PHD INTERNAL DEFENSE · SAMPLE

Consumer Responses to Greenwashing

The role of scepticism, perceived quality, credibility and moral judgement in Pakistan's FMCG market

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Past studies test each link alone

This study tests them in one model, in Pakistan’s FMCG market. (Sections 2.1 and 1.6)

THE MODEL

One model links greenwashing to purchase intention through three perceptions

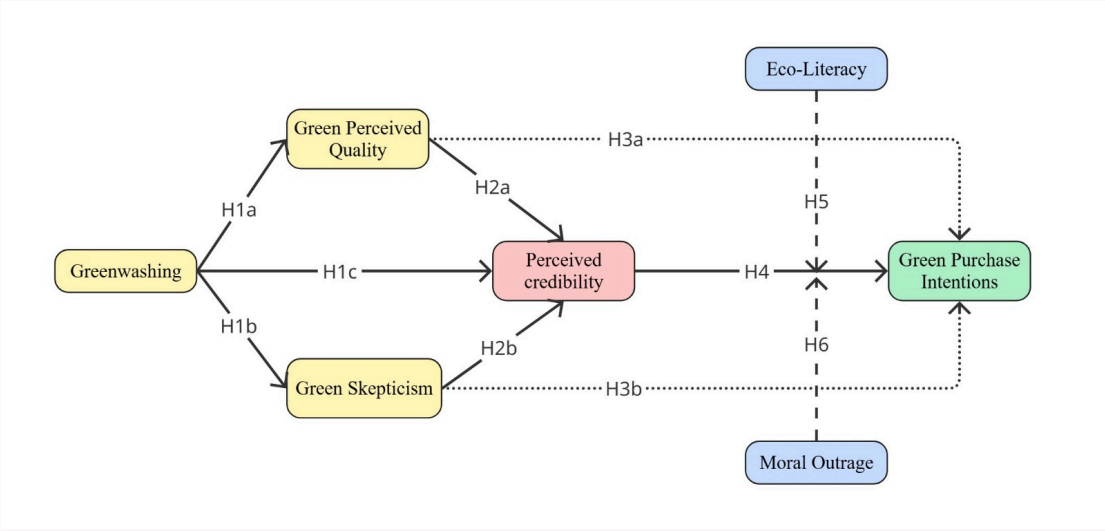

Figure 3.1, Research Model. Seven constructs, ten hypotheses (Section 3.2), 386 respondents (Table 5.2).