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An Application of Brand Personality to Green Consumers: A Thematic Analysis


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Abstract

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Keywords

Green Brand Personality, Semi-Structured Interview, Thematic Analysis, Qualitative Study

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An Application of Brand Personality to Green Consumers: A Thematic Analysis

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Green products are increasingly becoming popular in India as a fashion statement. Yet, limited attention has been given to understand why users of green products associate themselves with green brands in India. Therefore, the purpose of this study is to investigate the applicability of brand personality to green products. Thematic analysis of semi-structured interviews and focus group discussions of green product consumers revealed six dimensions of green brand personality (GBP). GBP is a set of human characteristics associated with a green brand. By focusing on the green brand personality dimensions discovered in this paper, marketing managers can better understand why people buy green products. Companies can use this enhanced understanding to promote their green products in order to enhance sales and encourage/attract non-green product customers to switch to green products.

Keywords: Green Brand Personality, Semi-Structured Interview, Thematic Analysis, Qualitative Study

Green marketing is one of the major movements in modern businesses in India (Pujari & Wright, 1996). It is defined as the process of analyzing and gratifying the requirements of customers and society in a beneficial and sustainable way (Peattie, 1995). Customers' awareness about and government regulations regarding environment issues has increased the demand for eco-friendly products (Krause, 1993; Polonsky & Ottman, 1998). Environmental groups are now monitoring firms' compliance with ecological principles, creating awareness and increased pressure in the business environment (Mendleson & Polonsky, 1995). Green marketing is directed towards reducing the negative environmental force of production and consumption (Polonsky, 2005). It seeks to balance the techno economic market perception with a broader socio environmental approach (Peattie, 1999).

In research relating to consumer behavior, a considerable amount of attention has been given to the construct brand personality, which refers to the set of human characteristics related with a brand (Aaker, 1997). Researchers have focused on the usage of brand by the consumers to express their self (Belk, 1988). Brand is viewed as a key way to differentiate a product from that of the competitors (Halliday, 1996). However, despite this significance, research on brand personality and the symbolic use of brands is limited due to the lack of acquiescence regarding what brand personality really is (Aaker, 1997).

Scholars have opined that with the help of distinctive brand personality, the brand equity can be enhanced in consumer memory by creating a set of unique and favorable associations (Keller, 1993). Also, it has been observed that a well-established brand personality influences consumer preferences and patronage and it also helps in developing trust and loyalty towards the brand (Fournier, 1988; Malhotra, 1988). Although, there are studies concerning the purchase behavior for ecological products by the consumer (Mostafa, 2007), the dimensions of green brand personality have not been investigated (Ekinci et al., 2013). Aaker (1997) proposed five brand personality dimensions namely, competence, sincerity, excitement, sophistication, and ruggedness and opined that these may differ from brand to brand and from context to context. For example, Siguaw et al. (1999) did a study using different restaurant brands in the USA found that the personality profiles were different

for upscale, quick service, and casual dining restaurants. In quick service restaurant, sincerity and sophistication were more prominent whereas, in casual dining, ruggedness was more prominent. It shows that differences in the degree of dimensions proposed by Aaker (1997) are due to the contextual nature of brand personality. Therefore, there is a compelling need to explore these dimensions in the case of green brands. Thus, it is important to address the paucity of exploratory research on green brand personality in India by applying Aaker's (1997) conceptualization of brand personality (refer Appendix 1). More specifically, since brand personality is contextual in nature, this study aims to answer whether a green brand in the present context retains the personality dimensions outlined by Aaker (1997) and, could there be any other underlying dimension of green personality?

The rest of the article espouses the following structure: The first section defines and presents a summary of the past literature on green brand and other related terms. The second section is "methodology" which describes how the data were collected and who were the informants. The third section is "data analysis" which involves thematic analysis of the data collected. The fourth section is "discussion" wherein, theoretical contribution, limitations and future research have been discussed.

Literature Review

Green Brand/Green Marketing

In previous studies, questions were raised as to why firms should respond to environmental regulations (McGee, 1998). Rugman and Verbeke (1998) have analyzed the relationship between multinational corporate strategy and international environmental policy. The authors developed a framework which differentiated firm-level observance with environmental obligations from the expansion of resource based green capabilities. Environmentalism has become an important issue over the past three decade (Easterling, 1997), due to environmental damage caused by products, production processes and environmental disasters. Companies are forced to engage in environmental management because of rise in environment consciousness consumers (Peattie, 1995). Green marketing was developed to satisfy the green needs of consumers, it is a process which comprises all marketing activities that are developed to sustain consumer's environmental attitudes and behaviors (Jain & Kaur, 2006). Firms can increase their productivity by adopting green innovation (Chen, 2008). Green innovation is defined as "software or hardware innovation of green processes or products, as well as technological innovation that are involved in pollution prevention, green product designs, energy saving, waste management" (Chen et al., 2006, pp. 332). Green innovation is used to augment the performance of environmental management in order to gratify the requirements of environmental protection (Lai et al., 2003). Porter and Vander Linde (1995a, 1995b) stated that firms that are pioneers of green innovation can have first mover advantage and can charge relatively high price (Henriques & Sadorsky, 1996) for their green products. Green marketing can play an important role in the social normalization of green practices and products by depicting these as normal and everyday instead of emphasizing their greenness (Rettie et al., 2014).

Brand Personality

Brand personality tends to serve a symbolic or self expressive function (Keller, 1993). Brand personality is defined as the set of human characteristics associated with a brand (Aaker, 1997). Consumers remember brands very easily as they try to relate it to their own self (Fournier, 1998), the strategy which the advertiser use to imbue a brand with personality

traits such as anthropomorphization, role, and the formation of user imagery make the customer think of the brand as a famous celebrity. Brand personality, consists of five dimensions: excitement, sincerity, competence, sophistication, and ruggedness (Aaker, 1997). Aspects like competence, excitement, and sincerity tap an innate part of human personality, sophistication and ruggedness tap a dimension that individual's desire but do not necessarily have. Sincerity is pictured by attributes such as down-to-earth, real, sincere, and honest. Excitement is adorned by traits such as daring, exciting, imaginative, and contemporary. Competence is characterized by attributes such as intelligent, reliable, secure and confident. Sophistication is illustrated by aspects such as glamorous, upper class, good-looking and charming. Finally, Ruggedness (Aaker, 1997) is represented by traits such as tough, outdoorsy, masculine, and Western. Since then, the brand personality dimensions have been used in different settings to understand the consumer's significant consumption and their effects on behavior (Aaker et al., 2001).

Brand Personality and Green Brand Personality

Brand personality evokes emotional links between brands and consumers (Landon, 1974). Brands can be characterized by personality identification like youthful, energetic, extrovert, or sophistication (Keller et al., 1998). Green brand can be described by using human personality traits like green products are competent; sophisticated, etc. (Aaker, 1997). Accordingly, in this paper green brand personality is defined as the set of human characteristics associated with a green brand from the user's point of view rather than non-user's.

The concept of brand personality can be traced back to its origins through the theory of symbolism (Smith et al., 2006; Sirgy, 1982). It is argued that consumers view their favored products as an extension of themselves, and therefore their purchasing behavior is motivated by the symbolic value of the product (Elliott, 1994). Consumers enhance their self-esteem by using these types of products (Hong & Zinkhan, 1995). The self-concept theory explains why consumers are motivated to buy products which have symbolic value (Sirgy, 1982). When choosing among competing products, consumers try to assess the degree of similarity between the personality traits communicated by the product and the personality which they wish to project of themselves (Dobni & Zinkhan, 1990).

Although consumers seem to have little difficulty in assigning human personality traits to inanimate objects (Solomon et al., 1996), the theoretical explanation of product personality is relatively undeveloped (Allen & Olson, 1995). Theories from anthropomorphism (Boyer, 1996) help us to understand why people endow inanimate objects such as brands with human personality qualities. People use their own self-schema as a source of concepts and labels by which to interpret the outside world. Sparks and Guthrie (1998) argued that humans are not comfortable with what is non-human. Lot of previous studies has proved that in social gatherings, people are attracted to others of similar personality because similarity is considered to be emotionally rewarding. Emotional needs along with cognitive ones motivate humans to form humanlike models to understand and mitigate events. Since consumers develop relationships with brands based on their symbolic value, as a result brand becomes alive and is no longer a passive object but an active partner in the consumer's mind (Blackstone, 1993).

The preceding arguments suggest that human and green personality may share a similar conceptualization, but may vary in how they are composed. Approaches of human traits are inferred on the basis of a person's physical and demographic characteristics, attitudes and behavior (Pervin, 1994). In contrast, perceptions of green brand personality traits can be formed and influenced by the direct and/or indirect contact that the green

consumers may have had with the consumption of green products (Aaker, 1997). Most of the prior studies have been carried out across commercial and corporate brands within cross-cultural settings. In the previous study even though the dimensions were common to all the cultures, the individual personality traits comprising these dimensions differed.

Although some studies on the application and validation of brand personality scale reveal the emergence of culturally specific dimensions, the brand personality scale remains the most balanced, dependable, and exhaustive measure to benchmark brand/product personality. For most of the previous studies exploring the dimensions of brand personality using the brand personality scale, however, three relatively consistent sets of dimensions usually emerge: sincerity, excitement, and sophistication. To the authors knowledge one of whom is pursuing doctorate in branding and another one is pursuing doctorate in employee engagement, previous research has not examined the extension of brand personality in the context of green brand. Thus, we seek to integrate the existing knowledge of brand personality in the consumer settings with theories of anthropomorphism to identify dimensions of green brand personality.

Methodology

Sample and Data Collection

One of the two authors who conducted interviews had considerable work experience in marketing and is currently pursuing doctorate in the area of branding took interviews of green consumers. Since, the study objective required insights about consumers' perceptions of green products; we conducted a qualitative study for collecting and analyzing the data (Morgan, 1988). We chose a mall which was situated in a posh area in one of the cities in South India to conduct the interview. We did criterion sampling because it facilitated selecting only those informants who were green brand consumers. For this, permission from a third party is not required in India. Data collection was carried out in the following steps.

In Step 1, using criterion sampling, we approached potential informants and asked a screening question from them to find out whether they consume green products or not. We selected only those who answered "yes" for further questioning. We could collect the personal details (like, name, contact number and address) from 100 informants along with possible date and time for contacting them. In Step 2, we called them personally and invited them to a hotel in the same area where the mall was situated. Sixty of them agreed to participate in the study, but only 40 of them turned up. In Step 3, one of the authors with requisite competencies conducted individual interviews as well as focus groups since both of them offer different facets to the data collection process. The individual interview allowed in-depth analysis of some detailed issues, such as the nature of objective quality, or how green brands are evaluated. The focus groups allowed clearer expression and development of ideas which are otherwise improperly thought out (Morgan, 1988).

The sample consisted of 40 green consumers (refer to Table 1 for demographic details) who were selected to cover a variety of consumption patterns (including regularity of consumption) and demographic characteristics with an extensive gender and age balance. In that, 25 informants were involved in focus groups, and 15 took part in individual interviews.

Initially informants were split into three groups on the basis of the price they generally paid for green products. This split of respondents was formed for three reasons. First, it gave a rough idea for finding out the starting point for likely involvement level. Second, it helped us to organize the aim of having a range of consumption patterns represented. Third, it was adopted to avoid focus groups becoming subject by those with a wider range of green products consumption experience at the cost of the views and ideas of

those who spend less on green products (and are therefore likely to have less involvement with the product).

Four focus groups were run, with five members each in a group. It was ensured that, for each focus group, both genders were represented. The overall characterization of the informants is: 62.5 percent female, 37.5 percent male. The average age was 40 years. The focus group sessions were performed in a conference hall of the hotel, with each session lasting between 45 minutes to 1.15 hours and were conducted by a moderator who led with a neutral position. The sessions were conducted under a common discussion guide, developed with themes identified as relevant from the review of the literature. Interviews were carried out in the conference hall of the same hotel where we conducted the focus group; each interview lasted for about 30 minutes to 45 minutes. During the interview, the researcher listened carefully and allowed the interviewee plenty of time to answer the questions. Follow up questions were asked in order to seek and encourage elaboration in order to avoid making any assumptions as to the meanings of the words or phrases used by the interviewee. The researcher tape recorded interviews and video recorded focus groups. Four focus groups were considered adequate, according to the aims of the investigation, since by the fourth focus group there was semantical saturation of emerging themes and views.

Table 1: *Demographic details of informants*

<i>Gender</i>	<i>Number</i>	<i>Percentage</i>
Female	25	62.50
Male	15	37.50
<i>Total</i>	40	100.00
<i>Age</i>		
21-30	8	20.00
31-40	22	55.00
41-50	10	25.00
<i>Total</i>	40	100.00
<i>Income per annum</i>		
Less than 5 lakhs	8	20.00
5 lakhs to 8 lakhs	12	30.00
8 lakhs to 10 lakhs	10	25.00
10 lakhs to 12 lakhs	5	12.50
Above 12 lakhs	5	12.50
<i>Total</i>	40	100.00
<i>Education</i>		
Under graduate	2	5.00
Graduation	15	37.50
Post graduation	15	37.50
Others	3	7.50
Phd	5	12.50
<i>Total</i>	40	100.00
<i>Frequency of usage</i>		
Frequent user	20	50.00
Regular user	10	25.00
Occasional user	10	25.00
<i>Total</i>	40	100.00

In Step 4, the interviews were immediately transcribed into electronic text to ensure consistency. After the transcription an in-depth, systematic and non-biased two (initial and theme) analysis process was carried out. The transcripts were read through several times and simultaneously notes were made of what was being said and meant by the interviewee in each sentence. This enabled us to make common themes and threads between informants to be noted and analyzed further, providing a detailed insight into the nature of the usage of green products.

In Step 5, for ensuring consistency and reliability, the second author, independently analyzed a section of the transcript. The transcripts were imported into QSR NVivo 2.0, a computer assisted data analysis package, which facilitated reading and re-reading to identify themes (Guthrie, 2007). This process brought to light some interesting features of the experience and benefits of green products. The mean years of using green products were 4.2. Consumers were categorized into frequent users (use on a daily basis; n=20), regular users (use once a week; n=10), and occasional users (once in 20 days; n=10). The products which were very frequently used by the informants were reusable bags, towels, creams, soap, bags, high efficiency appliances, etc.

Data Analysis and Findings

Each interview and focus group was followed by immediate transcription and was analyzed simultaneously using a three-step thematic analysis procedure as proposed by Braun and Clarke (2006) and which has been recently used by Gupta, Ganguli, and Ponnampalani (2015). In the first step, both the researchers listened to the detailed interviews multiple times in order to acquaint ourselves with the content. In the second step, we coded the transcription into seventeen initial codes based on the literature review. In the third phase, experts aggregated the initial codes to form distinct themes called reviewed themes. We performed this analysis using QDA (Qualitative Data Analysis) miner 4. The experts named the six reviewed themes as follows: (a) security, (b) sincerity, (c) competence, (d) sophistication, (e) competence, and (f) excitement. These have been discussed in the subsequent sections.

Security

Security means a guarantee or support provided to the citizen's by the society to enable them to attain a reasonable standard of living and protecting them from the occurrence of any contingency (Subramanya, 1994). According to Getubig (1992) security is any kind of collective measures or activities designed to ensure that the members of society meet their basic needs (such as adequate nutrition, health care, clean water supply and cleaner air), as well as being protected from contingencies such as illness. It is illustrated by traits like confidence and protection. One of the respondents replied as follows:

The products which I use are very effective than other products. For example, I use environmentally friendly plastic bags and they are capable of taking more load than the conventional plastic bags. I feel confident when I use their products, I don't have any guilty feeling. (Male: 35; frequent user; Respondent 12)

Sincerity

Sincerity is defined as the degree of warmth in a brand's personality trait (Lin, 2010). It refers to feelings of warmth and friendship that a consumer has toward a brand and may

typically be associated with sincere brands, whereas passion refers to acute, momentary, and aroused positive feelings toward the brand that are generally associated with exciting brands Swaminathan, Stille, and Ahluwalia (2009). It is illustrated by traits like down-to-earth, honest, wholesome and cheerful. Respondent's acknowledgement:

I use their cream, they are very nice they don't use any chemicals; I completely trust all their products. (Female: 40; regular user; Respondent 20)

Competence

Competence is defined as the degree of trust, conviction and patience in a brand's personality trait (Lin, 2010). According to the dictionary (Webster's, 1984), competence is defined as: having the capacity to respond or having requisite or adequate ability or qualities. It is a property of knowledge (Fournier and Alvarez, 2012). Knowledge is, fundamentally, a cognitive phenomenon. Its content is made up of entities and relationships among the entities. The entities and relationships are, of course, creations of the mind. They can either be based on the external world, in which case, they are abstractions of reality, or they can be imaginary, in which case they are concoctions of the mind (Narasimh, 2001). Intelligence is because of knowledge (Moon, 2002). Competence is illustrated by traits like reliable, intelligent and successful. One of the respondents reply:

All the citizens are responsible for protecting the environment and its scarce resources for the future generation, big corporate which currently run the world should see to it that they adhere to the norms. I know all the ingredients which are used in the products which I use; I also know that the company allocates certain amount of their profit for the development of the society. (Male: 45; regular user; Respondent 3)

Sophistication

Sophistication is defined as the degree of elegance and style in a brand's personality trait (Lin, 2010). A personality of sophistication denotes good taste, honorable, glamorous and classy (He, 2010). This dimension expresses a consumer's personality and insinuates an individual's social status as well (Lau & Phau, 2007). The origin of this capability is the union with upper class and level that a brand with personality sophistication brings about. Pronounced personality sophistication can be seen to boost the perceived quality of a brand, which is exactly a major factor in the formation of attitudes towards brand extension (Aaker and Keller, 1990). Sophistication is illustrated by traits like upper-class and charming. One of the respondents elucidated as follows:

Even though the products are highly priced I still use them. I like the way the products are packed. It is different from others; they are very unique and trendy. (Female: 26; frequent user; Respondent 8)

Compassion

Clarke (1997) has suggested, that compassion (like sympathy) can best be described as a three-part process that includes (1) noticing or attending to the suffering of another; (2) feelings that are inherently other-regarding (Cassell, 1991) and resemble empathetic concern (Davis, 1983) involving someone imagining or feeling the condition of the person in pain;

and (3) action or response, or what Clarke (1997) called a behavioral display, aimed at easing suffering in some way (Frost et al., 2000; Reich, 1989). Thus compassion is noticing, feeling, and responding to another's suffering. As a type of social motive (Nussbaum, 2001), compassion, in contrast to the feeling of sympathy (Dietze & Orb, 2000), implies action and must involve some sort of response in addition to the other crucial elements of attention and emotion. Although the response or display does not have to eliminate or remedy suffering for compassion to exist (Blum, 1980), there must be a movement to respond (Clarke, 2007). Compassion is illustrated by traits like concern and humanity. One of the respondents explained as follows:

I use green products because they use less raw materials and less energy which prevents the release of toxic substance into the environment. We are not only saving the environment for the future we are also preserving the scarce resources for the next generation. (Female: 38; regular user; Respondent 20)

Excitement

Excitement is defined as the degree of talkativeness, freedom, happiness and energy shown in a brand's personality trait (Lin, 2010). Drawing on this definition, some researchers treat excitement as singular in nature, with excitement meaning the same thing to all individuals (Myers & Diener, 1995). Other researchers suggest that excitement is highly subjective, meaning distinct things to each individual (Gilbert, 2006). Excitement is illustrated by traits such as daring, exciting, imaginative, and up-to-date (Aaker, 1997). One of the respondents replied as follows:

It is everyone's responsibility to protect the environment [...] I put a lot of effort to save the environment. [...] I advise my friends and family to protect the environment [...] we are against chopping of trees. I am a member of a group; we go once in a month to different school in our locality and ask kids to plant trees, we show them how it has to be done. (Female: 32; frequent user; Respondent 14)

Discussion

The purpose of this study was to explore the dimensions of green brand personality by extending Aaker's (1997) conceptualization of brand personality to green products. The result of this study indicates that consumers ascribe personality characteristics to green brand, and they are security, sincerity, competence, sophistication, excitement and compassion. These dimensions were found to be valid and reliable, with sincerity and excitement as the two main factors. This is in line with previous research which also stated that sincerity and excitement dimensions captured majority of the variance in brand personality ratings (Aaker, 1997). The same were also found to be true across individuals, cultural context and product categories (Aaker et al., 2001). Sincerity stresses on the importance of good relationships between consumers and the marketer as also reflected in the below excerpt.

The dimension "excitement" includes traits such as up-to-date, imaginative, spirited and daring. The consumers use products that are made of natural ingredients to avoid their harmful effects. The following excerpt shows this phenomenon:

I only visit the body shop which is situated in Mantri mall, Bangalore for my shopping, the staff members know what products I use and they give me very

good service. I keep getting updates of new products introduced and also get free samples especially body lotion. In case the particular brand is not there when I am shopping, they courier the product to my residence once the product is available. (Female: 37; regular user; Respondent 7)

Compared to the original brand personality dimensions, “security” and “compassion” emerged as new dimensions in our study. These new dimensions require confidence and protection (security) and concern and humanity (compassion). The consumers use these products because of their concern for and helping attitude towards the society. The dimension ‘ruggedness’ was not relevant in this study since consumers did not think it to be tough or outdoorsy as reflected in the response given,

I only use products that have aloe-vera in it; it is very good for my skin and hair. I don’t mind trying new products that have aloe vera as one of their ingredients. (Male: 42; regular user; Respondent 6)

The findings of our study reveal that Aaker’s brand personality dimensions can be applied to green consumers. Our study revealed six dimensions of GBP namely security, sincerity, competence, sophistication, compassion and excitement. The trait ruggedness which was proposed by Aaker (1997) was not relevant for green products and is consistent with Dolich’s (1969) argument that it may be possible to describe brand personalities using a different factor also. The dimensions ‘security’ and ‘compassion’ are new and also specific to green products consisting of security and compassion. This is not very surprising, because these traits are some of the most common themes that green marketers use to characterize green brands and differentiate their brand from that of their competitors. The influence of culture and product category may be a plausible explanation for the emergence of dimensions that differ from those in the original model (Aaker, 1997). The following excerpts reveal the new dimensions,

I use only “vedantika” and organic “tattva” products, I know they are expensive compared to other brands, but they are very clean and healthy I can blindly use their products. (Female 48; regular user; Resopndent 39)

I am member of a club, once in 15 days all the members educate their neighbors about green products and their benefits. We ensure that in our locality we segregate our waste so that we do not harm the environment. (Male 50; frequent user; Respondent 17)

Managerial Implication

Since green products cause a relatively high level of product switching and green consumers tend to attach with green products once they like them, companies that develop and market successful green products ahead of competitors are much better positioned to gain advantage. In today’s competitive world, managing an appropriate green brand personality is vital for effective positioning and differentiation. Green shoppers are still on a learning curve. They do not always understand the social and environmental benefits and they need help at the point of purchase. They are continuing to be educated by the media and the product information that is available to them. Green marketers may concentrate on developing effective communication methods for their products. Green marketers can differentiate their products based on the personality characteristics over and above the perceived images. Green

marketers may improve the sales by developing strong personality characteristics via advertising and other management tactics. Since retailers play a very important role in the distribution of green products they should carefully design and prioritize their goals. They should implement strategies to have coordination among all the employees in the organization. They can go in for internal improvement based green retailing and external coordination based green retailing. Small retailers with fewer resources can collaborate with NGOs and suppliers to develop means to reduce the life-cycle costs of their products.

Limitations

The innate limitations of the focus groups method of data collection must be considered: in some way or the other, the natural influence that the group makes on its own members, can hide the real belief of some informants (Morgan, 1997) and this is a weakness, especially when it comes to non-socially accepted behavior. Thus the results cannot be fully generalized. However, the focus group method provided significant insights that can be scrutinized in future using a quantitative approach. Further study can also be done on non-consumers which can give more clarity as to why some consumers are not using green products. Green brand personality dimensions have an important implication for the researchers who are examining the perceptions of brand personality across cultures. Even though human personality dimensions have remained robust across cultures (Paunonen et al., 1992), the same may not hold good for brand personality dimensions because of the differences in the antecedents of the two constructs (Aaker, 1997).

Conclusion

Green marketing has become popular among marketers who are striving to balance economic gains with environmental performance in the face of growing pressures from customers, regulators, NGOs, and other stakeholder groups. Environmental advertisements help in forming consumer's values and convert these values into the purchase of green products (Baldwin, 1993). As such, it is strongly recommended that green producers, governments and NGOs advocate green consumerism and emphasize on more environmental advertisements of green products to increase public awareness of new and improved environmentally friendly products, as well as their benefits to the environment. Chase and Smith (1992) in their study found out that environmental messages in advertisements and product labeling had a strong influence in the purchase decisions among seventy percent of the respondents. Moreover, advertisements can subsume emotional content and try to appeal to the values that motivate consumer decision process- consumers may not always consider the product in isolation when making decisions as they often view and interpret new knowledge in light of the conditions in which the information appears.

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Appendix 1

Authors	Year	Number of dimensions found	Industry	Country	Dimensions
Siguaw, Mattila and Austin	1999	5 dimensions	Restaurant	United States	Sincerity, excitement, competence, ruggedness and sophistication
Aaker, Bener-Martinez and Garolera	2001	5 dimensions	Commercial brands	Japan and Spain	Sincerity, excitement, competence and sophistication
Venable et al.	2005	4 dimensions	Non-profit organizations	United States	Integrity, nurturance, sophistication, and ruggedness.
Ekinci and Riley	2003	1 dimensions	Restaurants and hotels	United Kingdom	Self-congruence
Mendez, Podlech and Olave	2004	4 dimensions	Automobile brands	Chile	Excitement, sincerity, competence and sophistication
Ekinci and Hosany	2006	3 dimensions	Tourism	UK and Europe	Sincerity, excitement, and conviviality.
Bosnjak et al.	2007	4 dimensions	Commercial brands	Germany	Drive, Conscientiousness, Emotion, and Superficiality

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