

Supplementary file

Table 1.

Reliability and construct validity

Construct	Cronbach's alpha (standard)	Cronbach's alpha (standard)	Composite reliability	Average variance extracted (AVE)
Boycott	0,895	0,892	0,891	0,555
Skepticism	0,758	0,756	0,769	0,669
Know.	0,873	0,871	0,874	0,582
Greenwashing	0,949	0,948	0,948	0,588

Table 2.

Discriminant validity analysis using the Heterotrait-Monotrait (HTMT) criterion

Construct	Boycott	Skepticism	Know.	Greenwashing
Boycott				
Skepticism	0,076			
Know.	0,287	0,121		
Greenwashing	0,068	0,249	0,069	

Critical limit: acceptable <0.90 and conservative ideal <0.85

Table 3.

Analysis of discriminant validity using the Fornell and Larcker criterion

Construct	Boycott	Skepticism	Know.	Greenwashing
Boicote	0,745			
Ceticismo	0,017	0,818		
Conhece	0,255	0,327	0,763	
Greenwashing	-0,056	-0,132	-0,196	0,767

The diagonal matrix (in bold) shows the square root of the AVE of the Construct