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# Consumer's Perceptions of Sustainable Products Through Social Media

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Consumer's Perceptions of Sustainable Products Through Social Media

by

Alessandra Cutone

Thesis Advisor: Alexander LaBrecque, Ph.D.

Honors Thesis submitted to the Peter T. Paul College of Business and Economics

University of New Hampshire

May 2023

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### Abstract:

Within the past 10 years, marketing has shifted drastically. Companies have slowly made the switch from mailers and print marketing to a variety of digital marketing forms in order to keep the attention of their consumers. This research examines consumer's perceptions of advertisements through social media influencers relating to sustainable products. More specifically, what drives consumers to buy eco-friendly products on social media? Does the sustainability focus of the influencer matter for product endorsement? And along with that, does there need to be a match between the sustainability focus of both the product and the influencer? The results of this study indicate that consumers will buy a product based off an influencer advertisement if the values of that influencer are aligned with the product being advertised. These findings have significant implications. Consumers aren't entirely aware of the benefits of living a more sustainable lifestyle, and therefore don't consider the environmental effects when buying everyday products. There are many ethical alternatives out there, but consumers are not being educated on the positive impact it will make.

*Keywords:* Marketing, Digital Marketing, Sustainability, Eco-Friendly, Social Media Influencers, Consumer's Perceptions

### Consumer's Perceptions of Sustainable Products Through Social Media:

Over the past few years, there has been an increase in the deterioration of the Earth and its resources. Because of this, companies and consumers are left with a decision to make about their current consumption habits. Some consumers are more inclined to look for alternatives that lessen their impact on the environment, with 78% of US consumers reporting that “a sustainable lifestyle is important to them” (Am et al., 2023). With the UN Sustainable Development Goals in place and thinking about the triple bottom line, numerous companies are motivated to do their part.

There has been a shift in purchasing behavior toward more sustainable products. Consumers know the impact that sustainable products have on the environment, and by purchasing them, they feel better about their purchase overall. Social media is responsible for advertising some of these products. More specifically, there is an increased use of influencer marketing to advertise products to an audience that the brand might not reach otherwise. Social media plays a decent role in the buying process, 32% of Gen Z consumers utilize social media when purchasing a product (Klarna, 2022). But we see some difference in purchase behavior when looking at different age groups, with only 19% of Millennials utilizing social media in the buying process (Klarna, 2022). We see this number decrease as we look at older consumers, like Gen X at 16% and Baby Boomers at 5% (Klarna, 2022). With the shift towards acting more sustainably, brands are wondering how to effectively reach consumers in an increasingly climate-conscious world. Both sustainability and influencer marketing are rising trends currently, and if they are combined together, it could be beneficial to these brands.

The purpose of this thesis is to investigate the effect, if any, that social media advertising through influencers has on consumers' perceptions of sustainable brands and how effectively

these influencers can impact their purchase behavior. It will also look at whether endorsements through influencers or advertisements are more effective. The results will aim to provide a better understanding of how effective social media advertising is on consumers, especially when it comes to sustainable products and brands.

### Literature Review:

Influencers are also an increasing aspect of digital advertising through social media (Yildirim, 2021). Influencers have the ability to market a product or service to their followers through promotional content or personal recommendation. There are different levels to influencers, all depending on the number of followers they have. The more followers an influencer has, the more likely they are to gain the attention of a bigger brand. Brands want to partner with these influencers because of the reach they have, as this could be a potential untapped market for the brand.

Influencers can often be sponsored by a certain brand or brands. In this case, a brand will often send influencers a popular product or a product that has not been released yet. In exchange, brands will ask for the influencer to post a video or picture of the item along with mentioning the brand. Influencers will also be paid along with being sent the free product in certain cases. This increases the probability of the influencer posting the requested content. Several brands on the other hand just send products to influencers in hopes that they will like the product enough to be compelled to post about it on their own, without special request to do so. Brands often do this strategically in order to gain attention and further build the brand. Some brands also do giveaways with certain influencers. The influencer will post with a product and partner with a brand to give away a product or products to his/her followers. The giveaway usually entails additional requirements before being entered to win.

Similar to how brands deploy digital advertising across a variety of publishers, businesses invest in a variety of different influencers, like bloggers, vloggers, YouTubers, etc. (Yildirim, 2021). Along with this, a number of consumers also create their own reviews of products, whether this be through a comment or some form of digital content (photo, video review). With the recent push towards becoming more aware of our consumption habits, more and more sustainable and eco-friendly products are popping up. However, a good majority of consumers are not seeing these products and their advertisements, as their current consumption habits do not match up with their environmental awareness (Yildirim, 2021). Sustainability needs to be communicated to consumers in order to effectively change their attitudes and behaviors towards the subject (Son et al., 2022).

One aspect to consider is whether the consumers have an emotion tied to these companies and this purchasing behavior. Intuitively, consumers need to have a positive perception of sustainability in order to want to buy these green products in the first place. Convincing consumers to buy from these companies is the hard part, as they first need to have a positive perception of sustainability. According to social cognitive theory, utilizing different message framing in marketing efforts may be helpful in engaging consumers in sustainable activities (Rakib et al., 2022). Messages that are related to sustainability can elicit and influence positive perceptions and stimulate motivation in the consumer (Rakib et al., 2022). People that are already affected by environmental issues are more likely to be the ones purchasing from these sustainable companies, the problem here is appealing to the consumers that have a lack of knowledge and awareness about these issues (Rakib et al., 2022).

A number of companies already have sustainable practices in place. Patagonia is a company that is well known for their commitment to this. Patagonia is also a certified B Corp,

which helps them appeal to sustainable consumers. Currently, they donate 1% of sales each year to various environmental nonprofits (Patagonia). Worn Wear is one way Patagonia is aiming to cut back on their footprint. It is a program that gives consumers an alternative to throwing away old clothes, as it allows consumers to trade in or buy used Patagonia gear (Patagonia). They are also working to source their materials sustainably, like cotton and down (Patagonia). Given the socially desirable nature of sustainability initiatives, companies go to great lengths to inform consumers about these initiatives. Some of these sustainable companies are also quite vocal on their social media platforms in regards to various social causes. Consumers will often align themselves with certain companies if they agree with their stances on these issues. Looking at Patagonia for example, their values resonate with environmentally conscious consumers, and because of this, these consumers are willing to spend their money here (Morin, 2020).

### Research Questions and Predictions:

I intend to investigate what drives consumers to buy products on social media, this is my first research question. For my second and third research questions, I more specifically wanted to investigate whether the sustainability focus of the influencer matters for the product being endorsed, as well as whether or not there needs to be a match between the sustainability focus of both the product and the influencer. These are the three research questions I am considering moving forward.

Along with my research questions, I want to find out which factors, if any, increase the likelihood that consumers will buy sustainable products. Then, I will look at what brands can do in terms of their product design, like using sustainable practices, and advertising through influencers. With this, I am also going to look into whether consumers are likely to purchase a product through an influencer endorsement or not. Endorsements are often unpaid and encourage



## Sustainable Products and Social Media Influencers

influencers to share their genuine feelings toward a product while advertisements are paid and may not be perceived as authentic. I am also going to look into these eco-friendly brands to see if utilizing eco-friendly advertisers is more effective to their marketing efforts.

I am predicting that social media advertising of sustainable brands will only have an effect on consumer's purchase behaviors if they have a preexisting opinion formed about these products. Consumers are "shifting their spending toward products with ESG-related claims" (Am et al., 2023). And with this, consumers are "backing their stated ESG preferences with their purchasing behavior" (Am et al., 2023). This means if consumers have no preexisting opinions regarding sustainability, their purchasing behavior will reflect that, and they will be less likely to want to purchase these eco-friendly products. I also think that influencer endorsements will be more effective in convincing a consumer to purchase a sustainable product or from a sustainable brand over an influencer advertisement. Social media influencers are "accepted as the primary promotional tool in social media platforms" and "will probably be more efficient endorsers to expand sustainable lifestyle or consumption patterns globally" (Yildirim, 2021). Consumers tend to "react positively toward brands, products, or ideas" suggested by social media influencers (Yildirim, 2021).

For my second research question, I am predicting that the sustainability focus of the influencer will only matter if the product aligns with or goes against that influencer's supposed beliefs regarding it. My third research question ties in with this one, and my predictions for the two are somewhat similar. I am predicting that the sustainability focus of the influencer will matter in the eyes of the consumers when it comes to endorsing a product, and there will need to be a match between the two. It makes sense for the consumer to want an influencer advertising a product and/or brand because they genuinely support and align with it. I believe consumers are

more interested in the real feelings behind a product, as this can help to decide whether the consumer makes that purchase. Looking at data from HubSpot, “71% of consumers are more likely to make a purchase based on a social media reference” (Ewing, 2019). This is a beneficial for brands because if an influencer is recommending a product, endorsement or not, and they are trusted by their followers, these consumers will be more likely than not to buy the advertised product.

### Methodology:

In order to obtain the necessary research for my topic, I will be creating and administering an online experiment to collect data. I will be utilizing Qualtrics to collect respondent data. I will collect a majority of my data from undergraduate students at UNH, which is consistent with other research on sustainable marketing. Although I have not limited this survey to just UNH students, I do require that respondents are 18 years of age or older. In this study, I will measure what influences consumers to buy sustainable products. The first part of the survey focuses on perceptions regarding sustainability. The data collected here is related to prior sustainability knowledge the respondent may have, and the behaviors they already take part in. To test the brand-related component of my research questions, I employed a 2(Influencer: Eco-Friendly vs Non-Eco Friendly) x 2(Product: Eco-Friendly vs. Non-Eco Friendly) between-subjects research design. From here, I have created a table, with one axis accounting for the Product, and whether it is Eco-Friendly vs. Non-Eco Friendly, while the other axis accounts for the Influencer and whether their focus is Eco-Friendly vs. Non-Eco Friendly. I am looking to measure overall purchase intentions relating to these two variables, and I am looking for any correlation to Purchase Intentions. Participants were then subject to one of four scenarios based off this research design, followed by demographic questions. My aim is to get between 50-100

respondents, 100 being ideal. I wanted to make sure I had a good enough sample size to ensure that I can conduct statistical analyses with the data collected. I am hoping this will also account for any drop-off that might occur. This experiment will help me answer both my second and third research question.

Data from the experiments will be analyzed using Excel or SPSS software. The Qualtrics exports can be put directly into this software, and with that, I can run many different analyses. Qualtrics results can be analyzed for trends while Excel and SPSS go a bit more in depth and can statistically measure the relationships. Regression analysis will be useful to specify relationships when looking at purchase intentions related to sustainability.

### Results:

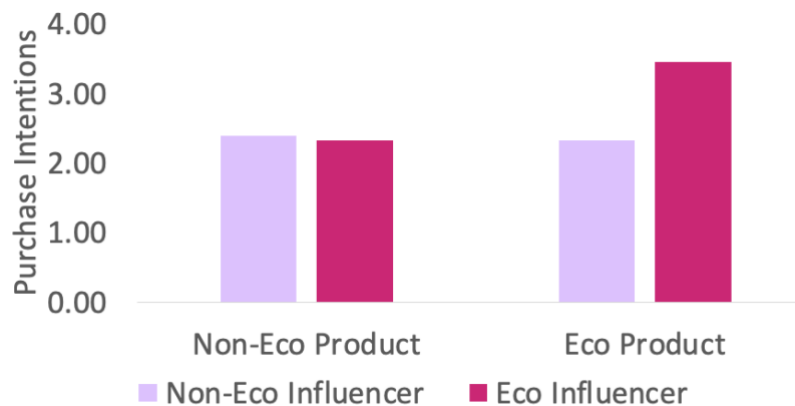
My Qualtrics survey was initially sent out April 10<sup>th</sup>. I left it open for roughly three weeks in order to reach the 100-respondent goal that I initially set and landed at 95 total responses. After collecting all the data, the sample was made up of about 69% Female respondents. Respondents had an average age range of 20-21, with 46% of respondents being students.

Looking first at behaviors, the data shows that 89% of respondents recycle. This behavior appears to be the one that respondents partake in most. The following options is where we see respondents start to fall off, with only 48% of them buying secondhand and 45% of them shopping from local food vendors. 42% of respondents utilize public transport, which is a higher number than I thought it would be. 82% of respondents consider themselves Slightly or Moderately Knowledge about sustainability. About 61% of respondents claimed to see advertisements relating to sustainable products on social media. This surprised me, as I

personally feel that I don't see many advertisements relating to sustainable products when I'm scrolling social media.

To address my initial research question, "What drives consumers to purchase green products on social media?", I assessed respondent's attitudes towards sustainability and current sustainable behaviors they take part in. A majority of the respondents that indicated they recycle, were overall more likely to buy a product advertised through social media. This result somewhat matches up with my initial prediction, supporting my idea that if consumer's have positive opinions revolving around sustainable products, they will likely buy these sorts of products through the various social media channels.

To support my second research question and answer my third research question, I asked about respondents' purchase intentions regarding the product I had created and combined the responses from this survey question with the number of interactions with the four scenarios.



In order to assess whether there are significant differences between conditions for the sustainability focus of the influencer and product endorsement, I used regression to analyze my data. To run this regression, I took purchase intentions data directly from my survey results and used this as my dependent variable, and then three independent variables, which were eco-friendly influencer, eco-friendly product, and an interaction term. The purchase intention data

collected did not need any adjustments and was used as is in the regression. The eco-friendly influencer variable was created as a result of respondents that were given the Eco-Eco scenario, or the Eco-NonEco scenario. This gave a more accurate count of how many respondents answered the survey questions relating to the proposed scenario they were given. The eco-friendly product (or Eco-Product in the table below) variable was created by also looking at the number of respondents that interacted with either the Eco-Eco scenario or the Noneco-Eco scenario. The interaction term was created by multiplying the Eco-Influencer variable with the Eco-Product variable.

<i>Variable</i>	<i>Estimate</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	2.26315789	9.04752691	1.5168E-13
Eco-Influencer	-0.0358852	-0.1050871	0.91659491
Eco-Product	0.13684211	0.39175764	0.6963786
Interaction	0.82338517	1.64560801	0.10414379

Using the correlational table that was created as part of my research design, along with the data collected from my survey results, I saw that there was a significant correlation between two of the variables. These were the Eco-Friendly Product and the Eco-Friendly Influencer variables. According to the regression, the estimate of the interaction term is positive. This indicates that as the values of the independent variables increase so does the mean of the dependent variable. Purchase intentions proved to be significantly higher when the sustainability focus of both the product and the influencer matched, which directly answers my third research question and supports the prediction I had made.

### Discussion:

Based on my first research questions and the related results, it will be important to ingrain the benefits of living more sustainably to consumers before trying to get them to buy an eco-friendly product. If they don't have any prior knowledge revolving around sustainability, and

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they do not take part in many sustainable behaviors, they will not see the point in buying this product. It will be useful for marketers to advertise reasons as to why consumers should be engaging in sustainable behaviors before trying to market a product to them.

To support my second and third research questions, the data shows that there needs to be a match between the influencer and the product they are advertising in order for consumers to want to purchase the product. It is crucial that brands thoroughly consider who they partner with before doing so. It is not a smart business move to endorse a certain influencer solely based on popularity at that given moment. Companies may accidentally waste their marketing budgets if they don't do some prior research.

Future research should aim to look at what's next in terms of marketing around sustainability. Through the use of social media influencers, companies are straying away from using celebrity endorsers. They will need to figure out how to continue to adapt in order to keep the attention of consumers.

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## Appendix:

# Thesis Survey

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### Start of Block: Introduction

Consent/IRB info I am a student at UNH and I am conducting a research study to find out more about consumer's perceptions when it comes to sustainable products being advertised on social media. I am writing to invite you to participate in this study (UNH IRB #IRB-FY2023-199).

This consent form describes the research study and helps you to decide if you want to participate. It provides important information about what you will be asked to do in the study, about the risks and benefits of participating in the study, and about your rights as a research participant. You should:

- Read the information in this document carefully, and ask me or the research personnel any questions, particularly if you do not understand something.
- Not agree to participate until all your questions have been answered, or until you are sure that you want to.
- Understand that your participation in this study involves you to complete a survey that will last about 10 minutes.
- Understand that the potential risks of participating in this study are minimal.

I plan to work with approximately 100 participants in this study. You must be at least 18 years old to participate in this study.

If you agree to participate in this study after reading this document, you will be asked to answer some questions regarding sustainable products and social media advertisements. This survey is estimated to take under 10 minutes to complete. You will not be paid to participate in this study.

You should complete the survey only once. The researcher(s) may exclude your data if they determine that you did not meet the eligibility criteria for the study. For questions about compensation or eligibility, please contact the researcher (information provided at the end of the form).

Although you are not anticipated to receive any direct benefits from participating in this study, the benefits of the knowledge gained are expected to be an increased understanding consumer's perceptions and purchase behavior when it comes to sustainable products.

Taking part in this study is completely voluntary. You may choose not to take part at all. If you agree to participate, you may refuse to answer any question. If you change your mind, you may

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stop participating at any time. Any data collected as part of your participation will remain part of the study records. If you decide not to participate or if you stop participating at any time, you will not be penalized.

I plan to maintain the confidentiality of all data and records associated with your participation in this research.

Further, any communication via the internet poses minimal risk of a breach of confidentiality.

To help protect the confidentiality of your information, I will not be collecting any identifying information. The data produced from the survey will be stored confidentially on SharePoint. Only myself and my advisor will have access to the raw data produced by my survey. I will report the data in aggregate. The results will be used to produce my honors thesis. A poster will also be created with the results which will be presented at the Undergraduate Research Conference.

If you have any questions about this research project or would like more information before, during, or after the study, you may contact Alessandra Cutone, [Alessandra.Cutone@UNH.edu](mailto:Alessandra.Cutone@UNH.edu). If you have questions about your rights as a research subject, you may contact Melissa McGee in UNH Research Integrity Services at 603-862-2005 or [Melissa.McGee@unh.edu](mailto:Melissa.McGee@unh.edu) to discuss them.

Thank you for your consideration.

Sincerely,  
Alessandra Cutone  
Undergraduate Student at University of New Hampshire

☐ Click here if you consent to participate in this study. (1)

☐ Click here if you decline to participate in this study. (2)

*Skip To: End of Survey If I am a student at UNH and I am conducting a research study to find out more about consumer's perc... = Click here if you decline to participate in this study.*

End of Block: Introduction

---

Start of Block: Questions

## Sustainable Products and Social Media Influencers

Knowledge How knowledgeable are you about sustainable products?

- ☐ Not knowledgeable at all (1)
- ☐ Slightly knowledgeable (2)
- ☐ Moderately knowledgeable (3)
- ☐ Very knowledgeable (4)
- ☐ Extremely knowledgeable (5)

---

Page Break

## Sustainable Products and Social Media Influencers

Attitudes Please rate how well each of the following statements describe you.

	Does not describe me (1)	Describes me slightly well (2)	Describes me moderately well (3)	Describes me very well (4)	Describes me extremely well (5)
I follow sustainable brands on social media (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would follow more sustainable brands on social media if they were easier to find (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd be more likely to follow sustainable brands if they covered issues related to sustainability (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I participate in discussions related to sustainability on social media (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I currently share sustainable brands and behaviors that I partake in on social media (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Sustainable Products and Social Media Influencers

Behaviors What sustainable behaviors do you currently take part in? (select all that apply)

☐

I regularly recycle (1)

☐

I try to shop secondhand (2)

☐

I take public transport (3)

☐

I shop from local food vendors (4)

☐

None of the above (5)

---

Page Break

Q5 When browsing social media (e.g. Facebook, Instagram, Twitter, TikTok), do you see any advertisements relating to sustainable products?

☐ Yes (1)

☐ No (2)

---

*Display This Question:*

*If When browsing social media (e.g. Facebook, Instagram, Twitter, TikTok), do you see any advertisem... = Yes*

Q6 If so, how often?

☐ 1-2 times per week (1)

☐ 1-2 times per month (2)

☐ Other (3)

**End of Block: Questions**

---

**Start of Block: Block 3**

Social Media Use How often do you use social media?

☐ Daily (1)

☐ 4-6 times a week (2)

☐ 2-3 times a week (3)

☐ Once a week (4)

☐ Never (5)

---

Page Break

---

Buy Ads How often is it that you buy a product based on a social media advertisement?

- ☐ Never (1)
  - ☐ Sometimes (2)
  - ☐ About half the time (3)
  - ☐ Most of the time (4)
  - ☐ Always (5)
- 

Buy Influencer How often is it that you buy a product that has been endorsed by an influencer on social media?

- ☐ Never (1)
- ☐ Sometimes (2)
- ☐ About half the time (3)
- ☐ Most of the time (4)
- ☐ Always (5)

End of Block: Block 3

---

Start of Block: Block 4

Q14 On the next few pages you are going to be presented with a scenario. Please be sure to read through each scenario carefully and answer the corresponding questions.

End of Block: Block 4

---

Start of Block: EcoInfluencer-EcoProduct

Product - Eco Plastic waste is a major issue. Replacing everyday essentials like hand soap after it runs out only adds to this plastic build up.



**Green Escape** has a solution. Using a refillable bottle and buying a dissolvable packet of powder hand soap helps to mitigate this pollution. Just add the tablet to a bottle filled with water, let it dissolve, and your foaming hand soap is ready to use. The products ship in a recyclable package and compostable packaging is used for the tablets to help reduce waste.

---

Page Break

## Sustainable Products and Social Media Influencers

Influencer - Eco **Julia** (@sustainableshares) is a social media influencer that puts a big emphasis on living **sustainably**. She will often endorse eco-friendly products and encourage her followers to practice sustainable behaviors in their daily lives.

She uses reusable bags, shops local, and composts. She tries her best to be low waste, and rarely buys products that come in a single-use plastic container.

Below are some of her recent posts.

---

Page Break

Scenario Green Escape reached out to Julia and offered her an endorsement deal. Given Julia's large following, Green Escape saw a great opportunity to advertise to a new audience. Consistent with other influencer deals, Julia received free Green Escape products and a percentage of sales for posting the products on her social media platforms. The most recent post is shown below.

---

Eco-Eco I have read the above scenario.

☐ No (1)

☐ Yes (2)

---

End of Block: EcoInfluencer-EcoProduct

Start of Block: EcoInfluencer-NonEcoProduct

Product - Non-Eco **Safe Suds** has a new alternative with their dissolvable hand soap tablets. They are 100% natural, non-toxic, and come in a variety of scents. Just add the tablet to a reusable bottle filled with water, let it dissolve, and your foaming hand soap is ready to use. Safe Suds has recently been under fire for sourcing their materials that make the scents from a scarce area as it allows them to save on costs. Due to the plastics that the packaging is made from, it cannot be recycled.

---

Page Break

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## Sustainable Products and Social Media Influencers

Influencer - Eco **Julia** (@sustainableshears) is a social media influencer that puts a big emphasis on living **sustainably**. She advertises eco-friendly products and encourages her followers to practice sustainable behaviors in their daily lives.

She uses reusable bags, shops local, and composts. She tries her best to be low waste, and rarely buys products that come in a single-use plastic container.

Below are some of her recent posts:

---

Page Break

Scenario Safe Suds reached out to Julia and offered her an endorsement deal. Given Julia's large following, Safe Suds saw a great opportunity to advertise to an audience they felt fit the demographic they are after. Consistent with other influencer deals, Julia received free Safe Suds products and a percentage of sales for posting the products on her social media platforms. The most recent post is shown below.

---

Eco-NonEco I have read the above scenario.

☐ No (1)

☐ Yes (2)

End of Block: EcoInfluencer-NonEcoProduct

---

Start of Block: NonEcoInfluencer-NonEcoProduct

Product - Non-Eco **Safe Suds** has a new alternative with their dissolvable hand soap tablets. They are 100% natural, non-toxic, and come in a variety of scents. Just add the tablet to a reusable bottle filled with water, let it dissolve, and your foaming hand soap is ready to use. Safe Suds has recently been under fire for sourcing their materials that make the scents from a scarce area as it allows them to save on costs. Due to the plastics that the packaging is made from, it cannot be recycled.

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Page Break

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Influencer - Non-Eco **Julia** (@juliarichards) is a social media influencer who loves to keep up with trends to keep her followers interested. She advertises various brands on her account, mostly relating to fashion and self care. She doesn't tend to speak out on current issues in order to avoid controversy.

She promotes lots of fast fashion brands and tends to receive many PR packages, **creating excess waste**.

Below are some of her recent posts:

---

Page Break

Scenario Safe Suds reached out to Julia and offered her an endorsement deal. Given Julia's large following, Safe Suds saw a great opportunity to advertise to a new audience. Consistent with other influencer deals, Julia received free Safe Suds products and a percentage of sales for posting the products on her social media platforms. The most recent post is shown below.

---

NonEco-NonEco I have read the above scenario.

☐ No (1)

☐ Yes (2)

End of Block: NonEcoInfluencer-NonEcoProduct

---

Start of Block: NonEcoInfluencer-EcoProduct

Product - Eco Plastic waste is a major issue. Replacing everyday things like hand soap after it runs out only adds to this plastic build up.

**Green Escape** has a solution. Using a refillable bottle and buying a dissolvable packet of powder hand soap helps to mitigate this pollution. Just add the tablet to a bottle filled with water, let it dissolve, and your foaming hand soap is ready to use. The products ship in a recyclable package and compostable packaging is used for the tablets to help reduce waste.

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Page Break

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Influencer - Non-Eco **Julia** (@juliarichards) is a social media influencer who loves to keep up with trends to keep her followers interested. She advertises various brands on her account, mostly relating to fashion and self care. She doesn't tend to speak out on current issues in order to avoid controversy.

She promotes lots of fast fashion brands and tends to receive many PR packages, **creating excess waste**.

Below are some of her recent posts:

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Page Break



Scenario Green Escape reached out to Julia and offered her an endorsement deal. Given Julia's large following and the fact that her followers might not be as educated when it comes to sustainable products, Green Escape saw a great opportunity to advertise to a new audience. Consistent with other influencer deals, Julia received free Green Escape products and a percentage of sales for posting the products on her social media platforms. The most recent post is shown below.

---

NonEco-Eco I have read the above scenario.

☐ No (1)

☐ Yes (2)

End of Block: NonEcoInfluencer-EcoProduct

---

Start of Block: Intentions

Q19 Take time to reflect on the scenario you just read. Think about the product and the advertisement. etc.

---

Purchase Intention How likely would you be to purchase the advertised product?

☐ Extremely unlikely (1)

☐ Somewhat unlikely (2)

☐ Neither likely nor unlikely (3)

☐ Somewhat likely (4)

☐ Extremely likely (5)

---

W2P How much would you be willing to pay for a **pack of three dissolvable tablets of hand soap**?

**Note:** Each tablet of hand soap would yield enough hand soap for a 16 ounce container. This will typically last for 3 months.

---

Test What was the name of the advertised product?

- ☐ Safe Suds (1)
- ☐ Dawn Soap (2)
- ☐ Green Escape (3)
- ☐ Mr. Clean (4)

---

Page Break

End of Block: Intentions

---

Start of Block: Demographic

Gender What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Non-binary / third gender (3)
- ☐ Prefer not to say (4)

---

Page Break

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## Sustainable Products and Social Media Influencers

Age What is your age?

☐ 18-19 (1)

☐ 20-21 (2)

☐ 22+ (3)

---

Page Break

## Sustainable Products and Social Media Influencers

Employment What is your employment status?

- ☐ No employment (1)
- ☐ Part Time (2)
- ☐ Full time (3)
- ☐ Student (4)

End of Block: Demographic

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