

Frequencies

[DataSet1]

Statistics

		What is your gender?	What is your age?	What is your highest level of education?	What is your current employment status?	What is your approximate monthly income?
N	Valid	102	102	102	102	102
	Missing	0	0	0	0	0

Statistics

		What is your area of residence?
N	Valid	102
	Missing	0

Frequency Table

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	66	64.7	64.7	64.7
	Male	35	34.3	34.3	99.0
	Non-binary	1	1.0	1.0	100.0
	Total	102	100.0	100.0	

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-34	48	47.1	47.1	47.1
	35-44	39	38.2	38.2	85.3
	45-54	7	6.9	6.9	92.2
	55+	4	3.9	3.9	96.1
	Under 25	4	3.9	3.9	100.0
	Total	102	100.0	100.0	

What is your highest level of education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	41	40.2	40.2	40.2
	High School	3	2.9	2.9	43.1
	Master's Degree	56	54.9	54.9	98.0
	Other	1	1.0	1.0	99.0
	PhD	1	1.0	1.0	100.0
	Total	102	100.0	100.0	

What is your current employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	76	74.5	74.5	74.5
	Self-employed	21	20.6	20.6	95.1
	Student	1	1.0	1.0	96.1
	Unemployed	4	3.9	3.9	100.0
	Total	102	100.0	100.0	

What is your approximate monthly income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1.0	1.0	1.0
	1,000€ - 1,999€	62	60.8	60.8	61.8
	2,000€ - 2,999€	13	12.7	12.7	74.5
	3,000€ +	8	7.8	7.8	82.4
	Less than 1,000€	18	17.6	17.6	100.0
	Total	102	100.0	100.0	

What is your area of residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.0	2.0	2.0
	Rural	4	3.9	3.9	5.9
	Semi-urban	8	7.8	7.8	13.7
	Urban	88	86.3	86.3	100.0
	Total	102	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am familiar with this brand	102	2	5	3.58	.917
The brand minimizes its environmental impact.	102	1	5	2.97	1.019
The brand uses sustainable or recycled materials in its production.	102	1	5	3.17	1.016
The brand takes action to reduce pollution and carbon emissions.	102	1	5	2.94	1.013
The brand ensures fair working conditions for employees.	102	1	4	2.65	1.050
The brand treats suppliers and communities responsibly.	102	1	5	3.01	.850
The brand contributes positively to society.	102	1	5	2.99	.970
The brand operates transparently and ethically.	102	1	5	2.91	.955
The brand communicates honestly about its ESG performance.	102	1	4	2.93	.859
The brand follows strong corporate governance practices.	102	1	5	3.13	.779
I trust this brand.	102	1	5	3.29	1.077
This brand keeps its promises.	102	1	5	3.34	1.020
I consider this brand to be honest.	102	1	5	3.25	1.069
I feel confident purchasing products from this brand.	102	1	5	3.30	1.184
This brand acts in the best interest of its customers.	102	1	5	3.28	.916
Even if problems arise, this brand would handle them responsibly.	102	1	5	3.36	.942
This brand offers high-quality products or services.	102	1	5	2.76	1.179
This brand is superior to competing brands.	102	1	5	2.96	1.218
I have a positive image of this brand.	102	1	5	3.23	1.177
This brand has a strong and favorable reputation.	102	1	5	3.59	.989

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I associate this brand with responsibility and sustainability.	102	1	5	2.93	1.221
I feel emotionally connected to this brand.	102	1	5	2.48	1.106
I would recommend this brand to others.	102	1	5	3.23	1.226
I intend to purchase products from this brand in the future.	102	1	5	3.49	1.225
I would choose this brand over competitors.	102	1	5	3.10	1.198
I am willing to pay a higher price for products from this brand.	102	1	5	2.22	1.050
I plan to continue buying from this brand.	102	1	5	3.32	1.170
If alternatives are similar, I would prefer this brand.	102	1	5	2.87	1.149
I feel personally responsible for protecting the environment.	102	1	5	3.97	.636
Environmental issues are important to me.	102	1	5	4.05	.651
I try to reduce my environmental impact in daily life.	102	1	5	3.88	.735
Climate change and pollution concern me.	102	1	5	4.09	.631
I actively support environmentally responsible companies.	102	1	5	3.68	.858
Valid N (listwise)	102				

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.955	.956	9

Inter-Item Correlation Matrix

	The brand minimizes its environmental impact.	The brand uses sustainable or recycled materials in its production.	The brand takes action to reduce pollution and carbon emissions.	The brand ensures fair working conditions for employees.
The brand minimizes its environmental impact.	1.000	.799	.833	.731
The brand uses sustainable or recycled materials in its production.	.799	1.000	.847	.724
The brand takes action to reduce pollution and carbon emissions.	.833	.847	1.000	.734
The brand ensures fair working conditions for employees.	.731	.724	.734	1.000
The brand treats suppliers and communities responsibly.	.652	.583	.553	.681
The brand contributes positively to society.	.641	.655	.654	.755
The brand operates transparently and ethically.	.699	.709	.649	.788
The brand communicates honestly about its ESG performance.	.710	.774	.712	.720
The brand follows strong corporate governance practices.	.628	.648	.624	.624

Inter-Item Correlation Matrix

	The brand treats suppliers and communities responsibly.	The brand contributes positively to society.	The brand operates transparently and ethically.	The brand communicates honestly about its ESG performance.
The brand minimizes its environmental impact.	.652	.641	.699	.710
The brand uses sustainable or recycled materials in its production.	.583	.655	.709	.774
The brand takes action to reduce pollution and carbon emissions.	.553	.654	.649	.712
The brand ensures fair working conditions for employees.	.681	.755	.788	.720
The brand treats suppliers and communities responsibly.	1.000	.733	.781	.747
The brand contributes positively to society.	.733	1.000	.800	.712
The brand operates transparently and ethically.	.781	.800	1.000	.861
The brand communicates honestly about its ESG performance.	.747	.712	.861	1.000
The brand follows strong corporate governance practices.	.611	.657	.693	.694

Inter-Item Correlation Matrix

	The brand follows strong corporate governance practices.
The brand minimizes its environmental impact.	.628
The brand uses sustainable or recycled materials in its production.	.648
The brand takes action to reduce pollution and carbon emissions.	.624
The brand ensures fair working conditions for employees.	.624
The brand treats suppliers and communities responsibly.	.611
The brand contributes positively to society.	.657
The brand operates transparently and ethically.	.693
The brand communicates honestly about its ESG performance.	.694
The brand follows strong corporate governance practices.	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation
The brand minimizes its environmental impact.	23.73	41.765	.830	.769
The brand uses sustainable or recycled materials in its production.	23.53	41.717	.838	.792
The brand takes action to reduce pollution and carbon emissions.	23.75	41.969	.819	.810
The brand ensures fair working conditions for employees.	24.05	41.314	.839	.732
The brand treats suppliers and communities responsibly.	23.69	44.336	.767	.692
The brand contributes positively to society.	23.71	42.546	.810	.722
The brand operates transparently and ethically.	23.78	42.052	.869	.845
The brand communicates honestly about its ESG performance.	23.76	43.251	.863	.816
The brand follows strong corporate governance practices.	23.57	45.337	.743	.564

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
The brand minimizes its environmental impact.	.949
The brand uses sustainable or recycled materials in its production.	.949
The brand takes action to reduce pollution and carbon emissions.	.950
The brand ensures fair working conditions for employees.	.949
The brand treats suppliers and communities responsibly.	.952
The brand contributes positively to society.	.950
The brand operates transparently and ethically.	.947
The brand communicates honestly about its ESG performance.	.948
The brand follows strong corporate governance practices.	.953

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.964	.966	6

Inter-Item Correlation Matrix

	I trust this brand.	This brand keeps its promises.	I consider this brand to be honest.	I feel confident purchasing products from this brand.
I trust this brand.	1.000	.890	.846	.853
This brand keeps its promises.	.890	1.000	.891	.815
I consider this brand to be honest.	.846	.891	1.000	.822
I feel confident purchasing products from this brand.	.853	.815	.822	1.000
This brand acts in the best interest of its customers.	.807	.827	.775	.714
Even if problems arise, this brand would handle them responsibly.	.831	.859	.832	.797

Inter-Item Correlation Matrix

	This brand acts in the best interest of its customers.	Even if problems arise, this brand would handle them responsibly.
I trust this brand.	.807	.831
This brand keeps its promises.	.827	.859
I consider this brand to be honest.	.775	.832
I feel confident purchasing products from this brand.	.714	.797
This brand acts in the best interest of its customers.	1.000	.832
Even if problems arise, this brand would handle them responsibly.	.832	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
I trust this brand.	16.55	22.448	.917	.852
This brand keeps its promises.	16.50	22.866	.929	.877
I consider this brand to be honest.	16.59	22.660	.900	.829
I feel confident purchasing products from this brand.	16.54	22.013	.860	.774
This brand acts in the best interest of its customers.	16.56	24.487	.843	.752
Even if problems arise, this brand would handle them responsibly.	16.48	23.856	.894	.810

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
I trust this brand.	.954
This brand keeps its promises.	.953
I consider this brand to be honest.	.956
I feel confident purchasing products from this brand.	.962
This brand acts in the best interest of its customers.	.963
Even if problems arise, this brand would handle them responsibly.	.957

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.944	.944	6

Inter-Item Correlation Matrix

	This brand offers high-quality products or services.	This brand is superior to competing brands.	I have a positive image of this brand.	This brand has a strong and favorable reputation.
This brand offers high-quality products or services.	1.000	.828	.845	.664
This brand is superior to competing brands.	.828	1.000	.884	.661
I have a positive image of this brand.	.845	.884	1.000	.736
This brand has a strong and favorable reputation.	.664	.661	.736	1.000
I associate this brand with responsibility and sustainability.	.856	.751	.838	.665
I feel emotionally connected to this brand.	.673	.691	.715	.581

Inter-Item Correlation Matrix

	I associate this brand with responsibility and sustainability.	I feel emotionally connected to this brand.
This brand offers high-quality products or services.	.856	.673
This brand is superior to competing brands.	.751	.691
I have a positive image of this brand.	.838	.715
This brand has a strong and favorable reputation.	.665	.581
I associate this brand with responsibility and sustainability.	1.000	.670
I feel emotionally connected to this brand.	.670	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
This brand offers high-quality products or services.	15.19	25.440	.882	.814
This brand is superior to competing brands.	14.99	25.238	.866	.813
I have a positive image of this brand.	14.73	25.072	.922	.869
This brand has a strong and favorable reputation.	14.36	28.610	.731	.555
I associate this brand with responsibility and sustainability.	15.02	25.307	.856	.788
I feel emotionally connected to this brand.	15.47	27.539	.737	.547

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
This brand offers high-quality products or services.	.928
This brand is superior to competing brands.	.930
I have a positive image of this brand.	.923
This brand has a strong and favorable reputation.	.945
I associate this brand with responsibility and sustainability.	.931
I feel emotionally connected to this brand.	.945

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.957	.956	6

Inter-Item Correlation Matrix

	I would recommend this brand to others.	I intend to purchase products from this brand in the future.	I would choose this brand over competitors.	I am willing to pay a higher price for products from this brand.
I would recommend this brand to others.	1.000	.895	.834	.639
I intend to purchase products from this brand in the future.	.895	1.000	.864	.602
I would choose this brand over competitors.	.834	.864	1.000	.692
I am willing to pay a higher price for products from this brand.	.639	.602	.692	1.000
I plan to continue buying from this brand.	.866	.931	.874	.612
If alternatives are similar, I would prefer this brand.	.801	.770	.851	.762

Inter-Item Correlation Matrix

	I plan to continue buying from this brand.	If alternatives are similar, I would prefer this brand.
I would recommend this brand to others.	.866	.801
I intend to purchase products from this brand in the future.	.931	.770
I would choose this brand over competitors.	.874	.851
I am willing to pay a higher price for products from this brand.	.612	.762
I plan to continue buying from this brand.	1.000	.767
If alternatives are similar, I would prefer this brand.	.767	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
I would recommend this brand to others.	15.00	27.584	.895	.835
I intend to purchase products from this brand in the future.	14.74	27.503	.904	.902
I would choose this brand over competitors.	15.13	27.657	.914	.850
I am willing to pay a higher price for products from this brand.	16.01	31.238	.705	.590
I plan to continue buying from this brand.	14.90	28.070	.901	.888
If alternatives are similar, I would prefer this brand.	15.35	28.627	.867	.799

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
I would recommend this brand to others.	.945
I intend to purchase products from this brand in the future.	.944
I would choose this brand over competitors.	.943
I am willing to pay a higher price for products from this brand.	.965
I plan to continue buying from this brand.	.944
If alternatives are similar, I would prefer this brand.	.948

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.917	.922	5

Inter-Item Correlation Matrix

	I feel personally responsible for protecting the environment.	Environmental issues are important to me.	I try to reduce my environmental impact in daily life.	Climate change and pollution concern me.
I feel personally responsible for protecting the environment.	1.000	.697	.691	.672
Environmental issues are important to me.	.697	1.000	.757	.834
I try to reduce my environmental impact in daily life.	.691	.757	1.000	.706
Climate change and pollution concern me.	.672	.834	.706	1.000
I actively support environmentally responsible companies.	.599	.596	.818	.657

Inter-Item Correlation Matrix

	I actively support environmentally responsible companies.
I feel personally responsible for protecting the environment.	.599
Environmental issues are important to me.	.596
I try to reduce my environmental impact in daily life.	.818
Climate change and pollution concern me.	.657
I actively support environmentally responsible companies.	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
I feel personally responsible for protecting the environment.	15.70	6.570	.741	.563
Environmental issues are important to me.	15.62	6.318	.811	.777
I try to reduce my environmental impact in daily life.	15.78	5.795	.864	.791
Climate change and pollution concern me.	15.58	6.405	.811	.741
I actively support environmentally responsible companies.	15.99	5.594	.755	.703

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
I feel personally responsible for protecting the environment.	.908
Environmental issues are important to me.	.894
I try to reduce my environmental impact in daily life.	.882
Climate change and pollution concern me.	.895
I actively support environmentally responsible companies.	.912

Correlations

Correlations

		ESG_MEAN	Consumer_Trust_MEAN	Brand_Equity_MEAN
ESG_MEAN	Pearson Correlation	1	.842***	.865***
	Sig. (2-tailed)		<.001	<.001
	N	102	102	102
Consumer_Trust_MEAN	Pearson Correlation	.842***	1	.893***
	Sig. (2-tailed)	<.001		<.001
	N	102	102	102
Brand_Equity_MEAN	Pearson Correlation	.865***	.893***	1
	Sig. (2-tailed)	<.001	<.001	
	N	102	102	102
Purchase_Intention_MEAN	Pearson Correlation	.839***	.880***	.939***
	Sig. (2-tailed)	<.001	<.001	<.001
	N	102	102	102
Environmental_Concern_MEAN	Pearson Correlation	.043	-.005	.017
	Sig. (2-tailed)	.668	.963	.865
	N	102	102	102

Correlations

		Purchase_Intention_MEAN	Environmental_Concern_MEAN
ESG_MEAN	Pearson Correlation	.839***	.043
	Sig. (2-tailed)	<.001	.668
	N	102	102
Consumer_Trust_MEAN	Pearson Correlation	.880***	-.005
	Sig. (2-tailed)	<.001	.963
	N	102	102
Brand_Equity_MEAN	Pearson Correlation	.939***	.017
	Sig. (2-tailed)	<.001	.865
	N	102	102
Purchase_Intention_MEAN	Pearson Correlation	1	-.066
	Sig. (2-tailed)		.513
	N	102	102
Environmental_Concern_MEAN	Pearson Correlation	-.066	1
	Sig. (2-tailed)	.513	
	N	102	102

***. Correlation is significant at the 0.001 level (2-tailed).

Pearson Correlations

Highly Positive : (Brand_Equity_MEAN <---> Purchase_Intention_MEAN)

Positive : (ESG_MEAN <---> Consumer_Trust_MEAN), (ESG_MEAN <---> Brand_Equity_MEAN), (ESG_MEAN <---> Purchase_Intention_MEAN), (ESG_MEAN <---> Environmental_Concern_MEAN), (Consumer_Trust_MEAN <---> Brand_Equity_MEAN), (Consumer_Trust_MEAN <---> Purchase_Intention_MEAN), (Brand_Equity_MEAN <---> Environmental_Concern_MEAN)

No Linear Correlation : (None)

Negative : (Consumer_Trust_MEAN <---> Environmental_Concern_MEAN), (Purchase_Intention_MEAN <---> Environmental_Concern_MEAN)

Highly Negative : (None)

Note: Curated Help is calculated based on actual cell values, not the formatted values.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ESG_MEAN ^b	.	Enter

a. Dependent Variable: Consumer_Trust_MEAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.709	.706	.51889

a. Predictors: (Constant), ESG_MEAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.561	1	65.561	243.501	<.001 ^b
	Residual	26.924	100	.269		
	Total	92.486	101			

a. Dependent Variable: Consumer_Trust_MEAN

b. Predictors: (Constant), ESG_MEAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.373	.195		1.914	.058
	ESG_MEAN	.989	.063	.842	15.605	<.001

Coefficients^a

Model		95,0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	-.014	.760
	ESG_MEAN	.863	1.115

a. Dependent Variable: Consumer_Trust_MEAN

This table does not contain Curated Help data

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Consumer_Trust_MEAN ^b	.	Enter

a. Dependent Variable: Brand_Equity_MEAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893 ^a	.797	.795	.46053

a. Predictors: (Constant), Consumer_Trust_MEAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.479	1	83.479	393.609	<.001 ^b
	Residual	21.209	100	.212		
	Total	104.688	101			

a. Dependent Variable: Brand_Equity_MEAN

b. Predictors: (Constant), Consumer_Trust_MEAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-.150	.165		-.911
	Consumer_Trust_MEAN	.950	.048	.893	19.840

Coefficients^a

Model		Sig.	95,0% Confidence Interval for B	
			Lower Bound	Upper Bound
1	(Constant)	.364	-.477	.177
	Consumer_Trust_MEAN	<.001	.855	1.045

a. Dependent Variable: Brand_Equity_MEAN

This table does not contain Curated Help data

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Brand_Equity_MEAN ^b	.	Enter

a. Dependent Variable: Purchase_Intention_MEAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939 ^a	.881	.880	.36843

a. Predictors: (Constant), Brand_Equity_MEAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.365	1	100.365	739.377	<.001 ^b
	Residual	13.574	100	.136		
	Total	113.939	101			

a. Dependent Variable: Purchase_Intention_MEAN

b. Predictors: (Constant), Brand_Equity_MEAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.108	.114		.951	.344
	Brand_Equity_MEAN	.979	.036	.939	27.191	<.001

Coefficients^a

Model		95,0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	-.117	.334
	Brand_Equity_MEAN	.908	1.051

a. Dependent Variable: Purchase_Intention_MEAN

This table does not contain Curated Help data

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	ESG_MEAN ^b	.	Enter

a. Dependent Variable: Brand_Equity_MEAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.748	.745	.51367

a. Predictors: (Constant), ESG_MEAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.302	1	78.302	296.762	<.001 ^b
	Residual	26.385	100	.264		
	Total	104.688	101			

a. Dependent Variable: Brand_Equity_MEAN

b. Predictors: (Constant), ESG_MEAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.215	.193		-1.113	.269
	ESG_MEAN	1.081	.063	.865	17.227	<.001

Coefficients^a

Model		95,0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	-.597	.168
	ESG_MEAN	.957	1.205

a. Dependent Variable: Brand_Equity_MEAN

This table does not contain Curated Help data

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	ESG_MEAN ^b	.	Enter

a. Dependent Variable: Purchase_Intention_MEAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 ^a	.704	.701	.58072

a. Predictors: (Constant), ESG_MEAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.216	1	80.216	237.864	<.001 ^b
	Residual	33.723	100	.337		
	Total	113.939	101			

a. Dependent Variable: Purchase_Intention_MEAN

b. Predictors: (Constant), ESG_MEAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.208	.218		-.953	.343
	ESG_MEAN	1.094	.071	.839	15.423	<.001

Coefficients^a

Model		95,0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	-.641	.225
	ESG_MEAN	.953	1.235

a. Dependent Variable: Purchase_Intention_MEAN

This table does not contain Curated Help data

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ESG_MEAN	102	1.00	4.44	2.9662	.81452
Consumer_Trust_MEAN	102	1.00	5.00	3.3072	.95692
Brand_Equity_MEAN	102	1.00	4.67	2.9918	1.01809
Purchase_Intention_MEAN	102	1.00	4.67	3.0376	1.06213
Environmental_Concern_MEAN	102	1.00	5.00	3.9333	.61295
Valid N (listwise)	102				