

Article

The challenges of green marketing communication: Effective communication to environmentally conscious but skeptical consumers

Carmen Grebmer ^{1,*} and Sarah Diefenbach ²

¹ Department of Economic and Organisational Psychology, Ludwig-Maximilians University, Leopoldstrasse 13, 80802 München, Germany; grebmerc@gmail.com

² Department of Economic and Organisational Psychology, Ludwig-Maximilians University, Leopoldstrasse 13, 80802 München, Germany; sarah.diefenbach@psy.lmu.de

* Correspondence: grebmerc@gmail.com; Tel.: +41-78-400-4390

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Supplementary Materials

Items:

The items were translated by the authors; the original language of the items in the study was German. All items marked with * are reverse coded.

Environmental consciousness: I am an active member of an environmental organization; I think it is inappropriate to ask people to regularly monitor their electricity or gas consumption to save energy*; I do not use household electrical appliances, such as electric knives, juicers, etc., even if not doing so requires more manual work; I am willing to (continue to) wash normally soiled laundry that needs to be boiled at only 60 °C in future; petitions against the construction of environmentally harmful large-scale projects should be supported by promoting them among friends and acquaintances; because of the many environmental problems that are occurring, I will (continue to) take part in environmental and nature conservation activities in the future; I refuse to bring some waste to the collection points myself*; for parties and garden parties I use practical, disposable dishes made of cardboard or plastic*; I am (continue to be) willing to throw away recyclable containers such as yoghurt cups, cans, etc. only when completely emptied into household waste or the recycling bin; energy-intensive or long-distance-transported products should not be bought; I buy products such as toilet paper, writing pads, envelopes, etc., only when made from 100% recycled paper; I am (continue to be) willing to pay a little more for genuinely environmentally friendly products than for conventional products; I think that more should be done now to ensure that we will have enough clean, healthy drinking water in the future; when I do laundry, I use more detergent than the packaging says to ensure that my clothes are genuinely clean*; I am not willing to pay more for my drinking water, even if the additional revenue could be used to finance initiatives against the increasing pollution of drinking water*.

Attributed environmental friendliness: What attributes do you associate with the shown product: sustainable agriculture, water-saving production, soil-conserving production, energy-saving production, damage to the earth's atmosphere*, endangerment of biodiversity*, protection of the ecosystem, dangerous substances*, renewable or reused materials, good disposal and recycling?

The modified Personal Involvement Inventory (PII): Food supplements...: do not matter to me at all – matter a lot to me; are not important to me – are important to me; are irrelevant – are relevant; are insignificant – are significant; are of no concern to me – are of concern to me.

The modified Consumer Involvement Profile (CIP): Natural medical supplements are very important to me; for me natural medical food supplements play no role*; natural medical dietary supplements are an important part of my life; I choose natural medical food supplements very carefully; which natural medical supplements I buy is important to me; the choice of natural medical supplements is an important decision for me.



Figure S1. Overview of the nonverbal/pictorial design elements

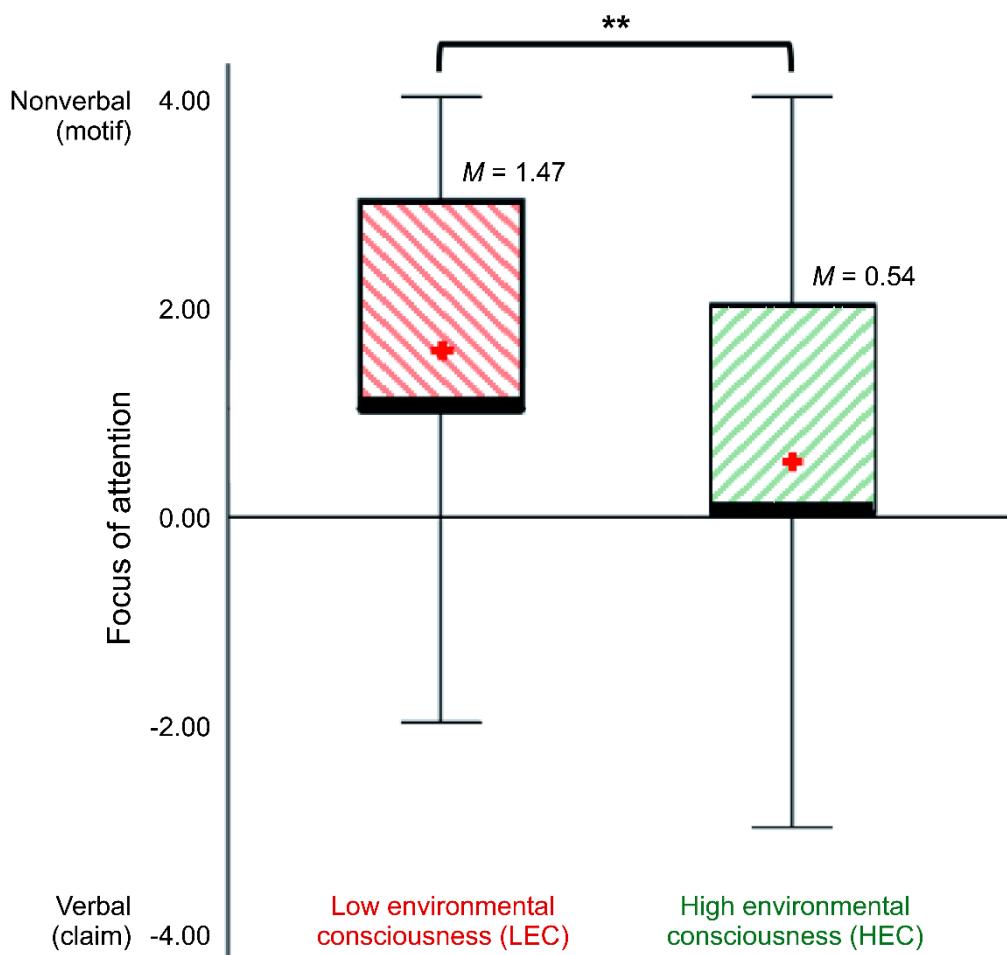


Figure S2. Differences between low and high environmental consciousness consumers in their focus of attention ($H2$).