



Video title: Would you be more likely to buy a financial product or service if it was marketed as “green” or “sustainable”?

Participant 1: If it is marketed as green and sustainable

I do, like I guess instantly will think, oh, that's great.

But I think in today's world where you can you know look up kind of, if a company is actually doing the right thing or if it's just doing it for marketing purposes.

Participant 2: Yeah, yeah, because I need I need to know I'm doing my part in you know, in trying to make the earth green.

I don't think I really care, to tell you the truth. If I got a good rate

Yeah I don't think I'd be

That would be the main the main important thing, you know.

Participant 3: The short answer is yes but I would need to look into that because I know there are many brands for example, in fashion that consider themselves green but they're not actually green.

Participant 4: If I had if I was buying something I wouldn't buy something, because it is.

But if I was buying something and that was part of a competitor's campaign

I would probably go with theirs.

Participant 5: Probably, like it wouldn't be the only reason that I buy it

if I'm interested in it and I'm going to buy it anyways then I'd say

oh, well, yes, it's good that it's green but is it actually green?

How green is it? You never know.



Participant 6: I think more and more that's something that I started looking at. Maybe growing up, you know and how much value has been put on it and our education and kind of learning more and more about the importance of sustainability it's something that certainly would influence decisions.