CONSUMERS' CHOICES TOWARDS ECO-FASHION

A Case study of G-Star's Raw for the Ocean Campaign

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Abstract

This study aims to research which factors affect consumers' choices regarding eco-fashion. In order to research these factors, G-Star's green fashion marketing campaign Raw for the Ocean was used as a case study. This research took the form of a survey executed among millennials living in the Netherlands from August 2014 until August 2016. The timeframe reflects the period that the campaign was running. The sample was collected by snowball sampling in online spaces and random selection on the streets of Amsterdam. Three models were used to for this study, which are the attitude- behavior model, the eco-fashion involvement model and the campaign involvement model. Furthermore, was studied if the campaign had changed consumer's attitude and behavior regarding the brand, environmental sustainability and eco-fashion. According to the results affected consumers' gender, age, fashion attitude/ involvement, environmental attitude/ involvement and eco-fashion attitude consumers' eco-fashion choices. Older consumers within the millennial generation, make more positive choices regarding eco-fashion than younger consumers within generation. Females find eco-fashion more important and are more eco-fashion involved than men. Furthermore, has a high score regarding environmental attitude/ involvement, fashion attitude/involvement and eco-fashion attitude a positive effect on eco-fashion choices.

Keywords: *sustainability, attitude, behavior, involvement, effect, fashion, environment, eco-fashion, brand, marketing, campaign, G-Star, Raw for the Ocean.*

Introduction

The past years have seen an increase in sustainability awareness in the fashion industry, as evidenced by the emergence of sustainable initiatives, such as the Dutch government's textile covenant, Greenpeace's fashion detox campaign, and the Sustainable Brand Index. In addition, large retailers and brands, such as H&M and G-Star, have started to incorporate sustainability into their business models, marketing strategies, and advertising campaigns. Media attention on both sustainability in general and global warming in particular seems to be on the rise (Schmidt et al., 2013). The heightened emphasis on sustainability in the fashion industry might have stemmed from the overall increased attention on sustainability issues or from the major scandals that have appeared in the media in recent years. Brands have been blamed for their inhuman working conditions, the ridiculously low salaries provided to workers, and environmental contamination caused by the intensive use of chemicals and natural resources during the clothing production process (Caniato et al., 2011).

The search for less expensive production methods has resulted in production taking place in the Far East, with transport-related energy consumption and emission issues one consequence of that shift (Caniato et al., 2011). Clothing production and transportation causes environmental damage, while used clothing generates an enormous amount of waste. As a result of these scandals, the public has called on the fashion industry to be more responsible, change its practices, and engage in open communication about this topic (Gauld, 2014). However, this is easier said than done. The fashion industry encompasses many different stakeholders, including brands, fabric producers, manufacturers, consumers, journalists, public relations gents, and advertising agencies (Caniato et al, 2010). The clothing industry is clearly an inefficient sector: A small number of people take advantage of the opportunities, while others are worse off (Kruggman & Wells, 2006). In addition, when sustainably produced garments are only worn a few times before being discarded, they become unsustainable (Jung & Jin, 2014). To achieve sustainability, the consumer must contribute to the product's lifecycle from the moment of purchase until the moment of disposal. Several have started to recognize their leading role and to incorporate sustainability concerns into their business models.

The Dutch jeans brand, G-Star, for example, introduced the line Raw for the Ocean, which features new jeans created from plastic bottles collected at sea. G-Star carries out this project in collaboration with Bionic Yarn, a company that creates yarn from plastic bottles. Recycling plastic bottles results in not only cleaner oceans but also new products. This approach fits with Thorby's (2005) strong and weak sustainability models: "The Strong sustainability model entails that natural capital as being strictly non-substitutable for human-made capital, a view deriving in part from the unique life-supporting properties of global air, land and water systems." Cleaning the oceans is necessary because there is no substitute for the sea, and humans should carry out such actions to prevent it from being damaged. In addition, G-Star offered a human substitute for the garbage in the oceans, since "it is the aggregate capital stock that matters and not how it is comprised" (p. 6). Cleaning the oceans functions as a compromise. Furthermore, the marketing campaign promoting the G-Star project informs consumers about an environmental problem and encourages them to act upon it. This study's primary research question is:

What are the factors that affect consumers' choices regarding eco-fashion?

To answer this research question, this study used G-Star's Raw for the Ocean campaign as a case study. This quantitative research study project took the form of a survey executed among millennials living in the Netherlands from August 2014 until August 2016. Millennials are a generation born between 1977 and 2000 (Smith, 2010). This timeframe reflects the period that the campaign was running. The sample was collected by snowball sampling in online spaces where millennials gather and via a simple random selection of people on the streets in Amsterdam. The places where the people are selected randomly selected in the area of the three G-Star stores. Other spaces where people are randomly selected are high schools and universities.

According to the literature, a green fashion marketing campaign's effect on a consumer depends on several individual attributes, such as that person's demographics, fashion involvement, sustainability involvement, brand involvement and campaign involvement. However, there is only an issue with the sustainability involvement. Several studies have claimed that sustainable fashion consciousness and sustainable consciousness in other sectors are not the same and consumers who are sustainable conscious do not have

be sustainable fashion conscious (Chan & Wong, 2012). Therefore, has this research divided the factor sustainable involvement into two separate factors: environmental involvement and eco-fashion involvement. In addition, involvement is also defined by other factors, which are a consumer's attitude and behavior. Importantly, the literature claims that these attributes influence each other. For example, one's environmental involvement affects one's eco-fashion involvement. Furthermore, a green marketing campaign itself can increase a person's environmental, eco-fashion, and brand involvement score. Based on these influencing factors, the following sub-questions were formulated:

Sub-questions:

1. *To what extend differ consumer's environmental attitude and eco-fashion attitude from each other?*
2. *To what extent do consumers' demographics, fashion attitude and environmental attitude affect their eco-fashion attitude?*
3. *To what extent do consumers' demographics, fashion involvement and environmental involvement affect their eco-fashion involvement?*
4. *To what extent does a consumer's attitude influence his or her behavior?*
5. *To what extent does consumers' fashion attitude affect their brand attitude towards G-Star?*
6. *To what extent do consumers' environmental attitude, eco-fashion attitude, and brand attitude affect the campaign attitude?*
7. *To what extent changed the campaign consumers' brand attitude, environmental and eco-fashion attitude and behavior?*

This thesis is structured as follows: The first chapter introduces the subject of sustainability in the fashion industry and other related issues. The second chapter discusses fashion marketing and green fashion marketing. The third chapter provides insight into consumers' purchase-related decision-making processes and outlines those factors that previous research has indicated can influence such choices. The fourth chapter provides information on G-Star and the Raw for the Ocean case study. The fifth chapter details the methodology, including the sampling approach, data collection procedures, hypotheses, research models, the operationalization of the variables, and the research's validity and

reliability. The sixth chapter provides the results generated by these analyses. The seventh chapter concludes the thesis and discusses the study's limitations and the scope for further research.

I. Sustainability in the fashion industry

This chapter provides insights into the fashion industry and its relationship with sustainability. The first section discusses the the characteristics of the creative industries and the relation of the fashion industry towards it. The second part elaborates concept of sustainability in the fashion industry and the and the role brand as a gatekeeper for promoting sustainable fashion. The third part discusses the problem of overconsumption. The fourth part provides insight in consumer's attitude and behavior towards sustainability. The last part discusses fashion as an high involvement good and what that entails for the relationship with the consumer.

1.1 Creative industries

To understand issues regarding sustainability in the fashion industry, it is important to first define what distinguishes that sector from other industries. The fashion industry is part of the larger cultural industry, which has been defined as "consisting of firms that mass-produce goods and services with sufficient artistic content to be considered creative and culturally significant. The essential features are the combination of industrial-scale production with creative content" (Towse, 2001, p. 125). Another attribute what makes the cultural industries different are "the economic characteristics of cultural content production or 'creativity" (Towse, 2001, p. 127). Creative industries share features with other information knowledge and information goods producers: high fixed costs for producing the original master copy and a very low marginal cost of making further replicas. In the fashion industry, these low marginal costs are achieved by offering low wages in third-world countries. When it comes to sustainable fashion production, these low marginal costs are the main problem creators that stimulates overconsumption.

1.2 Sustainability and gatekeepers

In 1987, the United Nations claimed that sustainability is the ability to satisfy current needs without compromising future generations' requirements (Caniato et al., 2010). A more

recent study by Bansal (2002) has argued that sustainability concerns the relationship among three principles: economic growth, social equity, and respect for the environment. Economic growth requires an adequate use of resources, so that individuals can maintain a reasonable standard of living while avoiding social harm and environmental damage.

In order to achieve sustainability in the fashion industry, key sustainability strategies include the use of organic fibers, the re-use and recycling of materials, vintage or second-hand practices, and cleaner production technologies (Caniato et al., 2011). However, when it comes to bringing about a real change in the fashion industry, these practices seem ineffective and insufficient. The reason for these difficulties is the broad range of global stakeholders involved, and these include suppliers (e.g., fibers, machinery, and chemicals), manufacturers (e.g., clothing and textiles), retailers, fashion bureaus, post-consumer actors operating in the second-hand market, independent experts, and service providers. To achieve real change, all participants have to contribute, from clothing producers to clothing consumers (Caniato et al, 2010).

Many of these stakeholders function as gatekeepers. Gatekeeping is an interim process that takes place within the production chain and effectively determines the nature of the cultural supply. Firms in creative industries perform the task of selecting items to produce and market from an abundant (even excess) supply of creative content, and therefore they decide what cultural goods and services are offered to consumers" (Thorsby, 2001, p. 129). According to Lee et al. (2012), retailers and brands also play an essential role as gatekeepers when it comes to encouraging consumers to engage in eco-friendly behavior. They have claimed that "as retailers encourage consumption of green products and discourage consumption of non-green products through green retailing, they directly influence consumer attitude and behavior" (p. 68). The strength of the impact on attitude and behavior depends on "how the consumers perceive green retail activities". (Lee et al., 2012, p. 69). Following Lee et al. (2012) claims that "green retailing by fashion retailers and brands may have a strong influence on introducing consumption of green products if consumers perceive high values from the retailers' activities" (p. 69)

1.3 Increasing consumption

In the part regarding cultural industries is stated that the low marginal costs increase overconsumption. The issue regarding overconsumption is that it uses up all the natural

recourses. On the planet there are " 3.8 billion-year-old reserves of natural capital". The increase in consumption and use of a large amount of natural recources started in the the mid-eighteenth century. From then on "more of nature has been destroyed than in all prior history". An example of the nature's destruction due to the increase in consumption is that a third of the forest cover was stripped over the last 50 years" (Chapman, 2009, p. 35)
In addition to this increase in consumption, product lifespans have also declined: "Neither broken nor dysfunctional, these orphans have been cast aside before their time to make way for newer, younger models in an adulterous swing we call consumerism" (Chapman, 2009, p. 35). This model of intense consumption and short product lifespans is especially applicable to the fashion industry, where consumption is stimulated by rapidly changing trends. In the past, designers produced 2 collections per year; they now release 12 collections a year.

In an ideal world, people would purchase fewer products and use them for a longer period of time. According to the cycle assessment (LCA), "extending garments' active life via design, maintenance, and re-use of clothing is the most effective method of reducing the impact of the clothing industry on the environment. Extending the average life of clothes by three months' usage per item would reduce carbon, water, and waste footprints by 5-10%, thus leading to savings of billions of pounds for producers and consumers" (McLaren et al., 2016, p. 1). In the fashion industry, such an approach would include purchasing fewer high-quality products for a higher price. However, "the fashion business clearly thrives on innovation and the creation of obsolescence, thus appearing to be incompatible with the notion of keeping clothes for an extended period of time" (McLaren et al., 2016, p. 1). The contradiction in the fashion industry leads to the relevance of examining consumers' purchase decisions and attitudes towards ethical and sustainable clothing. If consumers can be triggered to change their behavior, companies would be forced to change their practices.

1.4 Consumers Attitude towards Sustainable Fashion

Previous research has demonstrated that consumers are adopting a more positive attitude towards sustainable type of clothing. However, there is still an attitude-behavior gap between consumers' ethical interests and their purchasing behavior, and this fissure is leading to a market failure. In the fashion industry, individually pursuing one's own interest, instead of promoting the interests of society as a whole, makes society worse off (Krugman

& Wells, 2006). There are several factors causing this problem, and this research paper focuses on the most important of these, product-related attributes (e.g., design and price) (Joergens, 2006). Prices for ethical clothing are not comparable with the prices of clothing produced in Asian factories—a category that includes many of the products sold in stores. According to Niinimaki (2009) and Joergens (2006), another product-related problem pertains to design and quality: Manufacturers still lack the knowledge needed to design and produce fashionable and high-quality eco-friendly clothing that meet the aesthetic needs of the consumer. Joergens (2006) has claimed that the main reason for the attitude-behavior gap is that consumers are unwilling to sacrifice their personal desires for sustainability.

Following Niinimaki (2009) has stated that reason for the attitude-behavior gab is the fact that choosing for sustainable or non-sustainable fashion does not affect the consumer directly. In other market sectors, such as food, people have taken more steps towards consuming environmentally friendly products. The rationale explaining of this development is that a sector such as the food industry directly affects a person's health, and in some cases, individuals can feel the results immediately. Foods produced in an eco-friendly manner tastes better, and in addition, eating healthier foods, such as vegetables, gives people more energy (Chan &Wong, 2012). According to Lee and Hill (2012), the attitude-behavior gap is caused by a lack of knowledge regarding sustainability in the clothing industry.

Additionally, consumers often feel that their actions have no impact when it comes to such global issues. In particular, consumers aged 18- to 35-years-old are concerned about human rights and the environment but feel that they lack the power to make actual changes (Niinimaki (2009). Smith (2010) supports this statement by arguing that millennials find sustainability highly important and are seeking brands that want to have a positive impact on the environment (Smith, 2010). However, there is a large gap between thoughts and preferences of millennial consumers and what companies are actually doing.

Hank et al. (2008) studied millennials' attitudes and behaviors regarding the sustainable consumption of electronic products, and the results of that analysis made this point even clearer. When the respondents were asked who they thought was responsible for global warming, most respondents answered the energy industry, followed by the government, the automobile industry and other manufacturers. The group, which scores the lowest are the product, software and hardware designers and individual consumers. And a

very small part believed no one was responsible. Therefore Hank et al. (2008) concluded, " it is clear that the vast majority of participants believe someone is responsible, they just aren't sure whom. While these students assess companies and governments as the most at fault, designers are still held to only a consequential amount of responsibility— although no less so than individual consumers" (p. 336). However, according to Lee & Hill (2012), it is possible to change consumers' feelings of powerlessness regarding sustainability. That author stated that when consumers feel that they have more of an impact, they are more willing to engage in responsible behavior (Lee & Hill, 2012).

1.5 High involvement goods

The motivating factors mentioned above are driven by practical choices, such as willingness to pay, and emotions. An individual might need a specific item, but if several companies offer similar products, his or her final decisions will be based on emotions. Furthermore, most people have more clothing than they need for practical purposes. Therefore, fashion belongs to the category of "high involvement" goods. These are products that consumers purchase to feel connected to a certain lifestyle to which they aspire. In the fashion industry, design, prices, and trends lead to consumer consumption behavior linked to the need to participate, and products represent a bridge towards the desired lifestyle (McCracken, 1988). Kaiser (1990) has argued that fashion is a symbolic product. Fashion merges with personal needs; it expresses the individual's personality by external marks and symbols, brands, and status items. Fashion is also a dynamic social process that creates cultural meanings and interactions. In fact, it can be seen as a fundamental part of social interaction. According to Niinimaki (2009), consumer decisions regarding the purchase of sustainable items are often driven by guilt rather than desire. Following Kaiser's (2011) theory, the best possible scenario would be for sustainable clothing to become desirable and a part of a people's lifestyles. In order to facilitate longer product lifespans, greater durability is needed to establish the lifespan of products design for more durability is needed. "A design for durability is a design in which product longevity is not considered solely in terms of an object's physical endurance" (Chapman, 2009, p. 34).

II. Marketing fashion and sustainability

“A market is a group of consumers expressing desires and needs for products, services, or ideas. The concepts of need and desire are the cornerstones of marketing and the key to any marketing strategy. Traditional marketing theory implies that a company seeks to fill an existing need among consumers in order to be successful” (Towse, 2011, p. 266). Once a product fulfilling that need has been produced, however, it still must be sold to the consumer. In order for a good to sell, consumers must first of all be aware of it. Secondly, consumers must desire that product more than those produced by competitors. Message marketing is the tool employed to communicate the aspects mentioned in the above . According to Rath et al. (2015), “marketing is a process that includes the communication of all information that sellers want to share with consumers, from the time a product or service is an idea through its purchase, use, evaluation, and disposal by the consumer” (p. 10). Furthermore, marketing is important, because it can create a competitive advantage (Kumar et al., 2012, Rath et al., 2015). This section provides insights into fashion marketing, green fashion marketing, and strategies for communicating as efficiently and effectively as possible.

2.1 Marketing

According to Ansary (2006; in Kumar et al. [2012]), "the marketing strategy revolves around 3C's i.e., customer, company, and competitors. A marketer needs to attract new consumers and maintain the relationship with the current ones. When this is done correctly, marketing can create a competitive advantage. However, to achieve that goal, it is essential to listen to consumers’ needs and to satisfy them by delivering the sought-after benefits and communicating effectively (Rath et al., 2015). According to Rath et al. (2015), “marketing can be seen as a big umbrella term that plays a role in many integrated activities, all of which are based on and enhanced by the study of consumer behavior” (p. 10). “The activities cover a broad range from design, research, test marketing pricing, production, promotion, and distribution” (Rath et al., 2015, p. 12). Furthermore, “marketers must continuously evaluate and innovate, since not all products or services can remain the same forever and still be desirable” (Rath et al., 2015, p. 12). Not only products and services change, but also marketing strategies and their focal points have undergone many transformations over the

years. For example, marketing has become more consumer-oriented, the "requirements and orientation of the consumer" have also shifted (Kumar et al. 2012, p. 482-483). Therefore, the increase society's attention on sustainability led sustainability as a marketing strategy, which the next section elaborates on.

2.2 Green marketing

A green marketing campaign is a type of environmentally focused promotion activity that companies can undertake to promote its corporate social responsibility (CSR) initiatives. According to Lee et al.(2012): "Green promotions improve the corporate image, induce product and service purchases, and change consumers' eco-friendly attitude" (p. 70). However, other sources claim that companies are forced into green marketing, because if they do not participate with the green trend they lose sales (Cronin, et al. 2011). This development works similar to the Coca-Cola and Pepsi advertisement phenomenon. Leading brands such as Coca Cola and Pepsi still advertise although it does not directly increase sales.

Hartmann & Klapper study this phenomenon for leading soda brands that advertise during the commercial break of the Super Bowl, which is the most watched American TV-show. They conclude that the leading soda brands have to advertise because other leading soda brands advertise too. If Coca Cola decides not to advertise and Pepsi decides to advertise, Coca Cola loses sales to Pepsi. However, if they both advertise no one gains or loses sales. Therefore, the Coca Cola Pepsi phenomenon applies to green marketing in the fashion industry. Brands/retailers promote their sustainability practices, because other brands/retailers have to do. If they do not advertise sustainability while competitors do advertise, it will decrease the sales and brand image. The brand that did not chose for a green marketing campaign, is seen as far less sustainable than the brands that do chose for a green marketing campaign.

2.3 Green marketing impact

According to Grappi et al. (2017) argues that, "the impact of consumers' perceptions of the enlightenment of green campaigns on their consumption of green products is processed through a mechanism similar to the impact of environmental education on receivers" (p. 1172). Therefore, green marketing campaigns can be compared to NGO campaigns. Following Grappi et al. (2017) states, "NGO campaigns significantly influence consumers'

judgment of a brand" (p. 1172). Lee et al (2012) supports this by arguing that the message sender a may be different (commercial versus public agency), but their goal is similar, convincing message receivers. "In marketing, persuasion is a process through which communication is delivered to change beliefs or attitudes in the intended way" (Lee et al, 2012, p. 71).

According to Simmons and Widmar (1990), environmental education has an indirect effect on consumers' level of eco-friendly consciousness. Changes in an individual's eco-friendly consciousness in turn influence his or her eco-friendly consumption patterns (Wildmar, 1900; Chan & Wong, 2012; Niinimaki, 2009). Furthermore, several studies have identified a significant positive relationship between eco-friendly concerns and behaviors (Arbuthnot, 1977; Kallgren & Wood, 1986; Simmons & Widmar, 1990). However, a few studies have only found a weak relationship between green consciousness and green behavior. "The concept that there would be a weak relationship between green consciousness and green behavior stems from the fact that environmental goods are similar to public goods, unlike other consumer goods (Lee, 2012, 71). Due to this contradiction in the literature, further research is necessary to better understand why certain authors have claimed that there is a relationship between environmental consciousness and behavior, while others have indicated otherwise. Therefore, this case study of the effects of a current marketing campaign is highly relevant.

2.4 Green marketing techniques

"When marketing sustainability, apparel marketers may build more positive attitudes toward brands by providing explicit information about environmental friendly products in their marketing claims" (Yan et al., 2012, p. 151). Marketing strategies communicating about a product or brand's environmentally friendly qualities often incorporate terms such as "eco, green, natural, organic, and sustainable" in their promotional messages. A successful example of this approach, according to Shen et al. (2014), is "The Conscious Collection" from H&M. By incorporating the sustainable word "conscious" into the collection's name, the brand ensured that people would immediately understand the sustainable concept underlying it (p. 973). "However, such promotional messages lack explicit meaning, that is, they often do not provide consumers with information about the specific materials and methods used to manufacture 'eco-fashion', thereby leaving consumers uncertain or

confused about the validity of such marketing claims. Analyzing the Raw for the Ocean campaign from this perspective the word choice is very refined and expresses the main message of the campaign, which is that the brand G-Star helps to the oceans and waterlife to get clean. The name “Raw” is a substitute for G-Star, which is also referred to as G-Star Raw. Raw references in turn to the raw denim look the brand is known for. Although, the campaign message is not too obvious, it is still clear and communicates the main point.

The lack of clarity and the use of vague terms relating to environmentally friendly products and brands can create confusion and/or raise concerns about green washing in the minds of consumers that may inhibit purchase decisions” (Yan et al. p. 152). "Green washing happens when companies make overblown claims of sustainability or environmental friendly practices in order to attempt to increase their market share" (Dahl, 2010, p. 118). However, green washing is not necessarily a negative development. As mentioned above, “the green campaigns can influence consumers’ environmental consciousness positively” (Yan et al., p. 152).

III. Consumers’ choices

Not all consumers respond in a similar way to eco-fashion and eco-fashion marketing communication. Some people “may readily feel arousal and interest, and show emotional attachment and favorable behavior, while others may feel little arousal or interest and thereby show no change in their attitude or behavior” (Lee et al., 2012, p.72). This chapter provides insights into consumers’ decision-making processes, the factors that influence choices regarding eco-fashion, and the effects of a eco-fashion campaign.

3.1 Decision-making

As mentioned in the previous chapter, the starting point of a marketing campaign is the consumer’s need for a certain product. When it comes to consumer’s decision-making processes, this mechanism works exactly the same way. It all starts with problem awareness, which occurs when consumers notice an imbalance between the current situation and the ideal one. “When the gap is large enough between the current and ideal situation and potential solutions are available, the person becomes aware that there must be a change” (Rath et al, 2015, p287). In general, consumers select the product or service featuring the

widest distance between their current situation and their ideal situation, so as to achieve the greatest possible result. In order to create this gap, the marketer "(1) makes it easy for the consumer to understand the differences among competing brands, (2) relate to and visualize the sizable improvements gained, and (3) minimize the difficulty in decision-making" (Rath et al., p. 295).

3.2 Influencing factors

Those factors that previous research has indicated affect consumers' choices can be divided into six groups, which are the personal attributes, the fashion involvement , environmental sustainable involvement, the eco-fashion involvement, the brand involvement and the campaign involvement/effect. The factors environmental and eco-fashion involvement involve the relationship consumers have with these topics (Lee et. al., 2012; O'Cass, 2000).In the literature it is not common to make such as clear distinction, which is strange since many authors claim that there is a clear distinction between sustainable involvement between the fashion industry and other sectors. Chan and Wong (2012) for example claim that "due to the fact that fashion consumers differ from customers in other sectors when making ethical consumption decisions, it is necessary to distinguish between environmental involvement and eco-fashion involvement. In other sectors, such as the food industry people are more committed, because their choices directly affect their health. Since unethical choices do not influence the consumer directly, fashion consumers are often less motivated to make ethical choices. Therefore, individuals might simultaneously be highly environmentally conscious and completely uninvolved in eco-fashion. If the groups were to be added together, it would give an inaccurate impression of the actual situation. However, researchers have provided few analyses comparing environmental involvement and eco-fashion involvement (Chan&Wong, 2012). Several studies have failed to clearly distinguish between the two. Therefore, it is even highly relevant to test whether environmental and eco-fashion attitude differ from each other. Finally, the sixth group contains factors connected to advertising involvement, which influences a consumer's purchasing choices (Lee et. al., 2012; O'Cass, 2000).

3.2.1 Personal attributes

The first group of influencing factors is linked to consumers' personal attributes and demographic traits. According to Chan and Wong (2012), environmentally conscious consumers differ from less environmentally conscious consumers in terms of age, gender, education level, and income level. Chan (1999) has stated that consumers who are better educated, have higher incomes, and more social status tend to be more environmentally conscious. However, this environmental consciousness is not necessarily reflected in the actions of these consumers. Furthermore, gender differences also seem to play a role when it comes to environmental consciousness. It seems that men may have lower levels of eco-fashion involvement than women. Likewise, men may be less motivated to pay a higher price for sustainable fashion than are women (Yan et al., 2014). When it comes to consumers' ages as an influencing factor, researchers disagree on numerous points. Some studies have reported that environmentally conscious consumers tend to be younger, while others have claimed that involvement deepens with age (Chan & Wong, 2012).

3.2.2 Fashion involvement

The second group of influencing factors is connected to fashion involvement. "Research indicates that fashion involvement may affect consumers' responses to advertisement, attitudes toward brands, and decisions to purchase apparel" (Yan et al., 2014, p. 154). Woodward (2005) has argued that clothing reflects who people are and what they want to be, thereby encouraging individuals to make particular fashion choices. **"**How involved consumers become in their clothes provides a deeper understanding of the dynamics of consumer behavior and the nature and role of the product category of fashion clothing in society" (p. 547). Therefore, fashion involvement influences how consumers react to a marketing campaign.

Fashion involvement encompasses two factors: fashion attitude and fashion behavior. The more positive one's fashion attitude is, the more positive is that person's fashion behavior. One's fashion attitude comprises both fashion interest and fashion knowledge (Adcock & Hirschman, 1978; Kidd & Workman, 2000). Fashion behavior can be assessed via an individual's 'monthly fashion expenses', which measures the amount of money spent on per month on fashion-related items. Another variable for measuring

behavior is ‘shopping frequency’, which analyses how often a consumer shops on average (Lee, 2012).

3.2.3 Environmental involvement

The third group of influencing factors consists of variables linked to environmental involvement. Several studies have identified a significant positive relationship between eco-friendly concerns and behavior (Arbuthnot, 1977; Kallgren & Wood, 1986; Simmons & Widmar, 1990). It is often assumed that environmentally responsible consumers are willing to pay a premium for eco-products to protect the environment (Ferraro et al., 2005). One’s environmental involvement consists of one’s environmental attitude and behavior. A person’s environmental attitude demonstrates his or her opinion regarding sustainability, while environmental behavior refers to that individual’s environmentally sustainable actions (e.g., waste separation, consumption of organic food, limitation of overall consumption, limitation of natural resource use, and the use of public transportation/bike transport; Fraj & Martinez, 2006).

3.2.4 Eco-fashion involvement

The fourth group of influencing factors address the topic of eco-fashion involvement. Like the previously discussed categories, eco-fashion involvement has both an attitudinal and a behavioral component. Several researchers have found a relationship between a consumer’s eco-fashion concerns (attitude) and his or her eco-fashion behavior (Arbuthnot, 1977; Kallgren & Wood, 1986; Simmons & Widmar, 1990). Eco-fashion behavior consists of the actions that a consumer takes to consume in a more eco-fashion friendly manner. Hank et al. (2008) divides sustainable product behavior “into the categories purchasing, replacement cycle, sharing, and handling end of service” (p. 337). The category purchasing behavior involves practices such as acquisition of environmentally friendly clothes (e.g., second-hand clothing and sustainable brands) instead of non-environmental friendly clothes. The category replacement cycle involves practices such as, the increase of the clothes’ usage timespan (through repairing, altering, and dyeing clothing or repurposing fabric for other projects). The category ‘handling end of service’ entails that consumers make sure the clothes they discard end up in recycling (by bringing them to clothing collection points, giving the clothes away or selling them on the secondhand market). The category ‘sharing’ is too complicated to incorporate for fashion as a product category. Due to practical and emotion reasons,

which include size, fit, hygiene, personal style or the unwillingness to share such a personal product. There are business models models that are based on the principle of sharing, such as in the costume rental business. However, this market is so niche in addition to the fact that other external factors influence the usage the service that it cannot be taken into account.

In addition to one's attitude and behavior, one's willingness to pay for sustainable fashion is also an indicator of eco-fashion involvement. Previous research has revealed that a common issue with sustainable fashion is the fact that people are unwilling to sacrifice personal needs (Joergens, 2006). Comparing an individual's willingness to pay for sustainable versus non-sustainable fashion provides a clear indication of the type of consumer that person is. According to Chan and Wong (2012) have consumers a price range that they find acceptable to pay for a certain product. If the price of a product is 10% price above the 'acceptable price' consumers are not affected by it and still willing to purchase the product. However, when a product is 25-30% above the 'acceptable' price they are likely to refrain from making the purchase. Furthermore, eco-fashion involved consumers are often assumed to be willing to pay a higher price for eco-products that protect the environment.

3.2.5 Brand involvement

The fifth group of influencing factors concerns brand involvement. "From a marketer's perspective, brand involvement is considered the key to activate consumers' motivation and is a fundamental base for understanding consumer/seller relationships in markets" (O'Cass, 1999, p. 554). Brand involvement consists of two elements: brand attitude and brand behavior. A brand attitude can be described "as consumers' judgment of their overall experience with a brand and whether the brand is held in high regard, trusted by, and respected by customers. Consumer experience or expectation of experience with a brand can be described in terms of functional and emotional values" (Yan et al., 2014). In contrast, brand behavior measures consumers' purchases and the amount of money spent on them, since purchasing items is the ultimate manifestation of a positive brand attitude (Yagci, Biswas & Dutt, 2009).

3.2.6 Campaign involvement and effects

The sixth group of influencing factors refers to campaign involvement. Similar to the other groups, campaign involvement can be divided into subcategories: attitude, knowledge, and

behavior. The campaign attitude refers to the attitude of the consumers towards the campaign. Campaign behavior considers the number of purchases from that specific collection and their monetary value. When people have purchased items from a specific collection and they are content with those items, they are willing to buy more, because such a purchase entails a lower level of risk and fewer search costs.

Furthermore, a green campaign can have a side effect that if it changes consumers' attitudes and behavior on other levels. According to Simmons and Widmar (1990), environmental education has an indirect effect on consumers' eco-friendly consciousness. In turn, changes in that variable have an influence on consumers' eco-friendly consumption patterns (Simmons & Wildmar, 1900; Chan & Wong, 2012; Niinimaki, 2010). In addition, a green marketing campaign can also influence consumers' attitudes and behavior towards the brand (Lee et al., 2012).

IV. Case study: G-Star and Raw for the Ocean

This section introduces the case study, which centers on the Raw for the Ocean campaign initiated by the Dutch jeans brand, G-star. This study considered how millennial consumers living in the Netherlands from August 2014 until August 2016 responded to the campaign. That timeframe marked the period during which the campaign was running and the collection was available for sale. The decision to center the study on the Raw for the Ocean campaign is due to the international reach of G-Star. There are not many Dutch fashion brands with a global presence and influence that launch a green marketing campaign. The number of brands and retailers actively promoting environmental sustainability is still quite niche and focusses mainly on the use of organic cotton. The initiatives that are more progressive often perform on a local scale. Therefore, the large multinationals should take the lead in order to create global change. In addition to G-Star's global reach and the progressive character of the campaign, caused the attention they received in the media a buzz, which makes this case highly relevant to research. Furthermore, unlike comparable studies that use a fictional case in an experimental setting, G-Star's research involves an actual existing case.

4.1 G-Star

The Dutch jeans brand, G-Star, is one of the most successful Dutch fashion brands, with sales points in more than 65 countries. Its headquarters are located in an Amsterdam building that Rem Koolhaas specifically designed to fit the firm's atmosphere. To ensure a consistent brand image, all of G-Star's design and production work (with the exception of large-scale production) takes place in-house, including activities ranging from item design to store design (which is modelled in an experimental store) to photography (which takes place in an in-house studio). The company was founded by Jos van Tilburg in 1989 under the name of Gapstar. G-Star strategically positions itself with a product mix comprised of innovative denim pieces and more commercial, casual designs. Therefore, G-Star attracts a wide range of consumer types. "Some consumers are fashion-conscious and searching for fashion-forward denim products; some look for casual everyday pieces; others are attracted to the brand for functional or quality reasons; and yet others are drawn to the products for their status value or as markers of group identity" (Freiherr von Maltzahn, 2013, p. 96).

As mentioned previously, the G-Star brand has pushed boundaries in the denim world through its search for innovation. In 1996, the head designer, Pierre Morisset, created one of the company's most iconic designs, 3D jeans, now known as the classic Elwood. This product started as a wearable experiment in form and function, at once comfortable and fashionable, accessible and forward-thinking. "The design was inspired by water-soaked biker pants, with the shape based on a three-dimensional fit following the proportions of the human body instead of a pair of symmetrical trouser legs, the design meant a radical break with the traditional five-pocket jeans" (Freiherr von Maltzahn, 2013, p. 96). The design was a great success and sold over more than 10 million copies worldwide. Even to this day, that model is still one of the brand's top sellers (Freiherr von Maltzahn, 2013).

In addition to its innovative designs, the company also employs an interesting marketing mix, one "composed of traditional billboard advertising, product placement, and more advanced branding strategies. The firm embraces a consistently commercial market approach stretching to all areas of the business model. The sum of these thoughts produces an interesting (and occasionally contradictory) brand identity with global appeal" (Freiherr von Maltzahn, 2013, p. 96).

Furthermore, G-Star makes use of celebrity endorsement as a marketing strategy to generate extra media attention and add value to the brand (Carrol, 2008). When purchasing products, people not only buy a part of the brand's lifestyle, but also purchase a piece of the celebrity's lifestyle. By working with a celebrity, the brand can connect to a new group of consumers: the fans following that individual. For the celebrity, on the other hand, such a collaboration creates publicity and enlarges his or her audience as well (Carrol, 2008). The celebrities and artists G-Star has worked with and refers to as 'friends' include DJ Afrojack, photographer Ellen von Unwerth, model Lily Cole, and actress Liv Tyler. In addition to collaborations with celebrities, G-Star also partners with other brands to create its so-called "Crossovers." It has already designed office furniture with Prouve, the Raw Camera with Leica, the Raw Defender with Land Rover, a bike with Connondale, and a whiskey with Hennessy (Freiherr von Maltzahn, 2013; Gstar.nl, 2017).

4.2 The G-Star fashion consumer

As mentioned in the previous section, G-Star attracts a wide range of consumers due to its broad offerings. On the one hand, its commercial items draw a large target group, while on the other hand, fashion-forward items interest a smaller target audience. According to Jos van Tilburg, "much of G-Star's branding strategy is about promoting a certain mentality" (Freiherr von Maltzahn, 2013, p. 96). As he has claimed, "It's about a specific attitude. Dividing the market into clusters is an outdated model. There is neither a young consumer group nor a sporty one. That idea has run its course. One day consumers want to look smart, the next they go all casual, and the day after they wish to look rough" (Freiherr von Maltzahn, 2013, p. 100). This also explains the company's broadly defined age of the target group, which includes those from 18 to 34 years old. Right now, the group in that specific age range is the millennial generation, which is born between 1977 and 2000 (Smith, 2010).

4.3 Raw for the Ocean

The Dutch jeans brand, G-Star, is an example of a company that has incorporated sustainability into its business model. In August 2014, together with the company Bionic Yarn from hip-hop star Pharrel Williams, it launched the two-year capsule collection Raw for the Ocean. Bionic Yarn creates yarn from recycled plastic. One of its initiatives is The Vortex Project, which was started to find a solution for the large amount of plastic in the oceans (Styleindicator.nl, 2014). "Every day about 13,000-15,000 pieces of plastic are dumped into the ocean. On a global level is that 6.4 million tons per year. Due to the currents of the oceans, the plastics get accumulated at five gyres of plastic pieces along which marine life thrives" (Muthu, 2016, p. 105). These gyres make it very difficult to collect the plastic from the moving water, and they also risk killing an unacceptably large number of animals. Therefore, The Vortex Project, in collaboration with local organizations, collects garbage along coastlines. Thecla Schaeffer, the chief marketing officer at G-Star RAW, understands that this project is not a final solution for the overconsumption of plastics, but views it as a means of trying to clean up as much plastic in the ocean as possible, turning it into new products. For the first Raw for the Ocean collection, at least 10 tons of plastic—a figure analogous to 700,000 plastic bottles—was used in combination with environmentally friendly cotton (Styleindicator.nl, 2014).

After the plastic is collected, the recycling process starts. The retrieved ocean plastic is broken into chips, shredded into fibers, and prepared for spinning. The ocean fibers are spun into a strong yarn core with a cotton sheath to form the bionic yarn. G-Star supplies this yarn to knitting industry weaving mills where it is converted into Raw for the Ocean fabrics. The artistic milliner, Karachi, works with the bionic yarn provided by G-Star for conversion into denim fabric.

The economics of plastic bottle recycling is very simple. "In 2005, the United States recycled 3.3 billion pounds of post-consumer plastics, thus preventing them from going to a landfill. The plastic recycling industry provides jobs to more than 52,000 American workers. Five PET bottles yield enough fiber for one extra-large T-shirt per year" (Muthu, 2016, p. 106).

4.4 The Raw for the Ocean marketing campaign

The Raw for the Ocean Campaign was welcomed with open arms by both the press and advertising industry professionals. In 2014, the campaign won the Grand Prix Product Design award at the Cannes Lions creative festival. A year later, it won two gold medals and a grand prix award at the ADCN Lampen 2015 in Amsterdam. The campaign was developed with the FHV BBDO advertising agency together with creative studio Bigger Better Plan. In addition to standard advertisements, the marketing campaign included a documentary about the project, which informed people about the problems associated with the high level of plastic in the ocean. The manner in which the company has framed its message is called 'gain framing', and that approach makes sense, since gain framing is the most effective way to depict sustainability practices regarding recycling. "Gain/loss frames manipulate the outcomes to emphasize the benefits or costs of the behavior. The focus of the gains and losses can be on one's social environment (social threat) or physical environment" (Chen et al., 2011, p. 48). When relating this to the G-Star campaign, it say 'By buying our product you 'gain' a cleaner ocean'. This strategy together with the celebrity endorsement of Pharrel Williams as the line's face and spokesperson was a smart marketing move.

Another interesting aspect of the campaign pertained its high accessibility for a large audience. The Raw for the Ocean product line has made sustainable clothing very accessible for the masses, an uncommon achievement in the world of sustainable fashion. Sustainable

fashion has often been restricted to small companies with limited production capabilities or to company side projects. G-Star, on the other hand, has incorporated sustainability into its policies and products. G-Star has communicated that to be part of the G-Star lifestyle, people need to be environmentally conscious. Moreover, G-Star is a brand with a strong image. Brand consumption has become a process of self-reference, self-identity, and self-articulation. People achieve a form of self-consistency via their brand consumption (Carrol, 2008). According to Carrol (2008), this is the reason why incorporating sustainability into the brand vision has been efficient. However, critics have claimed that Raw for the Ocean only comprises a very small portion of the company's production, while G-Star presents that line as a much larger part of the whole. However, G-star announced in 2016 that they are replacing all polyesters in the collection by recycled ones and Raw for the Ocean functioned as a test run for this much larger step. Whether the campaign was a form of green washing is not that important, since it raised environmental awareness among consumers and addressed problems caused by the large amount of plastics in the sea. (Yan et al., 2012).

V. Methodology

This chapter discusses the methodology used to examine those factors that influence consumers' choices regarding sustainable fashion. The first part gives insights into the data collection and sampling methods. The second part elaborates on the survey and variables employed in this research. The third section provides the study's hypotheses and an explanation of their development. Moving on, the fourth part explains the research models and the operationalization of the variables. Finally, the fifth section discusses the validity and reliability of this research

5.1. Data collection and sample

This research consisted of an online survey developed with Qualtrics. The research was cross-sectional, with the survey distributed during three weeks in May 2017. G-Star's target group is people aged 18 to 34 years-old. This target group belongs to the millennial generation, which was born between 1977 and 2000 (Smith, 2010). Since this target group is not clean cut, this study's sample consisted of individuals belonging to the millennial generation, so as to create some an overlap and to avoid excluding active G-Star consumers. To participate, the respondents needed to have been born between 1977 and 2000 and to have lived in the Netherlands from August 2014 until August 2016, the timeframe during which the Raw for the Ocean Campaign ran and during which the collection was available for sale both online and in physical stores.

To distribute the survey, a combination of two different sampling methods was used. The first method, snowball sampling, employed online networks with which millennials engage. Many scholars have acknowledged that the internet provides new opportunities for collecting respondents for non-random surveys. Researchers can benefit from the internet and the social networks comprising it. These online networks include the student union's online networks and the online networks of schools located in Amsterdam. In addition, Facebook is an example of a social networking site (SNS). According to Boyd and Ellison (2008), SNSs are "web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system" (p. 1). Due to these characteristics, the internet and SNSs are highly

appropriate tools for use within the snowball sampling method (Baltar & Brunet, 2012).

The sample for this study was distributed at the student union's Nonomes online community that consists of a private Facebook group for active and alumni members. By distributing the survey not only among active members but also among alumni, it was possible to engage with a wider age range. Specifically, these alumni were aged 22 to 50 years-old, while active members ranged from 17 to 25 years-old. The reason for selecting Nonomes as a student union was that its members featured a wider range of backgrounds as compared to other student unions in Amsterdam. Focusing on that body yielded a sample that was more representative of the larger population. Furthermore, was the survey distributed at school's online networks, which are public Facebook groups and an internal private network (i.e., an intranet). The schools selected were the community college ROC Amsterdam and the school of University of Applied Science HVA.

In the snowball sampling technique, a respondent provides the researcher with the name of the next respondent, who in turn provides the name of a third, and so on. In this study, the respondents were asked to name people in their network who might also be willing to complete the survey. This strategy was used due to a low response rate. This problem is particularly prevalent for surveys distributed in online networks and in cases in which candidates are not personally approached (Baltar & Brunet, 2012).

In order to increase the validity of the sample, potential respondents were also approached in shopping areas close to G-Star sales points, such as those surrounding the G-Star stores at the Kalverstraat, the Leidsestraat, and the P.C. Hoofdstraat (Bryman, 2001). Furthermore, to also include high-school students aged 16 years and above, the survey was distributed among randomly selected students at Caland Lyceum in Amsterdam. The rationale underlying the choice of this specific high school was the fact that it houses all levels of education from VMBO –TL to gymnasium. Furthermore, as this school is not linked to a religious denomination, it attracts a more diverse group of people.

5.2 Survey variables

Six unique variable groups were used to construct the survey questions, and all of these factors are discussed in detail in Section 3.2. The first group of variables consisted of personal attributes (PA; e.g., gender and age) describing the respondents, and these factors served as control variables. The second group of variables analyzed fashion involvement (FI),

or the relationships that consumers have with fashion and clothing. That factor consisted of two sub-constructs: fashion attitude (FA) and fashion behavior (FB). The third group of variables measured the relationship between consumers and environmental sustainability (environmental involvement; EI). It likewise consisted of two elements: environmental attitude (EA) and environmental behavior (EB). The fourth variable category examined the relationships that the respondents had with sustainable fashion (eco-fashion involvement; EFI) via three constructs: eco-fashion attitude (EFA), eco-fashion behavior, and willingness to pay (WP). The fifth group analyzed the relationships that the respondents had with the G-Star brand (brand involvement; BI). That category encompassed two elements: brand attitude (BA) and brand behavior (BB). The sixth group consisted of advertising effect variables, and specifically consumers' campaign involvement (CI) and the campaign effect (CE). Campaign involvement was assessed via two variables: campaign attitude (CA) and campaign behavior (CB). Finally, the campaign effect was determined via the elements of campaign effect attitude (CEA) and campaign effect behavior (CEB).

Table 5.1: *group 1 personal attributes*

Concept	*Operationalization*	*Coding*	*Variable type/range*
PA	Age What is your age?	List of possible ages from 16-40 years-old	Interval/ Ratio
PA	Gender What is your gender?	1. Male 2. Female	Nominal
PA	Education level What is your highest level of education?	1. Basisschool/elementary School 2. Middelbare school/high School 3. MBO/community college 4. HBO/applied science 5. WO/university	Ordinal
PA	Employment status	1. Employed 2. Student 3. Unemployed	Nominal

Table 5.2: *group 2 fashion Involvement*

Concept	*Operationalization*	*Coding*	*Variable type/range*
FA	Fashion-Importance (FA) How important is fashion to you on a scale from 0-10?	Scale 0 -10	Interval/ Ratio
WP	Willingness to pay for non-sustainable jeans (WP-S-Jeans)	Open	Interval/ Ratio
WP	Willingness to pay for non-sustainable jeans (WP-N-Jeans)	Open	Interval/ Ratio
WP	Difference willingness to pay for sustainable jeans (DWP)	WPSJeans – WPNjeans (in €)	
FB	Monthly fashion expenses (FB) How much do you spend on fashion-related items per month?	Open	Interval/ Ratio
FB	Shopping frequency How often do you shop?	1. Once a year 2. Twice a year 3. Once every three months 4. Once a month 5. Once a week 6. More than once a week	Ordinal
FI	Eco-Fashion Involvement $FI = \frac{FA + 0{,}01(FB)}{2}$	Scale 0-10	Interval/ Ratio

Table 5.3: *group 3 environmental involvement*

Concept	*Operationalization*	*Coding*	*Variable type/range*
EA	Environmental importance (EA)	Scale 0-10	Interval/Ratio
EB	Environmental actions What kind of actions do you take to be more environmentally friendly (more answers possible)?	1. None. I don't take any environmental actions to become more sustainable. 2. Waste-related: I separate my waste. 3. Food-related: I eat organic products. 4. I limit my overall consumption and only use what I need. 5. I limit my use of resources (water/gas/electricity). 6. Transportation: I take public transportation or cycle.	Nominal
EB	Total number of environmental actions selected for the previous variable. (EB)	Scale 0 -5	Interval/Ratio
EI	Eco-Fashion Involvement $EI = \frac{EA + 2(EB)}{2}$	Scale 0 -10	Interval/ratio

Table 5.3: *group 4 eco-fashion involvement*

Concept	Operationalization	Coding	Variable type/range
EFA	Eco-fashion importance (EFA)	Scale 0 - 10	Nominal
WP	Willingness to pay for sustainable jeans.	Open	Interval/ Ratio
WP	Willingness to pay for a sustainable T-shirt	Open	Interval/ Ratio
EFB	Environmental actions What kind of actions do you take to be more environmentally friendly (more answers possible)	1. None. I don't take environmental actions to become more sustainable 2. I recycle clothing that I have discarded (e.g., by bringing them to a recycling point or selling them second-hand) 3. I buy more environmentally friendly clothes (e.g. Second-hand products and sustainable brands) 4. I have expanded the length of time that I use my clothes myself (e.g., repairs, fit alterations, dyeing, repurposing the fabric)	Nominal
EFB	Total number of eco-fashion actions selected for the previous variable (EFB)	Scale 0 - 3	Interval/ Ratio
EFI	Eco-Fashion Involvement $EFI = \frac{EFA + 0{,}3(EFB)}{2}$	Scale 0 - 10	Interval/ratio

Table 5.4: group 5: brand involvement

Concept	Operationalization	Coding	Variable type/range
BA	Brand attitude (BA) How much do you like G-Star as a brand?	Scale 0 - 10	Nominal
BB	Brand expenses (BB) How much money (in €) did you spend on G-Star items last year?	Open	Interval/ Ratio

Table 5.5: group 6 campaign involvement/campaign effect

Group 6a: campaign involvement			
Concept	*Operationalization*	*Coding*	*Variable type/range*
CA	Campaign attitude CA) How much do you like the Raw for the Ocean campaign?	Scale 0 - 10	Nominal
CA	Campaign Message The message of the campaign is clear.	5-point Likert scale. Strongly disagree - strongly agree	Ordinal
CB	Campaign purchases (CB) How much did you spend (in €) on items from the campaign.	Open	Interval/ Ratio
Group6b: campaign effect			
CEA	Change in brand attitude Statement: Due to the campaign, I like G-Star more as a brand.	5-point Likert scale. Strongly disagree - strongly agree	Interval/ Ratio
CEA	Change in environmental attitude Due to the campaign, I find environmental sustainability more important.	5-point Likert scale. Strongly disagree – strongly agree	Ordinal
CEA	Awareness of plastic bottles problem Due to the campaign I'm more	5-point Likert scale. Strongly disagree - strongly agree	Ordinal

	aware of the problems with plastic bottles in the ocean.		
CEB	Changes in environmental actions Has the campaign changed the actions that you take to be more environmentally friendly?	1. Yes 2. No	Dichotomous

5.2.1 Involvement variables

The involvement variables for model two were calculated on the basis of the attitude and behavior variables. These involvement variables were the sum of the attitude variable and behavior variable. However, the attitude-related variables were measured on a 0-10 scale, and while the behavioral variables employed several different scales. Both variables Attitude and Behavior are considered equally important and therefore both variables need to use the same scale before they can be added up together. "The easiest and most obvious method of estimation, and consequently the one that is probably most widely used, is a simple proportional transformation". This approach involves multiplying scale with a proportion MaximumNew/MaximumOld (Colman, 1997, p.336).

$$Vnew = \frac{(MaxNew - MinNew)}{(MaxOld - MinOld)} \cdot (v - MinOld) + MinNew$$

Fashion involvement

The fashion involvement variable demonstrated the level of importance that consumers assigned to fashion and the amount of money (in €) that they spent per month on fashion-related items. It was calculated as follows:

$$FI = \frac{FA + 0{,}01(FB)}{2}$$

Environmental involvement

The environmental involvement variable indicated the level of importance that consumers gave to environmental sustainability and the number of actions that they had taken to live more environmentally friendly lives. Thus, this factor was computed as below:

$$EI = \frac{EA + 2(EB)}{2}$$

Eco-fashion involvement

The eco-fashion involvement variable outlined the importance that consumers gave to sustainable production and consumption in the fashion industry. It also reflected the number of sustainable actions that consumers performed to make their fashion consumption more environmentally friendly. Thus, this factor was computed as below:

$$EFI = \frac{EFA + 0{,}3(EFA)}{2}$$

5.3 Hypothesis development

This section describes how the hypotheses tested in this research project were formulated. As mentioned in the literature review, previous studies have not clearly distinguished between environmental involvement and eco-fashion involvement. However, several studies have claimed that sustainable fashion consciousness and sustainable consciousness in other sectors are not the same (Chan & Wong, 2012). However, researchers have provided few analyses comparing environmental involvement and eco-fashion involvement (Chan&Wong, 2012). Several studies have failed to clearly distinguish between the two. Therefore, it is even highly relevant to test whether environmental attitude and eco-fashion attitude differ from each other. On that basis, the following hypothesis was developed:

> *H1: Consumers' environmental attitude is not similar to their eco-fashion involvement.*

5.3.1 Environmental, eco-fashion, and fashion involvement

Chan (1999) has stated that environmentally conscious consumers tend to be better educated and to have a higher economic status and income. However, data on consumers' education level and income were not useful in this context. Due to the wide age range, the sample included numerous university students and high-school students still supported by their parents. Therefore, the yearly income is not a true representation of the person's yearly budget. Education level is used by Chan (2012) to make a rank between consumer's social status. The high school students in the age group 16-20 years old, did not have the opportunity to educated themselves further so therefore education level is not a good indicator for this study. Thus, those two variables were excluded from the analysis.
On that basis, the following hypotheses were developed:

> *H2: Consumers who are female, younger and highly fashion and environmental are also highly eco-fashion involved.*

> *H3: Consumers who are female, younger and highly fashion involved and environmental involvement scale are also highly eco-fashion involved*

According to O'Cass and Choy (2008), highly fashion involved individuals are willing to pay a premium price for sustainable products. However, the higher price for sustainable fashion is often a problem for consumers when it comes to purchasing sustainable clothes. Nonetheless, it seems that people who are more fashion involved are willing to pay a higher price for luxury goods. Furthermore, environmentally responsible consumers are often willing to pay a premium for eco-products to protect the environment (Ferraro et al., 2005). Moreover, differences in willingness to pay also have been found to exist between the sexes. Men are willing to pay less for sustainable products than are women. On that basis, the following hypotheses were developed:

H4: Consumers who are female and score higher on fashion, environmental and eco-fashion attitude are also willing to spend more money (in €) on sustainable fashion.

Findings from multiple studies suggest that an individual's concern for the environment may influence decisions related to apparel consumption, including product purchase, product disposal, and store patronage (Lee et al., 2012). Therefore, the following hypothesis was developed:

H5: Consumers who find environmental sustainability and eco-fashion highly important perform also more environmental and eco-fashion actions.

5.3.2 Brand involvement

Brand image is an important indicator of a campaign's success, since people associate the brand's values with individual initiatives (Bao, Shao & Rivers, 2008). Actual or expected consumer experiences with a brand are also essential, since clothing has not only a functional value but also an emotional one (de Chernatony, 2009). Furthermore, Kim, Forney, and Arnold (1997) have claimed that consumers who find environmental sustainability important have a more positive attitude towards green fashion marketing campaigns. Therefore, the following hypothesis was created:

H6: Consumers who find fashion highly important have a more positive attitude towards the brand.

H7: Consumers who find environmental, eco-fashion and positive attitude towards the brand G-Star have a more positive attitude towards the campaign.

5.4 Research models

The first model (model 1) analyzed the relationship between attitude and behavior for fashion involvement, environmental involvement, eco-fashion involvement, and brand involvement. The second model (model 2) examined the relationship between fashion attitude, environmental attitude, and eco-fashion attitude. This, model also analyzed the relationship between fashion involvement, environmental involvement, and eco-fashion involvement. Furthermore, analyses this model also the relationship between fashion and brand attitude. The third model (model 3) measured the relationship between environmental attitude, eco-fashion attitude, brand attitude, and campaign attitude.

5.4.1 Model 1: Attitude and behavior

Figure 1a visualizes the implication of the literature that one's attitude influences his or her behavior on which model one is built. Figure 1b visualizes the relation between environmental, eco-fashion and fashion attitude between willingness to pay for this model

Figure 1a Attitude behavior model

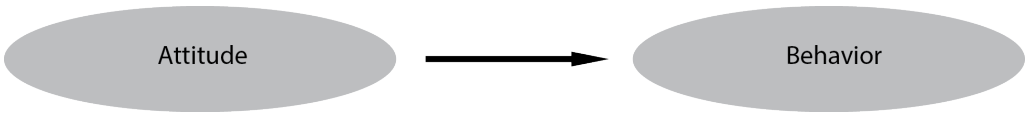

Table 5.7 shows the variables taken into account for the attitude behavior model. The correlations between fashion, environmental and eco-fashion attitude, gender and age as independents and fashion, environmental, eco-fashion behavior and DWPjeans as dependent variables were measured in several regression analyzes.

Figure 1b Willingness to pay

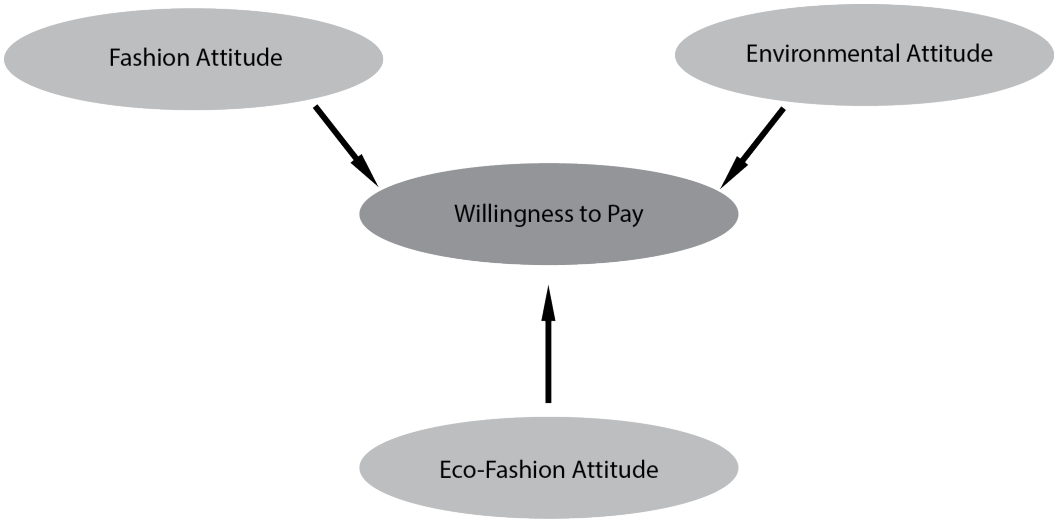

Table 5.7: *model 1 attitude and behavior*

Concept	*Operationalization*	*Coding*	*Variable type/range*
Dependent variables			
FB	Fashion behavior - money On average, how much do you spend on fashion-related items per month?	Open (amount of money spent in €)	Interval/ ratio
EB	Total number of environmental actions (EB).	Scale from 0-10 (extremely uninvolved to extremely involved behavior)	Interval/ ratio
EFB	Total number of eco-fashion actions (EB).	Scale from 0-10 (extremely uninvolved to extremely involved behavior)	Interval/ratio
DWPJEANS	Difference in willingness to pay for a sustainable compared to a non-sustainable jeans (DWPJEANS)	Open (in €)	Interval/ ratio
BB	How much did you spend on G-star purchases last year?	Open (in €)	Interval/ ratio

independent variables

FA	Fashion attitude (FA) How important is fashion to you?	Scale from 0-10 (extremely unimportant - extremely important)	Interval/ Ratio
EA	Environmental attitude (EA) How important is environmental sustainability to you?	Scale from 0-10 (extremely unimportant - extremely important)	Interval/ Ratio
EFA	Eco-fashion attitude (EFA) How important is sustainability in the fashion industry to you?	Scale from 0-10 (extremely unimportant - extremely important)	Interval/ Ratio
BA	Brand attitude How much do you like G-Star as a brand?	Scale 0-10 (extreme dislike - extreme like)	Interval/ Ratio
Gender	What is your gender?	1. Male 2. Female	Interval/ ratio
Age	What is your age?	List of possible ages from 16-40 years-old	Interval/ratio

5.4.2 Model 2: Eco-fashion attitude/ involvement and Brand attitude

The second model visualized in figure 2a measured the relation between the fashion and attitude/ involvement and the environmental attitude/ involvement as independent variables and eco-fashion attitude/ involvement. Furthermore, this model measured the relation between the fashion attitude as independent variable and the brand attitude as dependent variable, which is visualized in figure 2b. Table 5.8 shows all the variables used for this model.

Figure 2a Eco-fashion attitude and involvement model

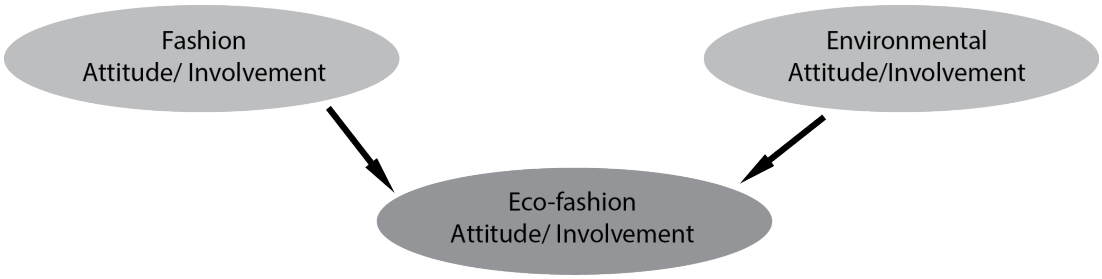

Table 5.8: model eco-fashion attitude and involvement

Concept	*Operationalization*	*Coding*	*Variable type/range*
Dependent variable			
EFA	Eco-fashion attitude (EFA) How important do you find sustainability in the fashion industry?	Scale from 0-10 (extremely unimportant - extremely important)	Interval/Ratio
BA	Brand attitude (BA)	Scale from 0-10 (extreme dislike - extreme like)	Interval/Ratio

	How much do you like G-Star as a brand?		
EFI	EFA + 3.33 (EFB)	Scale from 0-20 (extremely uninvolved - extremely involved)	Interval/Ratio
independent variables			
EA	Environmental attitude (EA) How important is environmental sustainability to you?	Scale from 0-10 (extremely uninvolved - extremely involved)	Interval/ ratio
FA	Fashion attitude (FA) How important is environmental sustainability to you?	Scale from 0-10 (extremely important - extremely unimportant)	Interval/ ratio
EI	EA + 2(EB)	Scale from 0-20 (extremely uninvolved - extremely involved)	Interval/ ratio
Gender	What is your gender?	1. Male 2. Female	Interval/ ratio
Age	What is your age?	List of possible ages from 16-40 years-old	Interval/ratio

5.4.3 Model 3: Campaign Attitude

Figure three visualizes the campaign attitude model and how all the influential factors relate to each other. Table 9 shows that the model measured the correlations among environmental attitude, eco-fashion attitude, and brand attitude (independent variables) and campaign effect (dependent variable) in regression analyses. The reason this model only consisted of the attitudinal variables was that only 16% of the respondents had purchased a G-Star item in the last year, while only 13% of the respondents familiar with the campaign had bought something from the Raw for the Ocean collection. If the behavioral variables had been included, false correlations would have emerged.

Figure 3: Model of Campaign Attitude

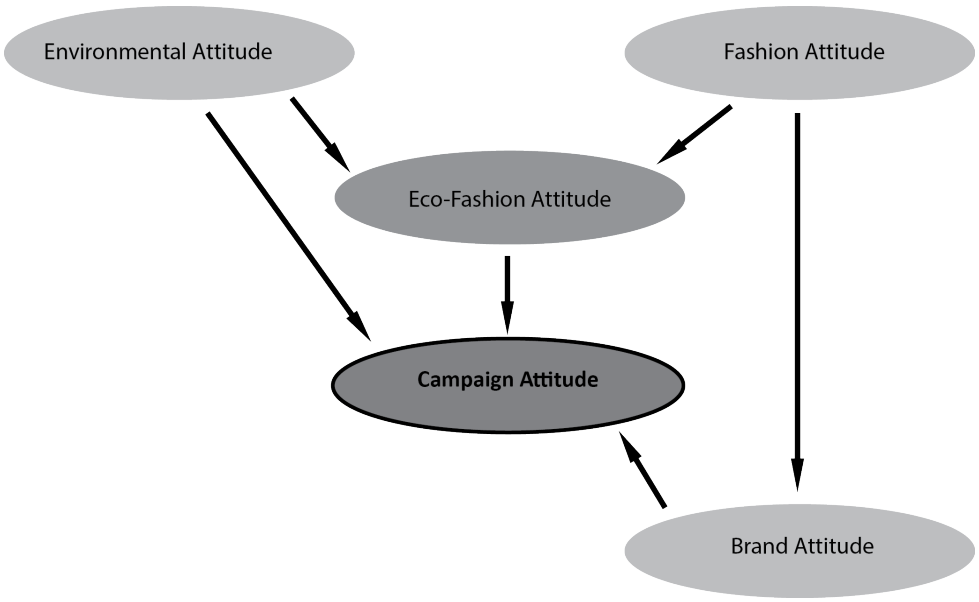

Table 5.9: variables model 3 campaign attitude

Concept	Operationalization	Coding	Variable type/range
Dependent variable			
CA	Campaign attitude How much do you like the campaign?	Scale from 0-10 (extreme dislike extreme like)	Interval/ Ratio
Independent variables			
EA	Environmental attitude How important is environmental sustainability to you?	Scale from 0-10 (extreme dislike extreme like)	Interval/ratio
EFA	Eco-fashion attitude How important is sustainability to you?	Scale from 0-10 (extremely uninvolved - extremely involved)	Interval/ratio
BA	Brand attitude How much do you like G-Star as a brand?	Scale from 0-10 (extreme dislike extreme like)	Interval/ratio

5.5 Validity and Reliability

A very small sample entails the risk of overfitting the model. The rule for logistic regressions is to use 10 cases for each variable. For this study's sample (N=167), the maximum suggested number of variables thus was 16. In the final models 30 variables were used. This figure exceeded the advised maximum and therefore might have resulted in the overfitting of the model. However, it would not be possible to carry out this study using fewer variables. Furthermore, indexing also multicollinearity problem, which is not a concern, since there were no significant correlations (>0.9) detected for the variables (Field, 2013).

Due to the small sample size, outliers posed a risk when performing the regression analyses. Therefore, the variables' z-values were calculated. Following the z-scores should not exceed 3.29. However, on occasions when this was the case, the score was replaced by the sum of the sample mean and three times the standard deviation (Field, 2013).

Table 5.10: Correlation Coefficients of the Regression Model Variables

	Age	*Gender*	*Wpay Jeans*	*FA*	*EA*	*EFA*	*FI*	*EI*	*EFI*	*BA*	*CA*
Age	1.00										
Gender	0.20	1.00									
DWP Jeans	0.41	-0.21	1.00								
FA	-0.01	-0.14	0.13	1.00							
EA	-0.08	-0.11	0.29	-0.01	1.00						
EFA	0.17	-0.09	0.49	-0.02	0.76	1.00					
FI	0.20	-0.13	0.29	0.77	.044	.06	1				
EI	-0.01	-0.08	0.29	-0.07	0.70	0.56	0.04	1.00			
EFI	0.14	0.08	0.07	0.08	-0.26	0.56	0.56	0.74	1.00		
BA	-0.02	0.04	0.01	0.46	0.17	0.16	0.32	0.05	-0.12	1.00	
CA	-0.22	0.18	0.03	0.17	0.27	0.10	0.06	0.36	0.18	0.18	1.00

VI. Results

This chapter provides an overview of the statistical findings. Data was collected and coded in accordance with the manual explained in the previous chapter. The structure of the chapter is as follows. First, descriptive statistics were analyzed. Second part includes the results of the regression analyses of the attitude and behavior model. The third part elaborates on the differences between environmental involvement and eco-fashion involvement. The fourth section discusses the regression analyses of the eco-fashion involvement model. The fifth part provides insight in model campaign involvement model and the campaign effects on consumers.

6.1 Descriptive statistics

The following section describes the main point regarding the descriptive statistics for the groups: demographics, fashion involvement, environmental involvement, eco-fashion involvement, brand involvement, and campaign involvement and effect.

Table 6.1 Descriptive statistics

	N	Minimum	Maximum	Mean	Median	Mode	Std. Dev.
Age	167	16.00	40.00	25.60	27.00	27.00	6.29
FA	167	2.00	10.00	6.87	7.00	7.00	1.61
FB (€)	166	0.00	800.00	120.72	100.00	100.00	110.56
EA	167	1.00	8.00	7.58	8.00	8.00	1.55
EB	167	0.00	5.00	2.50	3.00	3.00	1.20
EFA	167	0.00	10.00	6.98	7.00	7.00	1.98
FB	167	0.00	3.00	1.57	2.00	1.00	0.93
WPNJeans (€)	167	0.00	250.00	66.00	60.00	50.00	40.94
WPSJeans (€)	167	10.00	350.00	89.88	80.00	100.00	48.80
DWPJeans (€)	167	0.00	160.00	25.40	20.00	0.00	30.11
BA	163	1.00	10.00	6.41	7.00	7.00	1.51
BB	26	0.00	450.00	25.78	0.00	0.00	77.97
CA	48	5.00	10.00	8.17	8.00	8.00	1.40
CB (€)	48	0.00	159.00	100.00	100.00	0.00	
FI (0-10)	166	3.00	17.00	8.86	9.00	9.00	2.42
EI (0-10)	167	3.00	20.00	12.59	13.00	14.00	3.23
EFI (0-10)	167	0.00	20.00	12.23	12.66	13.67	4.16

6.1.1 Demographics

The sample consists of 167 respondents aged 16 to 40 years-old, who lived in The Netherlands while the campaign Raw for the Ocean Campaign from G-Star was running, which was between August 2014 and August 2016. The respondents' gender is 67.70% female and 32.20% male. This uneven distribution can influence the average score of the groups environmental involvement and eco-fashion involvement, since several authors argue that women are more environmental sustainable involved compared to men. Furthermore, they seem to be willing to pay more for sustainable fashion than men.

Table 6.2 Frequency of Age Groups

Age Groups	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
16-20	43	25.70	25.70	25.70
21-25	32	19.20	19.20	80.20
26-30	59	35.30	35.30	93.41
31-35	22	13.20	13.20	100.00
36-40	11	6.60	6.60	
Total	164	100.00	100.00	

In table 6.2 the result of the frequency analysis of the participants' age shows that the majority of the participants are between 26 and 30 years old (59, 35.30%) and quite equal distributed over the age groups. Except form the oldest age group, which only consists of a small part of the participants (11,6.60%). The result in table 6.1 shows that the average age of the participants is 26 years old, with a standard deviation of 6 years.
The employment status consists of 56.90% employed respondents, 38.30% are students and 4.80% unemployed respondents.

Table 6.3 Education Level

Age Groups	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Middle School	1	0.60	0.60	0.60
High School	45	26.90	26.90	27.50
MBO/ Community College	11	36.60	36.60	34.10
Applied Sience	38	22.80	22.80	56.90
University	72	43.10	43.10	100.00
Total	167	100.00	100.00	

In table 6.3 the result of the frequency analysis of the participant's education level shows that the majority of the participants possess a university degree (72, 41.10%). Another large amount of respondents are high school students (27.50%). This is due to the fact that the age group between 16 and 20 years old is rather large (43, 25.70%).

6.1.2 Fashion involvement

The fashion involvement consists of the fashion attitude and fashion behavior variables. The variable fashion attitude measures how important consumers find fashion on a scale from 0-10. The variables fashion behavior is measured by the variable shopping frequency, which measures how often respondents go shopping for fashion-related items, and monthly shopping expenses, which measures how much respondents spend per month on fashion-related items.

Table 6.4 Fashion Attitude

Fashion Importance	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	0	0.00	0.00	0.00
1	0	0.00	0.00	0.00
2	2	1.20	1.20	1.20
3	8	4.80	4.80	6.00
4	8	4.80	4.80	10.80
5	9	5.40	5.40	16.20
6	21	12.60	12.60	28.70
7	54	32.30	32.30	61.10
8	50	29.90	29.90	91.00
9	12	7.20	7.20	98.20
10	3	1.80	1.80	100.00
Total	167	100.00	100.00	

Table 6.4 displays the result of the frequency analysis of fashion attitude, which includes the importance of fashion. It shows that the two largest groups are respondents who scored a 7 (54, 32.30%) and an 8 (50, 29.90%) on a scale from 0-10. 16.20% of all respondents have a more negative attitude and grade the importance of fashion below a 6.

The results in table 6.1 show that consumers score a 6.87 on average on how important fashion is to them. In conclusion, it can be said that the respondents in this sample find fashion important.

Table 6.5 Monthly expenses

Fashion Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0-100	114	68,30	68.70	68.70
100-200	28	16.80	16.90	85.50
200-300	18	10.80	10.80	96.40
300-400	3	1.80	2.40	98.20
400-500	1	0.60	0.60	98.80
500-600	1	0.60	0.60	97.40
600-700	0	0.00	0.00	97.40
700-800	1	0.60	0.60	100.00
Total	166	99,40	100,0	

Table 6.5, which displays the result of the frequency analysis of the monthly shopping expenses, shows that the majority spends between €0.00 - € 100.00 per month. Almost all of the respondents (96.40%) spend less than €300.00 per month. Only 4.60% of the respondents spends between the €300.00-€800.00 on fashion-related items per month, with a maximum of €800.00 per month (1, 0.60%) spend on fashion related items per month. The results in table 6.1 show that the respondents spend €120.00 per month on average, with standard deviation of €110.56. The shopping frequency of most respondents is once every month (74, 44.30%) and once every three months (31.70%), 14.40% shop twice a year or less and 9.60% shop once a week or more.

6.1.3 Environmental involvement

The environmental involvement consists of the environmental attitude and environmental behavior variables. The variable environmental attitude measures how important consumers find environment sustainability on a scale from 0-10. The variables environmentalbehavior by the total number of sustainable actions a person takes and the what kind of actions a person takes.

Table 6.6 Environmental Attitude

Environmental Importance	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	0	0.00	0.00	0.00
1	1	0.60	0.60	1.20
2	0	0.00	0.00	1.20
3	2	1.20	1.20	1.80
4	2	1.20	1.20	3.00
5	13	7.80	7.80	10.80
6	15	9.00	9.00	19.80
7	34	20.40	20.40	40.10
8	55	32.90	32.90	73.10
9	32	19.20	19.20	92.20
10	13	7.80	7.80	100.00
Total	167	100,00	100.00	

Table 6.6 shows the result of the frequency analysis of respondents' environmental attitude, which measures how important environmental sustainability is considered by the respondents on a scale from 0-10. The mode is an 8 (55, 32.90%), followed by a score of 7 (34, 20.40%) and a score of 9 (32, 19.20%) as the second and third largest group. Including the score of 10 it means that 80.30% of the respondents scored 7 or higher. Therefore, it can be said that millennials are strongly environmental involved, which confirms the statements of Smith (2010) regarding millennials' attitude towards environmental sustainability. Table 6.1 shows that the mean is 7.58, with a standard deviation of 1.55.

Table 6.7 Total number of Environmental Behavior

Number of Actions	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	8	4.8	4.8	4.8
1	27	16.2	16.2	21.0
2	46	27.5	27.5	48.5
3	51	30.5	30.5	79.0
4	29	17.4	17.4	96.4
5	6	3.6	3.6	100.0
Total	167	100.0	100.0	

Table 17 points out the result of the frequency analysis of the total numbers of respondents' environmental sustainable actions in terms of environmental sustainable actions they take. Most respondents performed two (27.50%) or three (30.50%) of the five sustainable actions. The score of the lowest number of actions 'zero' (8,4.80%) and the highest number of actions 'five' (6,3.60%) score quite similar.

Table 18 frequency actions taken

Actions	Frequency	Percent
Valid		
None	2	1.2
Waste separation	113	68.1
Consumer organic food	41	24.6
Limit overall consumption	78	46.70
Limit use water/gas/ electricity	29	47.90
Transportation	109	65.30

Table 6.8 displays the results of distribution of the number of actions divided over the several categories. The mostly engaged sustainable action is 'waste separation' (112,68.10%) and transportation choice (109, 65.30%). However, one must note that the

high score of the action “transportation” is probably due to the large number of students, who are not allowed to drive or cannot afford other transportation besides cycling or public transportation on a regular basis. In an urban area like Amsterdam, which is where 80.00% of the respondents live, cycling or public transportation is the fastest, easiest and cheapest way to get around. Therefore, the respondents use a bike out of practical reasons instead of environmental concerns. The action, which scored the lowest (24,60%) is the consumption of organic food. The reason for this low score might possibly be that people do not want to sacrifice personal needs as mentioned in chapter 2 in order to be more sustainable, especially students who are living on a budget anyway.

6.1.4 Eco-fashion involvement

The eco-fashion involvement consists of the eco-fashion attitude and environmental behavior variables. The variable environmental attitude measures how important consumers find sustainable produced fashion on a scale from 0-10. The variables eco-fashion behavior by the total number of sustainable actions a person takes and the what kind of actions a person takes.

Table 6.9 Eco-Fashion Attitude

Eco-Fashion Importance	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	3	1.80	1.80	1.80
1	0	0.00	0.00	1.20
2	4	2.40	2.40	4.20
3	1	0.60	0.60	4.80
4	5	3.00	3.00	7.80
5	14	8.40	8.40	16.20
6	32	19.20	19.20	35.30
7	44	26.30	26.30	61.70
8	29	17.40	17.40	79.00
9	18	10.80	10.80	89.80
10	17	10.20	10.20	100.00
Total	167	100.00	100.0	

The result of the fashion involvement in table 6.9 shows that most respondents score a 5 (58,34.90), followed by a 4 (43, 25.90) and 6 (29, 17.50%). The results of table 6.9 show that the largest group of respondents grade the importance of sustainability in the fashion industry with a 7 (44, 26.30%) on a scale from 0-10, followed by a 6 (32, 19.20%) and an 8 (29, 17.40%), as the second and third largest group. Table 6.1 shows that the mean is 6,98, which is lower than the grade the respondents give the importance of environmental sustainability. In order to test whether this difference is significant an independent sample t-test is performed in the next chapter.

Table 6.10 Total number of eco-fashion actions

Number of Actions	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	20	12.00	12.00	12.00
1	62	37.10	37.10	49.10
2	54	32.30	32.30	81.40
3	31	18.60	18.60	100.00
Total	167	100.00	100.00	

The results of table 6.10 show that the largest group of respondents perform 1 eco-fashion action. Out of 4 sustainable acts that were given in the survey, 12.00% did not perform any actions, 37.30% performed 2 sustainable acts and 18.60% performed 3 acts.

Table 6.11 frequency of eco-fashion actions

Number of Actions	Frequency	Percent
Valid		
None	19	1.2
Recycle	124	74.70
Purchase environmental friendly	66	39.50
Expand the time to wear clothes	74	44.30

The results in table 6.11 shows that most respondents (124, 74.70%) make sure, that the clothes they do not wear anymore and want to throw out, end up in recycling, by bringing them to special containers, giving them away or selling them on the 2nd hand market. This result is followed by respondents (74, 44.30%), who expand the time they can use their clothes, by repairing, changing or dying them. The respondents, who purchase environmental friendly clothes by choosing for sustainable brand or buying second hand, consists of 39,50% of the respondents. The respondents who perform no eco-fashion actions are the smallest group and and consist of 19.00%.

Another way to measure eco-fashion attitude and behavior at the same time is the willingness to pay for sustainable clothes. In order to measure the willingness to pay the respondents were asked what they are willing to pay for a non-sustainable jeans and sustainable jeans. Table 6.1 shows that average willingness to pay is €66.17 for a non sustainable jeans and €89.88 for a sustainable jeans.

6.1.5 Brand involvement

The brand involvement consists of the fashion brand and fashion behavior variable. The variable brand attitude measures how much the consumers like the brand G-Star on a scale from 0-10. The variables brand behavior is measured by the amount of money the consumers spend on G-Star products the last year.

Table 6.12 Brand Attitude

Brand Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	0	0.00	0.00	0.00
1	1	0.60	0.60	0.60
2	3	1.80	1.80	2.50
3	3	1.80	1.80	4.30
4	8	4.80	4.90	9.20
5	22	13.20	13.50	22.70
6	42	25.10	25.80	48.50
7	45	26.90	27.60	76.10
8	32	19.20	19.60	95.70
9	6	3.60	3.70	99.40
10	1	0.60	0.60	100.00
Total	163	97.60	100.0	

From the all the respondents in the sample was 97,60% of the respondents were familiar with the brand G-Star, therefore it can be said that G-Star is a very well known brand. Table 12 show that most respondents score a 7 (45, 27.60%) or a 6 (42, 25.80%) for brand attitude. Table 6.1 shows that the average brand attitude is 6,41. Therefore, it can be said that G-Star is not very popular, but also not very unpopular for the people in this sample.

The brand behavior in this sample is very low, since only 11.98% has bought G-Star items over the last year. Those respondents who purchased G-Star items spent €200.00 on average on G-these items, with a standard deviation of 108.97. The lowest amount of money spent is €50.00 and the highest amount of money spent is €450.00.

6.1.6 Campaign involvement

The campaign involvement is measured by campaign attitude and behavior. The variable campaign attitude measures how much the consumers like the Raw for the Ocean campaign. The variable campaign behavior is measured by the amount of money the consumers spend on products from the Raw for the Ocean campaign.

Table 6.13 Campaign Attitude

Campaign Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	0	0.00	0.00	0.00
1	0	0.00	0.00	0.00
2	0	0.00	0.00	0.00
3	0	0.00	0.00	0.00
4	0	0.00	0.00	0.00
5	2	4.20	4.20	4.20
6	6	12.50	12.50	16.70
7	0	0.00	0.00	16.70
8	27	56.30	56.30	72.90
9	0	0.00	0.00	0.00
10	13	27.10	27.10	100.00
Total	48	100,00	100.00	

Table 6.13 show that the campaign awareness was measured, only 28.70% of the respondents was familiar with the campaign. However, this group liked the campaign a lot, since the results in table show that most people grade the campaign attitude an 8 (56.30, 32.90%), followed by a 10 (13, 27.10%). Table 6.1 shows that the average campaign attitude is 8.17 .

The campaign behavior of the campaign is low, since only 16.70% of the respondents bought an item from the campaign, with an average expenditure of €104.14, with a standard deviation of €35.36 . The lowest amount of money spent is €60.00 and the highest amount of money spent is €159.00.

6.1.7 Campaign effect

The campaign effect on consumers was measured by the change in brand attitude, change in environmental attitude and change in eco-fashion attitude.

Table 6.14 "Due to the campaign I like G-Star more as a brand."

Brand Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly disagree	1	0,60	2,10	2,10
Disagree	6	3,60	12,50	14,60
Neither agree nor disagree	15	9,00	31,30	45,80
Agree	18	10,80	37,50	83,30
Strongly Agree	8	4,80	16,70	100,00
Total	48	28,70	100,00	

The results in table 6.14 show that 54.20% of the respondents had experienced a positive increase of their brand attitude due to the campaign, 37.50% agreed with the posed statement and 16.70% strongly agreed. Therefore, it can be said that the Raw for the Ocean campaign has a positive effect on the brand image.

Table 6.15 "Due to the campaign I find sustainability more important."

Brand Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly disagree	1	0,60	2,10	2,10
Disagree	11	6,60	22,90	25,00
Neither agree nor disagree	24	14,40	50,00	75,00
Agree	11	6,60	22,90	97,90
Strongly Agree	1	0,60	2,10	100,00
Total	48	28,70	100,00	

The results in table 6.15 show that a quarter (12, 25.00%) of the respondents had experienced a positive increase of their environmental attitude due to the campaign. Most respondents neither agree nor disagree 50.00%. The environmental behavior has for none of the respondents been affected by the campaign.

Table 6.16 Campaign Due to the campaign I find sustainable fashion more important

Brand Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly disagree	2	1,20	4,30	4,30
Disagree	8	4,80	17,40	21,70
Neither agree nor disagree	17	10,20	37,00	58,70
Agree	16	9,60	34,80	93,50
Strongly Agree	3	1,80	6,50	100,00
Total	46	27,50	100,00	

The results in table 6.16 show that 40.30% of the respondents had experienced a positive increase of their eco-fashion attitude due to the campaign. An almost equal number of respondents neither agrees nor disagrees with the statement and the eco-fashion behavior has for none of the respondents been affected by the campaign.

6.2 Model 1: Attitude and Behavior

First, the attitude and behavior model utilized a regression analysis to assess how the respondents' attitudes influenced their behavior. The first part involved the variables fashion attitude and behavior, while the second part measured respondents' environmental attitudes and behavior, the third part eco-fashion attitude and behavior, and the fourth part brand attitude and behavior.

6.2.1 Fashion attitude and fashion behavior

The regression model in table 6.17 using the amount of money (in €) spent per month on fashion-related items as the dependent variable and fashion attitude as the independent variable was significant, F (1, 164) = 18,39, p< 0.05. This model was thus useful for predicting the amount of money (in €) spent each month on fashion-related items, but its predictive power was weak: Only 10.10% of the variance in monthly expenditures could be predicted based on fashion attitude (R2 = 0.10). Fashion Attitude, b^* = 0.32, t = 4.29, p <0.05, 95% *CI* [11.75, 31.79]. For each grade the fashion attitude increases, the estimated monetary expenditure on fashion-related items increased by €0.03.

Table 6.17 Regression model predicting fashion behavior (N=166).

	Fashion behavior
	Model b*
CONSTANT	-28.78
FA	0.32
R2	0.10
F	18.39

Notes: Reported effects are standardized (Beta) coefficients. Levels ~ p< .05

6.2.2 environmental attitude and environmental behavior

The regression model in table 6.18 employing the number of environmentally oriented actions as the dependent variable and environmental attitude as the independent variable was significant, F (1, 165) = 18.80, p< 0.05. This regression model thus helped to predict the total number environmental actions undertaken, but its predictive power was weak: 10.20% of the variance in total number environmental actions undertaken can be predicted based on the environmental attitude (R2 = 0.10). Environmental attitude, b^* = 0.32, t = 4.34, p <0.05, 95% *CI* [0.23, 0.60]. For each grade the environmental attitude increases, the estimated number of environmental friendly actions increased by 0.15.

Table 6.18 Regression model predicting environmental actions (N=166).

	Environmental behavior
	*Model b**
Constant	6.55
EA	0.32
R2	0.10
F	18.80

Notes: Reported effects are standardized (Beta) coefficients. Levels ~ p< .05

6.2.3 Eco-fashion attitude and eco-fashion behavior

The regression model in table 6.19 treating the number of environmentally oriented actions as the dependent variable and environmental attitude as the independent variable was significant, F (1, 165) = 18.80, p< 0.05. The regression model was thus useful for predicting the number environmental actions, but the predictive power was weak: 10.20% of the differences in amount of money spend can be predicted based on the fashion attitude (R2 = 0.10). Eco-fashion attitude, b^* = 0.32, t = 4.34, p <0.05, 95% *CI* [0.08, 0.22]. For each grade the eco-fashion attitude increases, the estimated number of environmental friendly actions increased by 0.66. Concluding it can be said that the environmental attitude and behavior relate similar to each other as the Environmental Attitude.

Table 6.19 Regression model predicting the number of eco-fashion actions (N=167).

	Eco-fashion behavior
	Model b*
Constant	0,50
EFA	0.32
R2	0.10
F	18.40

Notes: Reported effects are standardized (Beta) coefficients. Levels ~ p< .05

6.2.4 Willingness to pay for sustainable jeans.

The regression model in table 6.20 using the difference (in €) between respondents' willingness to pay for sustainable versus non-sustainable jeans (DWPjeans) as the dependent variable and gender, age, fashion attitude, environmental attitude, and eco-fashion attitude, eco- as independent variables was significant, F (1, 158) = 4,26, p< 0.05. Thus, this model was partially able to predict the difference between consumers' willingness to pay (in €) for sustainable jeans versus non-sustainable jeans. However, its predictive power was weak: Only 11.90% of this monetary difference could be predicted based on fashion attitude (R2 = 0.11). Gender, b^* = -0.03, t = -0.43, p >0.05, 95%.

Fashion attitude, *b** = 0.06, *t* = 0.74, *p* >0.05, 95% *CI* [-0.70, 3.74]. Environmental Attitude, *b** = 0,08, *t* = 0.90, *p*>0.05, 95% *CI* [-1.75, 4.68] had no significant correlation. Eco-fashion attitude, *b** = 0,22, *t* = 2.45, *p*<0.05, 95% *CI* [0.65, 6.00] had a moderate correlation, while age demonstrated a weak association, *b** = 0,19, *t* = 2.40, *p*<0.05, 95% *CI* [0.15, 1.58]. For every grade the eco-fashion attitude increased, the anticipated amount that people would be willing to pay more for sustainable jeans versus non-sustainable jeans grew by €3.32. For each year of age, the amount that the respondents were expected to be willing to spend for sustainable jeans versus non-sustainable jeans increased by €0.86.

Table 6.20 Regression model predicting difference in willingness to pay for jeans (N=166).

	Difference in willingness to pay for jeans
	Model b*
Constant	-35.21
Gender	-0.03
Age	0.19
FA	0.06
EA	0.08
EFA	0.22
R2	0.078
F	14.06

Notes: Reported effects are standardized (Beta) coefficients. Levels ~ p< .05

6.2.5 Brand attitude and brand behavior

The regression model in table 6.21 used the amount of money spent in the past year on G-Star items (MF-Brand) as the dependent variable and brand attitude as the independent variable was significant, F (1, 161) = 7.23, p< 0.05. This regression model was thus useful for predicting the number environmental actions, although its explanatory power was weak: Only 4.30% of the variance in money spent on G-Star products could be predicted on the basis of brand attitude (R2 = 0.04). Brand behavior, b^* = 0.21, t = 2.08, p <0.05, 95%, *CI* [2.91, 19.02]. For each grade the brand attitude increases, the estimated expenditure on G-Star products increased by €10.96.

Table 6.21 Regression model predicting brand behavior(N=166).

	Brand behavior
	Model b*
Constant	-43.97
BA	10.97
R2	0.04
F	7.23

Notes: Reported effects are standardized (Beta) coefficients. Levels ~ p< .05

6.3 Environmental attitude vs eco-fashion attitude

This section provides an insight in the first research question that asks whether the factor environmental attitude and eco-fashion attitude are similar and therefore can be one variable instead of two, since not many studies make a clear difference between the two although they state that those factors are different from each other. The one-sample t-test is performed to compare if the sample means of environmental attitude and eco-fashion attitude differ from each other. The environmental attitude scored different in tests (M=7.58 SD=1.55) compared to what is considered in general, t(166)= 5.02, p=0.00. The environmental attitude scored different in tests (M=6.99 SD=1.92) compared to what is considered in general, t(166)=-3.95, p=0.00. It can be concluded that the sample means of

environmental attitude and eco-fashion attitude differ significantly. Therefore, is it not possible to combine environmental attitude and eco-fashion attitude.

6.4 Model 2 Eco-fashion attitude and involvement

This part analyses to answer the second research question, which asks to what extend the consumers' gender, age, fashion attitude and environmental attitude/ involvement affect eco-fashion attitude and involvement.

6.4.1: Eco-fashion attitude

The regression model in table 6.22 using the eco-fashion attitude score as the dependent variable and fashion attitude, environmental attitude, age, gender, education level, and income as the independent variables was significant, F (4,159) = 19.41, p< 0.05. The regression model was thus useful for predicting eco-fashion attitude but its predictive power was mediocre: 32.10% of the variance could be predicted based on fashion attitude, environmental attitude, age, gender (R2 = 0.32). Fashion involvement, b^* = 0.19, t = 2.91, p <0.05, 95% *CI* [0.079, 0.41] had a significant correlation with eco-fashion involvement. In addition, both gender, b^* = 0.19, t = 2.81, p < 0.05, 95% *CI* [-0.44, -0.79] and age, b^* = 0.25, t = 2.51, p < 0.05, 95% *CI* [0.02, 0.15] had a significant but weak correlation with eco-fashion involvement. However, environmental involvement had a significant and strong correlation with eco-fashion involvement. Environmental involvement, b^* = 0.50, t = 7.10, p < 0.05, 95% *CI* [0.44, 0.79]. For each grade the environmental attitude, fashion attitude and age increased, the eco-fashion attitude increased by 0.62, 0.24, 0.08, and 0.81, respectively. For the factor gender can be said that the eco-fashion attitude is 0.77 higher than for men. In conclusion, highly eco-fashion involved individuals tended to be female, older, and more interested in environmental sustainability. In conclusion, females tended to assign more importance to sustainable fashion than did males, as did consumers who were older and who found fashion and environmental sustainability to be particularly significant.

Table 6.22 Regression predicting eco-fashion attitude (N=163).

	Eco-fashion attitude (efa)
	Model 1 b*
Constant	-0.78
FA	0.20
EA	0.48
Age	0.20
Gender	0.19
R2	0.29
F	22.69

Notes: Reported effects are standardized (Beta) coefficients. Levels: ~ p< .05 *

6.3.2 Eco-fashion involvement

The regression model in table 6.23 using the eco-fashion involvement as the dependent variable and fashion involvement, environmental involvement, age, and gender as the independent variables was significant, F (4,158) = 23.09, p< 0.05. This regression model thus could partially predict the eco-fashion attitude. That said, its predictive power was only mediocre: 37.80% could be predicted based on fashion attitude, environmental involvement, age, and gender (R2 = 0.37). Gender, b^* = 0.25, t = 3.98, p < 0.05, 95% *CI* [1.13, 3.35] and age, b^* = 0.16, t = 2.51, p < 0.05, 95% *CI* [0.02, 0.19] had a significant weak correlation with eco-fashion involvement. While environmental involvement had a significant and strong correlation EI, b^* = 0.52, t = 8.24, p < 0.05, 95% *CI* [0.51, 0.83]. Fashion involvement, on the other hand, did not have a significant correlation with eco-fashion involvement, b^* = 0.09, t = 1.44, p > 0.05, 95% *CI* [-0.06, 0.38]. For each grade the environmental involvement, age, eco-fashion involvement grew by 0.67, 0.12. For the factor gender can be said that the eco-fashion involvement is 2.28 higher than for men. In conclusion, highly eco-fashion involved individuals tended to be female, older, and more interested in environmental sustainability.

Table 6.23 Regression model predicting eco-fashion involvement (N=163).

	Eco-fashion involvement (efi)
	Model 1 b*
Constant	-4.12*
FI	0.09
EI	0.05
Age	0.16
Gender	0.25
R2	0.38
F	23.97

Notes: Reported effects are standardized (Beta) coefficients. Levels: ~ p< .05 *

6.4.3 Brand attitude

The regression model in table 6.24 using the brand attitude score as the dependent variable and fashion attitude independent variable was significant, F (1,161) = 10.27, p< 0.05. The regression model was thus useful for predicting consumers' brand attitude, but its predictive power was limited: 16.50% could be predicted based on fashion attitude, (R2 = 0.16). , b^* = 0.40, t = 5.56, p <0.05, 95% *CI* [0.45, 0.51] had a significant correlation with the fashion involvement. For each grade the fashion involvement increased, the brand attitude score increased by 0.38 points. In conclusion, those consumers who are more involved in the word of fashion are also involved with the brand G-Star. Therefore, the hypotheses … were confirmed.

Table 6.24 Regression model 2 predicting brand attitude

	Brand attitude (BA)
	Model 1 b*
Constant	3,79
FA	0.40
R2	0.16
F	30.97

Notes: Reported effects are standardized (Beta) coefficients. Levels: ~ p< .05 *

6.5 Model 3: Campaign involvement

The regression model using the campaign attitude score was the dependent variable and fashion attitude, environmental attitude, eco-fashion attitude, and brand attitude were the independent variables, was not significant, F (4,43) = 1.63, p > 0.05. Thus the regression model was not helpful in predicting consumers' campaign attitudes.

VII Discussion & Conclusion

The last chapter of this research paper involves the discussion, conclusions, limitations and implications for theory and practice. The first part provides a short summary of the aim and main question of this research, the most important theories and concepts. The second part discusses the findings in relation to each of the sub questions and provides proof whether the hypotheses were confirmed or not. The third part reflects on the most important conclusions regarding this research. The fourth part provides insight into the limitations of the research paper. The fifth section provides recommendations for future research and practice.

7.1 Summary

The past few years have seen an increase in sustainability awareness in the fashion industry, as evidenced by the emergence of sustainable initiatives and commercial companies promoting their sustainability practices. Therefore, brands have adopted the role of gatekeeper and can influence consumers' choices regarding eco-fashion (Lee et al., 2012). The factors that can influence consumers' choices regarding eco-fashion are fashion involvement, environmental involvement, eco-fashion involvement, brand involvement and campaign involvement. Involvement is comprised of two factors, which are the consumers' attitude and behavior. Therefore, this study's primary research question is:

What are the factors that affect consumers' choices regarding eco-fashion?

To answer this research question, this study used G-Star's Raw for the Ocean campaign as a case study. This quantitative research took the form of a survey executed among millennials living in the Netherlands from August 2014 until August 2016. This timeframe reflects the period that the campaign was running. The sample was collected by snowball sampling in online spaces and random selection in shopping areas of Amsterdam.

Three models were used to answer the research question. The first model measured to what extent consumers' behavior is affected by their attitude. The second model analyzed how fashion attitude/involvement, environmental attitude/involvement and demographics

affect the eco-fashion attitude/involvement. The third model measured to what extent the environmental attitude, eco-fashion and brand attitude influenced the campaign attitude. Furthermore, was researched if the consumers' brand attitude, environmental and eco-fashion involvement had changed due to the campaign.

7.2 Research questions

In order to answer the main research question, six sub-questions were formulated based on the factors, which affect the consumers' choices regarding sustainable fashion. Important for interpretation is that the results in section 6.2 shows that the predictive power of the attitude behavior model was weak and the results in section 6.4.1 and 6.4.1 show that the predictive power of the eco-fashion attitude/ involvement model was mediocre. Furthermore, shows section 6.4.3 that the model for predicting the brand attitude was weak.

1. *To what extend differ consumer's environmental attitude and eco-fashion attitude from each other?*

The results in section 6.3 of the two one-sample t-tests show that the sample means of environmental attitude and eco-fashion attitude variables significantly differed from each other.

> *H1: Consumers' environmental attitude is not similar to their eco-fashion involvement and therefore the correlations with other variables are not the same.*

The results in section 6.3 of the two one-sample t-tests show that hypothesis one was confirmed. Concluded was that the theory regarding the differences between environmental and eco- fashion consciousness from Chan and Wong (2012) was correct and therefore the variables have to be used separately.

2. *To what extent do consumers' demographics, fashion attitude and environmental attitude affect their eco-fashion attitude?*

The results in section 6.4.1 show in a regression analysis that environmental attitude, fashion attitude, age and gender affected the eco-fashion attitude positively.

H2: Consumers who are female, younger and highly fashion and environmental are also highly eco-fashion involved.

The results in section 6.4.1 show that the hypothesis was partly accepted. Consumers who were female and found fashion and environmental sustainability highly important found eco-fashion also highly important. The age affected the eco-fashion attitude significantly, but in the opposite direction. The results show that the older the consumers in the sample were the more important they found eco-fashion.

3. *To what extent do consumers' demographics, fashion involvement and environmental involvement affect their eco-fashion involvement?*

The results in section 6.4.2 show in a regression analysis that environmental involvement, fashion involvement, age and gender affected the eco-fashion involvement positively.

H3: Consumers who were female, younger and highly fashion involved and environmental involvement were also highly eco-fashion involved

The results in section 6.4.2 show that the hypothesis was partly accepted. Consumers who were female and were highly fashion and environmental involved were also highly eco-fashion involved. The age affected the eco-fashion involvement significantly, but in the opposite direction. The results show that the older the consumers in the sample were the more important they found eco-fashion.

4. *To what extent does a consumers' attitude affect their behavior?*

Section 6.2 show in the results of the regression analyses that consumers who score higher on fashion, environmental, eco-fashion attitude, score also higher on the related behavior

variable. However, the strength of the correlation differs per group. The fashion, environmental and eco-fashion attitude also have a positive influence on the willingness to pay. Furthermore, show the results in section 6.3 that the fashion attitude affected the brand attitude towards G-star positively.

H4: Consumers who are female and score higher on fashion, environmental and eco-fashion attitude are also willing to spend more money (in €) on sustainable fashion.

The results in section 6.2.4 show that hypothesis four was partly accepted. Consumer's gender and eco-fashion involvement were the only factors that affect the willingness to pay more for sustainable fashion.

H5: Consumers who find environmental sustainability and eco-fashion highly important perform also more environmental and eco-fashion actions.

The results in section 6.2.2 and 6.2.3 show that the hypothesis was accepted. In conclusion, consumers' environmental and eco-fashion attitude indeed affected consumers' environmental and eco-fashion behavior.

5. *To what extent does consumers' fashion attitude affect their brand attitude towards G-Star?*

The results of the regression analysis in section 6.4.3 show that consumers fashion attitude affects consumer' attitude towards the brand G-Star.

H6: Consumers who find fashion highly important have a more positive attitude towards the brand.

The results in section 6.4.3 that hypothesis 6 was accepted. In conclusion, consumers who have a more positive attitude towards fashion also have a more positive attitude towards the brand G-Star.

6. *To what extent does consumers' environmental attitude, eco-fashion attitude, and brand attitude affect their campaign attitude?*

The results in section 6.5 show that model 3 has no predictive power over the campaign attitude. The factors environmental, eco-fashion and brand attitude have no predictive power over the campaign attitude.

H7: Consumers who have a more positive attitude towards environmental, eco-fashion and the brand G-Star have a more positive attitude towards the campaign.

The results of section 6.5 show that hypothesis 7 was rejected. Therefore, it was concluded that environmental, eco-fashion and brand attitude has not affected by the campaign attitude.

7. *To what extent changed the campaign consumers' brand attitude, environmental and eco-fashion attitude and behavior?*

The results in section 6.1.6 shows that 54.20% of the consumers confirm that their attitude towards the brand G-Star has increased due to the campaign. The environmental attitude has increased for 25.00% of the respondents and the eco-fashion attitude has increased for 40.30% of the respondents. The environmental attitude and behavior were not affected by the campaign. Therefore, was concluded that the brand attitude benefits the most from the sustainable fashion marketing campaign in this sample.

7.3 Conclusions

The main conclusions of this research are provided in this section.

The first conclusion, supported by the results in section 6.1, entails that millennials find environmental and eco-fashion important and that they have a high environmental and eco-fashion involvement. This result corresponds with the statement from Smith (2010) that millennials have a high environmental and eco-fashion attitude/ involvement.

The second conclusion states that the environmental attitude and the eco-fashion attitude differ from each other and therefore should be measured separately. The results in section 6.3 support this statement with two one sample t-tests, comparing the sample means from both variables.

The third conclusion is that consumers, who are female, older and find environmental sustainability highly important find eco-fashion highly important as well. This conclusion is supported by the results in section 6.3.2.

The fourth conclusion involves that females, who find environmental sustainability and eco-fashion highly important are willing to pay more for sustainable fashion than males do. This conclusion is supported by the results in section 6.2.4.

The fifth conclusion entails that consumers find environmental sustainability highly important perform also more actions to live more environmental friendly. Consumers' who find eco-fashion highly important perform also more actions to consume fashion more environmental friendly. These conclusion are supported by the results in section 6.2.1.

The sixth conclusion states that the campaign attitude could not be predicted by environmental attitude, eco-fashion attitude and campaign attitude. Therefore, the factors have not affected the consumers' attitude towards the Raw for the Ocean campaign. A possible explanation for the result is that only 28.70% of the respondents in the sample was familiar with the Raw for the Ocean campaign. Furthermore, have only 8 respondents purchased items from the Raw for the Ocean campaign collection. This conclusion is supported by the results in section 6.1.7 and 6.5.

The seventh conclusion states that the majority of the respondents in this sample liked the brand G-Star more due to the campaign. Thus the Raw for the Ocean campaign has had a positive effect on G-Star's brand image, which corresponds to the statement of Lee et al.(2012) who claims: a green marketing campaign improves the corporate image. The other statements from Lee et al. (2012) that a green marketing campaign can change consumers' environmental and eco-friendly attitude and behavior was not supported by the majority of the respondents. This conclusion is supported by the results in section 6.1.7.

In order to answer the main question concluded can be said that the factors, which affect the choices regarding eco-fashion are the consumers' gender, age, fashion attitude/ involvement, environmental attitude/ involvement and eco-fashion attitude. Older consumers within the millennial generation, make more positive choices regarding eco-

fashion than younger consumers within the generation. Females find eco-fashion more important and are more eco-fashion involved than men. Furthermore, a high score regarding environmental attitude/ involvement, fashion attitude/involvement and eco-fashion attitude has a positive effect on consumers' eco-fashion choices.

7.4 Limitations

The limitations of this research, can be divided into two categories: the sample and the time frame of the research. The first limitation regards the geographic location of the respondents. In the sample included only people, who lived in the Netherlands, while the campaign was promoted globally. Due to different culture, socio-economic influences and government regulations regarding sustainability the effect of the campaign on consumers will be different per country. Consumers in countries such as Sweden and Norway, in which the government is very active in promoting and supporting environmental sustainability, will probably respond different to the campaign than consumers in Asian countries, where environmental sustainability is not an important issue on the political agenda.

The second limitation concerns the the total number of respondents. If the sample consisted of more respondents, it would have probably been a better representation of society. The respondents in the sample had a mediocre brand attitude and a low brand behavior. Further, only 8 of the 167 respondents bought an item from the Raw for the Ocean campaign. Due to the small sample size it is not clear if G-Star is a mediocre brand and the campaign was a failure or if it is a coincidence that the respondents in this sample are not huge fans from G-Star.

The third limitation concerns the study's timeframe. Due to the choice for a cross sectional analysis it is not possible to measure people's attitude and behavior before they saw the campaign. Therefore, this research has to rely on people's opinions about themselves and the past. It is possible that people want to present themselves differently than really are. It is possible that they will alter their memory of the past according to the knowledge of today. If they were asked at that specific time their answers would be different. Further, it is difficult to research when and how people got in contact with the campaign and what the effect was at that time on their attitude and behavior. In order to avoid that problem, an experiment would be a possibility, wherein campaign footage will be displayed to people. However, an experimental setting is totally different from the way

people get in contact with advertisement in real life and therefore the effect will is not same.

7.5 Recommendations for Future Research and the fashion industry

The recommendations for future research is to increase the sample for more reliability and better representation of the population. Further, it is relevant to expand the geographic scope of the research globally. It is relevant to see if are between differences between countries. Furthermore, it is useful to measure the effects of a green marketing campaign in a longitudinal research, which avoids having to rely on respondent's perception of their attitude and behavior in past. The last recommendation includes that it is relevant to do more research, then is now available, regarding the differences between environmental involvement and eco-fashion involvement.

The recommendations for the fashion industry involve the relevance of green marketing campaigns. Although the model to predict campaign attitude was not useful and the campaign behavior in terms of product sales was low does not implicate that green fashion marketing campaigns do not benefit a company. The results in section 6.5 show that the Raw for the Ocean campaign had a positive effect on the respondents' brand attitude.

Another argument why green fashion marketing campaign is relevant for a fashion company is due to the concept also know as the Coca-Cola and Pepsi advertisement phenomenon. Leading brand such as Coca Cola and Pepsi still advertise although it does not directly increase sales. Hartmann and Klapper study this phenomenon for leading soda brands that advertise during the commercial break of the Super Bowl, which is the most watched American TV-show. They state that the leading soda brands have to advertise because other leading soda brands advertise too. If Coca Cola decides not to advertise and Pepsi decides to advertise, Coca Cola loses sales to Pepsi. However, if they both advertise no one gains or loses sales. Therefore, the Coca Cola Pepsi phenomenon applies to green marketing in the fashion industry. Because certain brands/retailers promote their sustainability practices, other brands/retailers are forced to advertise too to avoid the loss of sales.

Furthermore, has not advertising a negative impact on the brand image. The brands that not chose to advertise sustainability are seen as far less sustainable than the brands that do chose for a green marketing campaign. Therefore, is the advise for fashion companies that advertising sustainability is useful, although it does not reflect in sales directly.

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Apendix I

G-Star questionnaire - 2

Q1.1 Welcome to my survey!Thank you for taking the time to complete this short survey to help me graduate for my MA in Cultural Economics and Entrepreneurship. I really appreciate your help. The aim of this survey is to research the relationship fashion consumers have with environmental sustainability, eco-fashion and green marketing. In order to research this relationship a case study of the brand G-Star and a certain collection they marketed is used. By providing some information about your attitude and behavior towards (eco)fashion-consumption I can develop a pattern about fashion consumer behavior.All information provided to me is anonymous, strictly confidential and won't be used for other purposes than this research alone. If you have questions feel free to contact me by email jitske.nap@gmail.com or by facebook message @jitskenap

Thank you very much,Jitske Nap

Q2.1 Were you living in the Netherlands from August 2014 until August 2016?

- No (1)
- Yes (please specify how long in months) (2) _____

Condition: No Is Selected. Skip To: End of Survey.

Q2.2 Are you born between 1977 and 2000?

- Yes (1)
- No (2)

Condition: No Is Selected. Skip To: End of Survey.

- Q2.3 What is your age?
- Scale 16-40 years old.

Q47 What is your gender?

- Male (1)
- Female (2)

Q2.4 What is your higest level of education?

- Basisschool/ Elementary School (1)
- Middelbare school/ High School (2)
- MBO/ Community College (3)
- HBO/ Applied science (4)
- WO/ University (5)

Q2.5 What is your nationality?

Open

Q2.6 What is your country of residence at this moment?

Open

Q2.7 What is your city of residence at this moment?

Open

Q2.8 How much do you earn (netto) per year?

- Less than €10,000 (1)
- €10,000 - €19,999 (2)
- €20,000 - €29,999 (3)
- €30,000 - €39,999 (4)
- €40,000 - €49,999 (5)
- €50,000 - €59,999 (6)
- €60,000 - €69,999 (7)
- €70,000 - €79,999 (8)
- €80,000 - €89,999 (9)
- €90,000 - €99,999 (10)

- €100,000 - €149,999 (11)
- More than €150,000 (12)

Q2.9 Which of the following categories describes best your employment status (more answers possible)?

- Employed, working 1-39 hours per week (1)
- Student (2)
- Not employed (3)

Q3.1 How important is fashion to you on a scale from 0-10?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q3.2 To what extent do you agree with the following statement?

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
My knowledge about the latest fashion trends is up to date. (1)					
My friends consider me as a valuable resource to get fashion advice from. (2)					

I give my friends often advice what to wear. (3)					

Q3.3 How often do you go shopping for fashion related items?

- Once a year (1)
- Twice a year (2)
- Once every three months (3)
- Once a month (4)
- Once a week (5)
- More than once a week (6)

Q3.4 How much money (in €) do you spend on fashion related purchases a month (on and off-line)?

Open

Q4.1 How important is environmental sustainability to you on a scale from 0-10?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q4.2 To what extent do you agree with the following statement?

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
It is important to preserve natural resources for future generations (1)					
I am concerned about environmental issues such as global warming (2)					
Environmental sustainability should be an important point on the political agenda (3)					

Q4.3 What kind of actions do you take to be more environmental friendly (more answers possible)?

- None, I don't take any environmental actions to become more sustainable. (1)
- Waste, I separate my waste. (2)
- Food, I eat organic. (3)
- Limit overall consumption, only use what I need. (4)
- Limit my use of resources (water/ gas/ electricity). (5)
- Transportation, I take public transportation or cycle. (6)

Q5.1 How important is sustainability in the fashion industry to you on a scale from 0-10?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)

- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q5.2 To what extent do you agree with the following statement:

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
There should come more regulations for fashion brands to produce more environmental friendly. (1)					
Sustainability in the fashion industry is important (2)					
People should be willing to pay more for sustainable fashion. (3)					

Q5.3 What actions are you taking in order to become a more sustainable fashion consumer ?

- None, I don't take environmental actions to become more sustainable. (1)
- Recycle clothes I discard (for example bring to recycling container, sell 2nd hand etc.). (2)
- Buy more environmental friendly clothes (2nd hand, sustainable brands). (3)
- Expand time I can use my clothes myself (Repair/ change fit/ dye/ use fabric for other purposes). (4)

Q5.4 How much are you willing to pay (in €) for a NOT SUSTAINABLE jeans?

Open

Q5.5 How much are you willing to pay (in €) for a NOT SUSTAINABLE T-shirt?

Open

Q5.6 How much are you willing to pay (in €) for a SUSTAINABLE jeans?

Open

Q5.7 How much are you willing to pay (in €) for a SUSTAINABLE T-shirt?

Open

Q6.1 Are you familiar with the brand G-Star?

- Yes, I am familiar with the brand G-Star. (1)
- No, I have never heard of the brand G-Star. (2)

Condition: No, I have never heard of t... Is Selected. Skip To: End of Block.

Q6.2 What grade would you give G-Star as a brand on a scale from 0-10?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q6.3 To what extent do you agree with the following statements

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
G-Star is a good jeans brand. (1) The products of G-Star are of a high quality. (2) G-Star is one of my favorite jeans brands. (3) Wearing G-Star clothes increases my social status. (4) I wear G-Star clothing because my friends wear G-Star. (5)					

Q6.4 Have you bought anything from G-Star last year?

- Yes (1)
- No (2)

Condition: No Is Selected. Skip To: End of Block.

Q6.5 How many items did you purchase last year from G-Star?

Q6.6 How much money (in €) did you spend in total on the items you purchased at G-Star last year?

Q7.1 Are you familiar with the Raw for the Ocean campaign from G-Star?

- Yes, I am familiar with Raw for the Ocean (1)
- No, I have never heard of Raw for the Ocean (2)

Condition: No, I have never heard of R... Is Selected. Skip To: Do you have any suggestions or other ....

Q7.2 What grade would you give the Raw for the Ocean campaign on a scale from 0-10?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q7.4 Have you bought any items from the G-Star Raw for the Ocean collection?

- Yes (1)
- No (2)

Condition: No Is Selected. Skip To: To what extend do you agree with the ....

Q7.5 How many items have you bought from the the Raw for the Ocean Collection?

Q7.6 How much money have these purchases cost in total? (in €) ?

Q7.7 To what extent do you agree with the following statements about the effect of the Raw for the Ocean Campaign?

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
I find the Raw for the Ocean campaign positive. (1)					
The message of the campaign is clear. (2)					
Due to the campaign I like G-Star more as a brand. (3)					
Due to the campaign I find environmental sustainability more important (4)					
Due to the campaign I'm more aware of the problems with plastic bottles in the ocean. (5)					

Q7.8 Has the campaign changed the actions you take to be more environmental friendly?

- Yes (1)
- No (2)

Display This Question:

If Has the campaign changed the actions you take to be more environmental friendly? Yes Is Selected

Q7.9 What kind of actions do you take to be more environmental friendly (More answers possible)?

- Waste, I seperate my waste (1)
- Food, I eat organic (2)
- Limit overall consumption, only use what I need (3)
- Limit my use of resources (water/ gas/ electricity) (4)
- Transportation, I take public transportation or cycle (6)
- I limit my consumption of plastic bottles (7)

Q7.10 Has the campaign changed your fashion consumption in terms of sustainability?

- Yes (1)
- No (2)

Display This Question:

If Has the campaign changed your fashion consumption in terms of sustainability? Yes Is Selected

Q7.11 What actions are you taking in order to consume more sustainable?

- Recycle clothes I discard (for example bring to recycling container, sell 2nd hand etc.) (1)
- Buy more environmental friendly clothes (2nd hand, sustainable brands). (2)
- Expand time I can use my clothes myself (Repare/ change fit/ dye/ use fabric for other purposes). (3)

Q7.12 Do you have any suggestions or other information you wish to share that could improve my research?