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SCEPTICISM AS A MODERATOR OF GENERATION Z'S ATTITUDES TOWARDS CSR AND GREEN PRODUCTS

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ABSTRACT: The aim of the study is to explain how Generation Z students' scepticism towards environmental claims moderates the relationship between the value of green consumption and attitudes towards corporate social responsibility (CSR) and green products. Data collected through a computer-assisted web interview survey from 582 students of economics and business were analysed through structural equation modelling. The results suggest that green consumption values are positively related to attitudes towards CSR and green products. They also show that scepticism about environmental claims plays an important role in moderating the relationship between green consumption values and attitudes towards green products, but has no effect on the relationship between green consumption values and students' attitudes towards CSR. The model is limited to only a few dimensions, but it would be cognitively interesting to see how perceptions of greenwashing influence attitudes towards green products. The limitations of the study are also due to the sample used to test the hypotheses and the conceptual model. The results may be useful for the design of business marketing communications and educational programmes. In the future, we suggest identifying how to transform limited trust in green products, which is an inhibiting factor, into an incentive to develop positive attitudes towards green product claims.

KEYWORDS: Consumer scepticism, green consumption values, attitudes towards CSR, green products, generation Z

Introduction

Generation Z (Gen Z), as an emerging customer segment worldwide, is recognised as being particularly concerned about sustainability, and corporate social responsibility (CSR) initiatives are expected to help companies meet the expectations of young people linked to green values. (Narayanan, 2022). The choice of this age group is dictated primarily by their socio-economic and cultural background, which is more extensively imbued with green values than the previous generations. Environmental concerns, estimates of a green future and the perceived quality of green products are potential determinants of green product consumption and positively influence the willingness to pay more for green products (Liao et al., 2020). Accenture research from 2019, surveying over 6000 consumers in 11 countries in Asia, North America and Europe, revealed that 69% of those under 40 were keen to pay a higher price for eco-friendly toys and electronics (Syadzwina & Astut, 2021). Nevertheless, Gen Z is scarred by various financial crises and pandemics and places a higher value on money while contributing significantly to the consumption of green products. Gomes et al. (2023) assessed Gen Z's willingness to pay more for green products from a signalling theory perspective and indicated that such willingness must be justified and motivated for Gen Z to be more receptive to changes in their consumption behaviour. They indicated that, for Gen Z consumers, the purchase of organic products requires trust in such products, and credibility is linked to quality and perceived benefits. This highlights the importance of producers' declarations about the green value of their products. Kıymalıoğlu's research (2023) on the level of scepticism towards advertising among youth suggested that it is influenced by three personality traits: cynicism, self-esteem and market mavens. Fabiola and Mayangsari (2020) showed that green scepticism has an insignificant negative influence on green purchase intention, while both environmental knowledge and environmental concern have a positive and significant influence on green purchase intention. These findings might help companies understand the green purchase behaviour of young consumers for tailoring their marketing strategies.

This paper fills a research gap in terms of factors that, at the level of ideas, determine the attitudes of young consumers (Gen Z Students) towards CSR and green products, and consequently, their decisions in these areas. This topic is frequently raised in public discourse (a. o. Sustainable Brands, 2019; Francis & Hoefel, 2018; Haller et al., 2018; Petro, 2021); however, it lacks research that provides a foundation for deeper discussion. Therefore, this paper aimed to explore the influence of green consumption value on shaping attitudes towards the concept of CSR and green products. Additionally, we intended to evaluate the moderating effect of scepticism about environmental claims on the relationship between green consumption value and both attitudes towards CSR and green products. We decided to focus on business and economics students, who will become key decision-makers in corporations in the upcoming decades; as Anand and Singh (2021) indicated, this group is largely guided by CSR rankings in their career choices while being more sensitive to the social issues that business deals with.

The paper consists of the following sections. The section on *Theoretical background – literature review and hypotheses development* discusses attitudes towards CSR and green products, green consumption value and scepticism towards environmental claims and frames the research hypotheses. The *Methods* section characterises the research procedure – the scales, the data collection method and the research sample. The findings are presented in the sections *Results* and *Discussion*. The final section contains the Conclusions and limitations.

Theoretical background – literature review and hypotheses development

Skarmeas and Leonidou (2013) defined scepticism as a general tendency to disbelieve or distrust the truthfulness of something, which allows us to assume that scepticism towards CSR can be interpreted as disbelief or distrust towards companies' motives and actions undertaken to express true social responsibility. In this context, notably, numerous studies have confirmed a lack of trust in the sincerity of organisations' behaviour about delivering social or environmental benefits. Sources of stakeholder scepticism towards CSR are motivated by an organisation's concern for its self-interest (Bae & Cameron, 2006), CSR actions taken in crises (Ham & Kim, 2020), or concern for its image and reputation (Elving, 2013). Skarmeas and Leonidu (2013) indicated that attributions of egoistic and

stakeholder-driven motives elicit consumer scepticism towards CSR, while value-driven attributions inhibit scepticism. Forehand and Grier (2003) also found that scepticism is driven rather by a discrepancy between stated objectives and firm actions than by a firm's self-interest or profit motive. Communication and openness of consumers to information from the company are important in shaping attitudes towards CSR. Further, consumer scepticism significantly influences attitudes towards CRM – one of the spheres of CSR and its evaluation (Anuar & Mohamad, 2012). However, Bae (2018), while analysing attitudes towards CRM, found that firms' acknowledgement of firm-serving motivation, along with public-serving motivation, could be an effective marketing strategy to reduce consumer scepticism about the firms' motives.

Although scepticism is a source of lower consumer trust towards CSR and companies' intentions, CSR still has a strong impact on corporate strategies. CSR brings a wide range of benefits to employees, customers and other stakeholders (Asemah et al., 2013). Additionally, the CSR of an organisation fundamentally embodies the integration of sustainable development concepts with the company's strategic approach (Borusiak, 2021).

Hang et al. (2022) identified a significant and positive impact of CSR and green product innovation on organisational performance. Environmental CSR initiatives were found to positively moderate the direct effect of attitudes towards green products and green purchase intention (Duong, 2024). In parallel, green products, as elements of green marketing, emerge as a consequence of the implementation of CSR (Hang et al., 2022) and can be perceived as a medium for communicating a firm's CSR strategy (Udomphoch & Pormsila, 2023).

Although a conceptual linkage exists between a company's CSR and its green products, it is crucial to treat attitudes towards these entities as distinct constructs for analytical purposes. Attitudes are defined as an individual's cognitive and affective evaluation of a particular entity, encompassing both a person's subjective viewpoint and their predisposition to react positively or negatively to a particular concept, object, person or situation. This construct integrates elements of both cognitive assessment and emotional inclination (Eagly & Chaiken, 1993). According to Ajzen (2001), attitudes are a fundamental component of the psychological framework, influencing how individuals perceive and interact with their environment. Hence, it is hypothesised that there is a correlation between attitudes towards CSR and green products:

H1: Attitudes towards CSR are correlated to attitudes towards green products.

According to the theory of planned behaviour (TPB), as conceptualised by Ajzen (1991) the construct of attitudes is intricately interwoven with three primary types of beliefs: behavioural, normative, and control. Behavioural beliefs create favourable or unfavourable attitudes towards behaviour based on the anticipated outcomes thereof (Ajzen, 1991). Normative beliefs relate to perceived social pressures to perform or not perform a behaviour, encapsulating the influence of societal and interpersonal norms (Fishbein & Ajzen, 1975). Control beliefs concern the perceived ease or difficulty of executing the behaviour, influenced by factors that may enable or impede it (Ajzen, 1991). Green consumption value can be regarded as a form of behavioural belief and expresses a perception of pro-environmental behaviour (Haws et al., 2013). Thus, according to TPB, we may assume that it predicts attitudes towards both CSR and green products, leading to the following hypotheses:

H2: Green consumption value is positively related to attitudes towards CSR.

H3: Green consumption value is positively related to attitudes towards green products.

Scepticism towards environmental claims (Mohr et al., 1998) can significantly moderate the relationship between green consumption values and attitudes towards CSR. Consumers' scepticism about environmental claims can attenuate the otherwise positive association between green consumption values and favourable attitudes towards CSR initiatives, as scepticism acts as a filter through which consumers assess the credibility and authenticity of corporations' environmental claims (Obermiller & Spangenberg, 1998). If consumers perceive these claims to be exaggerated or insincere, their intrinsic green values may not translate into positive attitudes towards a company's CSR efforts, as scepticism leads to increased scrutiny and potential distrust in the motives behind these corporate actions (Skarmeas & Leonidou, 2013). Empirical research has demonstrated that scepticism can diminish the impact of green consumption values on attitudes towards CSR. For instance, Matute-Vallejo et al. (2011) found that scepticism moderated the relationship between environmental concern (a component of green consumption values) and the perceived effectiveness of CSR activities. Scepticism has a negative influence on green purchase behaviour (Albayrak et al., 2011). Simi-

larly, Leonidou and Skarmas (2017) concluded that consumer scepticism can negatively affect perceptions of a firm's CSR genuineness, thereby influencing attitudes towards the firm and its CSR initiatives. While green consumption values typically foster positive attitudes towards CSR, scepticism towards environmental claims can moderate this relationship, leading to more critical and less favourable perceptions of CSR efforts. The fourth hypothesis is hence formulated as follows:

H4: Scepticism towards environmental claims moderates the relationship between green consumption value and attitudes towards CSR.

According to Joshi and Rahman (2015), environmental concerns and functional attributes of products are the two main determinants of consumers' green purchasing behaviour. Scepticism towards environmental claims may also play a pivotal role in moderating the relationship between green consumption values and attitudes towards ecology. In essence, consumers' scepticism regarding the veracity of environmental claims can weaken the otherwise positive influence of green consumption values on attitudes towards eco-friendly products. This moderation effect is rooted in the concept that consumer scepticism serves as a critical lens through which the authenticity and credibility of environmental claims are evaluated (Obermiller et al., 2005). If consumers perceive these claims to be dubious or untrustworthy, their inherent green values may not lead to positive attitudes towards green products due to heightened scrutiny and potential doubt regarding the authenticity of the environmental claims (Connors et al., 2017). Empirical studies have underscored this moderating effect. For example, Do Paço and Raposo (2009) indicated that environmental scepticism can mitigate the positive correlation between ecological concern (an aspect of green consumption values) and the propensity to purchase green products. Similarly, Lee et al. (2012) found that scepticism regarding environmental claims negatively influences the relationship between environmental concern and green purchase intentions. Thus, while green consumption values typically engender favourable attitudes towards green products, scepticism towards environmental claims can moderate this relationship, resulting in a more critical and less positive perception of such products. This leads to the last hypothesis formulated below:

H5: Scepticism towards environmental claims moderates the relationship between green consumption value and attitudes towards green products.

The research model is presented in Figure 1.

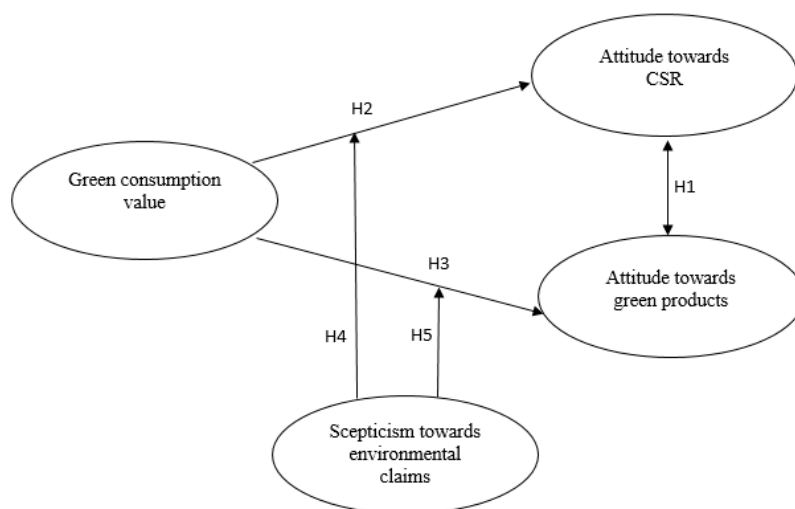


Figure 1. Research model

Methods

We used a set of standardised questionnaires developed by Singhapakdi et al. (1996), Haws et al. (2013), Mohr et al. (1998) and Mehta and Chahal (2021), as previous research provided evidence of the criterion validity and reliability of these scales. All measurement scales (Table 1), which were originally in English, were translated into Polish using a back-translation method. The scales of this

study were measured using a five-point Likert response format ranging from 1 = ‘strongly disagree’ to 5 = ‘strongly agree’.

Table 1. Scales used in the study

Variable	Statements
Green consumption value	It is important to me that the products I use do not harm the environment. I consider the potential environmental impact of my actions when making many of my decisions. My purchase habits are affected by my concern for our environment. I am concerned about wasting the resources of our planet. I would describe myself as environmentally responsible. I am willing to be inconvenienced to take more environment-friendly actions.
Scepticism towards environmental claims	Most environmental claims made on package labels or in advertising are true. As environmental claims are exaggerated, consumers would be better off if such claims were true. Most environmental claims on package labels or in advertising are intended to mislead rather than to inform consumers. I do not believe most environmental claims on package labels or in advertising.
Attitudes towards CSR	Being ethical and socially responsible is the most important thing a firm can do. Bending and breaking the rules is acceptable if a firm is making a profit. The ethics and social responsibility of a firm are essential to its long-term profitability. The overall effectiveness of a business can be determined, to a great extent, by the degree to which it is ethically and socially responsible. To remain competitive in a global environment, businesses will have to disregard ethics and social responsibility. Social responsibility and profitability can be compatible. Business ethics and social responsibility are critical to the survival of a business enterprise. A firm's priority should be employee morale. Businesses have a social responsibility beyond making profits. If the survival of a business enterprise is at stake, ethics and social responsibility must be forgotten. Efficiency is much more important to a firm than whether or not the firm is seen as ethically or socially responsible. Good ethics is often good business. If the stakeholders are unhappy, nothing else matters.
Attitudes towards green products	Manufacturing/production of green products is totally environment-friendly. Green products are true to their claims of environment-friendliness. I prefer green products to non-green products.

Source: authors' work based on Haws et al. (2013), Mehta and Chahal (2021), Mohr et al. (1998) and Singhapakdi et al. (1996).

The survey data was collected from students of the Poznan University of Economics and Business as part of a research project titled ‘Perception of the greenwashing phenomenon – the perspective of employees and consumers’. Hyytinen et al. (2023) showed that the interest in acquiring sustainability competencies and a pro-environmental worldview varies according to the field of study. Sidiropoulos (2018) found that students from arts, science and education have higher NEP (New Environmental Paradigm) scores than those from business management, IT, architecture and engineering. Besides this, the choice of economics and management students enables us to explore the attitudes of those who are more conversant with the issues addressed in this article and who will be responsible for the future development of the organisation in line with green values.

This study was approved by the Research Ethics Committee of Poznan University of Economics and Business. All participants were informed about the purpose of the study, and their voluntary consent was obtained. Participants' anonymity was maintained, and they were free to discontinue their participation at any stage of the survey. The online questionnaire was completed by 582 participants.

Table 2 shows the demographic profile of the sample, which was dominated by women (63%), those who were not currently active/working (63%) and those engaged in full-time studies (89%) for a bachelor's degree (88%). Although there is some dispersion in the fields of study, the responses from those studying management, accounting and business finance account for almost 3/4 of all responses (74%).

Table 2. Demographical facts

Description		Frequency	Percentage (%)
Gender	Female	368	63 %
	Male	202	35 %
	I don't want to specify	12	2 %
Education	Secondary	515	88 %
	Bachelor	52	9 %
	I don't want to specify	15	3 %
Professional experience	I am currently active/working	215	37 %
	I am not currently active/working	367	63 %
Study Modes	Part-time studies	66	11 %
	Full-time studies	516	89 %
Field of study	Economics	105	18 %
	Finance, audit, investment	1	0 %
	Computer science and econometrics	2	0 %
	Legal and economic direction	14	2 %
	Social policy	31	5 %
	Accounting and business finance	261	45 %
	Management	168	29 %

Results

The measurement model was evaluated using confirmatory factor analysis (CFA). The item loadings ranged from 0.642 to 0.876, all significant at the $p < .001$ level (Anderson & Gerbing, 1988), indicating a strong item-to-construct relationship. The reliability of the constructs was affirmed by Cronbach's alpha values, all exceeding the recommended threshold of 0.7, with 'Green consumption values' at 0.908, 'Scepticism towards environmental claims' at 0.794, 'Attitudes towards CSR' at 0.791, and 'Attitudes towards ecological products' at 0.749 (Cronbach, 1951). Composite reliability (CR) values further corroborated construct reliability, all surpassing 0.7, aligning with the recommendations of Fornell and Larcker (1981). Specifically, the CR values were 0.91 for 'Green consumption values', 0.92 for 'Scepticism towards environmental claims', 0.81 for 'Attitudes towards CSR', and 0.79 for 'Attitudes towards green products'. The results of the CFA are presented in Table 3.

Table 3. CFA results

Construct	Item	Loading	p-value	Cronbach's α	CR	AVE
Green consumption values	EV1	0.844	***	0.908	0.91	0.63
	EV2	0.856	***			
	EV3	0.876	***			
	EV4	0.709	***			
	EV5	0.76	***			
	EV6	0.675	***			
Scepticism towards environmental claims	StEC1	0.656	***	0.794	0.808	0.592
	StEC 2	0.755	***			
	StEC 3	0.85	***			

Construct	Item	Loading	p-value	Cronbach's α	CR	AVE
Attitudes towards CSR	AtCSR1	0.764	***	0.791	0.793	0.561
	AtCSR 2	0.765	***			
	AtCSR 3	0.714	***			
Attitudes towards green products	AtGP1	0.773	***	0.749	0.762	0.517
	AtGP 2	0.754	***			
	AtGP 3	0.642	***			

Convergent validity was assessed through average variance extracted (AVE) values, which were found to be above the 0.5 threshold (Fornell & Larcker, 1981), indicating that a majority of the variance captured by each construct is due to its underlying items. AVE values were 0.63 for 'Green consumption values', 0.59 for 'Scepticism towards environmental claims', 0.56 for 'Attitudes towards CSR' and 0.52 for 'Attitudes towards ecological products'. The overall fit of the model to the data was assessed using various fit indices. The model exhibited a good fit, as indicated by the chi-square statistic ($\chi^2 = 384.785$, $df = 86$, $p < .001$), SRMR of 0.074 and RMSEA of 0.077 (Hu & Bentler, 1999). Additional fit indices included AGFI (0.984), NFI (0.910), CFI (0.929), GFI (0.990), IFI (0.929), and TLI (0.913), all indicating a satisfactory model fit (Bentler & Bonett, 1980; Bollen, 1989).

The structural model's path coefficients were examined to understand the relationships between constructs. The path from 'Green consumption values' to 'Attitude towards CSR' was positively significant ($\beta = 0.41$, $B = 0.45$, $SE = 0.06$, $p < .001$), supporting the hypothesised positive influence of ecological value perception on CSR. Similarly, a significant and positive path was observed from 'Green consumption values' to 'Attitude towards green products' ($\beta = 0.58$, $B = 0.71$, $SE = 0.18$, $p < .001$), aligning with the suggesting that ecological values significantly predict positive attitudes towards ecological products. The covariance between 'Attitude towards CSR' and 'Attitude towards green products' was calculated at a significant level ($\beta = 0.13$, $SE = 0.05$, $p = .021$).

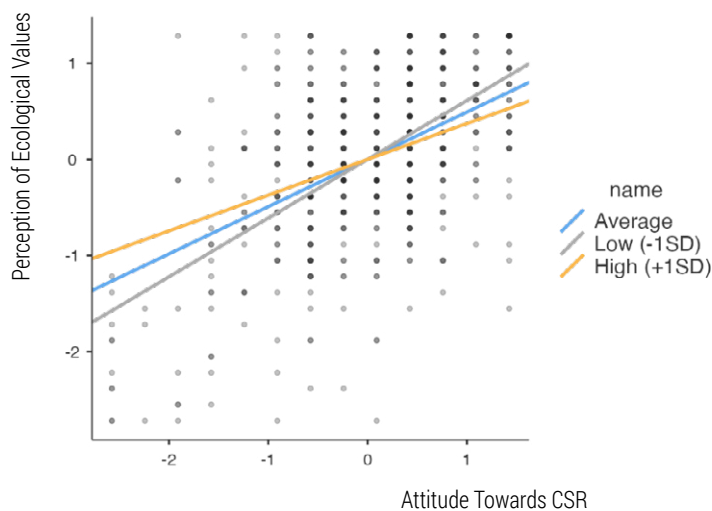


Figure 2. Simple slope for moderation analysis

Moderation analysis was conducted to investigate the role of 'Scepticism towards environmental claims'. In the first moderation analysis, the study examined the moderating role of 'Scepticism towards environmental claims' on the relationship between 'Perception of ecological values and Attitude towards ecological products'. The interaction term between 'Green consumption values' and 'Scepticism towards environmental claims' was analysed. Contrary to expectations, the interaction term was not statistically significant ($\beta = 0.02$, $SE = 0.04$, $p = 0.613$). This result indicates that the influence of ecological value perception on attitudes towards ecological products does not signifi-

cantly vary with different levels of scepticism. This lack of significant interaction suggests that the direct relationship between 'Perception of ecological values' and 'Attitude towards green products' is not conditional on the degree of scepticism towards environmental claims.

The second moderation analysis focused on the moderating role of 'Scepticism towards environmental claims' in the relationship between 'Green consumption values' and 'Attitude towards CSR'. The interaction term was found to be significant ($\beta = -0.14$, $SE = 0.04$, $p < 0.001$), indicating that the level of scepticism critically influences how ecological values impact attitudes towards CSR. The simple slopes (Figure 2) were calculated to dissect this interaction effect further. At lower levels of scepticism, the positive relationship between 'Green consumption values' and 'Attitude towards CSR' was more pronounced ($\beta = 0.61$, $SE = 0.05$, $p < .001$). In contrast, at higher scepticism levels, this relationship was significantly weaker ($\beta = 0.37$, $SE = 0.07$, $p < .001$).

Discussion

Based on the theory of planned behaviour, attribution theory and the concept of CSR, this study examines the relationships between the green consumption value and attitudes towards CSR and green products. The moderating effect of scepticism towards environmental claims is also observed. The research confirmed four out of five hypotheses, leading to important conclusions that provide new insights into the impact of scepticism on attitude formation. The results not only aid in comprehending the decision-making behaviour of Gen Z representatives, an emerging segment of consumers, but also, by targeting economics and business students, assist in understanding the behaviour of future key decision-makers in companies.

Scepticism finds expression in doubtful and critical attitudes towards messages about green products or the social responsibility of organisations. Lack of consumer trust in green products can be a negative factor in green purchase behaviour (Chen & Lobo, 2012). Distrust makes people more sensitive to the quality of corporate communication, including its objectivity and transparency (Kim & Rim, 2019). Situations where irregularities are revealed in the form of falsified product ingredients or organisational practices make consumers doubt the sincerity of the company's intentions. Such greenwashing practices (de Freitas Netto et al., 2020), compared to true green behaviour, have negative effects on firms' reputation (de Jong et al., 2020), and research suggests that consumers who identify such behaviour are willing to punish the organisations (Zasuwa & Stefańska, 2023).

The results showed a statistically significant relationship between students' attitudes towards CSR and green products (0.13, hypothesis H1), supporting previous findings in this regard (Sony et al., 2015). Although the correlation observed between the studied constructs is not strong, it allows us to assume that these two constructs are distinct. This justifies the rationale for studying them separately and evaluating the effect of scepticism towards environmental declarations on the relationship between consumers' green value and attitudes towards green products.

This study confirmed the correctness of the second hypothesis, which assumes a positive relationship between green consumption values and attitudes towards CSR (0.41). This means that an increase in students' preference for environment-friendly products positively influences their beliefs about the impact of business ethics and social responsibility on a company's long-term profitability and survival. Future managers will, therefore, be more likely to include CSR aspects in their decision-making processes if issues related to the importance of green consumption values are included in the educational process. This observation highlights the need for a comprehensive approach to business education and greater inclusion of sustainability issues, and should simultaneously encourage universities to promote environmental campaigns and support educational activities that bridge the gap between attitudes and behaviours (Yan et al., 2021).

This research provides evidence of a positive relationship between green consumption value and students' attitudes towards green products (0.58, hypothesis H3), which reinforces the conclusions of previous studies (Alagarsamy et al., 2021; Haws et al., 2013). The results of our study allow us to assume that emphasising the importance of environmental protection through purchase and consumption behaviour in university curricula can positively influence Gen Z students' attitudes towards green products.

Although we hypothesised that scepticism about environmental claims should moderate the relationship between green consumption value and students' attitudes towards CSR, our research did not find this relationship (Hypothesis H4). Although previous research has suggested that scepticism can lead to greater scrutiny and potential distrust of the firms' motives (Skarmeas & Leonidou, 2013), which could potentially reduce the impact of green consumption value on attitudes towards CSR (Matute-Vallejo et al., 2011), our study did not find evidence of such a relationship. Based on the assumption that well-established green values weaken the negative message of critical and unfavourable claims about ethical and environmental issues, it would be appropriate to pursue the systemic formation of green values, incorporating them into educational programmes. This could lead to the negation of scepticism about environment-friendly products, as students would believe in the sincere motivation of companies to fulfil ethical and social obligations (Leonidou & Skarmeas, 2017).

The study reveals that scepticism towards environmental claims plays an important role in moderating the relationship between green consumption value and attitudes towards green products (Hypothesis H5). Our findings are in line with those of previous research (Do Paço & Raposo, 2009; Lee et al., 2012), suggesting that environmental scepticism may moderate the positive relationship between environmental concern and willingness to purchase green products. The identified relationship, which points to the importance of consumer scepticism as a critical lens through which the authenticity and credibility of environmental claims are assessed (Obermiller et al., 2005), should prompt managers to build customer relationship management systems to effectively communicate to customers that their sustainability efforts are genuine (Leonidou & Skarmeas, 2017).

Conclusions and limitations

Our research concentrated on the relationship among four constructs – green consumption values, attitudes towards CSR and green products, and scepticism about environmental claims. The study findings suggest that there is no statistically significant correlation between attitudes towards Corporate Social Responsibility and attitudes towards environment-friendly products. Mohr et al. (1998) found scepticism to be a cognitive response that varies and depends on the context and the content of communication and may reveal itself only on certain occasions. This suggests that circumstances revealing scepticism towards green products are not fully recognised yet. Another possible explanation for our results is that consumers who are more acquainted with green products, compared to their level of awareness of organisations' CSR initiatives, may lack sufficient information concerning the broader scope of CSR activities. This disparity in familiarity contributes to the absence of an articulated relationship between the studied constructs. The hindrance in knowledge encompasses three distinct subthemes: inadequate awareness regarding environmental benefits, challenges in identifying green products and a limited grasp of the composition and nature of green products (Szaban & Stefańska, 2023). The question about the gap in communication in that sphere also arises.

The relationship between green consumption value and CSR was confirmed. Conscious consumers who make greater efforts towards green consumption through their behaviour and purchasing decisions observe and appreciate CSR activities to a greater extent. They, as more aware consumers, seem to be more attentive. Matthes and Wonneberger (2014) revealed that green consumers saw more informational utility in green ads than non-green consumers. This, in turn, decreased their green advertising scepticism.

Since the hypothesis that scepticism towards environmental claims moderates the relationship between green consumption value and attitudes towards CSR was not confirmed, this direction of research should be continued to clarify the role of scepticism. Finally, we confirm that scepticism towards environmental claims moderates the relationship between green consumption value and attitudes towards green products. We suggest recognising how to transform limited trust in green products, which is an inhibitor, into a stimulus for developing positive attitudes towards green product claims.

This study is not free from limitations, and further research is needed to assess the generalisability of our findings. Our study can also be verified in other countries, taking into account cultural differences and different levels of green products and education on green consumption. We suggest replicating our research. Our model is limited to just a few dimensions; however, it would be cogni-

tively interesting to see how the perception of greenwashing influences attitudes towards green products. The limitations of our research stem from the sample used to test the hypotheses and conceptual model, too. Due to its specific social role (research and its dissemination, education) and the resulting stakeholder groups, we invited students representing Gen Z, recognising that this is a valuable group for shaping consumer behaviour. We have examined the moderating effect of scepticism in shaping attitudes towards CSR and green products among the students who will, now and in the future, implement the assumptions of social responsibility. Therefore, it would be beneficial for society, not only in the cognitive area (green education) but also in the conative (behavioural) sphere, to strengthen the pro-ecological attitudes of Gen Z representatives.

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The contribution of the authors

Conceptualisation, B.S.-M., S.C., B.B., M.S. and A.W.; literature review, B.B. and M.S.; methodology, B.S.-M., S.C., B.B., M.S. and A.W.; formal analysis, S.C. and A.S.; writing, B.S.-M., S.C., B.B., M.S. and A.W.; conclusions and discussion, S.C. and M.S.

The authors have read and agreed to the published version of the manuscript.

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CZY UFAJĄ? SCEPTYCYZM JAKO MODERATOR POSTAW POKOLENIA Z WOBEC CSR I PRODUKTÓW EKOLOGICZNYCH

STRESZCZENIE: Celem badania jest wyjaśnienie, w jaki sposób sceptycyzm studentów z pokolenia Z wobec roszczeń środowiskowych moderuje związek między wartością zielonej konsumpcji a postawami dotyczącymi CSR i ekologicznych produktów. Dane zebrane za pomocą wspomaganej komputerowo ankiety internetowej od 582 studentów ekonomii i biznesu zostały przeanalizowane za pomocą modelowania równań strukturalnych. Wyniki sugerują, że wartości związane z ekologiczną konsumpcją są pozytywnie powiązane z postawami wobec CSR i ekologicznych produktów. Pokazują również, że sceptycyzm wobec roszczeń środowiskowych odgrywa ważną rolę w moderowaniu związku między wartością zielonej konsumpcji a postawami wobec ekologicznych produktów, ale nie ma wpływu na związek między wartością zielonej konsumpcji a postawami studentów wobec CSR. Model jest ograniczony do zaledwie kilku wymiarów, jednak poznawczo interesujące byłoby sprawdzenie, w jaki sposób postrzeganie greenwashingu wpływa na postawy wobec zielonych produktów. Ograniczenia badania wynikają również z próby wykorzystanej do testowania hipotez i modelu koncepcyjnego. Wyniki mogą być przydatne przy projektowaniu komunikacji marketingowej w biznesie i programów edukacyjnych. W przyszłych badaniach sugerujemy rozpoznanie, jak przekształcić ograniczone zaufanie do produktów ekologicznych, które jest czynnikiem hamującym, w bodziec do rozwijania pozytywnych postaw wobec twierdzeń dotyczących produktów ekologicznych.

SŁOWA KLUCZOWE: sceptycyzm, CSR, zielona konsumpcja, zielone produkty, pokolenie Z