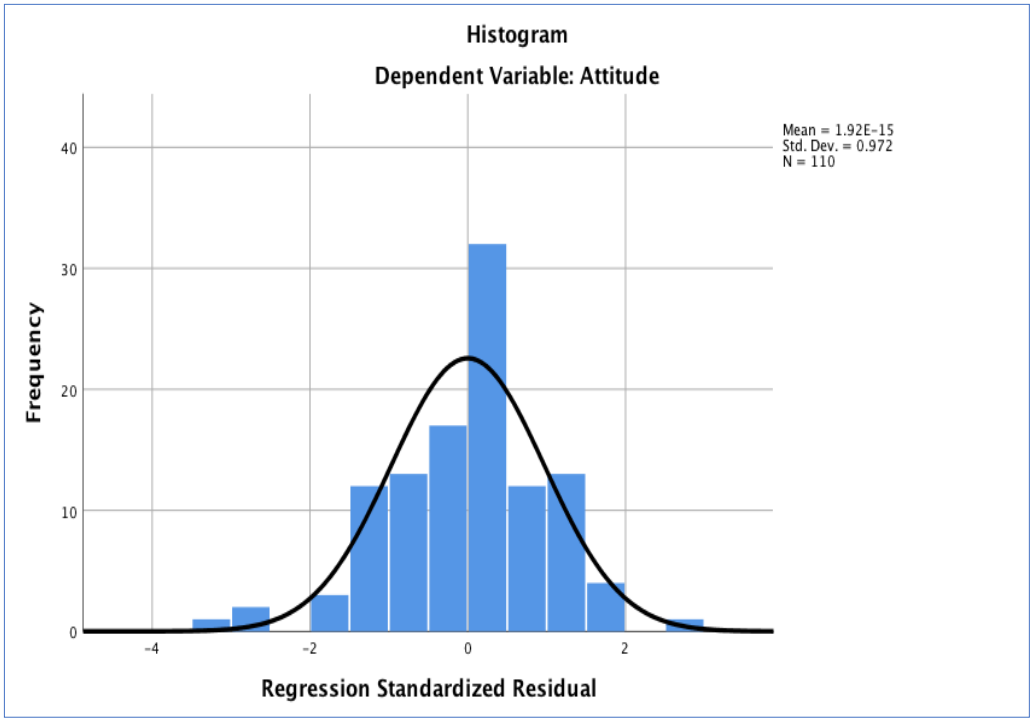
a. Dependent Variable: Intention

Residuals Statistics[a]

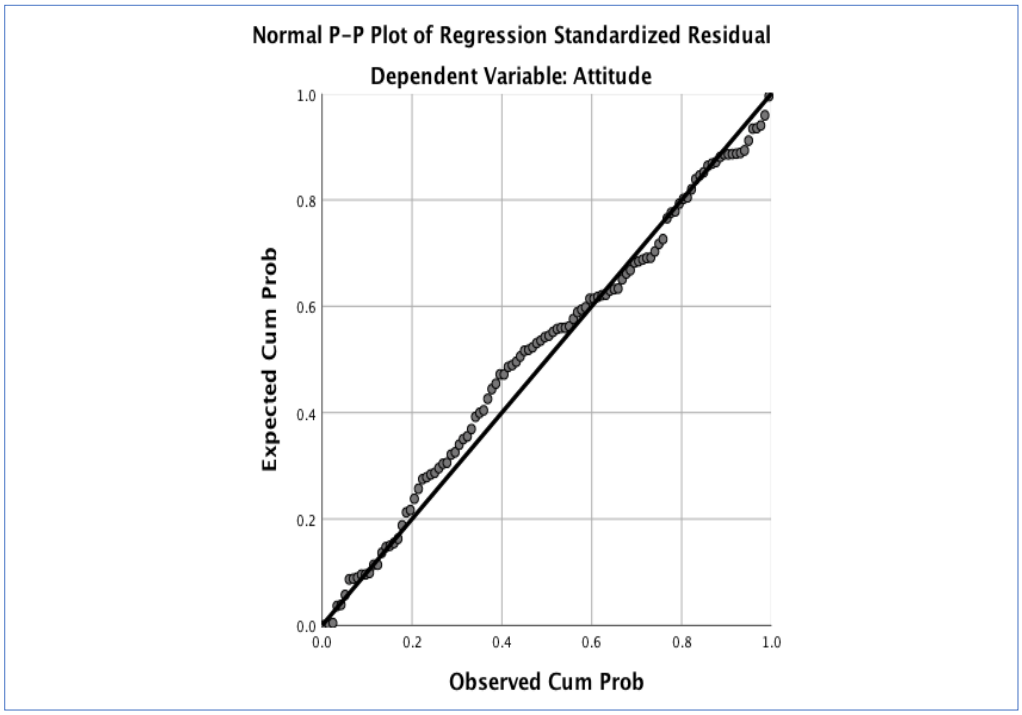
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,2922	6,4679	4,7667	0,79814	110
Std. Predicted Value	-3,100	2,132	0,000	1,000	110
Standard Error of Predicted Value	0,148	0,639	0,237	0,082	110
Adjusted Predicted Value	2,0647	6,7986	4,7607	0,81750	110
Residual	-3,01472	2,40406	0,00000	0,96534	110
Std. Residual	-3,036	2,421	0,000	0,972	110
Stud. Residual	-3,159	2,564	0,003	1,006	110
Deleted Residual	-3,26417	2,69765	0,00594	1,03554	110
Stud. Deleted Residual	-3,308	2,638	0,001	1,019	110
Mahal. Distance	1,445	44,143	5,945	5,972	110
Cook's Distance	0,000	0,118	0,011	0,022	110
Centered Leverage Value	0,013	0,405	0,055	0,055	110

a. Dependent Variable: Intention

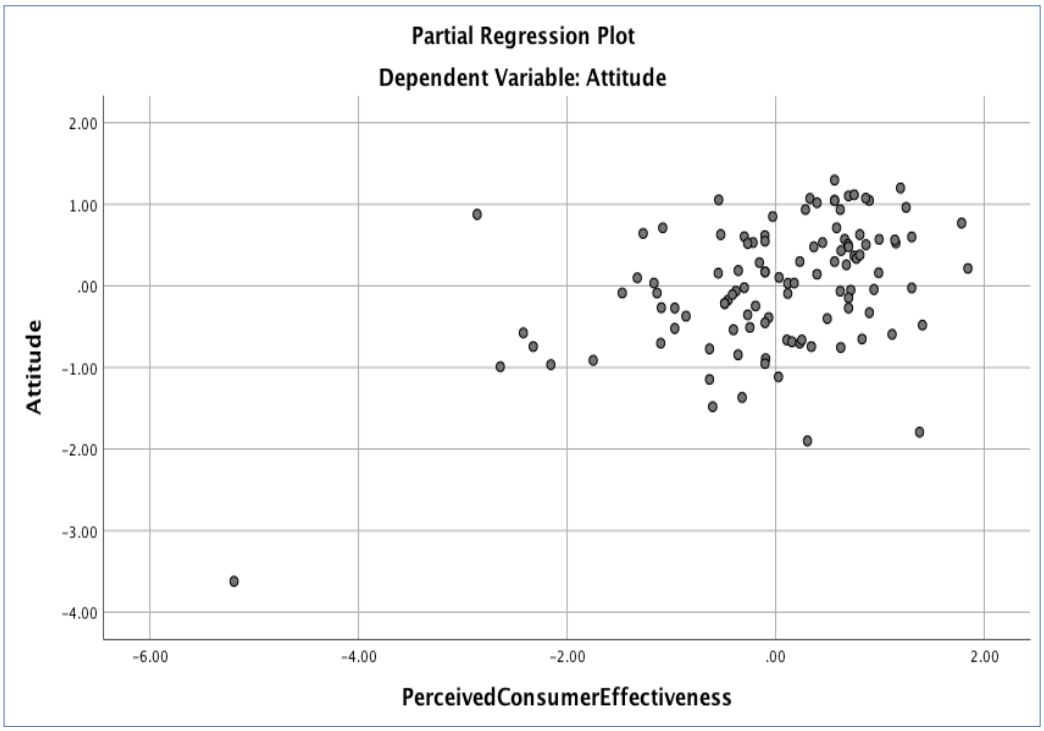
Appendix H2 – Output Multiple Linear Regression



Graph 1: Histogram regression 2



Graph 2: P-Plot regression 2



Graph 3: Partial regression plot 2

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Sig.	Durbin-Watson
2(a)	.559[a]	0,312	**0,279**	0,79515	**0,000[a]**	
2(b)	.674[b]	0,454	**0,422**	0,71221	**0,000[b]**	1,871

Table 1: Model summary regression 2; where **a** predictors is constant, control variables; where **b** predictors is constant, control variables and PCE; where **c** is the dependent variable, attitude.

Regression 2

Descriptive Statistics

	Mean	Std. Deviation	N
Attitude	5,3784	0,93671	110
Sex	1,67	0,471	110
Age group	2,12	0,351	110
Educational level	2,58	0,709	110
Press coverage	2,00	0,919	110
Origin	6,98	0,938	110
PerceivedConsumerEffectiveness	5,8909	1,14326	110

Correlations

		Attitude	Sex	Age group	Educational level	Press coverage	Origin	PerceivedConsumerEffectiveness
Pearson Correlation	Attitude	1,000						
	Sex	0,457	1,000					
	Age group	-0,283	0,014	1,000				
	Educational level	-0,226	-0,111	0,421	1,000			
	Press coverage	0,321	0,233	-0,313	-0,296	1,000		
	Origin	-0,039	0,111	0,173	0,030	-0,213	1,000	0,024
	PerceivedConsumerEffectiveness	0,548	0,228	-0,318	-0,242	0,192	0,024	1,000
Sig. (1-tailed)	Attitude		0,000	0,001	0,009	0,000	0,343	0,000
	Sex	0,000		0,442	0,123	0,007	0,124	0,008
	Age group	0,001	0,442		0,000	0,000	0,035	0,000
	Educational level	0,009	0,123	0,000		0,001	0,378	0,005
	Press coverage	0,000	0,007	0,000	0,001		0,013	0,022
	Origin	0,343	0,124	0,035	0,378	0,013		0,403
	PerceivedConsumerEffectiveness	0,000	0,008	0,000	0,005	0,022	0,403	
N	Attitude	110	110	110	110	110	110	110
	Sex	110	110	110	110	110	110	110
	Age group	110	110	110	110	110	110	110
	Educational level	110	110	110	110	110	110	110
	Press coverage	110	110	110	110	110	110	110
	Origin	110	110	110	110	110	110	110
	PerceivedConsumerEffectiveness	110	110	110	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Origin, Educational level, Sex, Press coverage , Age group[b]		Enter
2	PerceivedConsumerEffectiveness[b]		Enter

a. Dependent Variable: Attitude

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.559[a]	0,312	0,279	0,79515	
2	.674[b]	0,454	0,422	0,71221	1,871

a. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, PerceivedConsumerEffectiveness

c. Dependent Variable: Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,884	5	5,977	9,453	.000[b]
	Residual	65,756	104	0,632		
	Total	95,639	109			
2	Regression	43,393	6	7,232	14,258	.000[c]
	Residual	52,246	103	0,507		
	Total	95,639	109			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

c. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, PerceivedConsumerEffectiveness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5,229	0,830		6,300	0,000	3,583	6,876					
	Sex	0,846	0,170	0,426	4,993	0,000	0,510	1,183	0,457	0,440	0,406	0,908	1,101
	Age group	-0,603	0,248	-0,226	-2,429	0,017	-1,096	-0,111	-0,283	-0,232	-0,198	0,762	1,313
	Educational level	-0,056	0,121	-0,043	-0,464	0,643	-0,297	0,184	-0,226	-0,045	-0,038	0,783	1,277
	Press coverage	0,138	0,094	0,135	1,470	0,144	-0,048	0,323	0,321	0,143	0,120	0,785	1,273
	Origin	-0,017	0,085	-0,017	-0,200	0,842	-0,185	0,151	-0,039	-0,020	-0,016	0,913	1,095
2	(Constant)	2,958	0,864		3,424	0,001	1,245	4,672					
	Sex	0,679	0,155	0,341	4,369	0,000	0,371	0,987	0,457	0,395	0,318	0,868	1,151
	Age group	-0,296	0,230	-0,111	-1,286	0,201	-0,753	0,161	-0,283	-0,126	-0,094	0,711	1,407
	Educational level	-0,007	0,109	-0,006	-0,068	0,946	-0,224	0,209	-0,226	-0,007	-0,005	0,777	1,287
	Press coverage	0,119	0,084	0,117	1,423	0,158	-0,047	0,286	0,321	0,139	0,104	0,784	1,275
	Origin	-0,042	0,076	-0,042	-0,555	0,580	-0,193	0,109	-0,039	-0,055	-0,040	0,910	1,099
	PerceivedConsumerEffectiveness	0,337	0,065	0,412	5,161	0,000	0,208	0,467	0,548	0,453	0,376	0,833	1,201

a. Dependent Variable: Attitude

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance

1	PerceivedConsumerEffectiveness	.412[b]	5,161	0,000	0,453	0,833	1,201	0,711

a. Dependent Variable: Attitude

b. Predictors in the Model: (Constant), Origin, Educational level, Sex, Press coverage , Age group

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions (Constant)	Sex	Age group	Educational level	Press coverage	Origin	PerceivedConsumerEffectiveness
1	1	5,692	1,000	0,00	0,00	0,00	0,00	0,00	0,00	
	2	0,184	5,556	0,00	0,00	0,01	0,05	0,53	0,00	
	3	0,066	9,317	0,00	0,64	0,00	0,20	0,23	0,00	
	4	0,036	12,568	0,02	0,35	0,03	0,56	0,01	0,13	
	5	0,016	18,680	0,01	0,00	0,81	0,15	0,01	0,28	
	6	0,006	30,413	0,97	0,00	0,15	0,04	0,22	0,59	
2	1	6,655	1,000	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	2	0,185	6,003	0,00	0,00	0,01	0,05	0,52	0,00	0,00
	3	0,068	9,872	0,00	0,41	0,00	0,24	0,29	0,00	0,03
	4	0,045	12,186	0,01	0,55	0,00	0,15	0,02	0,03	0,24
	5	0,028	15,343	0,00	0,02	0,19	0,43	0,01	0,08	0,32
	6	0,014	21,518	0,00	0,00	0,54	0,08	0,00	0,55	0,15
	7	0,005	36,933	0,99	0,00	0,25	0,04	0,15	0,34	0,26

a. Dependent Variable: Attitude

Casewise Diagnostics[a]

Case Number	Std. Residual	Attitude	Predicted Value	Residual
16	-3,170	3,00	5,2577	-2,25768

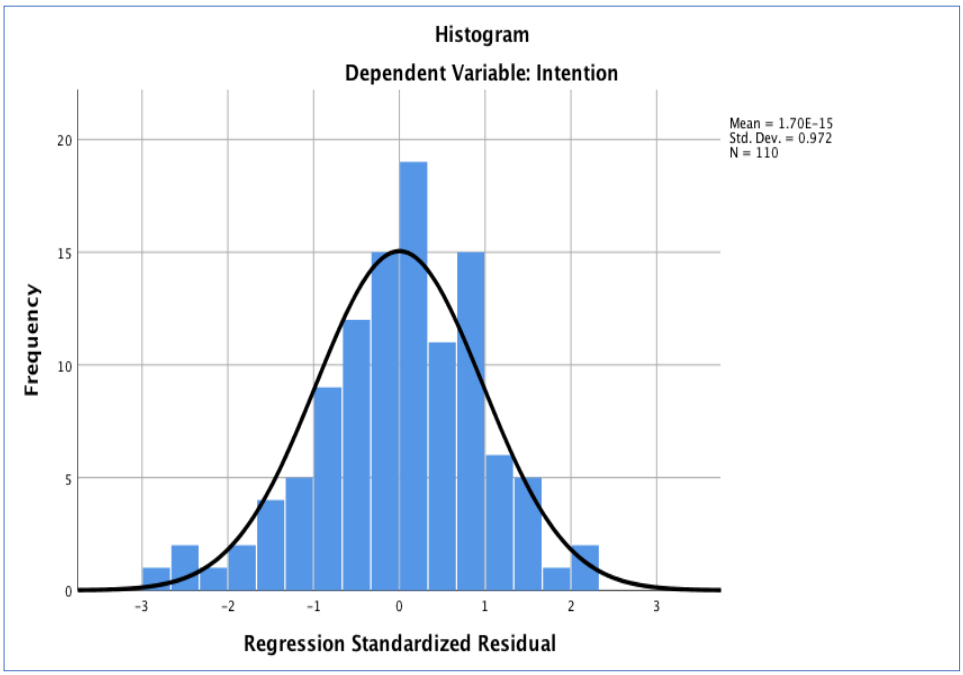
a. Dependent Variable: Attitude

Residuals Statistics[a]

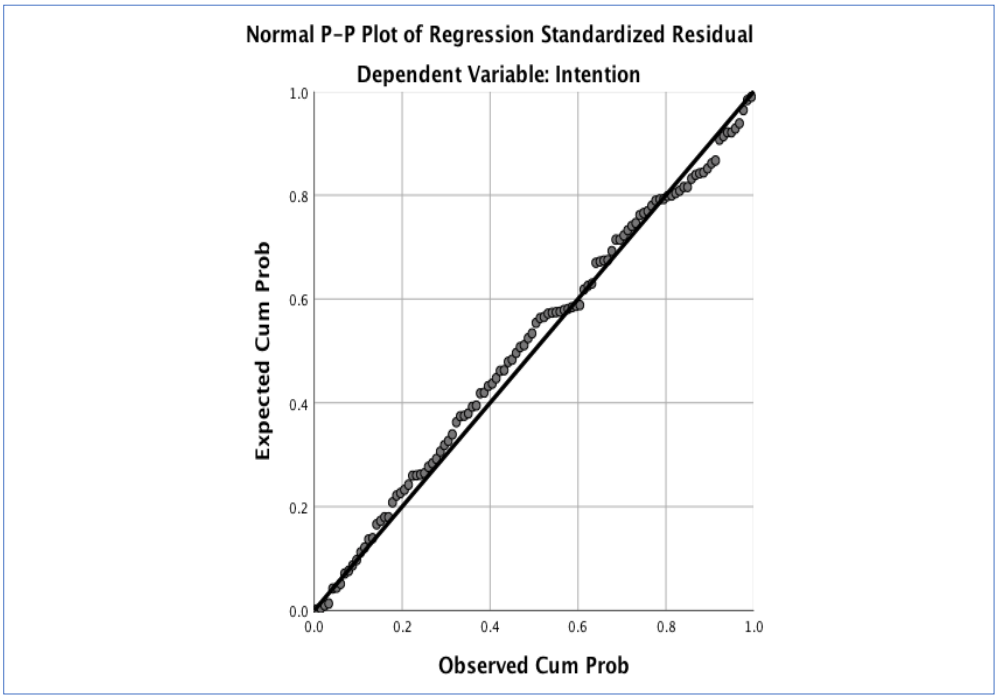
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,2247	6,2943	5,3784	0,63095	110
Std. Predicted Value	-3,413	1,452	0,000	1,000	110
Standard Error of Predicted Value	0,103	0,459	0,168	0,064	110
Adjusted Predicted Value	3,2143	6,3143	5,3825	0,62366	110
Residual	-2,25768	1,84265	0,00000	0,69233	110
Std. Residual	-3,170	2,587	0,000	0,972	110
Stud. Residual	-3,298	2,739	-0,003	1,012	110
Deleted Residual	-2,56419	2,06585	-0,00413	0,75353	110
Stud. Deleted Residual	-3,470	2,831	-0,006	1,029	110
Mahal. Distance	1,279	44,194	5,945	6,468	110
Cook's Distance	0,000	0,502	0,013	0,051	110
Centered Leverage Value	0,012	0,405	0,055	0,059	110

a. Dependent Variable: Attitude

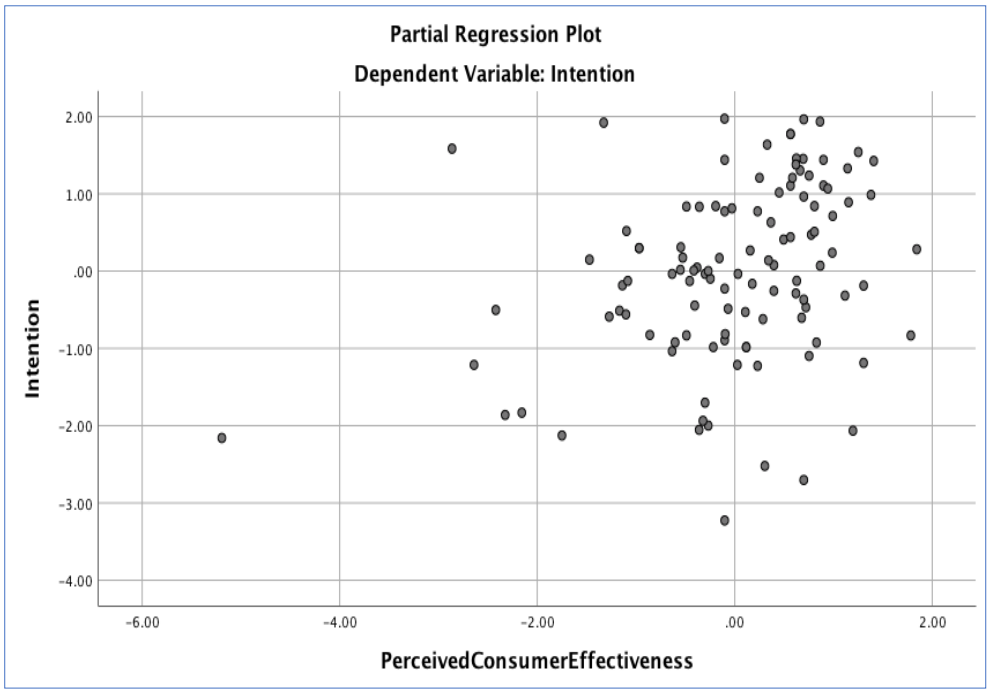
Appendix H3 – Output Multiple Linear Regression



Graph 1: Histogram regression 3



Graph 2: P-Plot regression 3



Graph 3: Partial regression plot 3

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Sig.	Durbin-Watson
3(a)	.406[a]	0,165	**0,125**	1,17166	**0,002[a]**	
3(b)	.499[b]	0,249	**0,205**	1,11700	**0,000[b]**	1,920

Table 1: Model summary regression 3; where **a** predictors is constant, control variables; where **b** predictors is constant, control variables and PCE; where **c** is the dependent variable, intention.

Regression 3

Descriptive Statistics

	Mean	Std. Deviation	N
Intention	4,7667	1,25256	110
Sex	1,67	0,471	110
Age group	2,12	0,351	110
Educational level	2,58	0,709	110
Press coverage	2,00	0,919	110
Origin	6,98	0,938	110
PerceivedConsumerEffectiveness	5,8909	1,14326	110

Correlations

		Intention	Sex	Age group	Educational level	Press coverage	Origin	PerceivedConsumerEffectiveness
Pearson Correlation	Intention	1,000						
	Sex	0,330	1,000					
	Age group	-0,187	0,014	1,000				
	Educational level	-0,049	-0,111	0,421	1,000			
	Press coverage	0,112	0,233	-0,313	-0,296	1,000		
	Origin	-0,105	0,111	0,173	0,030	-0,213	1,000	
	PerceivedConsumerEffectiveness	0,386	0,228	-0,318	-0,242	0,192	0,024	1,000
Sig. (1-tailed)	Intention		0,000	0,025	0,306	0,123	0,137	0,000
	Sex	0,000		0,442	0,123	0,007	0,124	0,008
	Age group	0,025	0,442		0,000	0,000	0,035	0,000
	Educational level	0,306	0,123	0,000		0,001	0,378	0,005
	Press coverage	0,123	0,007	0,000	0,001		0,013	0,022
	Origin	0,137	0,124	0,035	0,378	0,013		0,403
	PerceivedConsumerEffectiveness	0,000	0,008	0,000	0,005	0,022	0,403	
N	Intention	110	110	110	110	110	110	110
	Sex	110	110	110	110	110	110	110
	Age group	110	110	110	110	110	110	110
	Educational level	110	110	110	110	110	110	110
	Press coverage	110	110	110	110	110	110	110
	Origin	110	110	110	110	110	110	110
	PerceivedConsumerEffectiveness	110	110	110	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Origin, Educational level, Sex, Press coverage , Age group[b]		Enter
2	PerceivedConsumerEffectiveness[b]		Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.406[a]	0,165	0,125	1,17166	
2	.499[b]	0,249	0,205	1,11700	1,920

a. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, PerceivedConsumerEffectiveness

c. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,240	5	5,648	4,114	.002b
	Residual	142,771	104	1,373		
	Total	171,011	109			
2	Regression	42,500	6	7,083	5,677	.000c
	Residual	128,511	103	1,248		
	Total	171,011	109			

a. Dependent Variable: Intention

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

c. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, PerceivedConsumerEffectiveness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5,680	1,223		4,644	0,000	3,255	8,106					
	Sex	0,971	0,250	0,365	3,887	0,000	0,476	1,466	0,330	0,356	0,348	0,908	1,101
	Age group	-0,770	0,366	-0,216	-2,104	0,038	-1,495	-0,044	-0,187	-0,202	-0,189	0,762	1,313
	Educational level	0,129	0,179	0,073	0,721	0,472	-0,226	0,484	-0,049	0,071	0,065	0,783	1,277
	Press coverage	-0,061	0,138	-0,045	-0,445	0,657	-0,335	0,212	0,112	-0,044	-0,040	0,785	1,273
	Origin	-0,160	0,125	-0,120	-1,279	0,204	-0,408	0,088	-0,105	-0,124	-0,115	0,913	1,095
2	(Constant)	3,347	1,355		2,470	0,015	0,659	6,034					
	Sex	0,798	0,244	0,300	3,278	0,001	0,315	1,281	0,330	0,307	0,280	0,868	1,151
	Age group	-0,454	0,361	-0,127	-1,258	0,211	-1,170	0,262	-0,187	-0,123	-0,107	0,711	1,407
	Educational level	0,179	0,171	0,102	1,048	0,297	-0,160	0,519	-0,049	0,103	0,089	0,777	1,287
	Press coverage	-0,080	0,132	-0,059	-0,608	0,544	-0,341	0,181	0,112	-0,060	-0,052	0,784	1,275
	Origin	-0,186	0,120	-0,139	-1,556	0,123	-0,423	0,051	-0,105	-0,152	-0,133	0,910	1,099
	PerceivedConsumerEffectiveness	0,347	0,103	0,316	3,381	0,001	0,143	0,550	0,386	0,316	0,289	0,833	1,201

a. Dependent Variable: Intention

Excluded Variables[a]

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance

1	PerceivedConsumerEffectiveness	.316[b]	3,381	0,001	0,316	0,833	1,201	0,711

a. Dependent Variable: Intention

b. Predictors in the Model: (Constant), Origin, Educational level, Sex, Press coverage , Age group

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions (Constant)	Sex	Age group	Educational level	Press coverage	Origin	PerceivedConsumerEffectiveness
1	1	5,692	1,000	0,00	0,00	0,00	0,00	0,00	0,00	
	2	0,184	5,556	0,00	0,00	0,01	0,05	0,53	0,00	
	3	0,066	9,317	0,00	0,64	0,00	0,20	0,23	0,00	
	4	0,036	12,568	0,02	0,35	0,03	0,56	0,01	0,13	
	5	0,016	18,680	0,01	0,00	0,81	0,15	0,01	0,28	
	6	0,006	30,413	0,97	0,00	0,15	0,04	0,22	0,59	
2	1	6,655	1,000	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	2	0,185	6,003	0,00	0,00	0,01	0,05	0,52	0,00	0,00
	3	0,068	9,872	0,00	0,41	0,00	0,24	0,29	0,00	0,03
	4	0,045	12,186	0,01	0,55	0,00	0,15	0,02	0,03	0,24
	5	0,028	15,343	0,00	0,02	0,19	0,43	0,01	0,08	0,32
	6	0,014	21,518	0,00	0,00	0,54	0,08	0,00	0,55	0,15
	7	0,005	36,933	0,99	0,00	0,25	0,04	0,15	0,34	0,26

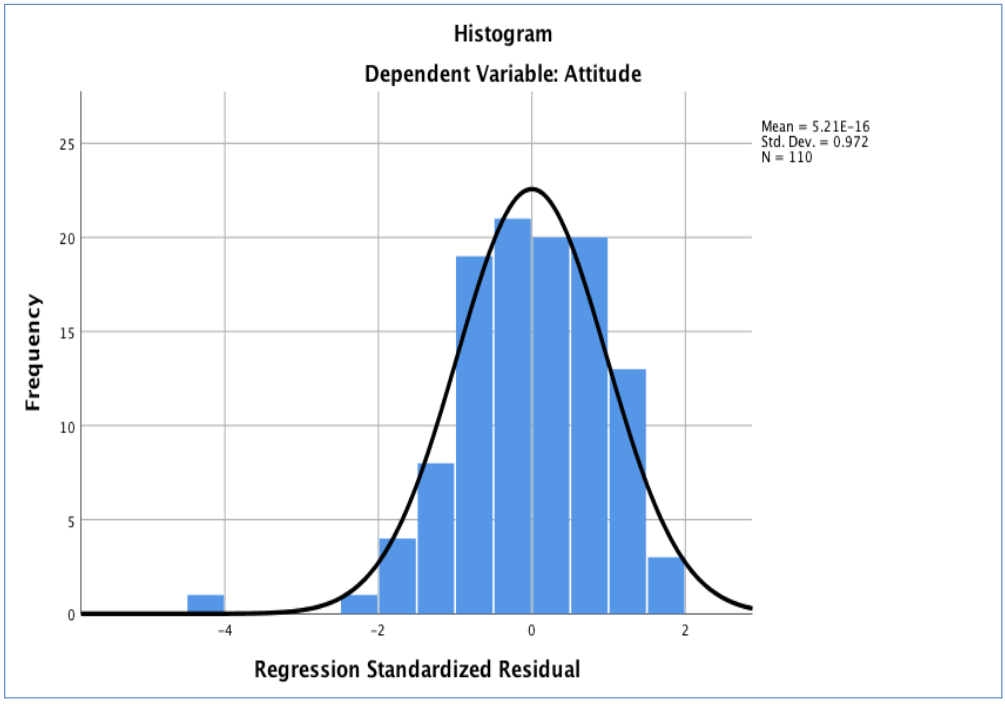
a. Dependent Variable: Intention

Residuals Statistics[a]

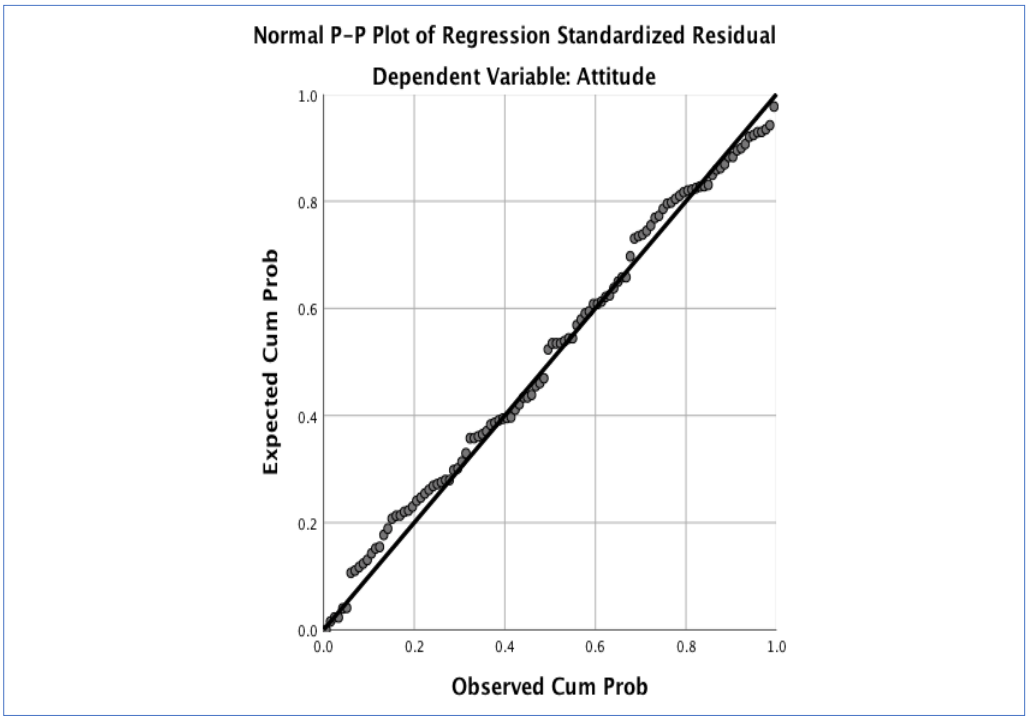
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,6316	6,3430	4,7667	0,62442	110
Std. Predicted Value	-3,419	2,524	0,000	1,000	110
Standard Error of Predicted Value	0,161	0,719	0,264	0,100	110
Adjusted Predicted Value	2,6845	6,5858	4,7634	0,63645	110
Residual	-3,19113	2,57691	0,00000	1,08582	110
Std. Residual	-2,857	2,307	0,000	0,972	110
Stud. Residual	-2,889	2,443	0,002	1,003	110
Deleted Residual	-3,26428	2,88905	0,00330	1,15657	110
Stud. Deleted Residual	-3,000	2,504	0,000	1,014	110
Mahal. Distance	1,279	44,194	5,945	6,468	110
Cook's Distance	0,000	0,123	0,009	0,018	110
Centered Leverage Value	0,012	0,405	0,055	0,059	110

a. Dependent Variable: Intention

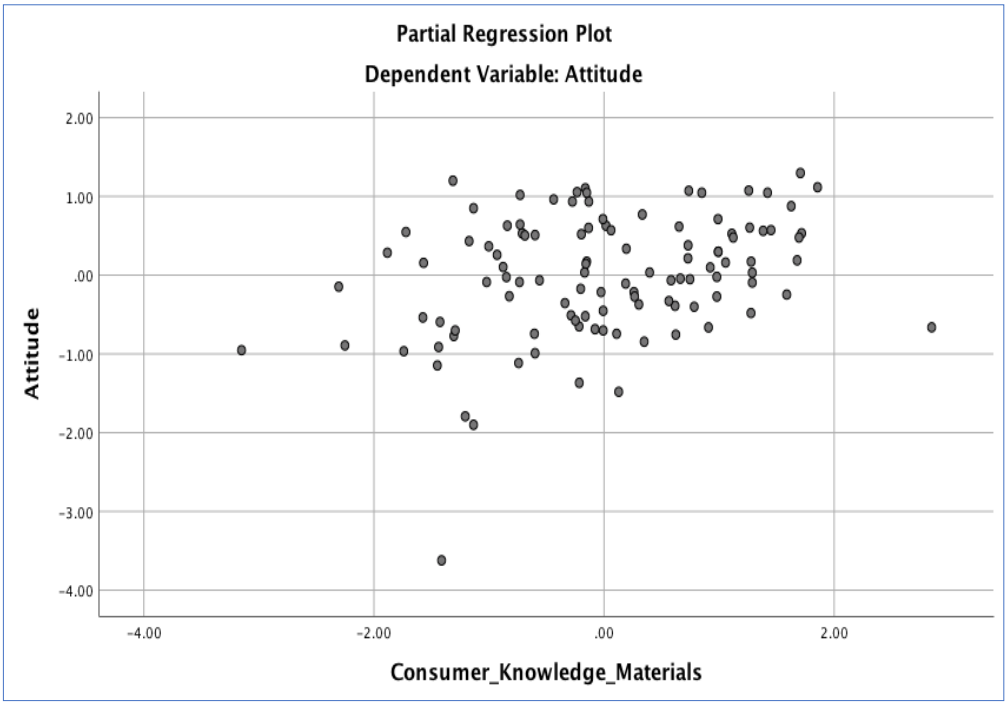
Appendix H4.1 – Output Multiple Linear Regression



Graph 1: Histogram regression 4.1



Graph 2: P-Plot regression 4.1



Graph 3: Partial regression plot 4.1

Regression 4.1

Descriptive Statistics

	Mean	Std. Deviation	N
Attitude	5,3784	0,93671	110
Sex	1,67	0,471	110
Age group	2,12	0,351	110
Educational level	2,58	0,709	110
Press coverage	2,00	0,919	110
Origin	6,98	0,938	110
Consumer_Knowledge_Materials	3,7260	1,17519	110

Correlations

		Attitude	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Materials
Pearson Correlation	Attitude	1,000						
	Sex	0,457	1,000					
	Age group	-0,283	0,014	1,000				
	Educational level	-0,226	-0,111	0,421	1,000			
	Press coverage	0,321	0,233	-0,313	-0,296	1,000		
	Origin	-0,039	0,111	0,173	0,030	-0,213	1,000	
	Consumer_Knowledge_Materials	0,399	0,324	-0,102	0,000	-0,017	0,196	1,000
Sig. (1-tailed)	Attitude		0,000	0,001	0,009	0,000	0,343	0,000
	Sex	0,000		0,442	0,123	0,007	0,124	0,000
	Age group	0,001	0,442		0,000	0,000	0,035	0,145
	Educational level	0,009	0,123	0,000		0,001	0,378	0,498
	Press coverage	0,000	0,007	0,000	0,001		0,013	0,430
	Origin	0,343	0,124	0,035	0,378	0,013		0,020
	Consumer_Knowledge_Materials	0,000	0,000	0,145	0,498	0,430	0,020	
N	Attitude	110	110	110	110	110	110	110
	Sex	110	110	110	110	110	110	110
	Age group	110	110	110	110	110	110	110
	Educational level	110	110	110	110	110	110	110
	Press coverage	110	110	110	110	110	110	110
	Origin	110	110	110	110	110	110	110
	Consumer_Knowledge_Materials	110	110	110	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Origin, Educational level, Sex, Press coverage , Age group[b]		Enter
2	Consumer_Knowledge_Materials[b]		Enter

a. Dependent Variable: Attitude

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.559[a]	0,312	0,279	0,79515	
2	.619[b]	0,384	0,348	0,75643	1,967

a. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Consumer_Knowledge_Materials

c. Dependent Variable: Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,884	5	5,977	9,453	.000b
	Residual	65,756	104	0,632		
	Total	95,639	109			
2	Regression	36,704	6	6,117	10,691	.000c
	Residual	58,935	103	0,572		
	Total	95,639	109			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

c. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Consumer_Knowledge_Materials

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5,229	0,830		6,300	0,000	3,583	6,876					
	Sex	0,846	0,170	0,426	4,993	0,000	0,510	1,183	0,457	0,440	0,406	0,908	1,101
	Age group	-0,603	0,248	-0,226	-2,429	0,017	-1,096	-0,111	-0,283	-0,232	-0,198	0,762	1,313
	Educational level	-0,056	0,121	-0,043	-0,464	0,643	-0,297	0,184	-0,226	-0,045	-0,038	0,783	1,277
	Press coverage	0,138	0,094	0,135	1,470	0,144	-0,048	0,323	0,321	0,143	0,120	0,785	1,273
	Origin	-0,017	0,085	-0,017	-0,200	0,842	-0,185	0,151	-0,039	-0,020	-0,016	0,913	1,095
2	(Constant)	4,734	0,803		5,898	0,000	3,142	6,326					
	Sex	0,649	0,171	0,326	3,789	0,000	0,309	0,988	0,457	0,350	0,293	0,806	1,240
	Age group	-0,444	0,241	-0,167	-1,844	0,068	-0,921	0,033	-0,283	-0,179	-0,143	0,734	1,363
	Educational level	-0,091	0,116	-0,069	-0,785	0,434	-0,321	0,139	-0,226	-0,077	-0,061	0,777	1,287
	Press coverage	0,167	0,089	0,163	1,864	0,065	-0,011	0,344	0,321	0,181	0,144	0,778	1,285
	Origin	-0,067	0,082	-0,067	-0,814	0,417	-0,230	0,096	-0,039	-0,080	-0,063	0,885	1,130
	Consumer_Knowledge_Materials	0,233	0,068	0,292	3,453	0,001	0,099	0,367	0,399	0,322	0,267	0,834	1,199

a. Dependent Variable: Attitude

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance

1	Consumer_Knowledge_Materials	.292[b]	3,453	0,001	0,322	0,834	1,199	0,734

a. Dependent Variable: Attitude

b. Predictors in the Model: (Constant), Origin, Educational level, Sex, Press coverage , Age group

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions (Constant)	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Materials
1	1	5,692	1,000	0,00	0,00	0,00	0,00	0,00	0,00	
	2	0,184	5,556	0,00	0,00	0,01	0,05	0,53	0,00	
	3	0,066	9,317	0,00	0,64	0,00	0,20	0,23	0,00	
	4	0,036	12,568	0,02	0,35	0,03	0,56	0,01	0,13	
	5	0,016	18,680	0,01	0,00	0,81	0,15	0,01	0,28	
	6	0,006	30,413	0,97	0,00	0,15	0,04	0,22	0,59	
2	1	6,615	1,000	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	2	0,186	5,967	0,00	0,00	0,01	0,04	0,55	0,00	0,00
	3	0,091	8,514	0,00	0,08	0,01	0,12	0,08	0,00	0,44
	4	0,051	11,366	0,00	0,64	0,01	0,08	0,12	0,00	0,42
	5	0,036	13,567	0,02	0,26	0,04	0,58	0,01	0,12	0,01
	6	0,015	21,120	0,01	0,01	0,76	0,14	0,01	0,36	0,12
	7	0,006	32,984	0,97	0,00	0,17	0,03	0,22	0,51	0,01

a. Dependent Variable: Attitude

Casewise Diagnostics[a]

Case Number	Std. Residual	Attitude	Predicted Value	Residual
88	-4,353	2,00	5,2924	-3,29243

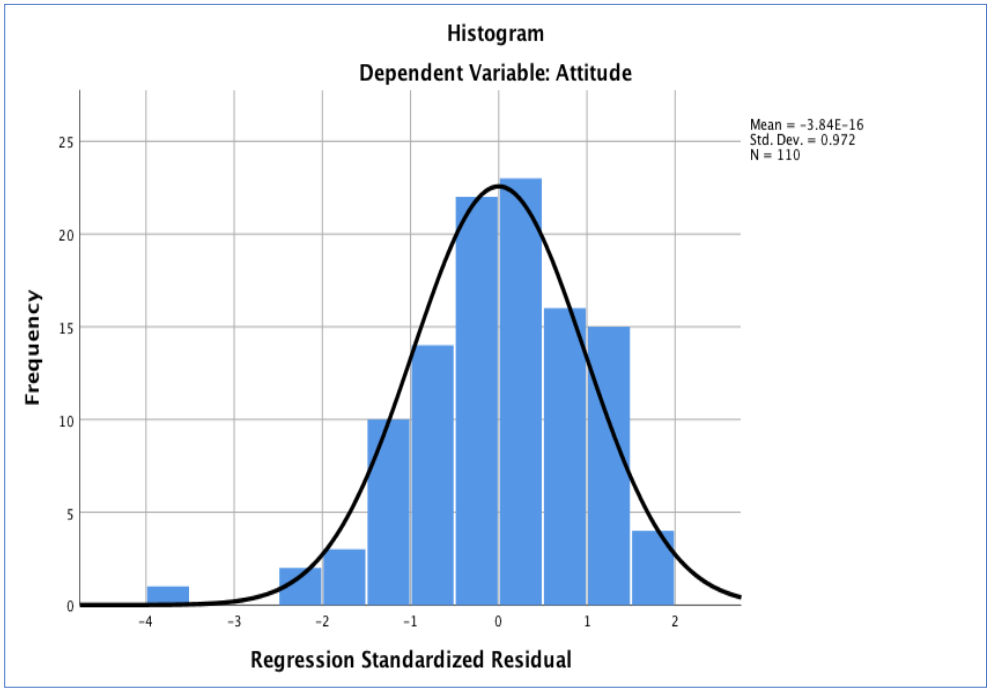
a. Dependent Variable: Attitude

Residuals Statistics[a]

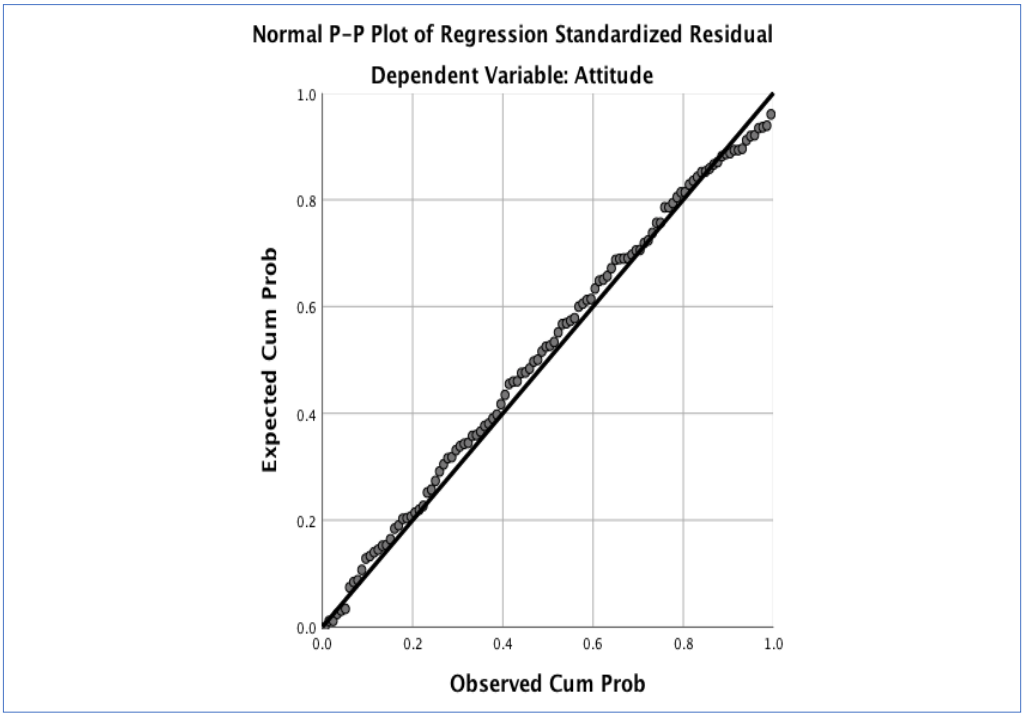
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9425	6,2917	5,3784	0,58029	110
Std. Predicted Value	-2,474	1,574	0,000	1,000	110
Standard Error of Predicted Value	0,110	0,491	0,181	0,060	110
Adjusted Predicted Value	3,9077	6,2875	5,3758	0,57905	110
Residual	-3,29243	1,50601	0,00000	0,73532	110
Std. Residual	-4,353	1,991	0,000	0,972	110
Stud. Residual	-4,488	2,063	0,001	1,004	110
Deleted Residual	-3,50111	1,61639	0,00257	0,78572	110
Stud. Deleted Residual	-4,980	2,096	-0,003	1,029	110
Mahal. Distance	1,295	45,028	5,945	5,786	110
Cook's Distance	0,000	0,182	0,010	0,024	110
Centered Leverage Value	0,012	0,413	0,055	0,053	110

a. Dependent Variable: Attitude

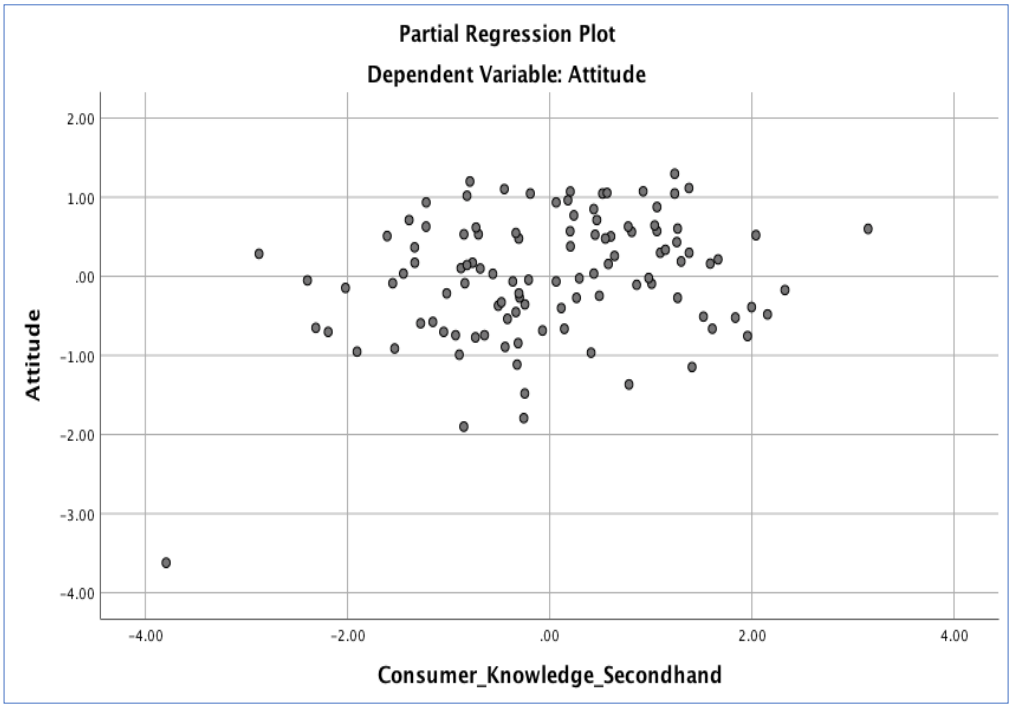
Appendix H4.2 – Output Multiple Linear Regression



Graph 1: Histogram regression 4.2



Graph 2: P-Plot regression 4.2



Graph 3: Partial regression plot 4.2

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Sig.	Durbin-Watson
4.1(a)	.559[a]	0,312	**0,279**	0,79515	**0,000[a]**	
4.1(b)	.619[b]	0,384	**0,348**	0,75643	**0,000[b]**	1,967
4.2(a)	.559[a]	0,312	**0,279**	0,79515	**0,000[a]**	
4.2(b)	.605[b]	0,366	**0,329**	0,76716	**0,000[b]**	2,030

Table 1: Model summary regression 4; where **a** predictors is constant, control variables; where **b** predictors is constant, control variables and consumer knowledge; where **c** is the dependent variable, attitude.

Regression 4.2

Descriptive Statistics

	Mean	Std. Deviation	N
Attitude	5,3784	0,93671	110
Sex	1,67	0,471	110
Age group	2,12	0,351	110
Educational level	2,58	0,709	110
Press coverage	2,00	0,919	110
Origin	6,98	0,938	110
Consumer_Knowledge_Secondhand	3,9649	1,35211	110

Correlations

		Attitude	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Secondhand
Pearson Correlation	Attitude	1,000						
	Sex	0,457	1,000					
	Age group	-0,283	0,014	1,000				
	Educational level	-0,226	-0,111	0,421	1,000			
	Press coverage	0,321	0,233	-0,313	-0,296	1,000		
	Origin	-0,039	0,111	0,173	0,030	-0,213	1,000	
	Consumer_Knowledge_Secondhand	0,407	0,366	-0,190	-0,092	-0,019	-0,034	1,000
Sig. (1-tailed)	Attitude		0,000	0,001	0,009	0,000	0,343	0,000
	Sex	0,000		0,442	0,123	0,007	0,124	0,000
	Age group	0,001	0,442		0,000	0,000	0,035	0,024
	Educational level	0,009	0,123	0,000		0,001	0,378	0,170
	Press coverage	0,000	0,007	0,000	0,001		0,013	0,422
	Origin	0,343	0,124	0,035	0,378	0,013		0,364
	Consumer_Knowledge_Secondhand	0,000	0,000	0,024	0,170	0,422	0,364	
N	Attitude	110	110	110	110	110	110	110
	Sex	110	110	110	110	110	110	110
	Age group	110	110	110	110	110	110	110
	Educational level	110	110	110	110	110	110	110
	Press coverage	110	110	110	110	110	110	110
	Origin	110	110	110	110	110	110	110
	Consumer_Knowledge_Secondhand	110	110	110	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Origin, Educational level, Sex, Press coverage , Age group[b]		Enter
2	Consumer_Knowledge_Secondhand[b]		Enter

a. Dependent Variable: Attitude

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.559[a]	0,312	0,279	0,79515	
2	.605[b]	0,366	0,329	0,76716	2,030

a. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Consumer_Knowledge_Secondhand

c. Dependent Variable: Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,884	5	5,977	9,453	.000b
	Residual	65,756	104	0,632		
	Total	95,639	109			
2	Regression	35,020	6	5,837	9,917	.000c
	Residual	60,619	103	0,589		
	Total	95,639	109			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

c. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Consumer_Knowledge_Secondhand

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5,229	0,830		6,300	0,000	3,583	6,876					
	Sex	0,846	0,170	0,426	4,993	0,000	0,510	1,183	0,457	0,440	0,406	0,908	1,101
	Age group	-0,603	0,248	-0,226	-2,429	0,017	-1,096	-0,111	-0,283	-0,232	-0,198	0,762	1,313
	Educational level	-0,056	0,121	-0,043	-0,464	0,643	-0,297	0,184	-0,226	-0,045	-0,038	0,783	1,277
	Press coverage	0,138	0,094	0,135	1,470	0,144	-0,048	0,323	0,321	0,143	0,120	0,785	1,273
	Origin	-0,017	0,085	-0,017	-0,200	0,842	-0,185	0,151	-0,039	-0,020	-0,016	0,913	1,095
2	(Constant)	4,252	0,867		4,907	0,000	2,534	5,971					
	Sex	0,624	0,180	0,314	3,465	0,001	0,267	0,981	0,457	0,323	0,272	0,749	1,334
	Age group	-0,431	0,247	-0,162	-1,747	0,084	-0,920	0,058	-0,283	-0,170	-0,137	0,719	1,391
	Educational level	-0,056	0,117	-0,042	-0,479	0,633	-0,288	0,176	-0,226	-0,047	-0,038	0,783	1,277
	Press coverage	0,195	0,092	0,191	2,109	0,037	0,012	0,378	0,321	0,203	0,165	0,751	1,332
	Origin	0,005	0,082	0,005	0,058	0,954	-0,158	0,168	-0,039	0,006	0,005	0,906	1,104
	Consumer_Knowledge_Secondhand	0,181	0,061	0,261	2,954	0,004	0,059	0,302	0,407	0,279	0,232	0,789	1,268

a. Dependent Variable: Attitude

Excluded Variables[a]

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance

1	Consumer_Knowledge_Secondhand	.261[b]	2,954	0,004	0,279	0,789	1,268	0,719

a. Dependent Variable: Attitude

b. Predictors in the Model: (Constant), Origin, Educational level, Sex, Press coverage , Age group

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions (Constant)	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Secondhand
1	1	5,692	1,000	0,00	0,00	0,00	0,00	0,00	0,00	
	2	0,184	5,556	0,00	0,00	0,01	0,05	0,53	0,00	
	3	0,066	9,317	0,00	0,64	0,00	0,20	0,23	0,00	
	4	0,036	12,568	0,02	0,35	0,03	0,56	0,01	0,13	
	5	0,016	18,680	0,01	0,00	0,81	0,15	0,01	0,28	
	6	0,006	30,413	0,97	0,00	0,15	0,04	0,22	0,59	
2	1	6,598	1,000	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	2	0,185	5,974	0,00	0,00	0,01	0,05	0,53	0,00	0,00
	3	0,110	7,743	0,00	0,04	0,01	0,08	0,07	0,00	0,46
	4	0,050	11,514	0,00	0,57	0,01	0,17	0,13	0,01	0,35
	5	0,036	13,551	0,02	0,36	0,03	0,53	0,01	0,12	0,01
	6	0,016	20,503	0,00	0,01	0,73	0,15	0,01	0,34	0,04
	7	0,005	35,019	0,98	0,02	0,21	0,03	0,26	0,52	0,14

a. Dependent Variable: Attitude

Casewise Diagnostics[a]

Case Number	Std. Residual	Attitude	Predicted Value	Residual
88	-3,827	2,00	4,9356	-2,93564

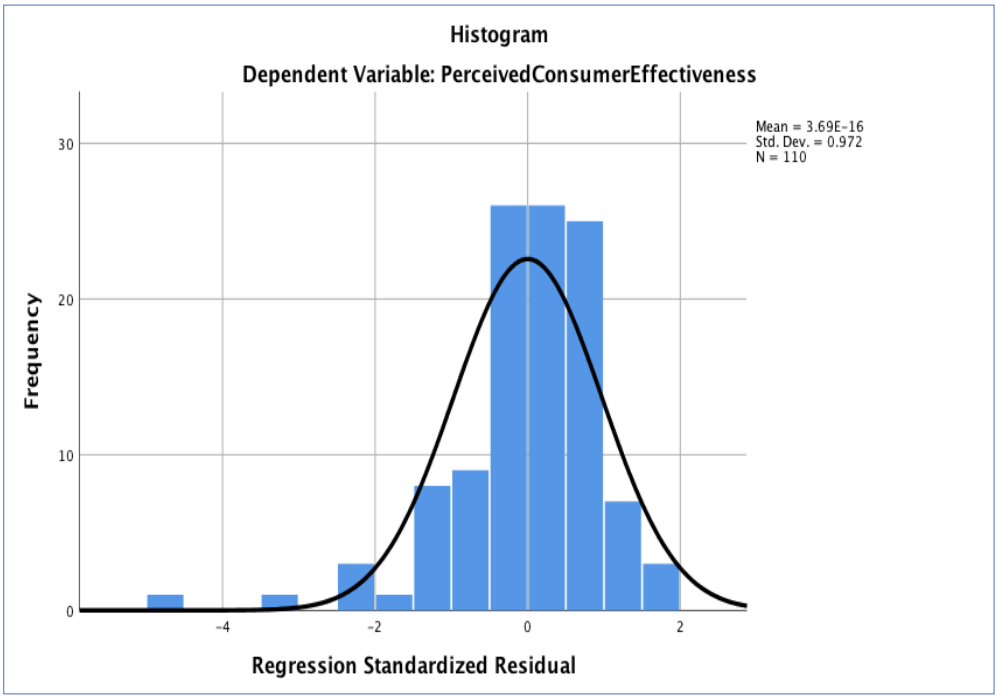
a. Dependent Variable: Attitude

Residuals Statistics[a]

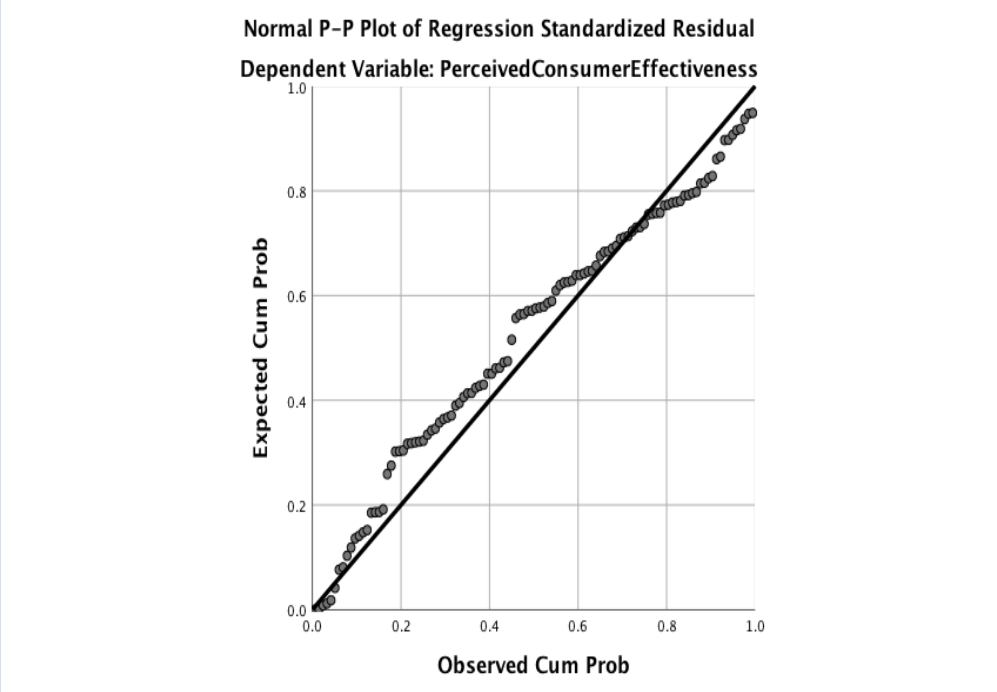
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,8249	6,2336	5,3784	0,56682	110
Std. Predicted Value	-2,741	1,509	0,000	1,000	110
Standard Error of Predicted Value	0,115	0,498	0,183	0,062	110
Adjusted Predicted Value	3,7275	6,3087	5,3811	0,56443	110
Residual	-2,93564	1,34250	0,00000	0,74575	110
Std. Residual	-3,827	1,750	0,000	0,972	110
Stud. Residual	-4,115	1,804	-0,002	1,007	110
Deleted Residual	-3,39512	1,42591	-0,00266	0,80076	110
Stud. Deleted Residual	-4,480	1,824	-0,006	1,026	110
Mahal. Distance	1,468	44,928	5,945	5,882	110
Cook's Distance	0,000	0,379	0,011	0,037	110
Centered Leverage Value	0,013	0,412	0,055	0,054	110

a. Dependent Variable: Attitude

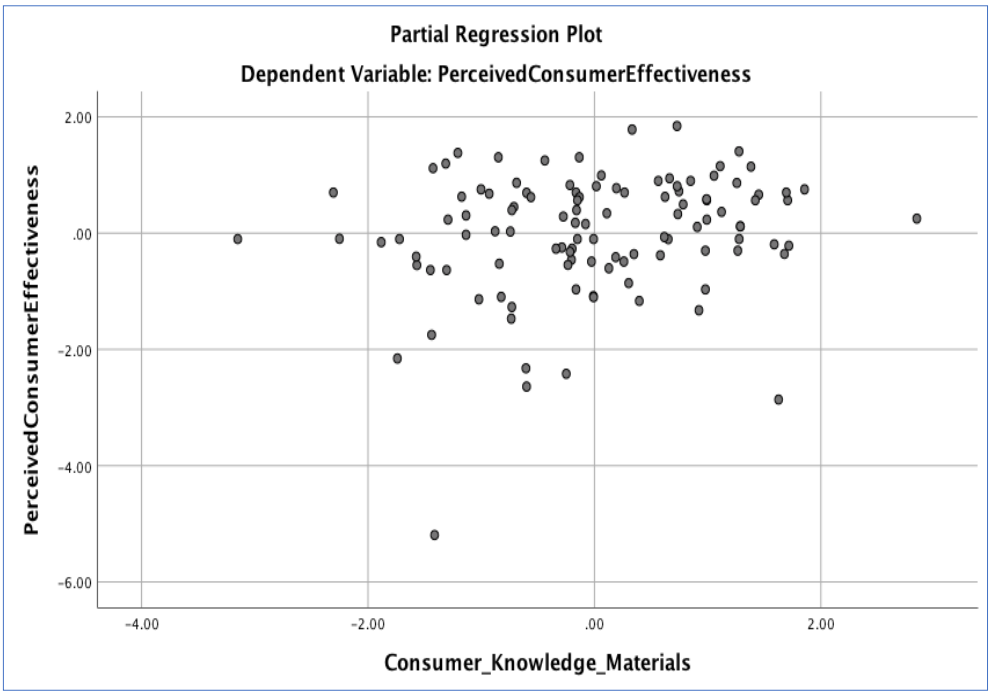
Appendix H5.1 – Output Multiple Linear Regression



Graph 1: Histogram regression 5.1



Graph 2: P-Plot regression 5.1



Graph 3: Partial regression plot 5.1

Regression 5.1

Descriptive Statistics

	Mean	Std. Deviation	N
PerceivedConsumerEffectiveness	5,8909	1,14326	110
Sex	1,67	0,471	110
Age group	2,12	0,351	110
Educational level	2,58	0,709	110
Press coverage	2,00	0,919	110
Origin	6,98	0,938	110
Consumer_Knowledge_Materials	3,7260	1,17519	110

Correlations

		PerceivedConsumerEffectiveness	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Materials
Pearson Correlation	PerceivedConsumerEffectiveness	1,000						
	Sex	0,228	1,000					
	Age group	-0,318	0,014	1,000				
	Educational level	-0,242	-0,111	0,421	1,000			
	Press coverage	0,192	0,233	-0,313	-0,296	1,000		
	Origin	0,024	0,111	0,173	0,030	-0,213	1,000	
	Consumer_Knowledge_Materials	0,271	0,324	-0,102	0,000	-0,017	0,196	1,000
Sig. (1-tailed)	PerceivedConsumerEffectiveness		0,008	0,000	0,005	0,022	0,403	0,002
	Sex	0,008		0,442	0,123	0,007	0,124	0,000
	Age group	0,000	0,442		0,000	0,000	0,035	0,145
	Educational level	0,005	0,123	0,000		0,001	0,378	0,498
	Press coverage	0,022	0,007	0,000	0,001		0,013	0,430
	Origin	0,403	0,124	0,035	0,378	0,013		0,020
	Consumer_Knowledge_Materials	0,002	0,000	0,145	0,498	0,430	0,020	
N	PerceivedConsumerEffectiveness	110	110	110	110	110	110	110
	Sex	110	110	110	110	110	110	110
	Age group	110	110	110	110	110	110	110
	Educational level	110	110	110	110	110	110	110
	Press coverage	110	110	110	110	110	110	110
	Origin	110	110	110	110	110	110	110
	Consumer_Knowledge_Materials	110	110	110	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Origin, Educational level, Sex, Press coverage , Age group[b]		Enter
2	Consumer_Knowledge_Materials[b]		Enter

a. Dependent Variable: PerceivedConsumerEffectiveness

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.409[a]	0,167	0,127	1,06804	
2	.447[b]	0,200	0,153	1,05217	1,950

a. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Consumer_Knowledge_Materials

c. Dependent Variable: PerceivedConsumerEffectiveness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,835	5	4,767	4,179	.002b
	Residual	118,634	104	1,141		
	Total	142,469	109			
2	Regression	28,441	6	4,740	4,282	.001c
	Residual	114,028	103	1,107		
	Total	142,469	109			

a. Dependent Variable: PerceivedConsumerEffectiveness

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

c. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Consumer_Knowledge_Materials

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	6,730	1,115		6,036	0,000	4,519	8,941					
	Sex	0,498	0,228	0,205	2,186	0,031	0,046	0,949	0,228	0,210	0,196	0,908	1,101
	Age group	-0,910	0,334	-0,280	-2,729	0,007	-1,572	-0,249	-0,318	-0,259	-0,244	0,762	1,313
	Educational level	-0,145	0,163	-0,090	-0,890	0,375	-0,469	0,178	-0,242	-0,087	-0,080	0,783	1,277
	Press coverage	0,054	0,126	0,043	0,429	0,669	-0,195	0,303	0,192	0,042	0,038	0,785	1,273
	Origin	0,075	0,114	0,061	0,657	0,513	-0,151	0,301	0,024	0,064	0,059	0,913	1,095
2	(Constant)	6,323	1,116		5,663	0,000	4,109	8,537					
	Sex	0,335	0,238	0,138	1,407	0,162	-0,137	0,807	0,228	0,137	0,124	0,806	1,240
	Age group	-0,779	0,335	-0,240	-2,328	0,022	-1,443	-0,115	-0,318	-0,224	-0,205	0,734	1,363
	Educational level	-0,174	0,161	-0,108	-1,077	0,284	-0,494	0,146	-0,242	-0,106	-0,095	0,777	1,287
	Press coverage	0,078	0,124	0,063	0,626	0,533	-0,169	0,324	0,192	0,062	0,055	0,778	1,285
	Origin	0,034	0,114	0,028	0,298	0,766	-0,192	0,260	0,024	0,029	0,026	0,885	1,130
	Consumer_Knowledge_Materials	0,192	0,094	0,197	2,040	0,044	0,005	0,378	0,271	0,197	0,180	0,834	1,199

a. Dependent Variable: PerceivedConsumerEffectiveness

Excluded Variables[a]

Model		Beta In	t	Sig.	Collinearity Statistics			
					Partial Correlation	Tolerance	VIF	Minimum Tolerance
1	Consumer_Knowledge_Materials	.197[b]	2,040	0,044	0,197	0,834	1,199	0,734

a. Dependent Variable: PerceivedConsumerEffectiveness

b. Predictors in the Model: (Constant), Origin, Educational level, Sex, Press coverage , Age group

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Materials
1	1	5,692	1,000	0,00	0,00	0,00	0,00	0,00	0,00	
	2	0,184	5,556	0,00	0,00	0,01	0,05	0,53	0,00	
	3	0,066	9,317	0,00	0,64	0,00	0,20	0,23	0,00	
	4	0,036	12,568	0,02	0,35	0,03	0,56	0,01	0,13	
	5	0,016	18,680	0,01	0,00	0,81	0,15	0,01	0,28	
	6	0,006	30,413	0,97	0,00	0,15	0,04	0,22	0,59	
2	1	6,615	1,000	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	2	0,186	5,967	0,00	0,00	0,01	0,04	0,55	0,00	0,00
	3	0,091	8,514	0,00	0,08	0,01	0,12	0,08	0,00	0,44
	4	0,051	11,366	0,00	0,64	0,01	0,08	0,12	0,00	0,42
	5	0,036	13,567	0,02	0,26	0,04	0,58	0,01	0,12	0,01
	6	0,015	21,120	0,01	0,01	0,76	0,14	0,01	0,36	0,12
	7	0,006	32,984	0,97	0,00	0,17	0,03	0,22	0,51	0,01

a. Dependent Variable: PerceivedConsumerEffectiveness

Casewise Diagnostics[a]

Case Number	Std. Residual	PerceivedConsumerEffectiveness	Predicted Value	Residual
24	-3,017	2,67	5,8409	-3,17425
88	-4,679	1,00	5,9228	-4,92276

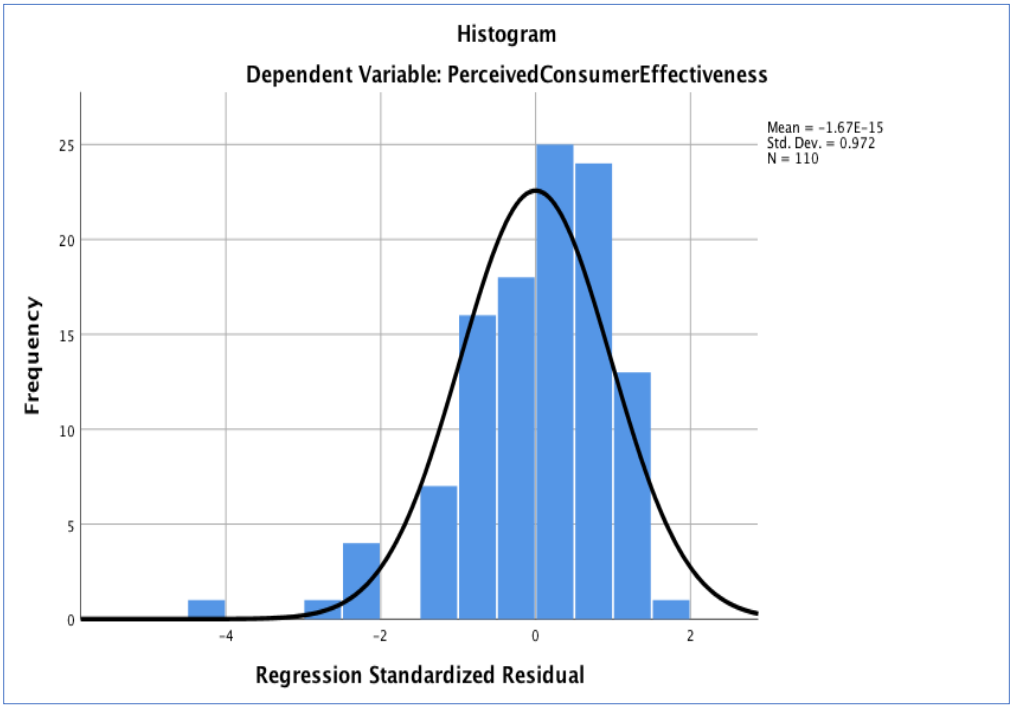
a. Dependent Variable: PerceivedConsumerEffectiveness

Residuals Statistics[a]

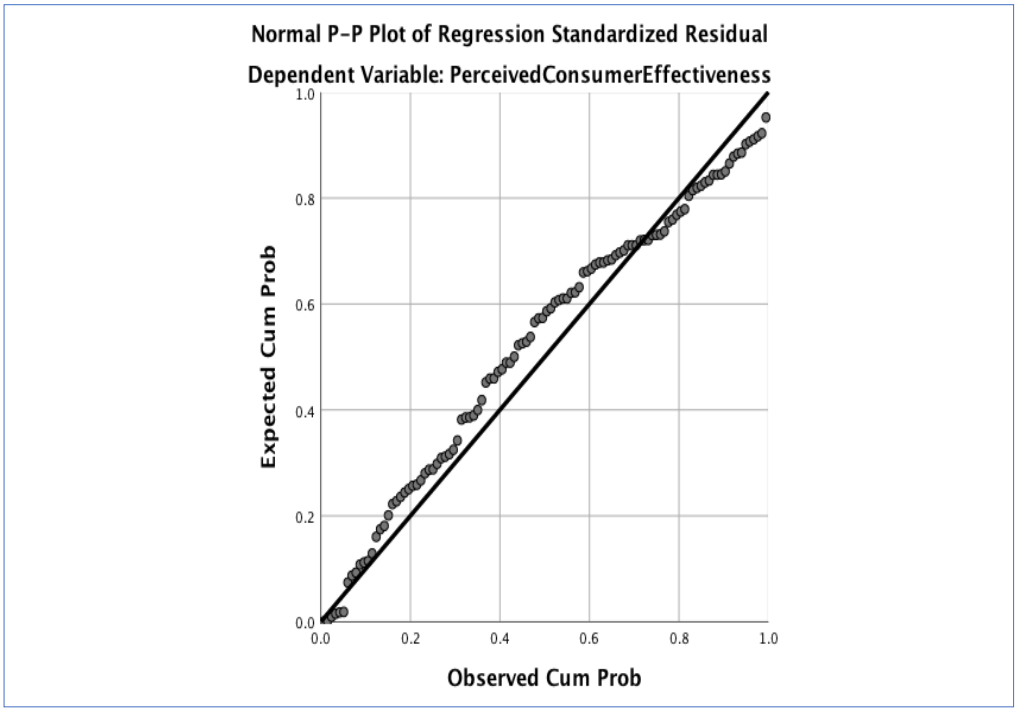
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,2970	6,6257	5,8909	0,51081	110
Std. Predicted Value	-3,120	1,438	0,000	1,000	110
Standard Error of Predicted Value	0,152	0,684	0,252	0,083	110
Adjusted Predicted Value	3,6268	6,7320	5,8808	0,54474	110
Residual	-4,92276	1,71887	0,00000	1,02280	110
Std. Residual	-4,679	1,634	0,000	0,972	110
Stud. Residual	-4,825	1,911	0,004	1,014	110
Deleted Residual	-5,23477	2,37321	0,01010	1,11563	110
Stud. Deleted Residual	-5,457	1,936	-0,004	1,052	110
Mahal. Distance	1,295	45,028	5,945	5,786	110
Cook's Distance	0,000	0,211	0,014	0,034	110
Centered Leverage Value	0,012	0,413	0,055	0,053	110

a. Dependent Variable: PerceivedConsumerEffectiveness

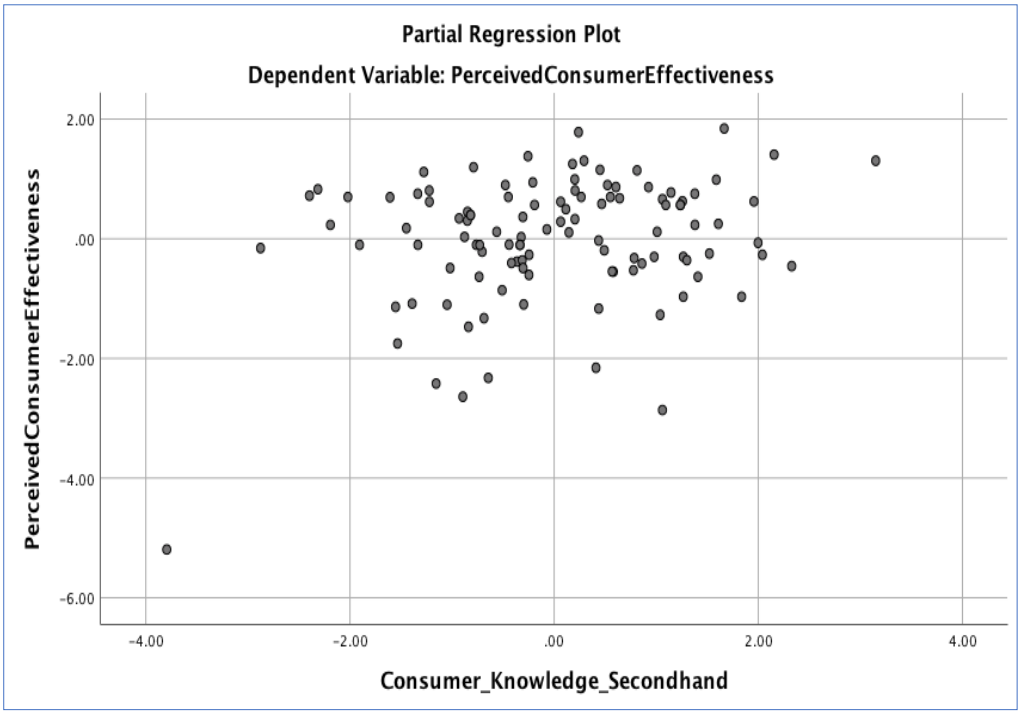
Appendix H5.2 – Output Multiple Linear Regression



Graph 1: Histogram regression 5.2



Graph 2: P-Plot regression 5.2



Graph 3: Partial regression plot 5.2

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Sig.	Durbin-Watson
5.1(a)	.409[a]	0,167	**0,127**	1.06804	**0,002[a]**	
5.1(b)	.447[b]	0,200	**0,153**	1,05217	**0,001[b]**	1,950
5.2(a)	.409[a]	0,167	**0,127**	1.06804	**0,002[a]**	
5.2(b)	.470[b]	0,221	**0,176**	1,03785	**0,000[b]**	1,857

Table 1: Model summary regression 5; where **a** predictors is constant, control variables; where **b** predictors is constant, control variables and consumer knowledge; where **c** is the dependent variable, PCE.

Regression 5.2

Descriptive Statistics

	Mean	Std. Deviation	N
PerceivedConsumerEffectiveness	5,8909	1,14326	110
Sex	1,67	0,471	110
Age group	2,12	0,351	110
Educational level	2,58	0,709	110
Press coverage	2,00	0,919	110
Origin	6,98	0,938	110
Consumer_Knowledge_Secondhand	3,9649	1,35211	110

Correlations

		PerceivedConsumerEffectiveness	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Secondhand
Pearson Correlation	PerceivedConsumerEffectiveness	1,000						
	Sex	0,228	1,000					
	Age group	-0,318	0,014	1,000				
	Educational level	-0,242	-0,111	0,421	1,000			
	Press coverage	0,192	0,233	-0,313	-0,296	1,000		
	Origin	0,024	0,111	0,173	0,030	-0,213	1,000	
	Consumer_Knowledge_Secondhand	0,340	0,366	-0,190	-0,092	-0,019	-0,034	1,000
Sig. (1-tailed)	PerceivedConsumerEffectiveness		0,008	0,000	0,005	0,022	0,403	0,000
	Sex	0,008		0,442	0,123	0,007	0,124	0,000
	Age group	0,000	0,442		0,000	0,000	0,035	0,024
	Educational level	0,005	0,123	0,000		0,001	0,378	0,170
	Press coverage	0,022	0,007	0,000	0,001		0,013	0,422
	Origin	0,403	0,124	0,035	0,378	0,013		0,364
	Consumer_Knowledge_Secondhand	0,000	0,000	0,024	0,170	0,422	0,364	
N	PerceivedConsumerEffectiveness	110	110	110	110	110	110	110
	Sex	110	110	110	110	110	110	110
	Age group	110	110	110	110	110	110	110
	Educational level	110	110	110	110	110	110	110
	Press coverage	110	110	110	110	110	110	110
	Origin	110	110	110	110	110	110	110
	Consumer_Knowledge_Secondhand	110	110	110	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Origin, Educational level, Sex, Press coverage , Age group[b]		Enter
2	Consumer_Knowledge_Secondhand[b]		Enter

a. Dependent Variable: PerceivedConsumerEffectiveness

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.409[a]	0,167	0,127	1,06804	
2	.470[b]	0,221	0,176	1,03785	1,857

a. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Consumer_Knowledge_Secondhand

c. Dependent Variable: PerceivedConsumerEffectiveness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,835	5	4,767	4,179	.002[b]
	Residual	118,634	104	1,141		
	Total	142,469	109			
2	Regression	31,525	6	5,254	4,878	.000c
	Residual	110,944	103	1,077		
	Total	142,469	109			

a. Dependent Variable: PerceivedConsumerEffectiveness

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

c. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Consumer_Knowledge_Secondhand

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	6,730	1,115		6,036	0,000	4,519	8,941					
	Sex	0,498	0,228	0,205	2,186	0,031	0,046	0,949	0,228	0,210	0,196	0,908	1,101
	Age group	-0,910	0,334	-0,280	-2,729	0,007	-1,572	-0,249	-0,318	-0,259	-0,244	0,762	1,313
	Educational level	-0,145	0,163	-0,090	-0,890	0,375	-0,469	0,178	-0,242	-0,087	-0,080	0,783	1,277
	Press coverage	0,054	0,126	0,043	0,429	0,669	-0,195	0,303	0,192	0,042	0,038	0,785	1,273
	Origin	0,075	0,114	0,061	0,657	0,513	-0,151	0,301	0,024	0,064	0,059	0,913	1,095
2	(Constant)	5,535	1,172		4,721	0,000	3,210	7,860					
	Sex	0,226	0,244	0,093	0,926	0,357	-0,258	0,709	0,228	0,091	0,081	0,749	1,334
	Age group	-0,699	0,334	-0,215	-2,096	0,039	-1,361	-0,038	-0,318	-0,202	-0,182	0,719	1,391
	Educational level	-0,145	0,158	-0,090	-0,914	0,363	-0,459	0,169	-0,242	-0,090	-0,079	0,783	1,277
	Press coverage	0,124	0,125	0,099	0,991	0,324	-0,124	0,371	0,192	0,097	0,086	0,751	1,332
	Origin	0,102	0,111	0,083	0,913	0,363	-0,119	0,322	0,024	0,090	0,079	0,906	1,104
	Consumer_Knowledge_Secondhand	0,221	0,083	0,262	2,672	0,009	0,057	0,385	0,340	0,255	0,232	0,789	1,268

a. Dependent Variable: PerceivedConsumerEffectiveness

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics: Tolerance	VIF	Minimum Tolerance
1	Consumer_Knowledge_Secondhand	.262[b]	2,672	0,009	0,255	0,789	1,268	0,719

a. Dependent Variable: PerceivedConsumerEffectiveness

b. Predictors in the Model: (Constant), Origin, Educational level, Sex, Press coverage , Age group

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions: (Constant)	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Secondhand
1	1	5,692	1,000	0,00	0,00	0,00	0,00	0,00	0,00	
	2	0,184	5,556	0,00	0,00	0,01	0,05	0,53	0,00	
	3	0,066	9,317	0,00	0,64	0,00	0,20	0,23	0,00	
	4	0,036	12,568	0,02	0,35	0,03	0,56	0,01	0,13	
	5	0,016	18,680	0,01	0,00	0,81	0,15	0,01	0,28	
	6	0,006	30,413	0,97	0,00	0,15	0,04	0,22	0,59	
2	1	6,598	1,000	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	2	0,185	5,974	0,00	0,00	0,01	0,05	0,53	0,00	0,00
	3	0,110	7,743	0,00	0,04	0,01	0,08	0,07	0,00	0,46
	4	0,050	11,514	0,00	0,57	0,01	0,17	0,13	0,01	0,35
	5	0,036	13,551	0,02	0,36	0,03	0,53	0,01	0,12	0,01
	6	0,016	20,503	0,00	0,01	0,73	0,15	0,01	0,34	0,04
	7	0,005	35,019	0,98	0,02	0,21	0,03	0,26	0,52	0,14

a. Dependent Variable: PerceivedConsumerEffectiveness

Casewise Diagnostics[a]

Case Number	Std. Residual	PerceivedConsumerEffectiveness	Predicted Value	Residual
88	-4,195	1,00	5,3539	-4,35393

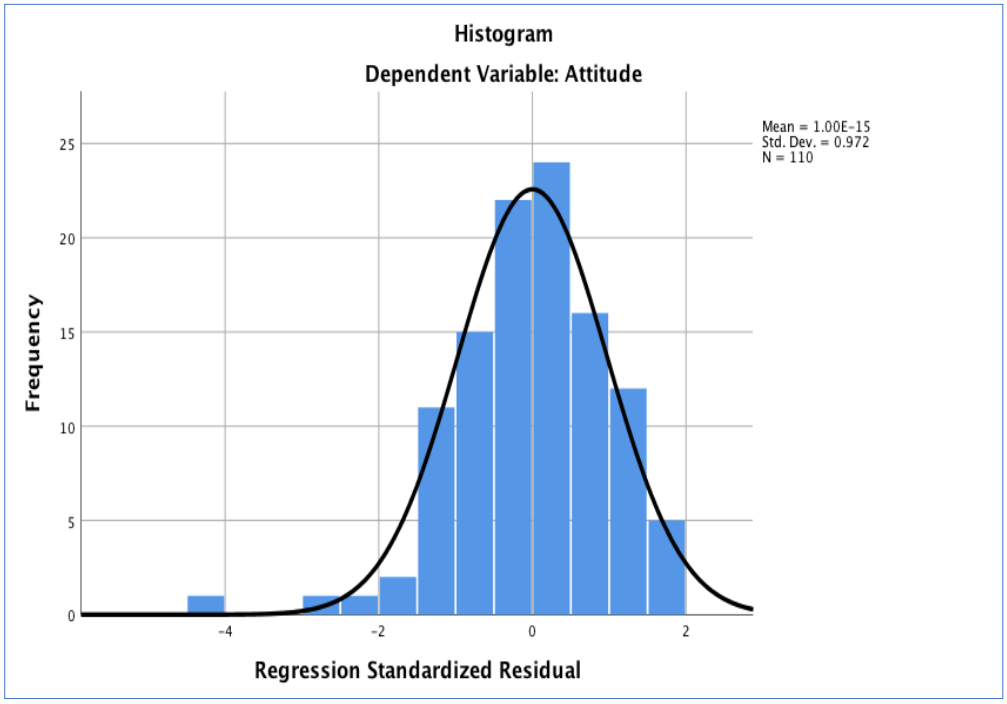
a. Dependent Variable: PerceivedConsumerEffectiveness

Residuals Statistics[a]

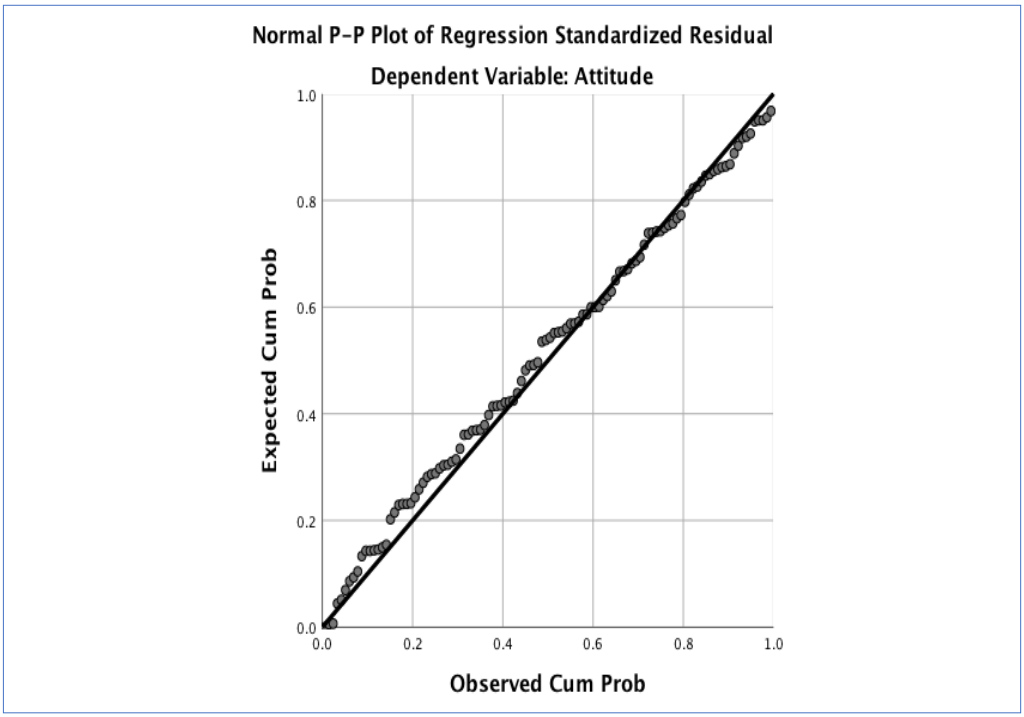
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,1642	6,8090	5,8909	0,53779	110
Std. Predicted Value	-3,211	1,707	0,000	1,000	110
Standard Error of Predicted Value	0,156	0,674	0,248	0,084	110
Adjusted Predicted Value	3,9065	6,7961	5,8871	0,55693	110
Residual	-4,35393	1,72982	0,00000	1,00888	110
Std. Residual	-4,195	1,667	0,000	0,972	110
Stud. Residual	-4,512	1,814	0,001	1,018	110
Deleted Residual	-5,03539	2,09355	0,00379	1,10814	110
Stud. Deleted Residual	-5,012	1,835	-0,006	1,047	110
Mahal. Distance	1,468	44,928	5,945	5,882	110
Cook's Distance	0,000	0,455	0,015	0,048	110
Centered Leverage Value	0,013	0,412	0,055	0,054	110

a. Dependent Variable: PerceivedConsumerEffectiveness

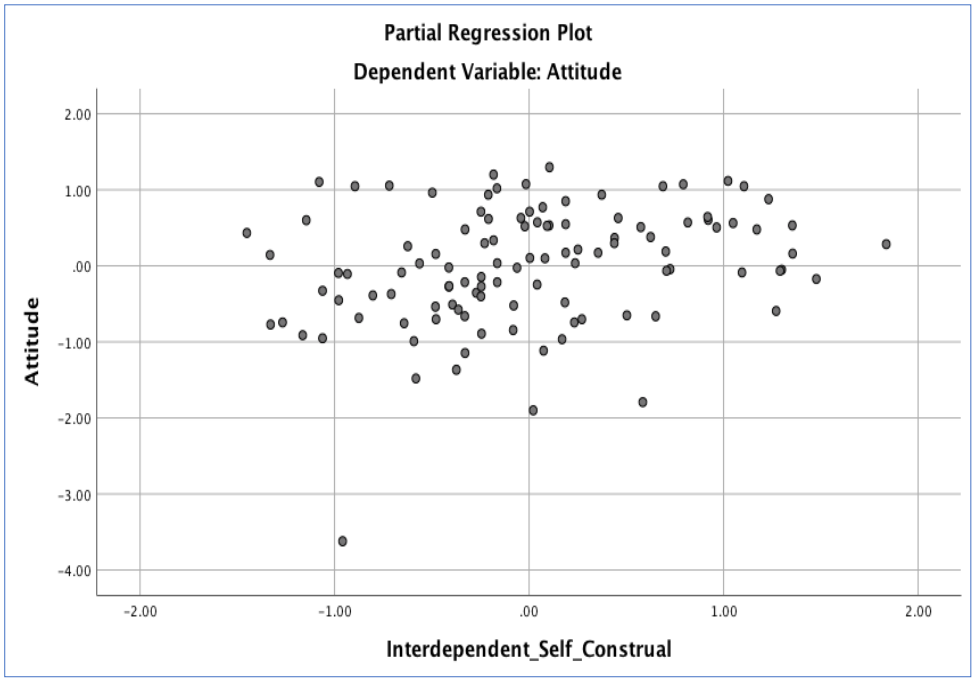
Appendix H6 – Output Multiple Linear Regression



Graph 1: Histogram regression 6



Graph 2: P-Plot regression 6



Graph 3: Partial regression plot 6

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Sig.	Durbin-Watson
6(a)	.559[a]	0,312	**0,279**	0,79515	**0,000**[a]	
6(b)	.603[b]	0,363	**0,326**	0,76903	**0,000**[b]	2,040

Table 1: Model summary regression 6; where **a** predictors is constant, control variables; where **b** predictors is constant, control variables and interdependent self; where **c** is the dependent variable, attitude.

Regression 6

Descriptive Statistics

	Mean	Std. Deviation	N
Attitude	5,3784	0,93671	110
Sex	1,67	0,471	110
Age group	2,12	0,351	110
Educational level	2,58	0,709	110
Press coverage	2,00	0,919	110
Origin	6,98	0,938	110
Interdependent_Self_Construal	4,8202	0,77176	110

Correlations

		Attitude	Sex	Age group	Educational level	Press coverage	Origin	Interdependent_Self_Construal
Pearson Correlation	Attitude	1,000						
	Sex	0,457	1,000					
	Age group	-0,283	0,014	1,000				
	Educational level	-0,226	-0,111	0,421	1,000			
	Press coverage	0,321	0,233	-0,313	-0,296	1,000		
	Origin	-0,039	0,111	0,173	0,030	-0,213	1,000	
	Interdependent_Self_Construal	0,370	0,289	-0,053	0,056	0,190	-0,125	1,000
Sig. (1-tailed)	Attitude		0,000	0,001	0,009	0,000	0,343	0,000
	Sex	0,000		0,442	0,123	0,007	0,124	0,001
	Age group	0,001	0,442		0,000	0,000	0,035	0,290
	Educational level	0,009	0,123	0,000		0,001	0,378	0,282
	Press coverage	0,000	0,007	0,000	0,001		0,013	0,023
	Origin	0,343	0,124	0,035	0,378	0,013		0,096
	Interdependent_Self_Construal	0,000	0,001	0,290	0,282	0,023	0,096	
N	Attitude	110	110	110	110	110	110	110
	Sex	110	110	110	110	110	110	110
	Age group	110	110	110	110	110	110	110
	Educational level	110	110	110	110	110	110	110
	Press coverage	110	110	110	110	110	110	110
	Origin	110	110	110	110	110	110	110
	Interdependent_Self_Construal	110	110	110	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Origin, Educational level, Sex, Press coverage , Age group[b]		Enter
2	Interdependent_Self_Construal[b]		Enter

a. Dependent Variable: Attitude

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.559[a]	0,312	0,279	0,79515	
2	.603[b]	0,363	0,326	0,76903	2,040

a. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Interdependent_Self_Construal

c. Dependent Variable: Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,884	5	5,977	9,453	.000b
	Residual	65,756	104	0,632		
	Total	95,639	109			
2	Regression	34,725	6	5,787	9,786	.000c
	Residual	60,914	103	0,591		
	Total	95,639	109			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group

c. Predictors: (Constant), Origin, Educational level, Sex, Press coverage , Age group, Interdependent_Self_Construal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5,229	0,830		6,300	0,000	3,583	6,876					
	Sex	0,846	0,170	0,426	4,993	0,000	0,510	1,183	0,457	0,440	0,406	0,908	1,101
	Age group	-0,603	0,248	-0,226	-2,429	0,017	-1,096	-0,111	-0,283	-0,232	-0,198	0,762	1,313
	Educational level	-0,056	0,121	-0,043	-0,464	0,643	-0,297	0,184	-0,226	-0,045	-0,038	0,783	1,277
	Press coverage	0,138	0,094	0,135	1,470	0,144	-0,048	0,323	0,321	0,143	0,120	0,785	1,273
	Origin	-0,017	0,085	-0,017	-0,200	0,842	-0,185	0,151	-0,039	-0,020	-0,016	0,913	1,095
2	(Constant)	3,939	0,921		4,277	0,000	2,113	5,765					
	Sex	0,706	0,171	0,355	4,121	0,000	0,366	1,045	0,457	0,376	0,324	0,833	1,200
	Age group	-0,563	0,241	-0,211	-2,339	0,021	-1,040	-0,086	-0,283	-0,225	-0,184	0,759	1,317
	Educational level	-0,106	0,119	-0,080	-0,891	0,375	-0,341	0,130	-0,226	-0,087	-0,070	0,766	1,305
	Press coverage	0,108	0,091	0,106	1,181	0,240	-0,073	0,288	0,321	0,116	0,093	0,775	1,290
	Origin	0,013	0,083	0,013	0,161	0,872	-0,151	0,178	-0,039	0,016	0,013	0,898	1,113
	Interdependent_Self_Construal	0,294	0,103	0,242	2,861	0,005	0,090	0,497	0,370	0,271	0,225	0,864	1,157

a. Dependent Variable: Attitude

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance

1	Interdependent_Self_Construal	.242[b]	2,861	0,005	0,271	0,864	1,157	0,759

a. Dependent Variable: Attitude

b. Predictors in the Model: (Constant), Origin, Educational level, Sex, Press coverage , Age group

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions (Constant)	Sex	Age group	Educational level	Press coverage	Origin	Interdependent_Self_Construal
1	1	5,692	1,000	0,00	0,00	0,00	0,00	0,00	0,00	
	2	0,184	5,556	0,00	0,00	0,01	0,05	0,53	0,00	
	3	0,066	9,317	0,00	0,64	0,00	0,20	0,23	0,00	
	4	0,036	12,568	0,02	0,35	0,03	0,56	0,01	0,13	
	5	0,016	18,680	0,01	0,00	0,81	0,15	0,01	0,28	
	6	0,006	30,413	0,97	0,00	0,15	0,04	0,22	0,59	
2	1	6,669	1,000	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	2	0,184	6,013	0,00	0,00	0,01	0,05	0,53	0,00	0,00
	3	0,066	10,074	0,00	0,57	0,00	0,21	0,24	0,00	0,00
	4	0,036	13,578	0,02	0,36	0,03	0,57	0,01	0,11	0,01
	5	0,023	16,889	0,00	0,06	0,12	0,00	0,10	0,04	0,70
	6	0,016	20,345	0,00	0,00	0,71	0,17	0,00	0,35	0,03
	7	0,005	37,136	0,98	0,01	0,14	0,01	0,11	0,50	0,27

a. Dependent Variable: Attitude

Casewise Diagnostics[a]

Case Number	Std. Residual	Attitude	Predicted Value	Residual
88	-4,343	2,00	5,3401	-3,34012

a. Dependent Variable: Attitude

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9417	6,4328	5,3784	0,56443	110
Std. Predicted Value	-2,545	1,868	0,000	1,000	110
Standard Error of Predicted Value	0,115	0,515	0,184	0,062	110
Adjusted Predicted Value	4,0285	6,4754	5,3733	0,56785	110
Residual	-3,34012	1,42021	0,00000	0,74756	110
Std. Residual	-4,343	1,847	0,000	0,972	110
Stud. Residual	-4,480	1,890	0,003	1,005	110
Deleted Residual	-3,55364	1,55758	0,00512	0,80113	110
Stud. Deleted Residual	-4,968	1,914	-0,002	1,032	110
Mahal. Distance	1,463	47,922	5,945	5,894	110
Cook's Distance	0,000	0,263	0,011	0,031	110
Centered Leverage Value	0,013	0,440	0,055	0,054	110

a. Dependent Variable: Attitude

Appendix H7 – Overview Findings

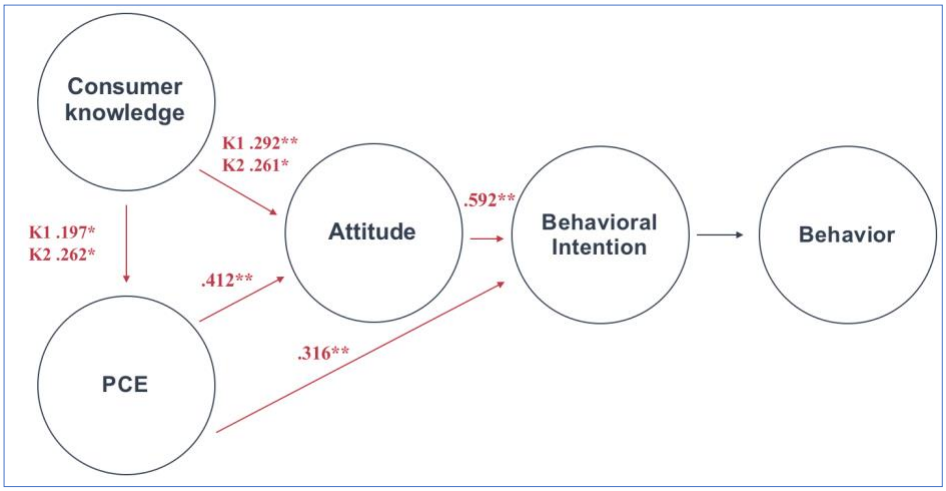
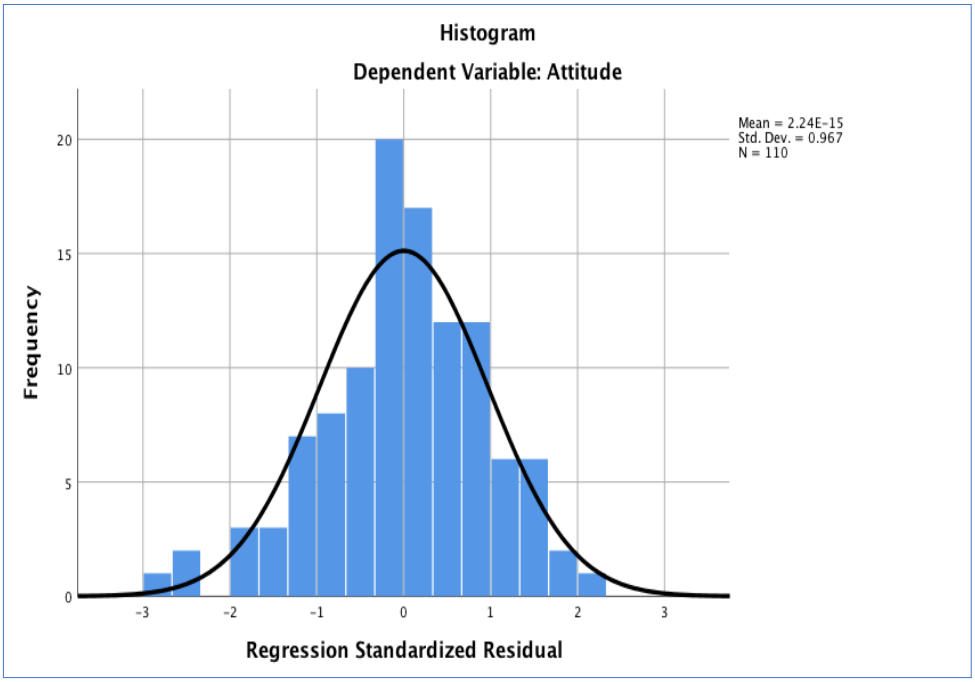


Figure 1: Model and hypothesis test results. Note. **$P \leq 0.001$; *P <0.01

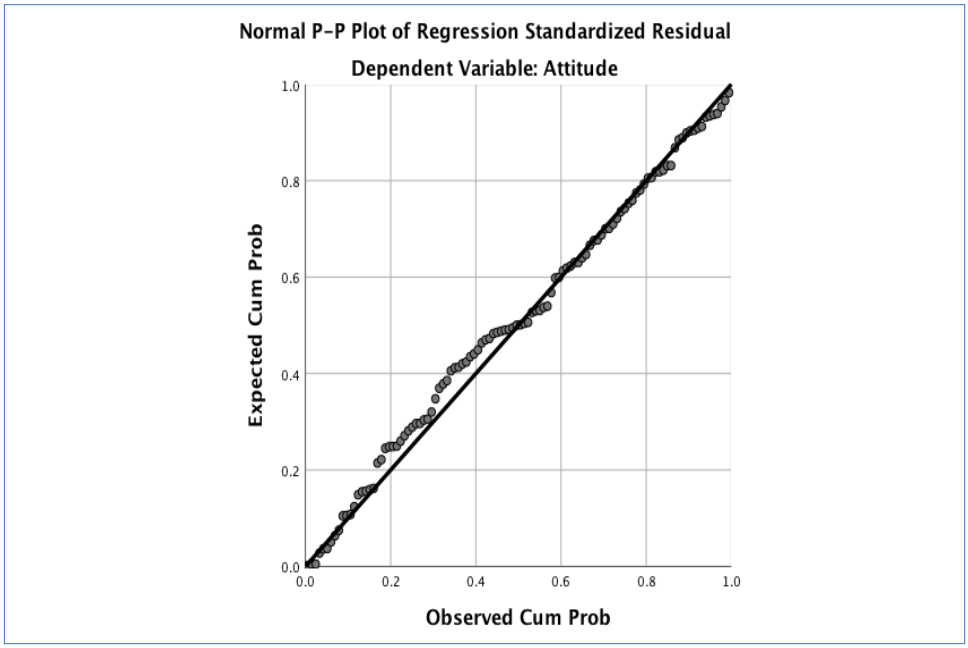
Hypothesis 1	**Attitude → Intention**	✔
Hypothesis 2	PCE → Attitude	✔
Hypothesis 3	PCE → Intention	✔
Hypothesis 4	Consumer Knowledge → Attitude	✔
Hypothesis 5	Consumer Knowledge → PCE	✔
Hypothesis 6	Interdependent Self → Attitude	✔

Table 1 Table 8: Overview of supported hypotheses

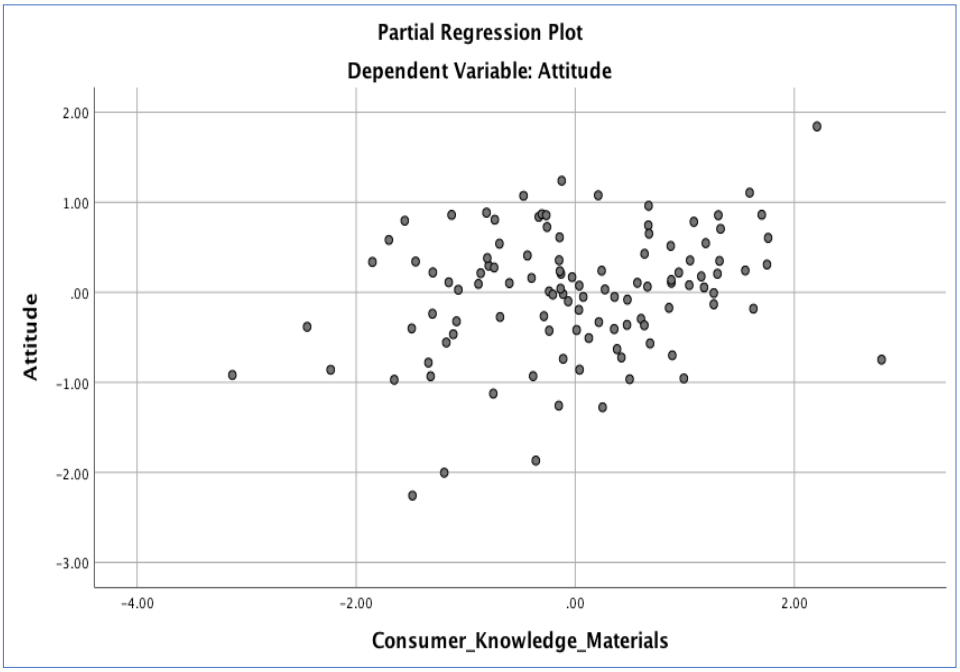
Appendix H8 – Output Further Multiple Linear Regression



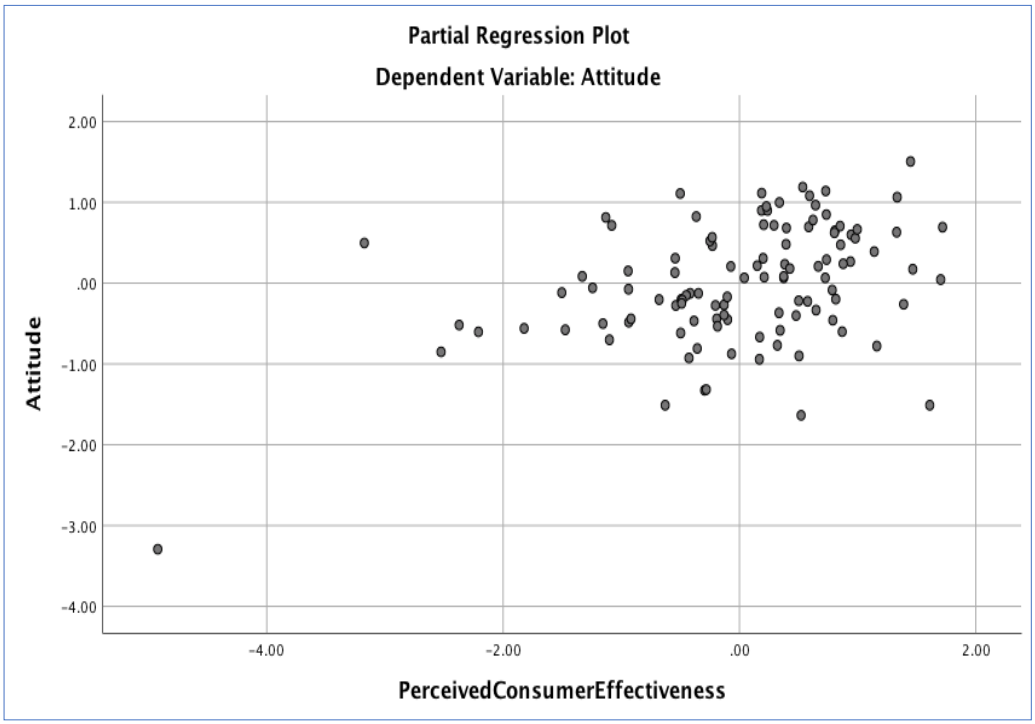
Graph 1: Histogram regression 7



Graph 2: P-Plot regression 7



Graph 3: Partial regression plot 7; Consumer Knowledge



Graph 3: Partial regression plot 7; Percieved Consumer Effectiveness

Regression 7

Descriptive Statistics

	Mean	Std. Deviation	N
Attitude	5,3784	0,93671	110
Sex	1,67	0,471	110
Age group	2,12	0,351	110
Educational level	2,58	0,709	110
Press coverage	2,00	0,919	110
Origin	6,98	0,938	110
Consumer_Knowledge_Materials	3,7260	1,17519	110
PerceivedConsumerEffectiveness	5,8909	1,14326	110

Correlations

		Attitude	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Materials	PerceivedConsumerEffectiveness
Pearson Correlation	Attitude	1,000							
	Sex	0,457	1,000						
	Age group	-0,283	0,014	1,000					
	Educational level	-0,226	-0,111	0,421	1,000				
	Press coverage	0,321	0,233	-0,313	-0,296	1,000			
	Origin	-0,039	0,111	0,173	0,030	-0,213	1,000		
	Consumer_Knowledge_Materials	0,399	0,324	-0,102	0,000	-0,017	0,196	1,000	
	PerceivedConsumerEffectiveness	0,548	0,228	-0,318	-0,242	0,192	0,024	0,271	1,000
Sig. (1-tailed)	Attitude		0,000	0,001	0,009	0,000	0,343	0,000	0,000
	Sex	0,000		0,442	0,123	0,007	0,124	0,000	0,008
	Age group	0,001	0,442		0,000	0,000	0,035	0,145	0,000
	Educational level	0,009	0,123	0,000		0,001	0,378	0,498	0,005
	Press coverage	0,000	0,007	0,000	0,001		0,013	0,430	0,022
	Origin	0,343	0,124	0,035	0,378	0,013		0,020	0,403
	Consumer_Knowledge_Materials	0,000	0,000	0,145	0,498	0,430	0,020		0,002
	PerceivedConsumerEffectiveness	0,000	0,008	0,000	0,005	0,022	0,403	0,002	
N	Attitude	110	110	110	110	110	110	110	110
	Sex	110	110	110	110	110	110	110	110
	Age group	110	110	110	110	110	110	110	110
	Educational level	110	110	110	110	110	110	110	110
	Press coverage	110	110	110	110	110	110	110	110
	Origin	110	110	110	110	110	110	110	110
	Consumer_Knowledge_Materials	110	110	110	110	110	110	110	110
	PerceivedConsumerEffectiveness	110	110	110	110	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PerceivedConsumerEffectiveness, Origin, Educational level, Sex, Consumer_Knowledge_Materials, Press coverage , Age group[b]		Enter

a. Dependent Variable: Attitude

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.702[a]	0,492	0,458	0,68984	1,818

a. Predictors: (Constant), PerceivedConsumerEffectiveness, Origin, Educational level, Sex, Consumer_Knowledge_Materials, Press coverage , Age group

b. Dependent Variable: Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,099	7	6,728	14,139	.000b
	Residual	48,540	102	0,476		
	Total	95,639	109			

a. Dependent Variable: Attitude

b. Predictors: (Constant), PerceivedConsumerEffectiveness, Origin, Educational level, Sex, Consumer_Knowledge_Materials, Press coverage , Age group

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	95.0% Confidence Interval for B Upper Bound	Correlations Zero-order	Correlations Partial	Correlations Part	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	2,825	0,838		3,370	0,001	1,162	4,487					
	Sex	0,547	0,158	0,275	3,473	0,001	0,235	0,860	0,457	0,325	0,245	0,791	1,264
	Age group	-0,209	0,225	-0,078	-0,926	0,357	-0,655	0,238	-0,283	-0,091	-0,065	0,697	1,435
	Educational level	-0,039	0,106	-0,029	-0,363	0,717	-0,250	0,172	-0,226	-0,036	-0,026	0,768	1,301
	Press coverage	0,143	0,082	0,140	1,752	0,083	-0,019	0,305	0,321	0,171	0,124	0,775	1,290
	Origin	-0,077	0,075	-0,077	-1,030	0,306	-0,226	0,071	-0,039	-0,101	-0,073	0,884	1,131
	Consumer_Knowledge_Materials	0,175	0,063	0,220	2,791	0,006	0,051	0,300	0,399	0,266	0,197	0,801	1,248
	PerceivedConsumerEffectiveness	0,302	0,065	0,369	4,674	0,000	0,174	0,430	0,548	0,420	0,330	0,800	1,249

a. Dependent Variable: Attitude

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions (Constant)	Sex	Age group	Educational level	Press coverage	Origin	Consumer_Knowledge_Materials	PerceivedConsumerEffectiveness
1	1	7,580	1,000	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	2	0,186	6,381	0,00	0,00	0,01	0,04	0,53	0,00	0,00	0,00
	3	0,093	9,041	0,00	0,06	0,02	0,13	0,10	0,00	0,38	0,01
	4	0,051	12,167	0,00	0,63	0,01	0,08	0,12	0,00	0,40	0,00
	5	0,044	13,159	0,01	0,23	0,00	0,26	0,06	0,04	0,09	0,24

	6	0,027	16,737	0,00	0,05	0,15	0,35	0,03	0,08	0,07	0,42
	7	0,014	23,401	0,00	0,01	0,57	0,10	0,00	0,56	0,05	0,08
	8	0,005	39,425	0,99	0,00	0,25	0,04	0,15	0,32	0,00	0,24

a. Dependent Variable: Attitude

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,2134	6,4047	5,3784	0,65735	110
Std. Predicted Value	-3,294	1,561	0,000	1,000	110
Standard Error of Predicted Value	0,101	0,452	0,176	0,060	110
Adjusted Predicted Value	3,2291	6,4282	5,3826	0,64983	110
Residual	-1,99720	1,45588	0,00000	0,66732	110
Std. Residual	-2,895	2,110	0,000	0,967	110
Stud. Residual	-3,069	2,287	-0,003	1,014	110
Deleted Residual	-2,48133	1,70959	-0,00416	0,73646	110
Stud. Deleted Residual	-3,205	2,336	-0,006	1,028	110
Mahal. Distance	1,330	45,721	6,936	6,534	110
Cook's Distance	0,000	0,440	0,014	0,046	110
Centered Leverage Value	0,012	0,419	0,064	0,060	110

a. Dependent Variable: Attitude

Appendix I – Descriptive Statistics Focal Variables

Descriptive Statistics, Mean and Std. Deviation

	Mean	Std. Deviation	N
Independent Self-Construal	4,902	0,881	110
Interdependent Self-Construal	4,820	0,772	110
Consumer Knowledge (Second-hand)	3,965	1,352	110
Consumer Knowledge (Materials)	3,726	1,175	110
Perceived Consumer Effectiveness	5,891	1,143	110
Attitude	5,378	0,937	110
Intention	4,767	1,253	110

Table 1: Descriptive Statistics Focal Variables, where variables were analyzed using a 7-point Likert Scale