ERASMUS UNIVERSITEIT ROTTERDAM
ERASMUS SCHOOL OF ECONOMICS

Master Thesis

"The effect of advertising message strategy & benefit appeals on purchase intention for sustainable apparel products"

Erasmus University Rotterdam
Faculty of Economics and Business

Author: Maria Karra
Student number: 447242
Super visor: Prof. Benedict Dellaert
Study Program: Business & Economics
Specialization: Marketing
Academic Year: 2017-2018

Table of Contents

Abstract

The purpose of this study is to examine the effect of different advertising appeals on purchase intention for sustainable apparel products, soft-sell/hard-sell message strategy appeal and other/self-benefit appeal. A combination of qualitative and quantitative research was conducted to investigate the aim of the study. A total sample of 232 respondents participated in an online survey, young adults aged from 18 to 35, as part of the quantitative method. Furthermore, a pre-testing survey with 20 Master students took place before the final survey of the research study to verify the success of the independents' manipulation. As part of the qualitative method, 5 people were asked to respond to open-ended interview questions. The results of the interviews assisted in the formation of the conceptual model of the study with the most important independent variables and the development of the research questions of the study. According to the findings of the quantitative research, other/self-benefit appeal and soft-sell/hard-sell message strategy appeal do not influence purchase intention for sustainable apparel products. Moreover, high fashion involvement weakens the impact of other-benefit appeal on purchase intention for sustainable apparel products. The research study also revealed that respondents, without regard to their involvement to fashion, do not change their buying intention for sustainable apparel products when they are exposed to advertisements which make use of the soft-sell/hard-sell message strategy appeal. Finally, high sustainability involvement strengthens the impact of soft-sell message strategy appeal on purchase intention for sustainable apparel products and does not have any effect on the impact of other/self-benefit appeal on purchase intention for sustainable apparel products. Additional findings indicated that female and less educated respondents present lower purchase intention for sustainable apparel products. Also, participants with higher involvement to fashion and sustainability exhibit higher purchase intentions for sustainable apparel products. Finally, the results of the main research study were validated by examining the hypotheses using the probability of buying, instead of the purchase intention as the dependent variable.

Keywords: Advertisement, Advertisement appeal, Message strategy appeal, Benefit appeal, Fashion, Sustainable fashion, Fashion involvement, Sustainability, Sustainability involvement, Purchase intention

Chapter 1 – INTRODUCTION

1.1 Introduction

To many, fashion is perceived as a form of art and self-expression. The global apparel market is valued at 3 trillion dollars, 3,000 billion, and accounts for 2 percent of the world's Gross Domestic Product (GDP)[1]. A McKinsey's report, also, estimated that the women's apparel market growth will be significant the next years driven by the increasing weight of emerging markets, like Beijing, Shanghai and Moscow, which by 2025, will account for 55% of apparel sales and 60% of growth. However, the fashion industry is the second largest polluted in the world, behind oil industry[2]. A good example that depicts the pollution the industry creates is the fact that it takes more than 5000 gallons of water to manufacture a T-shirt and a pair of jeans. Except for the environmental damage, the fashion industry, especially the fast fashion, has targeted many times for human exploitation. Fast fashion brands, such as Zara and Nike, have been accused for the use of sweatshops in developing countries, child labor and slave labor. Workers in factories work for long hours, under poor conditions and at very low wages. Bangladesh garment workers have one of the smallest hourly rates for garment workers, at $0.13 (USD) an hour, according to the Independent Institute, in comparison with the average payment of a CEO at the top 350 US firms, which was $15.2 million in 2013, an hourly rate of $7283 USD[3]. This would be roughly equal to the sum of the hourly rates of 16,000 employees from Bangladesh. Surprisingly, fast fashion is, also, responsible for the death of 1129 workers due to the Rana Plaza collapse in 24 April, 2003[4]. Rana Plaza was a commercial building in Dhaka, Bangladesh which contained clothing factories, a bank, apartments and some shops. When cracks in the building were discovered, although the bank and the shops closed immediately, the clothing factories stayed open leading to the collapse and the death and injure of approximately 3600 workers. It is considered the deadliest garment-factory accident in history. Fast fashion commands fast production of more and more garments which most of them are produced with bad quality of textiles.

Consumers realizing the true cost of fashion have started to show an increasing interest for sustainability and ethical consumption in the fashion industry. Although, the global market of sustainable apparel represents only the 1 percent of the total

[1] Fashion United, 2016, "Global fashion industry statistics - International apparel". Retrieved from: https://fashionunited.com/global-fashion-industry-statistics
[2] EcoWatch, 2015, "Fast Fashion Is the Second Dirtiest Industry in the World, Next to Big Oil". Retrieved from: http://www.ecowatch.com/fast-fashion-is-the-second-dirtiest-industry-in-the-world-next-to-big--1882083445.html
[3] Forbes, Stilinovic (2017), "What The Wealth of World's 8 Richest Tells Us About Asia's Poorest Workers". Retrieved from: http://www.forbes.com/sites/millystilinovic/2017/01/16/how-the-wealth-of-worlds-8-richest-is-built-on-the-backs-of-poor-asian-workers/#3078e25a7cf5
[4] The Guardian, Burke (2013), "Bangladesh factory collapse leaves trail of shattered lives". Retrieved from: https://www.theguardian.com/world/2013/jun/06/bangladesh-factory-building-collapse-community

apparel industry, it is expected to double the next five to ten years (Lipson, 2008). More and more fashion brands, such as Stella McCartney, EDUN and People Tree, are committed to produce sustainable and ethical garments hoping to benefit from the future growth of the industry. Research supports this predicted growth by showing that consumers consider the ethicality of a company's behavior in their buying decision as an important factor and they reward the company by paying more for an ethical product (Creyer, Ross, 1997). However, another research revealed that customers' purchase behavior is primarily influenced by price, cost/value, quality and brand familiarity (Boulstridge and Carrigan, 2000), which can explain the gap created between the consumer brand attitude and the actual purchase behavior (Roberts,1996). Several reasons behind this phenomenon can be found in the lack of consumer awareness about the social corporate responsibility of the fashion brands they favor (Joergens, 2006) and in the difficulty of consumers to identify which company is truly sustainable (Pickett-Baker and Ozaki, 2008). In comparison with sustainable products of other categories, such as groceries, which can be identified by the Fair-Trade mark, sustainable fashion garments are difficult to be recognized, thus they require educated consumers.

Sustainable fashion brands have transformed their marketing strategies in order to inform and educate consumers, promote their sustainable garments and solve the attitude-behavior gap stated below with the use of green advertisement. However, often, these ads fail to complete their purpose since they do not use the appropriate message strategy appeal according to the product, the brand and the consumer they want to trigger. An unclear message lacking explicit meaning and information about the products, with vague terms of sustainability may create confusion and suspiciousness about greenwashing (Chen and Chang, 2013), meaning that the company spends more time and money advertising that it is sustainable than implementing sustainable methods in its practices. Ecologically sustainable products will not be commercially successful if green brand attributes are not effectively communicated (Pickett et al.,1995). On the other hand, it is suggested that too much explicit information in fashion advertisement can create distraction and loss of interest from the consumer's side (Lorek and Lucas, 2003). To find a balance between explicit and implicit information used as message strategy appeals in advertisement, sustainable fashion brands must explore the effects of these appeals on the consumer purchase intention. Furthermore, consumers evaluate the perceived gains of a product when they make their decision whether to proceed to the purchase of it or not. Advertising can trigger different consumer benefits based on the appeals used either to frame social or altruistic or other- benefits, or personal or egoistic or self- benefits (Phau and Ong, 2007). Determining the best advertising appeal is a significant step for sustainable fashion companies to create awareness and increase their sales.

1.2 Problem statement & research questions

The aim of this study is to reveal how consumers react to sustainable advertising claims of apparel to determine how they can be influenced and stimulated towards sustainable purchase behavior. Therefore, this research provides an answer to the following research question:

How purchase intention for sustainable apparel products influenced by sustainable marketing claims in sustainable apparel advertisement when they are exposed to different benefit appeals and different message strategy appeals?

To guide the research question, the following theoretical questions will be answered:

- *Which are the self-benefit and other-benefit appeals and how do they influence consumer's buying behavior?*
- *Which are the soft-sell and hard-sell message strategy appeals and how do they influence consumer's buying behavior?*
- *What is sustainability involvement and how does it influence consumer's buying behavior?*
- *What is fashion involvement and how does it influence consumer's buying behavior?*

Secondly, the practical questions that will be answered are presented below:

- *How involved are consumers with sustainability and sustainable fashion?*
- *Does the usage of sustainable apparel advertisement strengthen purchase intention for sustainable apparel products?*
- *How does the interaction of the benefit appeal with the level of fashion and sustainability involvement influence purchase intention for sustainable apparel products?*
- *How does the interaction of the message strategy appeal with the level of fashion and sustainability involvement influence purchase intention for sustainable apparel products?*

1.3 Scientific and Social relevance and significance of the topic

1.3.1 Scientific relevance

Past research has been focused on examining the meaning of sustainable fashion for consumers, experts and micro—organizations (Henninger, Alevizou, Oates, 2016). Many researchers have investigated the effect of green advertisement of sustainable products in the brand attitude and purchase intention from several aspects. Some of them have examined the efficiency of the two forms of advertising appeals for environmentally friendly products, the one which provides consumer benefits and the

one which provides societal/environmental benefits (Hutton and Markley, 1991; Davis, 1994; Green & John Peloza, 2014). Other studies have focused on the different green positioning strategies based on classification schemes (Aaker, 1996; Hooley 1998; Kotler, 2000), which position a brand on functional attributes and emotional benefits (Hartmann, Apaolaza Ibáñez and Forcada Sainz, 2005). However, a lack of scientific gap is observed in terms of combining the different advertisement appeals with the different benefit appeals in order to investigate consumers' behavior. More specifically, current research lacks an analysis of the soft-sell and hard-sell appeal strategy (Okazaki, Mueller & Taylor,2010) on advertising sustainable products and an analysis of the self-benefit and other-benefit appeal strategy on advertising sustainable fashion products. This study will discuss how the consumer purchase intention for sustainable fashion products is influenced by the consumer exposure to these appeals.

Moreover, this study will contribute to the generation of more specific knowledge of the sustainable fashion industry. This could be a valuable scientific addition since fashion industry is constantly growing, as we observed in chapter 1, and it differs from all the other industries which have implemented sustainable practices, such as automobile and food industry.

Finally, advertisement and its influence in consumer behavior is a heavily analyzed scientific subject. On the contrary, studies that link advertisement with sustainability have only been developed the recent years and much more knowledge is needed in both fields. This research will provide in-depth insight of the customer reaction to advertisement of sustainable products, especially in the apparel industry.

1.3.2 Social relevance

The fashion industry has a significant influence on society due to its size. As presented on Chapter 1, it is the second most polluted industry with a huge impact on the environment. Furthermore, its social dimension might not be neglected since the effort fashion brands put to minimize production costs has consequences for workers. These brands prefer to outsource their production in developing countries where workers are exploited working for long hours, in terrible conditions and with the lowest wage. Slave labor and child labor are some of the consequences of this situation. If this study can prove that consumers will have a positive purchase intention to buy sustainable apparel, then it is very possible that companies will consider becoming sustainable and promoting sustainability to satisfy their customers' desires.

1.3.3 Managerial relevance

The study could be valuable for fashion companies in order to provide them with insights of consumers' level of environmental awareness and purchase intention for

sustainable products. Based on the results of the study, they could decide whether it is worthy to enter the sustainable business. Additionally, research will show how consumers react to different advertisement message strategies helping fashion brands to decide which ad campaigns they must launch to attract consumers. Finally, sustainability could create a competitive advantage since the number of people asking for sustainable clothing is growing each year. This advantage could differentiate the brand in consumers' minds and create positive associations for the brand.

1.4 Research overview

The structure of the study is presented in this chapter. Firstly, a review on existing literature on the theory of message strategy appeals, benefit appeals, sustainable involvement and fashion involvement will be presented, which will serve as the theoretical framework of the research. Subsequently, a conceptual model will be illustrated together with the hypotheses development. The next chapter will discuss the pre-test and final survey details conducted to investigate the hypotheses. Next, the findings of the research and the data analysis will be presented. Finally, the main limitations of the study and the recommendations for future research will be provided.

Chapter 2 – THEORY

2.1. Literature review

2.1.1. Self-benefit Versus Other-benefit appeals in green advertising

Advertisers of sustainable, ecologically friendly and ethical products or advertisers of non-profit organizations fall into the dilemma of which benefit appeal they must focus on to motivate consumers to proceed to purchases or donations. The emphasis is given either on benefits to the environment or the society, or on personal benefits or benefits to the self (Brunel & Nelson, 2000; Nelson, Brunel, Supphellen & Manchanda,2006). The former benefits are referred in the literature as "self-benefit" appeals and the latter as "other-benefit" appeals. These two appeals are formed based on the determination of the fundamental cause behind the incentive of a person who is thinking of donating or purchasing an eco-friendly and sustainable product and are important to be investigated by marketers for persuasion reasons (Bendapudi, Singh & Bendapudi, 1996; Krebs & Miller,1985). In the literature, the self-benefit appeal is expressed as the appeal that emphasizes the advantages a donor gains from a donation, while on the contrary, the other-benefit appeal is expressed as the appeal that focuses on the advantages another individual or organization gains from a donation (Fisher, Vandenbosch & Antia, 2008). Furthermore, the terms "egoistic" and "altruistic" appeals have appeared in previous studies representing the donor's motive or "self-oriented value" to gain rewards or avoid punishment (Cialdini, Schaller, Houlihan, Arps, Fultz & Beaman, 1987). and the "value-expressive claims for helping others", even when sacrificing the donor's profit (Martin, 1994).

Many researchers have tried to determine which of the above appeals are more effective, especially for donations to organizations or individuals. The other-benefit appeal seems to be more dominant in charity donations compared to the self-benefit appeal and provokes donation behaviors (Fisher, Vandenbosch & Antia, 2008) because of the empathy-helping hypothesis (Batson, 2008). People tend to offer their help when they feel empathy for those in need, or to put differently, when they experience the feelings of those who ask for their help. Although social psychology and classical economics support that people act selfishly even when they offer their assistance (Miller & Ratner, 1998), it is the social desirability of helping that prevail, which provides self-benefits by helping others and leads to higher social acceptance and self-esteem (Fisher, Vandenbosch & Antia, 2008). A study about organ donation discovered that the addition of self-benefit appeals to other-benefit appeals have a notably negative impact on the intention of people to donate their organs (Pessemier, Bemmaor & Hanssens, 1977). In support of the other-benefit appeals, Webb, Mohr, and Harris (2008) claim that "socially responsible consumption is socially oriented, not self-centered", Griskevicius, Van den Bergh, and Tybur (2010) state that consumers sacrifice their own benefits when selecting eco-friendly and sustainable products, and Peattie and Crane (2005) depict a shift of marketing strategies from presenting the direct personal benefits of consumption of environmentally friendly products to presenting

the forthcoming benefits of this consumption for the next generations of prospective consumers.

On the contrary, the social exchange theory proposes that self-benefit appeals are more effective due to the fact that consumers make purchase decisions based on the comparable degree of cost and reward (Blau, 1964). Rothschild (1979) supports this model, even though he notes that it is not so applicable for motivating donation behaviors and, generally, for non-monetary transactions. Saving money is a particularly important parameter that consumers take into account when they proceed to a purchase, as was established in the study of Peattie (2001), who contends that eco-friendly products are very successful when they save consumers money, even if they offer minimal environmental benefits, and of Allen (1982), who indicates that "saving money represents a strong alternative motive for efficient consumption that has nothing to do with social conscience".

Other studies examine the effectiveness of these benefit appeals by using more variables that moderate or mediate the final outcomes. For instance, White and Peloza (2009) investigated the donation intentions of consumers in private and public settings. It was supported that when consumers were asked in private setting to express their donation intentions, they were influenced more positively by self-benefit appeals, rather than other-benefit appeals. On the other hand, in public settings, the results were reversed. One research study observes the attitude towards a brand of organic food and the purchase intention for this product when consumers are exposed to egoistic-focused (i.e. self-benefit) ad appeal, altruistic-focused (i.e. other-benefit) ad appeal, the combination of the two ad appeals and a control ad (Kareklas, Carlson & Muehling, 2006). This study proves that the combined ad appeal generates more positive attitude towards the brand and purchase intention from the egoistic-focused ad and the control ad, whereas the outcomes from the comparison between the altruistic-focused ad and the combined ad are not significantly different. Finally, Brunel and Nelson (2000) found that women express more favorable attitudes towards a charitable ad which features other-benefit appeal stimuli and men towards help-self (i.e. self-benefit) appeal stimuli. Moral world-views is used as the mediator of these effects.

The two benefit appeals, other-benefit and self-benefit appeals will be applied to the conceptual model of this study in order to demonstrate which one of the two affects the purchase intention of consumers for a sustainable apparel product the most. They will be used as stimuli to different advertisements, which will promote the same apparel product, but with different advertising appeals.

2.1.2. Hard-sell and Soft-sell message strategy appeals

One of the first definitions of the two appeals where expressed by Mueller (1987), who proposed that soft-sell appeal creates mood and atmosphere through a beautiful scenery or an emotional story, while hard-sell appeal shows explicit information about the brand name and recommendations and the performance contributes to the

competitive advantage of the product. Another approach presents the two appeals as contradicted message strategy appeals, the soft-sell/image appeal which has image-oriented content and uses associations with the brand rather than reasons to buy the product, and the hard-sell/direct approach which has sales orientation, comparative content and strong message arguments (Alden, Steenkamp, and Batra, 1999).

It is revealed from the study of Beard (2004) that the debate between the two message strategy approaches was heated from the early 1911, in a trade journal called Printer's Ink, between U.S. automotive advertisers who were arguing the benefits of "atmospheric" or "impressionistic" and "reason why" advertisements. This conflict was still ongoing in 1997, in an Advertising Age issue between the supporters of the advertising which is based on emotions and its aim is to entertain and connect with the consumers, and the supporters of the rationally based advertising that sells.

Okazaki, Mueller and Taylor (2010) conducted a research for the hard-sell and soft-sell appeal because they recognized the lack of a wide accepted definition of these appeals in the scientific world and the lack of a measurement scheme to capture them. A definition close to the Mueller's was proposed, but slightly modified. Consequently, a soft-sell appeal is subtle and indirect and seeks to induce affective reaction to the consumer. It is image-centered using attractive scenery, emotional stories or other indirect ways. On the other hand, a hard-sell appeal refers to a sales-oriented, direct appeal with references to the features and factual information of the performance of the product advertised, with recommendations and explicit mention of the brand name. Often, it uses direct comparisons with competing products. The focus of this appeal is to induce rational thinking. The appeals can be measured by taken into consideration three aspects: the degree of feeling and thinking developed to viewer, the level of the ad content's explicitness and the focus of the ad to facts or image. In their study, Okazaki, Mueller and Taylor (2010) suggest that the extensive use of feelings or emotions, implicit or indirect messages and product-image format in the ads is attached with the soft-sell appeal, whereas the considerable use of cognitive processing or thinking, explicit or direct messages and product-information format in the ads is attached with the hard-sell appeal.

The two appeals will be used in the study to provide insight on which approach influences consumers' purchase intention for sustainable apparel products the most in different advertisements of a sustainable apparel product. Moreover, the results of the research of Okazaki, Mueller and Taylor (2010) will contribute to the support of one of my hypotheses, which will be presented in a following chapter. Further knowledge is needed on the formation of the purchase intention influenced by advertisement.

2.1.3 Consumer Sustainable Involvement

Zinkhan and Carlson observed in their study "Green Advertising and the Reluctant Consumer" (1995) a heightened interest of consumers for the earth and its natural environment from the beginning of the 1960s. They stated that consumers are

transformed to "green consumers" the moment they realize that they must become more concerned about their actions towards the environment in order to preserve their lifestyle intact. Subsequent polls and studies confirm these claims by presenting global consumer trends, such as the willingness to buy more expensive "green" products (Integer Group and M/A/R/C Research, 2011; Mintel, 2010) and the endeavor to incorporate sustainable ways of living (McKinsey, 2010; FoodDrinkEurope 2011).

Previous literature describes "green consumers" as the consumers 'whose purchase behavior is greatly influenced by environmental concerns' (Shrum, McCarty and Lowrey, 1995; D'Souza and Taghian, 2005) and the consumers 'who are worried about the production process, in terms of scarce resources consumed, and about product disposal issues (e.g. recycling)' and not only about the product acquisition and use.

Environmental concern is a term used in literature as the 'feelings that consumers have about many different green issues' (Zimmer, Stafford, and Stafford, 1994), 'a measure of the individual's concern for the environment' (Roberts,1996) or 'an awareness of environmental problems combined with the perceived necessity of protecting the environment' (Matthes, Wonneberger and Schmuck, 2013). This concept is strongly related with social responsibility (Roberts, 1996) and consumer purchase intentions (Schwartz & Miller, 1991), meaning that environmentally aware consumers will be also highly environmentally concerned and more willing to proceed to eco-friendly buying. Although one can rationally think that increased level of environmental concern will result in a higher buying behavior for eco-friendly and sustainable products (Antil 1984; Hines, Hungerford, and Tomera 1987; Shetzer, Stackman, and Moore 1991), research reveals conflicting outcomes (Ishaswini and Datta, 2011; Newman, Howlett, Burton, Kozup & Tangari, 2012).

Royne, Levy and Martinze (2011) contend in their research that highly concerned consumers spend more money for eco-products, while Maheswaran and Meyers-Levy (1990) demonstrate that these consumers pay more attention to ads that address environmental matters and considerably think about the ad messages. On the other hand, Ishaswinni and Datta's study supports the hypothesis of the positive interaction between higher purchase intention and higher environmental concern, but not for premium valued eco-products. Some arguments that are in line with this trend is that a great number of consumers believe that environmental protection requires significant personal expenses and is mainly the accountability of governments and businesses (Maibach, 1993). Furthermore, it is proven that environmental concern is an important indirect factor in affecting consumer environmental performances (Bamberg, 2003), even though other factors, such as price, quality and value have a greater impact on them (Fierman, 1991; Magrath, 1992; Mandese, 1991, Roberts, 1996; Stisser, 1994, Whittemore, 1991).

Environmental concern is greatly related to the involvement of consumers with the environment. Environmental involvement is mainly constituted of three elements, the environmental concern, the buying behavior and the attitude towards sustainable

and eco-friendly products (Matthes, Wonneberger & Schmuck, 2013). Consumers react differently to advertising messages or, generally, green appeals. According to Matthes et al. (2013), one reason of this phenomenon can be found in the level of consumer involvement. Involvement refers to the degree of personal pertinence and significance of an attitude object (Petty & Cacioppo, 1990). High environmentally involved consumers or highly involved green consumers are the ones whose purchase decisions are impacted by environmental concerns, while low environmentally involved consumers are those who are slightly or not at all influenced by environmental concerns (Bhate, 2001; D'Souza & Taghian, 2005; Mohr, Eroglu & Ellen, 1998; Schuhwerk & Lefkoff-Hagious, 1995). Petty and Cacioppo developed in their study, in 1990, the Elaboration-Likelihood Model supporting that higher personal involvement drives consumers to pay more attention to information about a company and form opinion, which is based mainly on the company's performance and less in emotional appeals. Klein and Dawan (2004) notice that high environmentally involved consumers' purchase behavior is affected more by a company's extraordinary environmental performance, while the purchase intention of lower environmentally involved consumers for products with superior environmental performance is decreased. These consumers seek for companies which offer better value or better performance products (Papaoikonomou, Ryan & Ginieis, 2011; Pickett-Baker & Okazaki, 2008).

A wealth of research has examined the effect of environmental involvement in the consumer response to green advertising appeals. A study that explores the attitude of consumers exposed to green appeals and other appeals, for instance financial ones, suggests that environmental involvement does not play a significant role on these attitudes (Schuhwerk & Lefkoff-Hagious, 1995). Matthes et al. (2013) employ three different advertising appeals, the emotional, the functional and the mixed-type appeal to demonstrate various effects for each appeal. In more detail, emotional and mixed-type appeals used in advertisements have a significant impact on brand attitude, mediated by attitude towards the ad, without the consumers' environmental involvement influencing this outcome. On the other hand, brand attitude is affected by functional advertising appeals only when consumers are highly environmentally involved, when environmental involvement is constituted by green purchase behavior or green product attitude (Matthes, Wonneberger & Schmuck, 2013). Generally, low involved consumers do not regard green advertising as 'favorable', 'good' and 'believable' and they hold negative attitudes towards advertisements of eco-friendly and sustainable brands. It is proposed that the reasons behind this trend are the reluctance for green product purchases and the aversion to the content and format of advertisements of green products (D'Souza & Taghian, 2005).

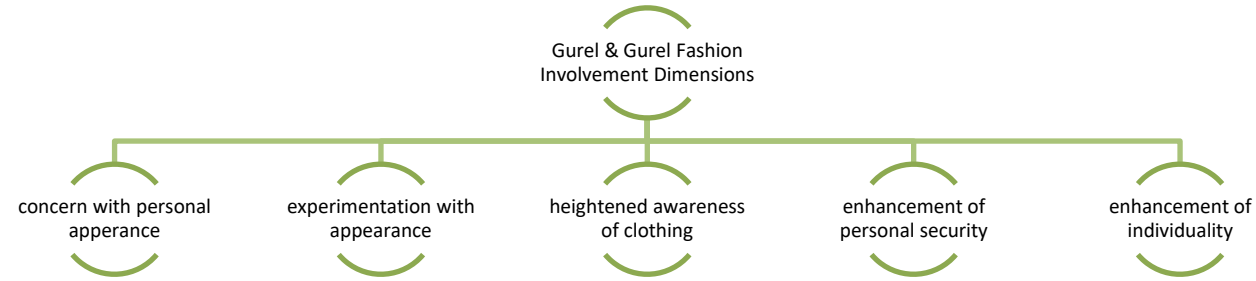
Sustainable involvement will be employed as a moderator of the effect of different levels and types of message appeals on the purchase intention of a consumer exposed to an advertisement of a sustainable clothing product. It will be suggested that

the higher the level of sustainable involvement, the higher the impact of the message appeals will be in the buying behavior of the consumer.

2.1.4 Consumer Fashion Involvement

Studies have demonstrated that clothing, or the more general term apparel, is a product category that prompts high levels of involvement (Bloch, 1986; Goldsmith & Emmert, 1991; Kapferer & Laurent, 1985/1986). The label "fashion involvement" is used by researchers to describe the involvement with this product category. The equivalence between the terms apparel and fashion is derived by the results of previous studies which prove that consumers with higher fashion involvement have higher apparel purchase intentions than consumers with lower fashion involvement (Rhie,1985; Fairhurst, Good & Gentry, 1989). In literature, we find references to the term "involvement" presented as "interest". Kaiser (1997) states that "interest in clothes is closely aligned with the behavioral dimension of attitudes in terms of how people spend time, money and attention relative to clothing", thus interest is a fundamental constituent of the definition of involvement (Rothschild, 1984; Goldsmith & Emmert, 1991).

Based on several research studies, fashion involvement is a construct with multiple dimensions. Gurel and Gurel (1979) refer to five dimensions, while Tigert, Ring & King (1976) mention five different dimensions. They are both presented in the following two graphs.



Moreover, the end-use of an apparel affects the dimensionality of involvement, meaning that, for example, female consumers dedicated to their career are significantly involved in managing their working profile through their work attire (Oh & Damhorst, 1999).

A wealth of studies supports that a positive connection between fashion involvement and purchase behavior is observed (Fairhurst, Good & Gentry, 1989; Seo, Hathcote & Sweaney, 2001) and indicates that high fashion involved consumers tend to buy more apparel than low fashion involved consumers. Tigert, Ring and King (1976) refer to this relationship "between fashion involvement and unit and dollar clothing fashion buying behavior" to explain the reason behind the fact that researchers pay a lot of attention to high fashion involved consumers and face the latter as "the drivers and influentials and legitimizers of the overall fashion adoption process". The researchers, also, state that these consumers are heavy apparel buyers and although, they constitute a relatively small portion of the population, they occupy a

disproportional buying power. A high fashion involved consumer is a fashion innovator, communicator of fashion news and information, and tries new fashions earlier than all the other consumers.

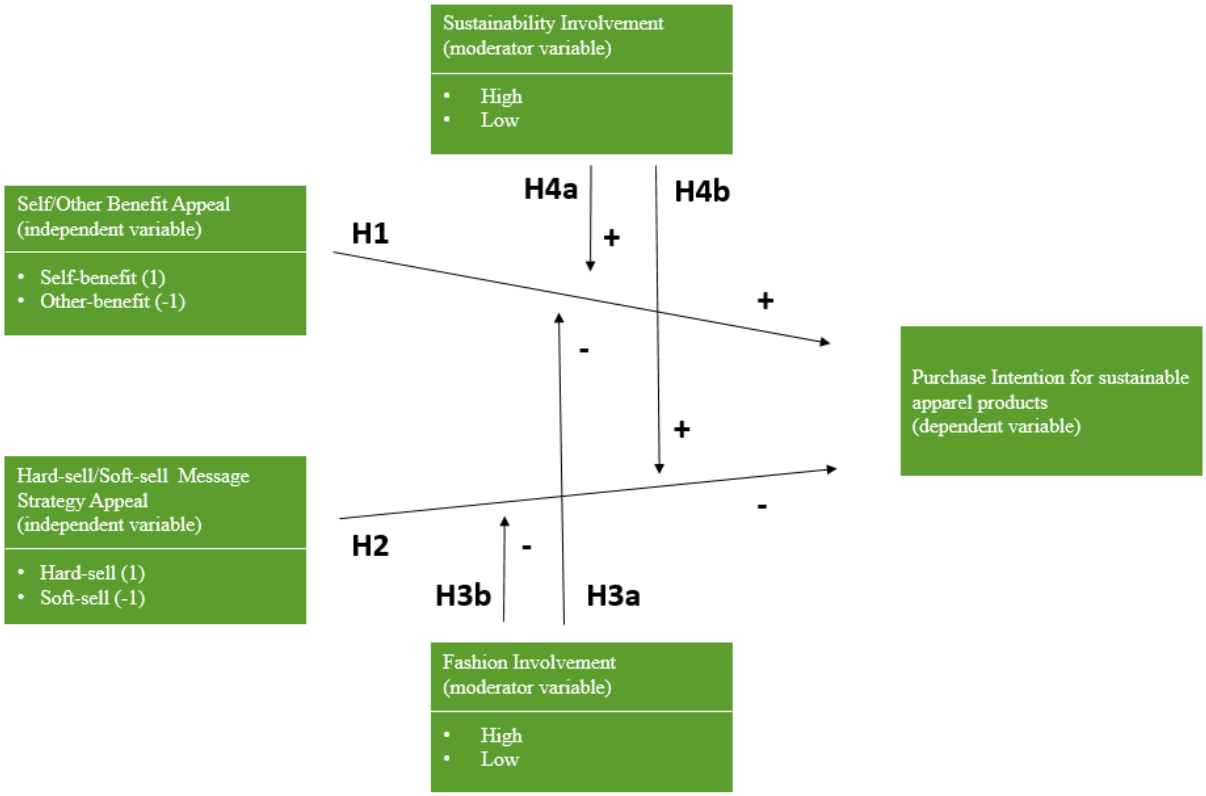
O'Cass (2000) suggested that demographics can influence the level of fashion involvement. He used age and gender as independent variables and introduced four types of involvement, consumption involvement, purchase involvement, advertising involvement and product involvement to represent fashion involvement. The results exhibited a significant impact of both age and gender across all forms of involvement. Consumers' involvement was high when they were young and low when they were older. Furthermore, it was proven that females are significantly more involved in fashion clothing than male consumers. Kim and Forney (2006) examined the effect of the level of fashion involvement to consumers' emotions. High fashion involved consumers experience more positive emotions, such as satisfaction and excitement, while they buy apparel, compared to the low fashion involved consumers.

Fashion-oriented impulse buying is robustly associated with fashion involvement. This behavior takes place when consumers are led to a purchase of a new apparel because they are aroused by the idea of buying new products. As Han, Morgan, Kotsiopulos and Kang-Park (1991) mention, fashion-oriented impulse buying is related to "a person's awareness or perception of fashionability attributed to an innovative design or style". They provide an example of textile and clothing students whose level of fashion-oriented impulse buying was significantly higher than those of other study subjects. Finally, the study of Kim and Forney (2006) confirms that fashion involvement significantly influence the fashion-oriented impulse buying behavior because of high fashion involved consumers' higher intention to buy new apparel and new styles that just appeared in the market.

The moderating role of fashion involvement will be examined in the current research study. The research question that will be introduced is if the level of fashion involvement will significantly strengthen or weaken the effect of different message appeals of an advertisement of a sustainable apparel product on the purchase behavior of consumers exposed to this advertisement.

2.2 Conceptual model

The purpose of this research is to examine the consumer response to sustainable marketing claims in sustainable apparel advertisements. Specifically, this study investigates the effect of two variables – benefit appeals, and message strategy appeals – on consumers' purchase intentions to buy sustainable apparel products. Self-benefit and other-benefit appeals will be used as different levels of benefit appeals, and soft-sell and hard-sell as different levels of message strategy appeals. This study will also explore consumers' level of sustainable involvement and level of fashion involvement.



Hypotheses

H1	**Consumers will exhibit higher purchase intentions for sustainable apparel products towards the advertisements with use of self-benefit appeal compared to those with use of other-benefit appeal.**
H2	**Consumers will exhibit lower purchase intentions for sustainable apparel products towards the advertisements with use of hard-sell message strategy appeal compared to those with use of soft-sell message strategy appeal.**
H3	**High fashion involvement will weaken the impact of** **(a) benefit appeal on consumers' purchase intentions for sustainable apparel products.** **(b) message strategy appeal on consumers' purchase intentions for sustainable apparel products.**
H4	**High sustainability involvement will strengthen the impact of** **(a) benefit appeal on consumers' purchase intentions for sustainable apparel products.** **(b) message strategy appeal on consumers' purchase intentions for sustainable apparel products.**

Hypotheses Development

H1: *Consumers will exhibit higher purchase intentions for sustainable apparel products towards the advertisements with use of self-benefit appeal compared to those with use of the other-benefit appeal.*

In the study of Green and Peloza (2014), it was supported that consumer higher purchase intentions are resulted by exposure to advertisements with use of self-benefit appeals when the advertisements are presented to the consumer when he is alone in a private setting. Since, it is assumed that the survey which will be provided to participants of the research will be filled in individually, without social interactions, in a private environment, the hypothesis can be supported by the above research outcome. Thus, it is expected that Millennials' purchase intentions for sustainable apparel will be influenced more by the self-benefit appeal depicted in the advertisements, compared to the other-benefit appeal.

H2: *Consumers will exhibit lower purchase intentions for sustainable apparel products towards the advertisements with use of hard-sell message strategy appeal compared to those with use of soft-sell message strategy appeal.*

It is assumed that exposure to the advertisements with use of the hard-sell appeal will trigger less the responders and lead to lower purchase intentions, compared to the advertisements with use of the soft-sell appeal. This hypothesis is based on the research conducted by Okazaki, Mueller and Taylor (2010) indicating that, although both appeals create a positive attitude towards the ad, a stronger relation between the soft-sell appeal and the attitude towards the ad is shown. Since attitude towards an ad and purchase intention are distinct but positively correlated dimensions (Spears and Singh,2004), it is presumed that the ads in which soft-sell appeal will be used will result higher and more positive purchase intentions from the ads with use of the hard-sell appeal. A more relevant study to green brand positioning by Hartmann, Ibanez and Sainz (2005) indicated that, from the two-dimensional construct of brand attitude, emotional benefits result in higher brand attitude in comparison with the functional benefits. Thus, the second hypothesis is supported by assuming that the concept of emotional/functional benefits has an overlap with soft-sell/hard-sell appeal, respectively.

H3: *High fashion involvement will weaken the impact of*

(a) benefit appeal on consumers' purchase intentions for sustainable apparel products.

(b) message strategy appeal on consumers' purchase intentions for sustainable apparel products.

According to Kim, Damhorst and Lee (2002), different levels of fashion involvement affect the attitude of the consumer towards apparel products. Thus, consumers with different levels of fashion involvement will exhibit varied reactions to the advertised apparel products and, consequently, different purchase intentions for these products. Moreover, Solomon and Rabolt (2004) state that consumers base their apparel purchases on style and trends without considering sustainability as a factor of choice. Another prior study indicated that the probability that high fashion involved consumers will be affected by trends is stronger than that of low fashion involved consumers (Tigert, Ring and King, 1976). Therefore, it is predicted in the hypothesis that higher consumer involvement to fashion and trends will weaken the intention to purchase the sustainable advertised product. This assumption is corroborated by the research of Summers and Belleau (2006) conducted to examine the purchase intentions towards a luxury apparel made with American alligator leather, a product which is considered extremely unethical but a great fashion trend when the research was held. The study proved that consumers with high fashion involvement showed a higher purchase intention, compared to those with low fashion involvement.

H4: *High sustainability involvement will strengthen the impact of*

(a) benefit appeal on consumers' purchase intentions for sustainable apparel products.

(b) message strategy appeal on consumers' purchase intentions for sustainable apparel products.

It is proposed that the level of involvement a consumer has to sustainability will moderate his purchase intention when exposed to the advertisements. Higher level of sustainability involvement will exhibit stronger purchase intention towards the advertised product. Support of this hypothesis is derived from the research of D'Souza and Taghian (2005) demonstrating that different levels of sustainability involvement result different attitudes toward green advertising and, more specifically, higher level brings more positive attitude towards the green advertisement. Considering that attitude towards an advertisement and purchase intention are positively correlated dimensions (Spears and Singh, 2004), it is hypothesized that purchase intention of consumers with different levels of sustainability involvement will produce results to the same direction as attitude towards green advertising.

Chapter 3 – METHOD

This chapter describes the method used to answer the research question of the study. The research strategy is presented followed by the explanation of the pre-test and the actual survey. Furthermore, the reason behind the selection of the specific sample and the variables of the model are analyzed.

3.1 Research strategy

Firstly, a literature study was conducted to form the research question. The study is necessary to provide existing knowledge of the effect of different advertising message strategy appeals on consumer purchase intention and the theory of sustainability and fashion involvement and how the different levels of involvement influence consumer's attitude towards a product or brand and consumer's purchase behavior.

Secondly, a quantitative research method follows to answer the research question with 232 responses. Quantitative research leads to definite outcomes, based on representative sample, large in population (Malhotra & Peterson, 2006). This model uses statistical analysis and is highly structured with specific terminology used in the questions of the survey, as well as, specific and predetermined range of responses. The sample consists of young adults from 18 to 35. The age of the interviewees, the so-called Millennials, was established based on the fact that this generation is "more numerous, more affluent, better educated and more ethnically diverse" (Howe and Strauss, 2009). Additionally, they are more interested in sustainability compared to their ancestors[5]. Data was gathered through an on-line survey sent randomly to consumers through social media and e-mail. The experimental research method was used to measure the causality between the variables[6]. More specifically, a between-subjects design was held, where participants were randomly subjected to a single treatment/advertisement. Fifty-eight responses were gathered for each of the four different groups. Before the final version of the survey was assigned to responders, 3 people were asked to review it to investigate if the questions are clear and understandable and, also, how much time it takes for the responders to fill in the questionnaire.

Before the development of the final study, a qualitative method was used with 5 interviews and a pre-testing survey was distributed to 20 Master students to verify the success of the independents' manipulation (self-benefit versus other-benefit and soft-sell versus hard-sell). This manipulation check confirmed that the messages of all advertisements effectively represent the benefit and message strategy appeals. Simultaneously, a quality check took place through the interviews to examine the level of attractiveness of the ads.

[5] Business Insider, Mahler (2015), "An emerging retail trend is key for attracting millennials". Retrieved from: http://www.businessinsider.com/how-important-is-sustainability-to-millennials-2015-10?international=true&r=US&IR=T
[6] Explorable, Blakstad, "Experimental research". Retrieved from: https://explorable.com/experimental-research

Subsequently, data analysis was held in two steps. The data that was gathered from the interviews and the pre-test were analyzed before the final survey took place. After that, a data analysis of the results of the survey followed. Linear regression analysis was used since the determination of the causality between the ordinal dependent variable "Purchase Intention" and the independent variables was accrued, while a cross-section analysis was used because the survey gathers observations for a single point in time for several objects/consumers (Babbie, 2004). The results of the data analysis provided support or rejection of the research hypotheses and answered the research question.

3.2 Pre-test

Before the launch of the final experimental questionnaire, a pre-testing survey took place in order to identify if the chosen stimuli of the advertisements represented the message appeals that the study wanted to examine. A different message was used in each advertisement to represent one level of each appeal, one level of benefit appeal and one level of message strategy appeal.

An online survey was designed through the online survey platform Qualtrics and distributed to 20 Master students with knowledge of Branding and Marketing. This sample was chosen since it was important for the validity of the results that respondents be familiar with the terms used in the questions. All four advertisements were presented to the participants and respondents were asked to answer twelve identical questions for each advertisement. This method was useful for the comparisons between the different appeal scores for each advertisement. Respondents were asked to indicate the degree of association of the message appeal with egoistic and altruistic benefits and with looking out for one's own interest or other's interest in a 5-point Likert scale from "Not at all" to "Extremely" (adapted from White and Peloza 2009). The output of these questions was used as an input for the final survey regarding the exposure to self- and other-benefit appeals with egoistic and looking for one's own interest appeals representing the self-benefit appeals and the other two appeals representing the other-benefit appeals. To address the message strategy appeal with the two levels of hard-sell and soft-sell appeal, participants were asked to evaluate the degree of rational, precise, informative, abstract, appealing, subjective, emotional appeals and the degree of appeal based on facts.

The results of the pre-testing indicated that the messages of the ad with the other benefit and hard-sell appeals, as well as, of the ad with the other benefit and soft-sell appeals had the desired effect of communicating these message appeals to the responders. On the contrary, it was showed that responders did not perceive the ad with the self-benefit and hard-sell appeals, and the ad with the self-benefit and soft-sell appeal as expected. Therefore, modifications of the messages occurred, since it was not clear to the participants that the ads depict the self-benefit appeal properly. After the alterations, responders were significantly more confident about the message appeals that the two ads represented.

3.3. Structure of the questionnaire

In this section, the structure of the questionnaire and the questions in which the participants were exposed to are presented.

The survey began with a short explanation of the purpose of it and information about the time needed to fill in the questionnaire. Subsequently, questions targeting the sustainability and fashion involvement of responders were provided. Eight seven-point Linkert scale items measured the moderator variable "Sustainability Involvement", consisting of 4 items that constituted respondent's environmental involvement, taken from the research study of Schuhwerk and Lefkoff-Hagius (1995) and of D'Souza and Taghian (1989), and 4 items that measured consumer's purchase behavior towards ethical and eco-friendly products (Kim & Choi, 2005). Environmental involvement included items such as "I am willing to make sacrifices to protect the environment" and "My actions impact the environment". Purchase behavior for sustainable products included items such as "I make a special effort to buy products less harmful to the environment" and "I have switched products for ecological reasons". To measure fashion involvement of the sample, five questions items were introduced. One question investigated the time of adoption to new fashion trends from earlier in the season than most other people to later in the season as most other people. One question gave 5 statements that best describes respondent's interest in fashion, from which the respondent could choose one statement. Finally, 3 questions measured general fashion involvement such as "In general, I am interested in new clothing" and "In general, the amount of information about new clothing I give to my friends is" with low, moderate and high response options (Kim & Choi, 2005).

In the next step of the survey, participants were asked to carefully look at the four advertisements for as long as they wanted to and then proceed to the final questions of the survey. They were also asked not to look back at the advertisements while filling in the rest of the questionnaire. The four ads were developed for the purpose of the study with specific stimuli to trigger the independent variables.

<u>Advertising stimuli</u>

Three basic unisex T-shirts made of organic cotton were advertised in all four ads since they are the most appropriate apparel for attracting both men and women and for not addressing any specific style and fashion taste. Apart from the T-shirts, the other elements of the ads changed based on the variables they intended to manipulate.

The ad which manipulated the self-benefit and hard-sell appeals included the information that the consumer can save money by wearing the advertised product for many years, since it is made of 100% organic cotton which is an extremely durable textile.

Advertisement 1: self-benefit & hard-sell message strategy appeal (Appendix 2)

The ad which manipulated the self-benefit and soft-sell appeals featured the quote "Buy Organic Cotton T-shirts. Look good. Feel good!".

Advertisement 2: self-benefit & soft-sell message strategy appeal (Appendix 2)

To manipulate the other-benefit and hard-sell appeals, an ad was created pointing out that 2,700 litters of water are needed for a T-shirt to be made, which equals the amount of water a person drinks in 3 years and that this specific garment has been made with 39% less water[7].

[7] WorldWildLife, (2013), "The impact of a cotton T-shirt". Retrieved from: https://www.worldwildlife.org/stories/the-impact-of-a-cotton-t-shirt

Advertisement 3: other-benefit & hard-sell message strategy appeal (Appendix 2)

Finally, the ad addressing the other-benefit and soft-sell appeals included the quote "This T-shirt was not made by two small hands of a child in a garment factory in Bangladesh.".

Advertisement 4: other-benefit & soft-sell message strategy appeal (Appendix 2)

Lastly, participants were asked to answer questions for the impact that the advertisement stimuli created to the dependent variable "Purchase intention" to be identified. Respondents responded to the questions "I would like to try the product", "I could imagine myself buying this product" and "I could imagine this product being one of my most likely choices for my next purchase", measured in 5-point Likert scale (MacKenzie & Lutz's, 1989). Furthermore, participants were asked to declare their probability of buying the advertised product in percentage scale.

Demographics were asked at the end of the survey, based on the recommendation provided by Chase Harrison of Harvard University[8]. Questions have been taken from SurveyMonkey[9] with some adaptations.

[8] Harvard University Program on Survey Research, Chase Harrison (2007), "Tip sheet on question wording". Retrieved from: http://psr.iq.harvard.edu/files/psr/files/PSRQuestionnaireTipSheet_0.pdf
[9] SurveyMonkey Inc. (4/4/2017), "U.S. Demographics - Snapshot Template". Retrieved from: https://www.surveymonkey.com/r/US-Demographics-Snapshot-Template2?sm=Vcc8h0I4gMbV28y5zKWDidRqkWSXrIuR7iwJJy%2bjAbs%3d

Below, the table with the hypotheses of the research study are presented with their relevant variables and their measures, together with the survey question items which are related to each hypothesis.

Table 1

Hypothesis	Dependent Variable	Independent Variable	Data measures
H1	Purchase intention for sustainable apparel products (1...7)	Self/Other-Benefit appeal (self-benefit (1), other-benefit (-1))	Survey question items X14-X16
H2	Purchase intention for sustainable apparel products (1...7)	Soft-sell/Hard-sell Message strategy appeal (soft-sell (-1), hard-sell (1))	Survey question items X14-X16
H3	Purchase intention for sustainable apparel products (1...7)	Fashion involvement (low (-1), high (1)) Benefit appeal Message strategy appeal	Survey question items X9-X13
H4	Purchase intention for sustainable apparel products (1...7)	Sustainability involvement (low (-1), high (1)) Benefit appeal Message strategy appeal	Survey question items X1-X8

Chapter 4 – RESULTS

This chapter discusses the results of the quantitative phase of the research study. The outcome the data analysis reveals if and at which degree the different message appeals in a sustainable apparel ad influence the Millennials' purchase intention for sustainable apparel products.

4.1 Survey results – the sample

The research survey was answered by 232 respondents, with 56% being female (130 women) and 44% being male (102 men). The total number of participants who were exposed to each of the four ads was equal, thus each ad was randomly presented to 58 people who were, then, requested to answer the same questions, irrespective of the ads they were exposed to. Since the research study focuses on the reaction of young people, or else, the Millennials to advertisements, the total age range was 18 to 35, with the total average age being 24. Of all the respondents, 41% possessed a bachelor's degree (95 people), 26% didn't have a degree or went to some college (60 people), 21% owned a master's degree (49 people), 11% graduated from high school (26 people), while 1% had a Ph.D. degree (2 people). Additionally, 47 percent of the sample was students (109 respondents), 23% was students and employed simultaneously (54 people), 19% of the sample was employed (45 people) and the rest 10% was unemployed (24 participants). In conclusion, the sample was dominated by students who had already a bachelor's degree in their procession and were of the age around 24.

4.2. Descriptive variables

The variables of the research were analyzed through descriptive statistics. In the following bar charts (Appendix 3.1.), the mean values of the total sample are presented. An interesting observation is the fact that question items 1 to 8, which represent sustainability involvement variable, got higher mean values, compared to the mean values of question items 9 to 13, which represent fashion involvement. This observation implies that the sample was more involved and sensitive to sustainability and environmental matters, than to fashion. Another good remark concerns the purchase intention of the respondents to buy sustainable apparel products. Examining the mean values of question items 14 to 16, which refer to purchase intention, a positive intention is observed in buying these products. On the other hand, only half of the respondents would probably buy sustainable fashion products, which shows a gap between actual and intended behavior.

Chart 1: Sustainability & Fashion Involvement

Chart 2: Purchase Intention

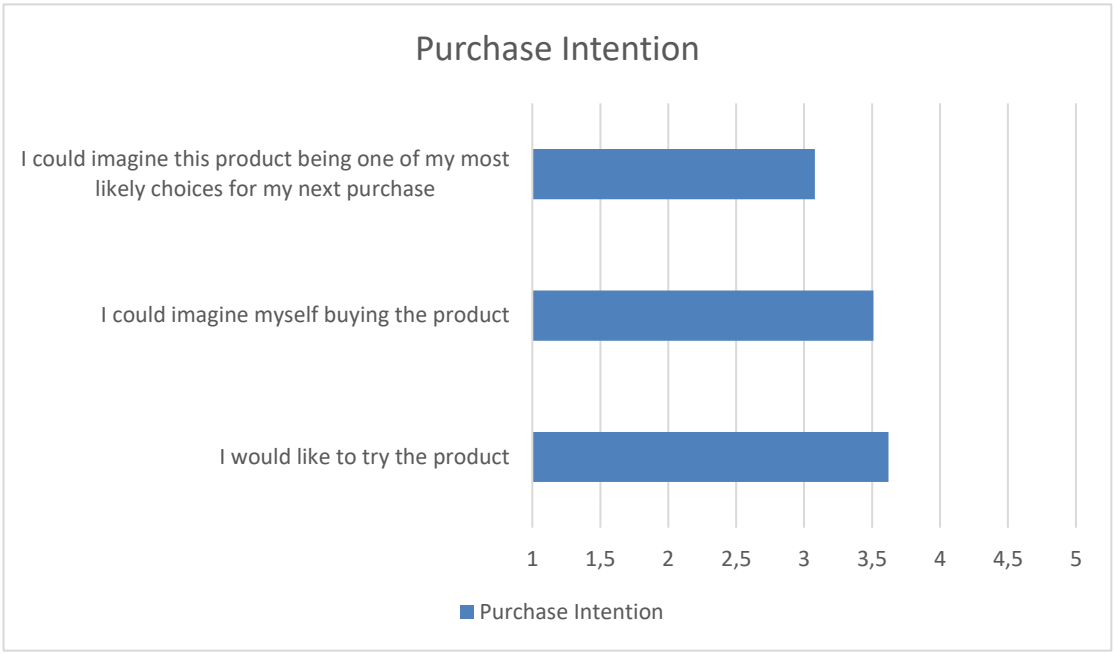
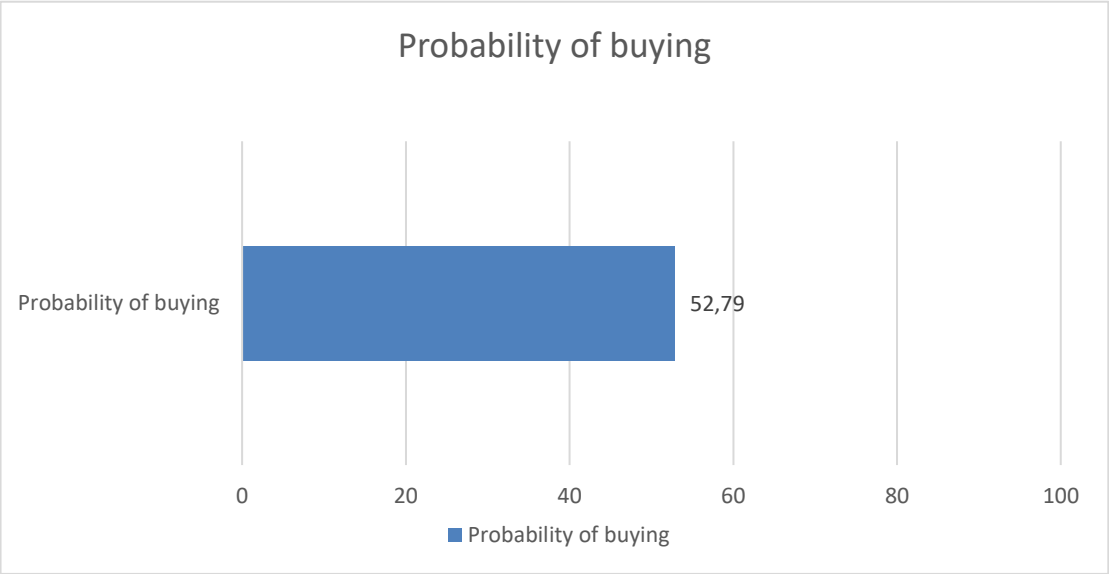


Chart 3: Probability of buying



On the bar chart below (Appendices 3.1.2-3.1.5), the mean values of the four different ads are presented. This table helps at pointing out if there are significant differences between the means of probability of buying and purchase intention. An interesting point to be noted is the slight difference between the mean value of probability of buying in the second group which was exposed to the second ad (55,224%) and the mean values of probability of buying in the rest of the groups (51,69%, 52,07%, 52,17%).

Chart 4: Purchase intention questions for each advertisement

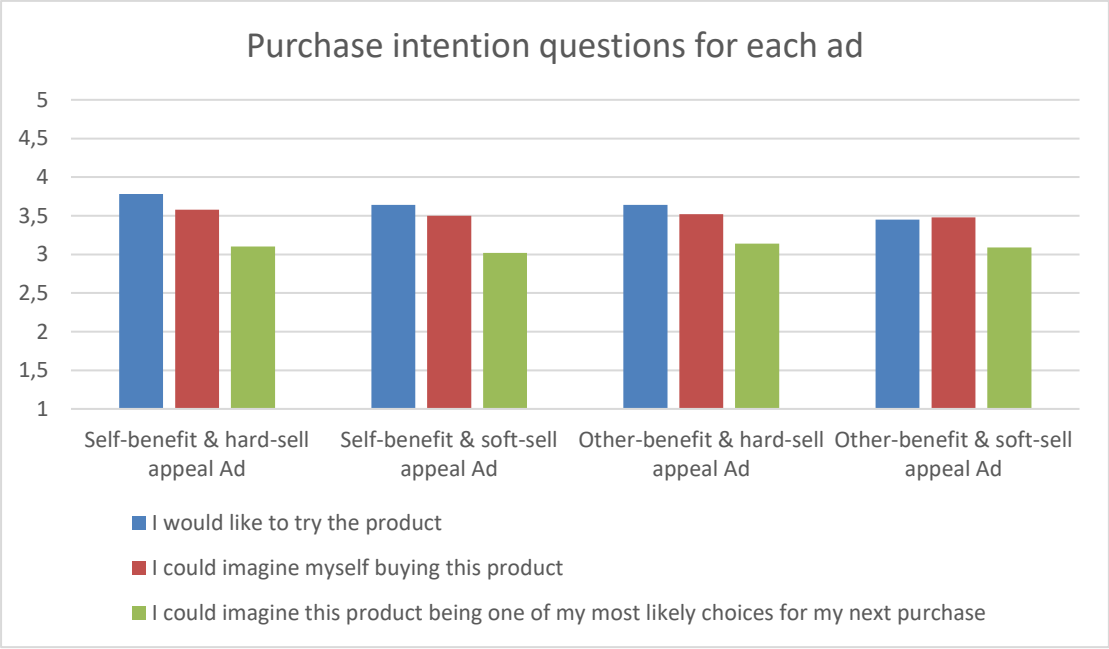
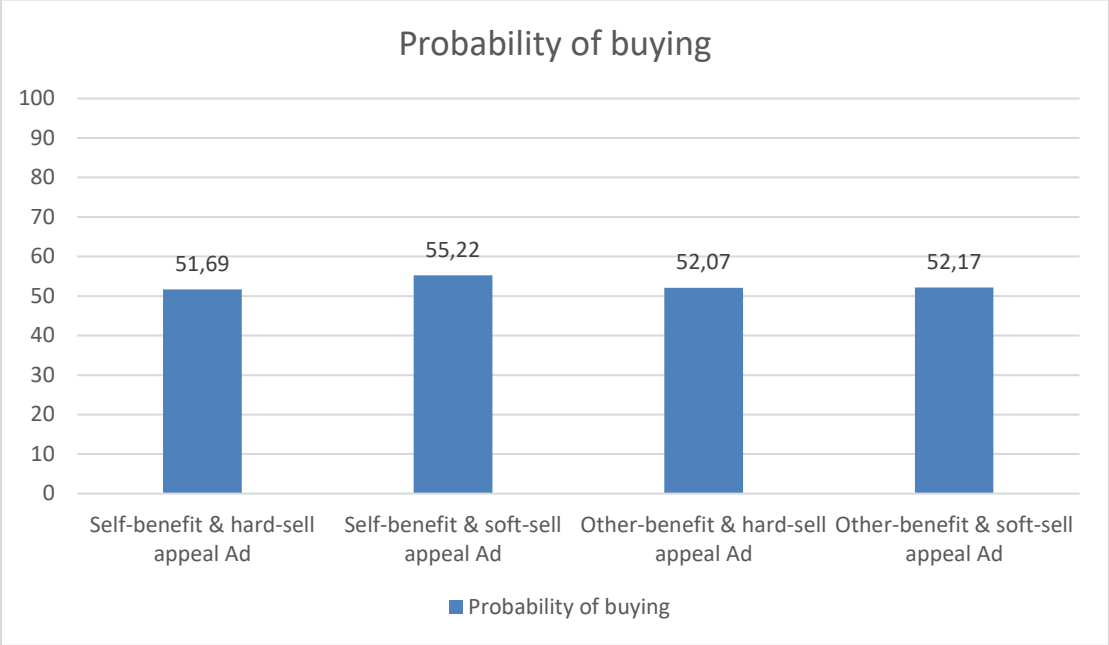


Chart 5: Probability of buying



4.3. Validity & Reliability

Testing the validity and reliability of the scales used to measure the independent variables fashion involvement and sustainability involvement, and the dependent variable purchase intention for sustainable apparel products is of high importance for the results of the research study. Cronbach's alpha will be employed to test scale reliability and factor analysis will be performed to test validity.

4.3.1. Internal Consistency – Cronbach's alpha

Internal consistency is associated with the homogeneity of the items or the extent to which a construct is measured by a group of items (Henson, 2001). To measure how closely related the research question items which represent each one of the independent and dependent variables are as a group, Cronbach's alpha was employed. It takes values from 0 to 1, with 1 being the highest value, meaning perfect internal consistency. A Cronbach's Alpha with value higher than 0,7 is considered as reliable in comparison with values lower than 0,7 (Nunnally, 1978).

Cronbach's Alpha test in SPSS Statistics was used to identify Cronbach's alpha, thus the reliability of the items of the variables. The results of the test are presented in Table 2 (See also Appendices 3.2.-3.4.). The research question items of sustainability involvement have relatively high internal consistency since the alpha coefficient of the 8 items is 0,873.

Table 2: Cronbach's alpha

Variable	Number of items	Cronbach's Alpha
Sustainability involvement	8	0,873
Fashion involvement	5	0,675
Purchase intention to buy sustainable apparel products	3	0,888

Tables 3, 4 and 5 show the new Cronbach's alpha value if one research question item was deleted. As presented in the table, the coefficient of reliability for the 5 items of the fashion involvement independent variable is 0,672, being lower than 0,7 which is not considered reliable. It is observed that the alpha coefficient will rise to 0,825 if question item 9 will be deleted. By keeping the other 4 question items, the independent variable of fashion involvement consists of a set of closely related items. Concerning the internal consistency of the 3 question items of the dependent variable purchase intention for sustainable apparel product, the alpha coefficient is 0,888. However, if question item 16 will be deleted, then the alpha coefficient will be increased to 0,898, providing higher level of internal consistency and reliability.

Table 3: Cronbach's alpha if SI items were deleted

Sustainable Involvement items	Cronbach's alpha if item deleted
Q1: I am concerned about the environment.	0,858
Q2: The condition of the environment affects the quality of my life.	0,859
Q3: I am willing to make sacrifices to protect the environment.	0,853
Q4: My actions affect the quality of my life.	0,873
Q5: I make a special effort to buy products less harmful to the environment.	0,843
Q6: I would switch from my usual brands and buy ethical and eco-friendly products, even if I have to give up some benefits that my usual brands offer.	0,847
Q7: I have switched products for ecological reasons.	0,852
Q8: When I have a choice between two equal products, I purchase the one less harmful to the environment.	0,870

Table 4: Cronbach's alpha if FI items were deleted

Fashion Involvement items	Cronbach's alpha if item deleted
Q9: In general, I buy new clothing earlier/about the same time/later in the season as most other people.	0,825
Q10: In general, the amount of information about new clothing I give to my friends is	0,539
Q11: In general, I am interested in new clothing	0,521
Q12: Compared to other people, the possibility to be asked for advice about new clothing is low/moderate/high	0,550
Q13: The statement that best describes my interest in fashion is	0,546

Table 5: Cronbach's alpha if PI items were deleted

Purchase Intention items	Cronbach's alpha if item deleted
Q14: I would like to buy the product.	0,806
Q15: I could imagine myself buying this product.	0,816
Q16: I could imagine this product being one of my most likely choice for my next purchase.	0,898

4.3.2. Validity - Factor Analysis

Validity investigates if the items of a variable measure what they intent to or not (Black and Champion, 1976, pp. 232-234). Factor Analysis was conducted for the independent variables fashion involvement and sustainability involvement to evaluate validity. With Factor analysis, the number of items is reduced to fewer numbers of factors that load together. A factor score is extracted that represents all the scores of the question items. By using the Principal component analysis, one factor score is produced for each of the independent variables.

Firstly, the results of the Factor analysis with the independent variables fashion and sustainability involvement in separate analyses will be presented and secondly, the results of the Factor analysis with the independent variables in one analysis will be presented.

Factor analysis with independent variables in separate analyses

The independent variable sustainability involvement is represented in the research survey by 8 research questions. In order to check if the data are appropriate for Factor analysis, Meyer-Olkin and Bartlett's tests were conducted. If the Kaiser-Meyer-Olkin value of sampling adequacy is higher than 0,5 and the Bartlett's test of sphericity is statistically significant with p-value higher than 0,05, then the data are appropriate for Factor analysis (Hair et al., 1995). The first test produced a value of 0,905, higher than 0,5 and the second test a p-value of 0,000, which is significant (Appendix 3.5.2). Thus, the data were suitable for Factor analysis. The principal component analysis produced one factor which accounts for 54% of the total variance and with eigen value of the first factor 4.354. From the component matrix table, it is observed that all the items have strong loadings, higher than 0,50 (Appendix 3.5.2). Thus, sustainability involvement was inserted in the linear regression analysis as the average score of all question items.

The independent variable fashion involvement consists of 5 question items in the research survey. The Kaiser-Meyer-Olkin value of sampling adequacy is 0,810 (>0,5) and the Bartlett's test of sphericity is statistically significant (p=0,000) (Appendix 3.5.1.). This means that the data are suitable for Factor analysis. The principal component analysis produced one factor which accounts for 56% of the total variance with eigen value of the first factor 2.836. From the component matrix table, it

is proved that question item 9 does not contribute to the factor, since the loading of this question is less than 0.5 (-0,294) (Appendix 3.5.1.). Fashion involvement will be the average score of all question items, without question item 9.

Factor analysis with independent variables in one analysis

One factor analysis was conducted for both independent variables and resulted the production of two factors, one representing question items 1-8 and one representing question items 9-13. Firstly, it was checked if the data are appropriate for Factor analysis. It was proven that they are suitable for the analysis, since The Kaiser-Meyer-Olkin value of sampling adequacy is 0,869 (>0,5) and the Bartlett's test of sphericity is statistically significant (p=0,000) (Appendix 3.6.). The principal component analysis showed that the first factor gives the average sustainability involvement score and accounts for 33,8% with Eigen value 4.398. The second factor accounts for 21% with Eigen value 2.833 and represents the average fashion involvement score, without including question item 9, since it doesn't contribute to the factor, as it is presented in the rotated component matrix. Thus, the first variable sustainability involvement will be the average score of all question items from 1 to 8, and the second variable fashion involvement will be the average score of all question items from 10 to 13, excluding question item 9.

4.4 Hypotheses testing

The four hypotheses analyzed in the conceptual model were tested by performing regression analyses. Regression analysis is a statistical tool which indicates the relationship between the dependent variable and the independent variables and estimates the value of the dependent variable when one of the independent variables changes value, holding fixed the other independent variables.

4.4.1 Linear regression for hypothesis H1 & H2

One regression analysis was conducted for hypothesis H1 and H2. The relationships between the independent variable other/self-benefit appeal and the dependent variable purchase intention, and the independent variable soft-sell/hard-sell message strategy appeal were tested. The R square of this regression model is 0,120, which means that 12% of the variance in purchase intention is explained by the model. The whole model is also significant (F=5,125, p<0,001). In table 6 the coefficients of the regression and their significance are presented.

Table 6: Regression Coefficients with dependent variable Purchase intention

	Unstandardized Coefficient B	Significance
(Constant)	4,594	**0,000**
Other/self-benefit appeal	-0,009	0,871

Soft-sell/hard-sell message strategy appeal	0,043	0,427
Gender	-0,538	**0,000**
Age	0,007	0,739
Education	-0,142	**0,04**
Occupation	-0,018	0,759

As seen on the table, gender and education have a significant impact on purchase intention for sustainable apparel products, since p-value is less than 0,05. More specifically, these two independent variables have a negative influence on purchase intention, meaning that the female participants and the less educated ones have lower purchase intention.

Other/Self-benefit appeal does not have a significant effect on purchase intention, with p-value equal to 0,871. Thus, other/self-benefit appeal used in an ad for sustainable apparel products does not have an impact on purchase intention for these products and hypothesis H1 is not supported. However, as it will be showed in Hypothesis 3 analysis, when the variable fashion involvement moderates the other/self-benefit appeal, their relationship is significant and negative, meaning that the higher the fashion involvement of a person exposed to an ad using the other-benefit appeal, the lower his purchase intention for sustainable apparel products will be.

H1: Consumers will exhibit higher purchase intentions for sustainable apparel products towards the advertisements with use of self-benefit appeal compared to those with use of the other-benefit appeal. Not supported.

Soft-sell/hard-sell message strategy appeal does not have a significant impact on purchase intention, with p-value equal to 0,427. Thus, soft-sell/hard-sell message strategy appeal used in an ad for sustainable apparel products does not have an impact on purchase intention for these products. Hypothesis H2 is not supported. Nevertheless, it will be presented in Hypothesis 4 that this appeal is becoming significant and negative when the regression tests the independent variables together with the moderator variable sustainability involvement. Moreover, the relationship between sustainability involvement and soft-sell/hard-sell message strategy appeal is significant and positive, meaning that the higher the sustainability involvement of a person exposed to an ad using the soft-sell message strategy appeal, the higher his purchase intention for sustainable apparel products will be.

H2: Consumers will exhibit lower purchase intentions for sustainable apparel products towards the advertisements with use of hard-sell message strategy appeal compared to those with use of soft-sell message strategy appeal. Not supported.

4.4.2 Linear regression for H3

In hypothesis H3, it is suggested that a moderator weakens the influence of the ad appeals to the dependent variable purchase intention for sustainable apparel products. A moderator can be qualitative or quantitative and it affects the strength of the relationship between the independent and the dependent variable (Baron & Kenny, 1986). To find out if the moderator variable fashion involvement strengthens more the impact of the ad appeals, a linear regression with interaction effect was conducted. The following equation was produced:

Purchase intention = βo+ β1*FashionInvolvement+ β2*MessageStrategyAppeal+ β3*BenefitAppeal+β4*MessageStrategyAppealXFashionInvolvement+β5*BenefitAppealXFashionInvolvement+ β6*MessageStrategyAppealXBenefitAppeal+ β7*Age+ β8*Gender+ β9*Education+ β10*Occupation +ε

The R square of this regression model is 0,159, which means that 15,9% of the variance in purchase intention is explained by the model. The whole model is also significant (F=4,163, p<0,001). In table 7, the coefficients of the regression and their significance are presented.

Table 7: Regression coefficients with dependent variable purchase intention

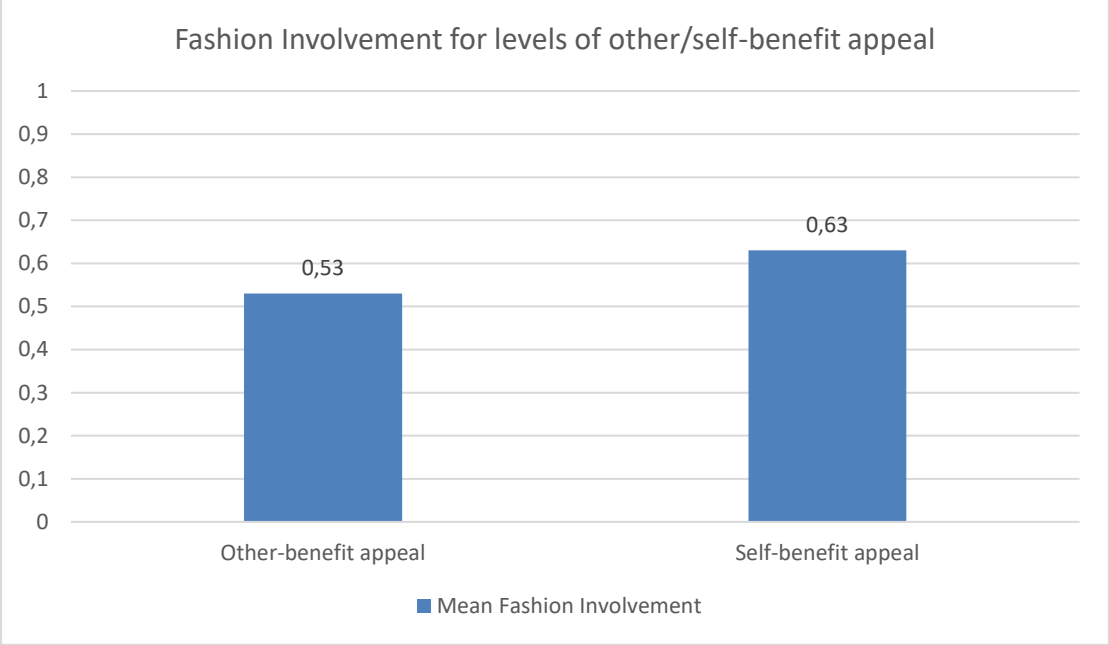
	Unstandardized Coefficient B	Significance
(Constant)	4,076	**0,000**
Benefit appeal	0,266	0,107
Message strategy appeal	0,149	0,360
Benefit appeal X Message strategy appeal	-0,014	0,787
Message strategy appeal X Fashion Involvement	-0,181	0,503
Benefit appeal X Fashion Involvement	-0,480	**0,080**
Fashion Involvement	0,729	**0,018**
Gender	-0,374	**0,003**
Age	0,003	0,895
Education	-0,141	**0,040**
Occupation	-0,031	0,591

As seen on the table, gender and education have a significant impact on the purchase intention for sustainable apparel products. The interaction effect of fashion involvement with soft-sell/hard-sell message strategy appeal is not significant (p=0,503), meaning that part of the hypothesis referring to this appeal is not supported.

On the other hand, the interaction effect of fashion involvement with the other/self-benefit appeal is significant in significance level of 10% (p=0,080) and negative. The higher the fashion involvement of a person exposed to an advertising using the other-benefit appeal, the lower his purchase intention for sustainable apparel products will be. This result provides support to the second part of the hypothesis referring to other/self-benefit appeal. Moreover, fashion involvement has a direct and positive effect on purchase intention (p=0,018), which implies that higher fashion involvement leads to higher purchase intention. This finding provides a very interesting observation since it shows that the relationship between fashion involvement and purchase intention changes when the consumer is exposed to an advertisement of a sustainable apparel product which makes use of the other/self-benefit appeal.

The graph below depicts the mean value of fashion involvement for the two levels of other/self-benefit appeal and supports the finding of the negative relationship between higher fashion involvement and other-benefit appeal.

Chart 6: Fashion Involvement for levels of other/self-benefit appeal



H3: High fashion involvement will weaken the impact of

(a) benefit appeal on consumers' purchase intentions for sustainable apparel products. Supported.

(b) message strategy appeal on consumers' purchase intentions for sustainable apparel products. No supported.

4.4.3 Linear regression for H4

In hypothesis H4, it is suggested that a moderator strengthens the influence of the ad appeals to the dependent variable purchase intention for sustainable apparel

products. To find out if the moderator variable sustainability involvement strengthens more the impact of the appeals, a linear regression with interaction effect was conducted. The following equation was produced:

Purchase intention = βo+ β1*SustanabilityInvolvement+ β2*MessageStrategyAppeal+ β3*BenefitAppeal+β4*MessageStrategyAppealXSustainabilityInvolvement+β5*BenefitAppealXSustainabilityInvolvement + β6*MessageStrategyAppealXBenefitAppeal+ β7*Age+ β8*Gender+ β9*Education+ β10*Occupation +ε

The R square of this regression model is 0,216, which means that 21,6% of the variance in purchase intention is explained by the model. The whole model is also significant (F=6,105, p<0,001). In table 8, the coefficients of the regression and their significance are presented.

Table 8: Regression coefficients with dependent variable purchase intention

	Unstandardized Coefficient B	Significance
(Constant)	3,119	**0,000**
Benefit appeal	0,211	0,455
Message strategy appeal	-0,552	**0,051**
Benefit appeal X Message strategy appeal	0,015	0,774
Message strategy appeal X Sustainability Involvement	0,811	**0,033**
Benefit appeal X Sustainability Involvement	-0,253	0,504
Sustainability Involvement	1,801	**0,000**
Gender	-0,420	**0,000**
Age	-0,002	0,935
Education	-0,099	0,135
Occupation	-0,012	0,830

As seen on the table, gender has a significant impact on the purchase intention for sustainable apparel products. Benefit appeal and the interaction of it with sustainability involvement does not have a significant effect on purchase intention. Thus, part of the hypothesis referring to self-benefit appeal is not supported. Sustainability involvement has a direct and positive (B=1,801) effect on purchase intention (p<0,001), which means that if a person is more involved to sustainability, he/she will have higher intention to buy sustainable apparel products. Furthermore, message strategy appeal has a direct and negative impact on purchase intention with

significance level of 10% (p=0,051). However, the interaction of message strategy appeal with sustainability involvement has a significant (p=0,033), but positive (B=0,811) effect on purchase intention. This finding provides support to the second part of the hypothesis referring to message strategy appeal. It shows that consumers' purchase intention, when they get exposed to ads using the soft-sell message strategy appeal, can change from negative to positive when they are highly involved to sustainability.

H4: High sustainability involvement will strengthen the impact of

(a) benefit appeal on consumers' purchase intentions for sustainable apparel products. Not supported.

(b) message strategy appeal on consumers' purchase intentions for sustainable apparel products. Supported.

4.5 Other results

In this chapter, additional findings will be presented, which provide more insights about the sample and its purchase behavior.

4.5.1 Fashion involvement

The responders of the survey were asked to answer several questions about their relationship with fashion, how important it is in their everyday life and the decisions they make based on this importance. These questions revealed the level of fashion involvement of the sample. An interesting finding was reported when the impact of fashion involvement together with the demographic variables of the sample (age, occupation, education and gender) were tested. A linear regression was conducted to identify the relationship of the independent variables age, occupation, education, gender and average score of fashion involvement with the dependent variable purchase intention for sustainable apparel products. The average score of fashion involvement is the average score of the scores of all the question items related to fashion involvement measured at a scale from 0 to 1, with 1 being the highest level of fashion involvement and 0 the lowest. The R square of this regression model is 0,142, which means that 14,2% of the variance in purchase intention is explained by the model. The whole model is also significant (F=7,475, p<0,001). In table 9, the coefficients of the regression and their significance are presented.

Table 9: Regression coefficients with dependent variable purchase intention

	Unstandardized Coefficient B	Significance
(Constant)	4,014	**0,000**
Gender	-0,389	**0,002**

Age	0,004	0,853
Education	-0,136	**0,045**
Occupation	-0,026	0,652
Average score of fashion involvement	0,769	**0,012**

As seen on the table, gender, education and average score of fashion involvement have a significant effect on purchase intention for sustainable apparel products, with gender having a p-value of 0,002, education having a p-value of 0,045 and fashion involvement of 0,012. More specifically, gender and education have a negative influence on purchase intention, meaning that the female participants and the less educated ones have lower purchase intention compared to male and more educated participants. Furthermore, fashion involvement has a positive relationship with purchase intention, which implies that the more involved Millennials are to fashion, the more willing will be to purchase sustainable apparel products.

4.5.2 Sustainable involvement

Questions about the significance of sustainability in responders' lives and purchase decisions were asked to investigate the level of sustainability and environmental involvement of the sample. A linear regression was conducted to examine the relationship between the demographics and average score of sustainability involvement with consumers' purchase intention for sustainable apparel products. Average score of sustainability involvement is the average score of all scores of the research question items related to sustainability involvement and is measured on a scale from 0 to 1, with 1 representing the higher level of sustainable involvement. The R square of this regression model is 0,195, which means that 19,5% of the variance in purchase intention is explained by the model. The whole model is also significant ($F=10,955$, $p<0,001$). In table 10, the coefficients of the regression and their significance are presented.

Table 10: Regression coefficients with dependent variable purchase intention

	Unstandardized Coefficient B	Significance
(Constant)	3,217	**0,000**
Gender	-0,416	**0,000**
Age	-0,004	0,848
Education	-0,109	0,100
Occupation	-0,019	0,732
Average score of sustainable involvement	1,808	**0,000**

Gender and average score of sustainability involvement have a significant impact on purchase intention for sustainable apparel products. Gender has a negative relationship with purchase intention, which reveals that female responders are less willing to purchase sustainable apparel products, compared to male responders. Moreover, sustainability involvement has a positive influence on purchase intention. This result suggests that consumers who are more involved to environmental issues present higher intention to buy sustainable apparel products.

4.5.3 Demographics

Demographic variables play an important role on the formation of the research model since they can affect purchase intention. Linear regression was conducted with independent variables being the gender, age, education and occupation. The R square of this regression model is 0,118, which means that 11,8% of the variance in purchase intention is explained by the model. The whole model is also significant (F=17,567, p<0,001). In table 11, the coefficients of the regression and their significance are presented.

Table 11: Regression coefficients with dependent variable purchase intention

	Unstandardized Coefficient B	Significance
(Constant)	4,599	**0,000**
Gender	-0,535	**0,000**
Age	0,007	0,746
Education	-0,143	**0,038**
Occupation	-0,019	0,746

As seen on the table, gender and education have a significant impact on purchase intention for sustainable apparel products. Gender has a negative relationship with purchase intention, which reveals that female responders are less willing to buy sustainable apparel products, compared to male responders. A negative relationship is also presented between education and purchase intention. This finding suggests that consumers who are less educated present lower intention to buy sustainable apparel products.

4.5.4 Probability of buying

In this chapter, the findings of the analyses with the probability of buying as the dependent variable will be presented. The aim of using an alternative dependent variable measured in percentages offers a validation to the findings of the tests conducted with the dependent variable being the purchase intention, measured in the scale from 1 to 5.

4.5.4.1 Hypotheses 1 & 2 with probability of buying as dependent variable

The first two hypotheses were tested by conducting a linear regression analysis to examine if respondents will exhibit higher probability of buying sustainable apparel products towards the advertisements with use of self-benefit appeal compared to those with use of other-benefit appeal and with use of soft-sell message strategy appeal compared to those with use of hard-sell message strategy appeal. The R square of this regression model is 0,107, which means that 10,7% of the variance in probability of buying is explained by the model. The whole model is also significant (F=4,514, p<0,001). In table 12, the coefficients of the regression and their significance are presented.

Table 12: Regression Coefficients with dependent variable Probability of buying

	Unstandardized Coefficient B	Significance
(Constant)	77,303	**0,000**
Other/self-benefit appeal	-0,041	0,981
Soft-sell/hard-sell message strategy appeal	-0,787	0,635
Gender	-16,490	**0,000**
Age	0,557	0,373
Education	-3,632	**0,089**
Occupation	-0,222	0,903

As seen on the table, gender and education have a significant impact on probability of buying sustainable apparel products, since p-value is less than 0,05 for gender and less than 0,10 for education. More specifically, these two independent variables have a negative influence on the dependent variable, meaning that the female participants and the more educated ones have lower probability of buying.

Other/self-benefit appeal does not have a significant effect on probability of buying, with p-value equal to 0,981. Thus, other/self-benefit appeal used in an ad for sustainable apparel products does not have an impact on probability of buying these products. This finding confirms the result of the analysis of the first hypothesis with purchase intention as the dependent variable.

Soft-sell/hard-sell message strategy appeal does not have a significant impact on probability of buying, with p-value equal to 0,635. Thus, soft-sell/hard-sell message strategy appeal used in an ad for sustainable apparel products does not have an impact on probability of buying these products. The outcome of this analysis validates the findings of the analysis which used the purchase intention as the dependent variable.

4.5.4.2 Hypothesis 3 with probability of buying as dependent variable

In hypothesis H3, it is suggested that high fashion involvement weakens the influence of the ad appeals to the purchase intention for sustainable apparel products. In this chapter, the hypothesis will be tested with probability of buying as the dependent variable. Based on the linear regression analysis, the R square is 0,159, which means that 15,9% of the variance in purchase intention is explained by the model. The whole model is also significant (F=4,163, p<0,001). In table 13, the coefficients of the regression and their significance are presented.

Table 13: Regression coefficients with dependent variable probability of buying

	Unstandardized Coefficient B	Significance
(Constant)	64,615	**0,000**
Benefit appeal	8,565	**0,095**
Message strategy appeal	1,039	0,837
Benefit appeal X Message strategy appeal	-1,179	0,474
Message strategy appeal X Fashion Involvement	-3,037	0,718
Benefit appeal X Fashion Involvement	-15,064	**0,078**
Fashion Involvement	18,169	**0,058**
Gender	-12,284	**0,001**
Age	0,454	0,465
Education	-3,672	**0,085**
Occupation	-0,584	0,747

As seen on the table, gender and education have a significant impact on the probability of buying sustainable apparel products. The interaction effect of fashion involvement with other/self-benefit appeal, as well as, the direct effect of fashion involvement are significant in significance level of 10%. An interested finding of the analysis is the fact that other/self-benefit appeal has a significant effect on probability of buying, in significance level of 10%. On the analysis conducted with purchase intention as the dependent variable, fashion involvement did not have a significant impact on purchase intention.

From the results, it is showed that higher fashion involvement will decrease the probability of buying sustainable apparel products when it interacts with the other-benefit appeal. This finding confirms the results of the hypothesis testing with use of purchase intention as the dependent variable.

4.5.4.3 Hypothesis 4 with probability of buying as dependent variable

In hypothesis H4, it is suggested that high sustainability involvement strengthens the influence of the ad appeals to the dependent variable purchase intention for sustainable apparel products. After conducting a linear regression analysis, it was proven that the hypothesis was partially supported. High sustainability involvement strengthens more the impact of soft-sell message strategy appeal on purchase intentions for sustainable apparel products. To validate this result, the same analysis will be run again, but probability of buying will be used as the dependent variable this time, which is measured as a percentage.

The linear regression analysis showed that the R square of the model is 0,156, which means that 15,6% of the variance in probability of buying is explained by the model. The whole model is also significant (F=4,080, p<0,001). In table 14, the coefficients of the regression and their significance are presented.

Table 14: Regression coefficients with dependent variable probability of buying

	Unstandardized Coefficient B	Significance
(Constant)	58,303	**0,002**
Benefit appeal	-2,191	0,808
Message strategy appeal	-26,666	**0,003**
Benefit appeal X Message strategy appeal	-0,483	0,769
Message strategy appeal X Sustainable Involvement	35,299	**0,004**
Benefit appeal X Sustainable Involvement	3,845	0,750
Sustainable Involvement	22,290	**0,075**
Gender	-15,102	**0,000**
Age	0,447	0,472
Education	-2,821	0,182
Occupation	-0,094	0,958

As seen on the table, gender has a significant impact on probability of buying sustainable apparel products. Sustainability involvement has a direct and positive effect on the dependent variable on significance level of 10%, which means that if a person is more involved to sustainability, he/she will have higher probability of purchasing sustainable apparel products. Furthermore, soft-sell/hard-sell message strategy appeal has a direct and significant impact on probability of buying. The interaction of message

strategy appeal with sustainability involvement has, also, a significant and positive effect on probability of buying. On the other hand, benefit appeal and the interaction of it with sustainability involvement does not have a significant effect on the dependent variable.

The findings suggest that higher sustainability involvement will lead to higher probability of buying when the consumer is exposed to an advertisement using the soft-sell message strategy appeal. This finding validates the result of the forth hypothesis with use of purchase intention as the dependent variable.

Chapter 5 – DISCUSSION & CONCLUSION

5.1 Answer to the research question

The research question of the study was presented in Chapter 1. The aim of the study was to explore the effect of different sustainable apparel advertising appeals on consumers' purchase intentions for sustainable apparel products. Two advertising appeals were examined in the research, the soft-sell/hard-sell message strategy appeal and the other/self-benefit appeal. The answer to the research question was provided by testing the hypotheses of the conceptual model. A significant number of people (232) aged from 18 to 35 participated in an on-line survey. Each one of the respondents were exposed to one of the four advertisements, which were created to represent the different advertising appeals with the different levels of each appeal. After the gathering of the results, tests in SPSS Statistics were performed to examine each hypothesis separately.

Firstly, a linear regression analysis was performed to examine the first and second hypotheses of the study. The first hypothesis suggested that consumers will exhibit higher purchase intentions for sustainable apparel products towards the advertisements with use of self-benefit appeal compared to those with use of other-benefit appeal. The findings showed that other/self-benefit appeal does not influence consumers' purchase intentions for sustainable apparel products, since the relationship between benefit appeal and purchase intention for sustainable apparel products was not significant (p-value=0,871). The first hypothesis is, then, rejected.

The second hypothesis supported that consumers will exhibit lower purchase intentions for sustainable apparel products towards the advertisements with use of hard-sell appeal compared to those with use of soft-sell appeal. It was proven from the results that the relationship between soft-sell/hard-sell message strategy appeal and purchase intention for sustainable apparel products was not significant. Buying intention is not affected by this advertising appeal. Thus, the second hypothesis was rejected.

Thirdly, a linear regression analysis with interaction effect was performed to test the third hypothesis. It was suggested that high level of the moderator variable fashion involvement will weaken the impact of the advertising appeals on consumers' purchase intentions for sustainable apparel products. The findings showed a positive relationship between fashion involvement and purchase intention for sustainable apparel products. The interaction effect of fashion involvement with the different levels of benefit appeal (self-benefit and other-benefit appeals) indicated that higher fashion involvement *weakens* the impact of the other-benefit appeal on consumers' purchase intentions for sustainable apparel products. More specifically, purchase intention will be lower when consumers are more fashion involved, if they are exposed to advertisements which make use of the other-benefit appeals. On the other hand, it was proven that there is no significant relationship between fashion involvement and soft-sell/hard-sell message strategy appeal, but also, the interaction effect of these variables on purchase intention is not significant. This means that consumers, without regard to

their involvement to fashion, do not change their buying intention for sustainable apparel products when they are exposed to advertisements which make use of soft-sell/hard-sell message strategy appeals. In conclusion, the third hypothesis was partly supported for the strategy with benefit appeal.

Lastly, a linear regression analysis with interaction effect was conducted to examine the forth hypothesis. This hypothesis suggested that high level of the moderator variable sustainability involvement will strengthen more the impact of the advertising appeals on consumers' purchase intentions for sustainable apparel products. The results showed that there is a significant and positive effect of sustainability involvement on purchase intention. The interaction effect of sustainability involvement with other/self-benefit appeal was proven not to be significant, thus the first part of the hypothesis referring to the impact of other/self-benefit appeal was not supported. The findings indicated that the relationship between soft-sell/hard-sell message strategy appeal and purchase intention is significant and negative. Furthermore, the relationship between the interaction effect of soft-sell/hard-sell message strategy appeal and sustainability involvement, and purchase intention was proven to be significant and positive. It was concluded that high sustainable involvement *strengthens* the impact of soft-sell message strategy appeals on consumers' purchase intentions for sustainable apparel products. This means that purchase intention will be higher when consumers are more involved in sustainability, if they are exposed to advertisements which make use of the soft-sell message strategy appeal. Thus, the forth hypothesis was partly supported for the strategy with soft-sell/hard-sell message strategy appeal.

5.2 Other findings

In chapter 4, additional tests were performed to investigate the significance and influence of fashion involvement, sustainable involvement and demographics.

The impact of fashion involvement together with the demographic variables (age, gender, education, occupation) was tested. The findings revealed an interesting positive relationship between fashion involvement of the participants and purchase intention. This suggests that more involvement to fashion brings higher intention of consumers to purchase sustainable apparel products. Nonetheless, gender and education had a negative effect on purchase intention, meaning that female and more educated consumers are less willing to proceed to purchase of sustainable apparel products.

A linear regression analysis showed that gender and sustainability involvement have a significant impact on purchase intention. More specifically, female responders presented lower levels of purchase intention for sustainable apparel products since the relationship between gender and purchase intention was negative. On the other hand, the findings revealed a positive relationship between sustainability involvement and the dependent variable, which implies that Millennials have higher purchase intention from sustainable apparel products when their levels of sustainability involvement are higher.

Furthermore, a regression analysis was performed between the demographic variables and purchase intention. The findings showed that gender has a negative relationship with purchase intention, which indicated that female responders are less willing to buy sustainable apparel products, compared to male responders. It is also suggested that Millennials who are less educated present lower buying intention for sustainable apparel products since education has a negative relationship with purchase intention.

A worth mentioning finding was resulted when a different dependent variable was used to validate the results of the hypotheses. The same tests performed to examine the four hypotheses were conducted again by keeping the same independent variables of the model but changing the dependent variable from purchase intention to probability of buying. The aim of this action was to validate the results of the tests with use of purchase intention as the dependent variable. The findings confirm the results of the tests run when purchase intention was used as the dependent variable of the model. More specifically, other/self-benefit appeal and soft-sell/hard-sell message strategy appeal used in an advertisement of sustainable apparel products do not have an impact on probability of buying. Furthermore, it was shown that high fashion involvement weakens the impact of other-benefit appeals on probability of buying sustainable apparel products. Finally, high sustainability involvement strengthens the impact of soft-sell message strategy appeals on probability of buying sustainable apparel products.

5.3 Managerial recommendations

The findings of the research study can be an asset for marketers, managers and advertisers who work in fashion, sustainability and sustainable fashion industry.

As discussed in the introduction chapter, sustainable fashion is becoming a trend year after year and customers are asking fashion brands to get more involved to sustainability. Consumers are way more sensitive to environmental issues than the previous years, especially, the younger generation, the so-called Millennials, aged from 18 to 35. The demand of this target group for sustainable products, not only in the food, energy and natural resources industry, but also for environmentally friendly fashion products, has increased the need of marketers and advertisers to investigate the most efficient ways to promote these products. The attractiveness of the advertisement appeals in which consumers are exposed to can affect their purchase intention for sustainable apparel products, thus lead to purchases. The results of this study can be valuable for both businesses and consumers. Fashion brands that offer sustainable products can identify the best advertising approach to trigger consumers' interest and raise their purchase intention for these products. On the other hand, consumers can improve their way of living by buying more consciously and, thus by helping to reduce the environmental damage that fashion industry creates and to eliminate the human exploitation in the developing countries that comes hand-in-hand with fast fashion industry.

Furthermore, the results of the study can be a representation of how involved young consumers are to sustainability. This parameter can help new fashion brands in the decision of entering the fashion sustainability industry. From the study's findings, it can be assumed that consumers are environmentally conscious and involved to sustainability (Mean=0,7358). This implies that a business opportunity oriented to sustainable products is presented for fashion brands. This is also a good indication for existing fashion brands that consider the option of producing and/or selling sustainable apparel products. It can be suggested that a step towards sustainability can lead to profitability and business growth.

According to the findings, it was revealed that high sustainability involvement strengthens the impact of soft-sell message strategy appeals on consumers' purchase intention for sustainable apparel products. This means that consumers' purchase intention with higher levels of sustainability involvement will be influenced more by the soft-sell, or emotional, message strategy appeal when exposed to an advertisement. This finding can be useful for marketers and advertisers for the decision of which advertising appeal they want to expose their target audience to in order to have the most effective impact on their purchase behavior.

Another practical implication for businesses taken from the research results is related to fashion involvement of young consumers. If fashion brands can be informed about the level of involvement of consumers to fashion and apparel world, they can determine their core target audience and frame their marketing and communication strategy accordingly. Based on the results presented on Chapter 3, the sample that took part in the survey have a mediocre involvement in fashion (Mean= 0,5692). However, fashion involvement influences significantly and positively respondents' purchase intention for sustainable apparel products, which means that fashion brands should take into consideration this aspect when taking decisions about their brand positioning and brand image. A more fashionable communication approach would be a good recommendation to attract fashionable consumers who are willing to buy and spend more money to buy sustainable apparel products, instead of conventional ones. This communication approach should be aligned with fashionable apparel products that combine fashion trends with environmentally friendly material and ways of production of the apparel.

Last but not least, an interesting result that emerged from the research study is the fact that fashion involvement weakens the impact of other-benefit appeals on consumers' purchase intention. This implies that the more fashion involved a person is, the more his purchase intention for sustainable apparel products will be negatively affected by the other-benefit, or altruistic, advertising appeal. It can be suggested that when brands want to attract more fashion involved consumers, this appeal must not appear on the advertising message. The finding can be beneficial for businesses in the process of finding the most effective advertising appeals for their target audience.

5.4 Limitations and further research recommendations

In this chapter, the limitations of the current research study and future recommendations to enrich the research literature of this topic are presented. This study can be used as an exploratory research and a basis for future and richer studies.

Firstly, the results are not generalizable to the entire population. A specific demographic sample was used, which was Millennials between 18 to 35, and to form broader conclusions, consumers of different age and consumer groups should be researched. Furthermore, the total size of the sample was equal to 232 and the number of respondents per experimental condition was equal to 58. This size is not totally representative for the population under study. An increase in the amount can improve the validity of the research.

Secondly, a limitation on the demographic variables is observed. In the research study, the age, gender, education and occupation were used as demographic variables. Future research could also investigate the role of nationality. This demographic could influence the results since consumers from different countries may present different buying behaviors and attitudes towards fashion and sustainability.

Thirdly, the survey lacks controllability. The respondents were asked to respond to an online survey in an uncontrolled environment and this fact could have been influenced by various factors, such as a recent bad experience in purchasing apparel products from a sustainable fashion brand. However, it must be considered that sustainability is a topic which can lead to socially acceptable and preferable answers. This survey ensures anonymity, thus limits biased answers.

Finally, each one of the respondents were exposed to one of the four advertisements with different levels of message appeals. Apart from the variations on the appeals, the advertisement visual was the same between the four versions and presented three unisex T-shirts in solid color. In future research, it could be interesting to use different apparel products for men and women separately to examine how consumers' purchase intentions could be affected by how attractive the products on display are considered by them.

5.5. Conclusion

The main purpose of this research study was to develop a model which involves for the first time other/self-benefit and soft-sell/hard-sell message strategy appeals, sustainability and fashion involvement of the consumer and purchase intention for sustainable apparel products.

The formation of the conceptual model and the examination of the four hypotheses provided an insightful comprehension of the relationship between the variables. The statistical tool used to reveal this relationship was linear regression analysis, which leaded to discerning results. The first hypothesis was rejected, presenting that other/self-benefit appeal does not influence consumers' purchase intentions for sustainable apparel products. The second hypothesis was rejected,

showing that the relationship between soft-sell/hard-sell message strategy appeal and purchase intention for sustainable apparel products is not significant. Consumers' buying intention is not affected by this advertising appeal. The third hypothesis was partly supported. High fashion involvement weakens the impact of the other-benefit appeal on consumers' purchase intentions for sustainable apparel products. It also revealed that consumers, without regard to their involvement to fashion, do not change their buying intention for sustainable apparel products when they are exposed to advertisements which make use of the soft-sell/hard-sell message strategy appeal. Finally, the forth hypothesis was partly supported. High sustainability involvement strengthens the impact of soft-sell message strategy appeal on consumers' purchase intentions for sustainable apparel products and does not have any effect on the impact of other/self-benefit appeal on purchase intentions for sustainable apparel products.

The influence of other variables was examined in the research study. The demographic variables gender and education have a negative relationship with the purchase intention for sustainable apparel products. This means that female and less educated respondents present lower intention to buy sustainable apparel products. Moreover, it was revealed that the more involved Millennials are to fashion, the higher their purchase intention is. The same trend was noted for the sustainability involvement, meaning that consumers with higher involvement to sustainability exhibit higher purchase intentions for sustainable apparel products. Finally, an interesting investigation was resulted when the hypotheses were examined by using probability of buying as the dependent variable, instead of purchase intention. The results of this examination validate the results of the main study.

References

Aaker, D.A. (1996). Building Strong Brands, The Free Press. New York, NY,

Alden, D., Jan-Benedict E. M. Steenkamp, & Batra, R. (1999). Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture. Journal of Marketing, 63(1), 75-87,

Antil, J. H. (1984). Socially Responsible Consumers: Profile and Implications for Public Policy. Journal of Macromarketing, 4(2), 18–39,

Babbie, E. (2004). The Practice of Social Research. The Practice of Social Research,

Bamberg, S. (2003). How does environmental concern influence specific environmentally related behaviors? A new answer to an old question. Journal of Environmental Psychology,

Baron, R.M. and Kenny, D.A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. Journal of Personality and Social Psychology, 51(6): pp 1173-1182,

Batson C.D. (2009). Empathy-induced altruistic motivation. In Shaver P. R. & Mikulincer M. (Eds.), Prosocial motives, emotions, and behavior (pp. 15–34). Washington DC: American Psychological Association,

Bendapudi, N., Singh, S., & Bendapudi, V. (1996). Enhancing Helping Behavior: An Integrative Framework for Promotion Planning. Journal of Marketing, 60(3), 33-49,

Beard, Fred K. (2004), Hard Sell 'Killers,' and Soft Sell 'Poets': Modern Advertising's Enduring Message Strategy Debate. Journalism History, 30 (3), 141–149,

Bhate, R. H. (2001). Chemically induced floral morphological mutations in two cultivars of Ipomoea purpurea (L.) Roth. Scientia Horticulturae, 88(2), 133–145,

Black, J. A. and Champion, D. J. (1976). Methods and issues in social research. New York: Wiley,

Blau, P. M. (1964). Exchange and Power in Social Life. Wiley, New York,

Bloch P. H. (1986). The product enthusiast: implications for marketing strategy. Journal of Consumer Marketing, 3(3), 51-62,

Boulstridge, E., & Carrigan, M. (2000). Do consumers really care about corporate responsibility? Highlighting the attitude—behaviour gap. Journal of Communication Management, 4(4), 355–368,

Brunel, F. F., & Nelson, M. R. (2000). Explaining gendered responses to "help-self" and "help-others" charity ad appeals: The mediating role of world-views. Journal of Advertising, 29(3), 14-2,

Chen, Y.-S./Chang, C.-H. (2013). Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk, in: Journal of Business Ethics, 114, S. 489-500,

Cialdini, R. B., Schaller, M., Houlihan, D., Arps, K., Fultz, J., & Beaman, A. L. (1987). Empathy-Based Helping: Is It Selflessly or Selfishly Motivated? Journal of Personality and Social Psychology, 52, 749-758,

Creyer, and Ross (1997). Tradeoffs Between Price and Quality: How a Value Index Affects. Journal of Consumer Affairs, 31: 280–302,

D'Souza, C., & Taghian, M. (2005). Green advertising effects on attitude and choice of advertising themes. Asia Pacific Journal of Marketing and Logistics, 17(3), 51–66,

Davis, Joel J. (1994). Consumer response to corporate environmental advertising. Journal of Consumer Marketing 11.2 (1994): 25-37,

Fairhurst, A. E., Good, L. K., & Gentry, J. W. (1989). Fashion Involvement: An Instrument Validation Procedure. Clothing and Textiles Research Journal, 7(3), 10–14,

Fierman, J. (1991). THE BIG MUDDLE IN GREEN MARKETING. Fortune, 123(11), 91,

Fisher, Robert & Vandenbosch, Mark & Antia, Kersi. (2008). An Empathy-Helping Perspective on Consumers' Responses to Fund-Raising Appeals. Journal of Consumer Research. 35. 519-531,

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). Multivariate data analysis: with readings. Statistics (Vol. 151),

Hines, J. M., Hungerford, H. R., & Tomera, A. N. (1987). Analysis and Synthesis of Research on Responsible Environmental Behavior: A Meta-Analysis. The Journal of Environmental Education, 18(2), 1–8,

Goldsmith R. E. & Emmert J. (1991). Measuring product category involvement: A multitrait-multimethod study. Journal of Business Research 23(4), 363-371,

Green and Peloza, (2014). Finding the right shade of green: The effect of advertising appeal type on environmentally friendly consumption. Journal of Advertising 43.2, pp. 128-141,

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. Journal of Personality and Social Psychology, 98, 343-355,

Gurel, L. M. and Gurel, L. (1979), Clothing Interest: Conceptualization and Measurement. Home Economics Research Journal, 7: 274–282,

Hathcote, J. M., & Sweaney, A. L. (2001). Casualwear shopping behaviour of college men in Georgia, USA. Journal of Fashion Marketing and Management, 5, 208–222,

Hair, J.F., Anderson, R.E., Tatham, R.L., Black, W.C. (1995). Multivariate data analysis. 4th ed. New Jersey: Prentice-Hall Inc.,

Han, Y. K., Morgan, G. A., Kotsiopoulos, A., & Kang-Park, J. (1991). Impulse buying behaviour of apparel puchasers. Clothing And Textiles Research Journal, 9, 15–21,

Hartmann, P., Apaolaza Ibáñez, V., & Forcada Sainz, F. J. (2005). Green branding effects on attitude: functional versus emotional positioning strategies. Marketing Intelligence & Planning, 23(1), 9–29,

Henninger, C. E., Alevizou, P. J., & Oates, C. J. (2016). What is sustainable fashion? Journal of Fashion Marketing and Management: An International Journal, 20(4), 400–416,

Henson, R. K. (2001). Methods, Plainly Speaking. Understanding Internal Consistency Reliability Estimates: A Conceptual Primer on Coefficient Alpha. Measurement and Evaluation in Counseling and Development, 34, 177-189,

Howe, N., & Strauss, W. (2009). The Baby boom. In Millennials Rising: The Next Great Generation (Google eBook) (pp. 73–93),

Hooley, G., Saunders, J. and Piercy, N.F. (1998). Marketing Strategy and Competitive Positioning., Prentice-Hall, Hemel Hempstead, 2,

Hutton, R. B., & Markley, F. (1991). The effects of incentives on environment-friendly behaviors: A case study. Advances in Consumer Research, 18, 697–702,

Integer Group and M|A|R|C Research (2011). Going Green: What shoppers are and aren't

willing to do to make a sustainable impact. 2.11,

Joergens, C. (2006). Ethical fashion: myth or future trend? Journal of Fashion Marketing and Management: An International Journal, 10(3), 360–371,

Kareklas, I., Carlson, J. R., & Muehling, D. D. (2014). I eat organic for my benefit and yours: Egoistic and altruistic considerations for purchasing organic food and their implications for advertising strategists. Journal of Advertising,

Kim, E. Y., & Forney, J. C. (2006). A structural model of fashion-oriented impulse buying behavior. Journal of Fashion Marketing and Management: An International Journal, 10(4), 433–446,

Kim H. S., Damhorst M. L., Lee K. H., (2002). Apparel involvement and advertisement processing: A model, Journal of Fashion Marketing and Management: An International Journal, 6(3)0, 277-302,

Klein, J., & Dawar, N. (2004). Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis. International Journal of Research in Marketing, 21(3), 203–217,

Kotler, P. (2000). Marketing Management. Millennium, Prentice-Hall, Upper Saddle River, NJ,

Krebs, D. L. & Miller, D. T. (1985). Altruism and aggression. G. Lindzey & E. Aronson Eds., Handbook of social psychology, 3(2), 1-71,

Laurent, G., & Kapferer, J. (1985). Measuring Consumer Involvement Profiles. Journal of Marketing Research, 22(1), 41-53,

Lipson (2008), International market for sustainable apparel. Rockville, MD, Packaged Facts,

Lorek, S., & Lucas, R. (2003). Towards sustainable market strategies: A case study on eco textiles and green power. Wuppertal Papers, 130,

Magrath, A. J. (1992). Six pathways to marketing innovation. Planning Review, 20(6), 12–48,

Maheswaran, D., & Meyers-Levy, J. (1990). The Influence of Message Framing and Issue Involvement. Journal of Marketing Research, 27(3), 361,

Maibach, E. (1993). Social marketing for the environment: Using information campaigns to promote environmental awareness and behavior change. Health Promotion International,

Malhotra, N. K., Peterson, M., & Uslay, C. (2006). Helping marketing research earn a seat at the table for decision-making. European Business Review, 18(4), 294–306,

Mandese, J. (1991). MEDIA WORKS. Advertising Age, 62(44), 36,

Martin, C.R. (1994). Nanomaterials: A Membrane-Based Synthetic Approach. Science. 266, 1961-1966,

Matthes, J., Wonneberger, A., & Schmuck, D. (2014). Consumers' green involvement and the persuasive effects of emotional versus functional ads. Journal of Business Research, 67(9), 1885–1893,

Miller, D. T., & Ratner, R. K. (1998). The disparity between the actual and assumed power of self-interest". Journal of Personality and Social Psychology. 74(1), 53-62,

Mohr, L. A., Eroglu D. and Ellen, P. S. (1998). The Development and Testing of a Measure of Skepticism Toward Environmental Claims in Marketers' Communications. Journal of Consumer Affairs, 32: 30–55,

Mueller, B. (1987). Reflections of Culture: An Analysis of Japanese and American Advertising Appeals, Journal of Advertising Research, 27 (3), 51–59,

Mueller, B., & Taylor, C. (2010), Global Consumer Culture Positioning: Testing Perceptions of Soft-Sell and Hard-Sell Advertising Appeals Between U.S. and Japanese Consumers. Journal of International Marketing, 18(2), 20-34,

Nelson, M. R., Brunel, F. F., Supphellen, M., & Manchanda, R. V. (2006). Effects of culture, gender, and moral obligations on responses to charity advertising across masculine and feminine cultures. Journal of Consumer Psychology, 16(1), 45-56,

Newman, C. L., Howlett, E., Burton, S., Kozup, J. C., & Tangari, A. H. (2012). The influence of consumer concern about global climate change on framing effects for environmental sustainability messages. International Journal of Advertising, 31(3), 511–527,

None, I., & Kumar Datta, S. (2011). Pro-environmental Concern Influencing Green Buying: A Study on Indian Consumers. International Journal of Business and Management, 6(6),

Nunnally, J. C. (1978). Psychometric Theory. New York: McGraw-Hill,

O'Cass, A. (2000). An assessment of consumers product, purchase decision, advertising and consumption involvement in fashion clothing. Journal of Economic Psychology, 21(5), 545–576,

Oh, K. Y., & Damhorst, M. L. (1999). Gender role orientation of divorced women as related to body satisfaction and interest in work clothing. Journal of Divorce & Remarriage,

Okazaki, S., Mueller, B., & Taylor, C. R. (2010). Measuring Soft-Sell Versus Hard-Sell Advertising Appeals. Journal of Advertising, 39(2), 5–20,

Papaoikonomou, E., Ryan, G., & Ginieis, M. (2011). Towards a Holistic Approach of the Attitude Behaviour Gap in Ethical Consumer Behaviours: Empirical Evidence from Spain. International Advances in Economic Research, 17(1), 77–88,

Peattie, K. (2001). Towards Sustainability: The Third Age of Green Marketing. The Marketing Review. 2. 129-146,

Peattie, K. and Crane, A., (2005), Green marketing: legend, myth, farce or prophesy? Qualitative Market Research: An International Journal, 8 (4), pp. 357-370,

Petty, R. E., & Cacioppo, J. T. (1990). Involvement and persuasion: Tradition versus integration. Psychological Bulletin, 107(3), 367–374,

Pessemier, E. a, Bemmaor, A. C., & Hanssens, D. M. (1977). Willingness to supply human body parts: some empirical results. The Journal of Consumer Research, 4(3), 131–140,

Phau, I., & Ong, D. (2007). An investigation of the effects of environmental claims in promotional messages for clothing brands. Marketing Intelligence & Planning, 25(7), 772–788,

Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. Journal of Consumer Marketing, 25(5), 281–293,

Pickett, Kangun and Grove (1995). An examination of the conserving consumer: implications for public policy formation in promoting conservation behavior. Environmental Marketing: Strategies, Practice, Theory, and Research, The Haworth Press, New York, NY, 77-99,

Roberts, J. A. (1996). Green consumers in the 1990s: Profile and implications for advertising. Journal of Business Research, 36(3), 217–231,

Rothschild, M. (1979). Marketing Communications in Nonbusiness Situations or Why It's So Hard to Sell Brotherhood like Soap. Journal of Marketing, 43(2), 11-20,

Rothschild, M. L. (1984). Perspectives on Involvement: Current Problems and Future Directions. Advances in Consumer Research, 11(1), 216–217,

Royne, M. B., Levy, M., & Martinez, J. (2011). The public health implications of consumers' environmental concern and their willingness to pay for an eco-friendly product. Journal of Consumer Affairs, 45(2), 329–343,

Schuhwerk, M. E., & Lefkoff-Hagius, R. (1995). Green or non-green? Does type of appeal matter when advertising a green product? Journal of Advertising, 24(2), 45–54,

Schwartz, J., & Miller, T. (1991). The Earth's best friends. American Demographics, 13(2), 26–35,

Shetzer, L., Stackman, R. W., & Moore, L. F. (1991). Business-environment attitudes and the new environmental paradigm. Journal of Environmental Education, 22(4), 14–21,

Shrum, L. J., McCarty, J. A., & Lowrey, T. M. (1995). Buyer characteristics of the green consumer and their implications for advertising strategy. Journal of Advertising, 24(2), 71–82,

Solomon, M. & Rabolt N. (2004). Consumer Behaviour in Fashion. Englewood Cliffs, NJ: Prentice-Hall,

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. Journal of Current Issues and Research in Advertising, 26(2), 53–66,

Stisser, P. (1994). A deeper shade of green. American Demographics, 16(3), 24-29,

Summers, T. A., Belleau, B. D., & Xu, Y. (2006). Predicting purchase intention of a controversial luxury apparel product. Journal of Fashion Marketing and Management: An International Journal, 10(4), 405–419,

Zimmer, M. R., Stafford, T. F., & Stafford, M. R. (1994). Green issues: Dimensions of environmental concern. Journal of Business Research, 30(1), 63–74,

Webb Deborah J., Mohr Lois A. and Harris Katherine E. (2008). A re-examination of socially responsible consumption and its measurement. Journal of Business Research, 61(2), 91-98,

White, K., & Peloza, J. (2009). Self-Benefit Versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support. Journal of Marketing, 73(4), 109–124,

Zimmer, M. R., Stafford, T. F., & Stafford, M. R. (1994). Green issues: Dimensions of environmental concern. Journal of Business Research, 30(1), 63–74,

Zinkhan, G. M., & Carlson, L. (1995). Green advertising and the reluctant consumer. Journal of Advertising, 24(2), 1–6.

Appendix 1: The online survey

Dear respondent,

The purpose of this survey is to collect data for my dissertation, in Erasmus University Rotterdam. The results will be used to investigate how Millennials react to different advertising appeals of sustainable apparel products.

Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential.

Thank you very much for your time and support. Please start with the survey now by clicking on the continue button below.

My environmental involvement

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Q1. I am concerned about the environment.	○	○	○	○	○	○	○
Q2. The condition of the environment affects the quality of my life.	○	○	○	○	○	○	○
Q3. I am willing to make sacrifices to protect the environment.	○	○	○	○	○	○	○
Q4. My actions impact the environment.	○	○	○	○	○	○	○

My purchase behavior

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Q5. I make a special effort to buy products less harmful to the environment.	○	○	○	○	○	○	○
Q6. I would switch from my usual brands and buy ethical and Eco-friendly products, even if I have to give up some	○	○	○	○	○	○	○

benefits that my usual brands offer.							
Q7. I have switched products for ecological reasons.	○	○	○	○	○	○	○
Q8. When I have a choice between two equal products, I purchase the one less harmful to the environment.	○	○	○	○	○	○	○

Q9. In general, I buy new clothing

o Earlier in the season than most other people

o About the same time as most other people

o Later in the season as most other people

My fashion involvement

	Low (1)	Moderate (2)	High (3)
Q10. In general, the amount of information about new clothing I give to my friends is	○	○	○
Q11. In general, I am interested in new clothing	○	○	○
Q12. Compared to other people, the possibility to be asked for advice about new clothing is	○	○	○

Q13. The statement that best describes my interest in fashion is

o I am not at all interested in fashion trends

o I do not pay much attention to fashion unless a major change in fashion trends takes place

o I check to see what is currently fashionable only when I need to buy new clothes

o I keep up-to-date on fashion trends/changes, although I do not always follow the trends/changes

o I regularly read the fashion news and try to keep my wardrobe up-to-date with the fashion trends/changes

Please assume that you want to buy a basic T-shirt. You see the following advertisement.

Please, carefully look at the advertisement for as long as you want to and then proceed to the final questions of the survey. You are kindly requested not to look back at the advertisement while filling in the rest of the questionnaire.

Please assume that you want to buy a basic T-shirt. You see the following advertisement.

My purchase intention

	Definitely not (1)	Probably not (2)	Might or might not (3)	Probably yes (4)	Definitely yes (5)
Q14. I would like to try the product.	○	○	○	○	○
Q15. I could imagine myself buying this product.	○	○	○	○	○
Q16. I could imagine this product being one of my most likely choices for my next purchase.	○	○	○	○	○

Q17. The probability that I would buy the advertised product is … (0% – not likely at all and 100% - extremely likely)

Not likely at all Extremely likely

0 10 20 30 40 50 60 70 80 90 100

Probability of buying

Q18. The message of the advertisement is

	Not at all (4)	Slightly (5)	Moderately (6)	Very (7)	Extremely (8)
Emotional	○	○	○	○	○

Rational	○	○	○	○	○

Q19. The message of the advertisement is associated with looking out for one's <u>own interests</u> ...

- ○ Not at all (1)
- ○ Slightly (2)
- ○ Moderately (3)
- ○ Very (4)
- ○ Extremely (5)

Q20. The message of the advertisement is associated with looking out for <u>other's interests</u> ...

- ○ Not at all (1)
- ○ Slightly (2)
- ○ Moderately (3)
- ○ Very (4)
- ○ Extremely (5)

Q21. My gender is

- ○ Female (1)
- ○ Male (2)

Q22. My age is …

Q23. The highest level of education I have completed is

- ○ Less than high school (1)
- ○ High school graduate (2)
- ○ Some college/no degree (3)
- ○ Bachelor's degree (5)
- ○ Master’s degree (6)
- ○ Ph.D (7)
- ○ Graduate or professional degree (8)

Q24. My occupation is

- ○ employed (1)
- ○ unemployed (2)
- ○ student (3)
- ○ student and employed (4)

Appendix 2: Advertisements

- **Self-benefit and hard-sell appeal**

- **Self-benefit and soft-sell appeal**

- **Other-benefit and hard-sell appeal**

- **Other-benefit and soft-sell appeal**

Appendix 3: Results – Output from SPSS

3.1. Descriptive statistics

3.1.1. Total sample

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Benefit appeal	232	-1	1	,00	1,002
Message strategy appeal	232	-1	1	,00	1,002
Prob. Of Buying	232	0	100	52,79	26,318
Gender	232	1	2	1,44	,497
Age	232	18	35	23,95	3,489
Education	232	1	6	3,74	,964
Occupation	232	1	4	2,74	1,025
Q1 (1-7)	232	1	7	5,78	1,069
Q2 (1-7)	232	1	7	5,94	1,134
Q3 (1-7)	232	2	7	5,32	1,058
Q4 (1-7)	232	1	7	5,86	1,170
Q5 (1-7)	232	1	7	4,49	1,352
Q6 (1-7)	232	1	7	4,53	1,465
Q7 (1-7)	232	1	7	4,21	1,609
Q8 (1-7)	232	1	7	5,09	1,524
Q9 (1-3)	232	1	4	2,40	,689
Q10 (1-3)	232	1	3	1,57	,680
Q11 (1-3)	232	1	3	1,92	,717
Q12 (1-3)	232	1	3	1,73	,732
Q13 (1-5)	232	1	5	2,68	1,193
Q14 (1-5)	232	1,00	5,00	3,6164	,89939
Q15 (1-5)	232	1,00	5,00	3,5129	,95337
Q16 (1-5)	232	1,00	5,00	3,0776	,98606
Valid N (listwise)	232				

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Average Score of fash. Involvement in 0-1 scale	232	,70	,30	1,00	,5692	,19748	,039
Average Score of sust. involvement in 0-1 scale	232	,73	,25	,98	,7358	,13648	,019
Valid N (listwise)	232						

Descriptive statistics (N=232)

Items	Minimum	Maximum	Mean	Standard Deviation
Q1	1	7	5,78	1,069
Q2	1	7	5,94	1,134
Q3	2	7	5,32	1,058
Q4	1	7	5,86	1,170
Q5	1	7	4,49	1,352
Q6	1	7	4,53	1,465
Q7	1	7	4,21	1,609

Q8	1	7	5,09	1,524
Q9	1	4	2,40	0,689
Q10	1	3	1,57	0,680
Q11	1	3	1,92	0,717
Q12	1	3	1,73	0,732
Q13	1	5	2,68	1,193
Q14	1	5	3,62	0,899
Q15	1	5	3,51	0,953
Q16	2	5	3,08	0,986
Probability of buying	0	100	52,79	26,318
Gender	1	2	1,44	0,497
Age	18	35	23,95	3,489
Education	1	6	3,74	0,964
Occupation	1	4	2,74	1,025

Descriptive statistics of ad 1, ad 2, ad 3 & ad 4 (N1, N2, N3, N4 = 58)

Items	Minimum	Maximum	Mean	Standard Deviation
AD1 Q14	1	5	3,78	0,956
AD1 Q15	1	5	3,58	0,974
AD1 Q16	1	5	3,10	1,021
AD1 Probability of buying	0	100	51,69	26,549
AD1 Age	18	35	23,86	3,967
AD2 Q14	2	5	3,64	0,765
AD2 Q15	2	5	3,50	0,822
AD2 Q16	1	5	3,02	0,848
AD2 Probability of buying	3	90	55,224	23,170
AD2 Age	18	35	23,81	3,517
AD3 Q14	1	5	3,64	1,003
AD3 Q15	1	5	3,52	1,030
AD3 Q16	1	5	3,14	1,050
AD3 Probability of buying	0	100	52,07	27,685
AD3 Age	18	35	23,91	3,496
AD4 Q14	1	5	3,45	0,940
AD4 Q15	1	5	3,48	1,047

AD4 Q16	1	5	3,09	1,097
AD4 Probability of buying	0	100	52,17	27,472
AD4 Age	18	34	24,22	2,986

3.1.2. Advertisement 1 Sample

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q1 (1-7)	58	1	7	5,76	1,129
Q2 (1-7)	58	2	7	5,83	1,230
Q3 (1-7)	58	2	7	5,21	1,104
Q4 (1-7)	58	2	7	5,81	1,263
Q5 (1-7)	58	1	7	4,31	1,327
Q6 (1-7)	58	1	7	4,29	1,533
Q7 (1-7)	58	1	7	3,90	1,714
Q8 (1-7)	58	1	7	4,79	1,662
Q9 (1-3)	58	1	4	2,48	,628
Q10 (1-3)	58	1	3	1,52	,569
Q11 (1-3)	58	1	3	1,93	,722
Q12 (1-3)	58	1	3	1,79	,695
Q13 (1-5)	58	1	5	2,74	1,133
Q14 (1-5)	58	1	7	3,78	,956
Q15 (1-5)	58	1	6	3,59	,974
Q16 (1-5)	58	1	6	3,10	1,021
Q17 (100%)	58	,0	100,0	51,690	26,5490
Q18 (1-5)	58	1	5	2,53	1,158
Q19 (1-5)	58	1	5	3,29	,991
Q20 (1-5)	58	1	5	2,90	1,003
Q21 (1-5)	58	1	5	2,95	,999
Gender	58	1	2	1,40	,493
Age	58	18	35	23,86	3,967
Education	58	2	6	3,67	,998
Occupation	58	1	4	2,71	1,026
Valid N (listwise)	58				

3.1.3. Advertisement 2 Sample

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q1 (1-7)	58	2	7	5,69	1,127
Q2 (1-7)	58	1	7	5,86	1,220
Q3 (1-7)	58	2	7	5,36	1,038
Q4 (1-7)	58	2	7	5,76	1,081
Q5 (1-7)	58	1	7	4,40	1,426
Q6 (1-7)	58	1	7	4,48	1,442
Q7 (1-7)	58	1	6	4,17	1,378
Q8 (1-7)	58	1	7	5,52	1,274
Q9 (1-3)	58	1	3	2,41	,676
Q10 (1-3)	58	1	3	1,59	,650
Q11 (1-3)	58	1	3	1,95	,633
Q12 (1-3)	58	1	3	1,74	,739
Q13 (1-5)	58	1	5	2,72	1,196
Q14 (1-5)	58	2	5	3,64	,765
Q15 (1-5)	58	2	5	3,50	,822
Q16 (1-5)	58	1	5	3,02	,848
Q17 (100%)	59	3,00	90,00	55,2241	23,16957
Q18 (1-5)	58	1	5	2,71	1,108
Q19 (1-5)	58	1	5	3,02	,982
Q20 (1-5)	58	1	4	2,84	,834
Q21 (1-5)	58	1	5	2,90	1,021
Q22 (1-2)	58	1	2	1,41	,497
Q23	58	18	35	23,81	3,517
Q24 (1-7)	58	2	5	3,66	,870
Q25 (1-4)	58	1	4	2,83	,994
Valid N (listwise)	58				

3.1.4. Advertisement 3 Sample

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q1 (1-7)	58	2	7	5,66	1,101
Q2 (1-7)	58	2	7	6,00	1,124
Q3 (1-7)	58	2	7	5,28	1,005
Q4 (1-7)	58	3	7	5,93	1,122
Q5 (1-7)	58	1	7	4,67	1,303
Q6 (1-7)	58	1	7	4,67	1,480
Q7 (1-7)	58	1	7	4,60	1,622
Q8 (1-7)	58	2	7	5,43	1,299
Q9 (1-3)	58	1	3	2,19	,736
Q10 (1-3)	58	1	3	1,55	,730
Q11 (1-3)	58	1	3	1,88	,796
Q12 (1-3)	58	1	3	1,67	,735
Q13 (1-5)	58	1	5	2,57	1,272
Q14 (1-5)	58	1	5	3,64	1,003
Q15 (1-5)	58	1	5	3,52	1,030
Q16 (1-5)	58	1	5	3,14	1,050
Q17 (100%)	59	0	100	52,07	27,685
Q18 (1-5)	58	1	5	2,83	1,110
Q19 (1-5)	58	1	5	3,29	1,026
Q20 (1-5)	58	1	5	2,95	1,130
Q21 (1-5)	58	1	5	3,36	1,150
Q22 (1-2)	58	1	2	1,50	,504
Q23	58	18	35	23,91	3,496
Q24 (1-7)	58	1	6	3,74	1,036
Q25 (1-4)	58	1	4	2,76	1,014
Valid N (listwise)	58				

3.1.5. Advertisement 4 Sample

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q1 (1-7)	58	2	7	6,02	,888
Q2 (1-7)	58	3	7	6,07	,953
Q3 (1-7)	58	2	7	5,43	1,094
Q4 (1-7)	58	1	7	5,93	1,226
Q5 (1-7)	58	1	7	4,59	1,351
Q6 (1-7)	58	2	7	4,66	1,409
Q7 (1-7)	58	1	7	4,16	1,663
Q8 (1-7)	58	1	7	4,60	1,643
Q9 (1-3)	58	1	4	2,50	,682
Q10 (1-3)	58	1	3	1,64	,765
Q11 (1-3)	58	1	3	1,93	,722
Q12 (1-3)	58	1	3	1,71	,773
Q13 (1-5)	58	1	5	2,67	1,190
Q14 (1-5)	58	1	5	3,45	,940
Q15 (1-5)	58	1	5	3,48	1,047
Q16 (1-5)	58	1	5	3,09	1,097
Q17 (100%)	59	0	100	52,17	27,472
Q18 (1-5)	58	1	5	3,76	1,159
Q19 (1-5)	58	1	5	3,07	,953
Q20 (1-5)	58	1	5	2,67	1,205
Q21 (1-5)	58	1	5	3,45	1,046
Q22 (1-2)	58	1	2	1,43	,500
Q23	58	18	34	24,22	2,986
Q24 (1-7)	58	2	6	3,90	,949
Q25 (1-4)	58	1	4	2,67	1,082
Valid N (listwise)	58				

3.2. Reliability test for Fashion Involvement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,675	,672	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q9 (1-3)	7,90	7,700	-,199	,051	,825
Q10 (1-3)	8,72	4,945	,663	,502	,539
Q11 (1-3)	8,38	4,755	,686	,567	,521
Q12 (1-3)	8,57	4,887	,615	,451	,550
Q13 (1-5)	7,62	3,362	,601	,480	,546

3.3. Reliability test for Sustainable Involvement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,873	,878	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q1 (1-7)	35,43	47,804	,641	,476	,858
Q2 (1-7)	35,27	47,469	,618	,414	,859
Q3 (1-7)	35,89	47,243	,692	,528	,853
Q4 (1-7)	35,35	49,388	,466	,259	,873
Q5 (1-7)	36,72	43,217	,752	,584	,843
Q6 (1-7)	36,68	42,556	,717	,562	,847
Q7 (1-7)	37,00	41,515	,690	,531	,852
Q8 (1-7)	36,12	45,102	,537	,301	,870

3.4. Reliability test for Purchase Intention

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,888	,889	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q14 (1-5)	6,5905	3,152	,823	,703	,806
Q15 (1-5)	6,6940	3,010	,807	,690	,816
Q16 (1-5)	7,1293	3,117	,718	,516	,898

3.5. Factor Analysis with independent variables in separate analyses

3.5.1. Fashion Involvement

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,810
Bartlett's Test of Sphericity	Approx. Chi-Square	407,509
	df	10
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,836	56,726	56,726	2,836	56,726	56,726
2	,953	19,057	75,784			
3	,503	10,054	85,838			
4	,395	7,894	93,732			
5	,313	6,268	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q11 (1-3)	,866
Q10 (1-3)	,826
Q13 (1-5)	,817
Q12 (1-3)	,806
Q9 (1-3)	-,294

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3.5.2. Sustainable Involvement

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,906
Bartlett's Test of Sphericity	Approx. Chi-Square	799,132
	df	28
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,354	54,426	54,426	4,354	54,426	54,426
2	,825	10,312	64,737			
3	,710	8,874	73,611			
4	,591	7,383	80,994			
5	,489	6,110	87,104			
6	,361	4,507	91,611			
7	,352	4,396	96,007			
8	,319	3,993	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q5 (1-7)	,825
Q6 (1-7)	,798
Q3 (1-7)	,788
Q7 (1-7)	,778
Q1 (1-7)	,748
Q2 (1-7)	,722
Q8 (1-7)	,634
Q4 (1-7)	,572

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3.6. Factor Analysis with independent variables in one analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,869
Bartlett's Test of Sphericity	Approx. Chi-Square	1233,736
	df	78
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,398	33,827	33,827	4,398	33,827	33,827	4,372	33,629	33,629
2	2,833	21,795	55,622	2,833	21,795	55,622	2,859	21,993	55,622
3	,964	7,413	63,035						
4	,835	6,425	69,460						
5	,710	5,462	74,921						
6	,591	4,546	79,468						
7	,552	4,243	83,710						
8	,437	3,360	87,070						
9	,385	2,964	90,034						
10	,350	2,691	92,725						
11	,341	2,625	95,350						
12	,323	2,481	97,831						
13	,282	2,169	100,000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component	
	1	2
Q5 (1-7)	,824	
Q6 (1-7)	,796	
Q3 (1-7)	,789	
Q7 (1-7)	,776	
Q1 (1-7)	,751	-,130
Q2 (1-7)	,724	
Q8 (1-7)	,634	
Q4 (1-7)	,571	
Q11 (1-3)		,864
Q10 (1-3)		,821
Q13 (1-5)		,811
Q12 (1-3)		,804
Q9 (1-3)		-,305

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

3.7. Linear regression for testing hypothesis 1 & 2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,347[a]	,120	,097	,81318

a. Predictors: (Constant), Occupation, Message strategy appeal, Benefit appeal, Gender, Education, Age

b. Dependent Variable: AveragePurchInt

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,334	6	3,389	5,125	,000[b]
	Residual	148,785	225	,661		
	Total	169,119	231			

a. Dependent Variable: AveragePurchInt

b. Predictors: (Constant), Occupation, Message strategy appeal, Benefit appeal, Gender, Education, Age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4,594	,522		8,799	,000	3,565	5,623
	Benefit appeal	-,009	,054	-,010	-,163	,871	-,115	,097
	Message strategy appeal	,043	,053	,050	,796	,427	-,063	,148
	Gender	-,538	,109	-,312	-4,952	,000	-,752	-,324
	Age	,007	,020	,027	,333	,739	-,033	,046
	Education	-,142	,069	-,160	-2,066	,040	-,277	-,007
	Occupation	-,018	,059	-,022	-,307	,759	-,133	,097

a. Dependent Variable: AveragePurchInt

3.8. Linear regression for testing hypothesis 3

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,398[a]	,159	,120	,80246

a. Predictors: (Constant), Occupation, Message strategy appeal, Benefit appeal, BenefitXMessage, Average Score of fash. Involvement in 0-1 scale, Education, Gender, Age, MessageXFashInv, BenefitXFashInv

b. Dependent Variable: AveragePurchInt

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,809	10	2,681	4,163	,000[b]
	Residual	142,310	221	,644		
	Total	169,119	231			

a. Dependent Variable: AveragePurchInt

b. Predictors: (Constant), Occupation, Message strategy appeal, Benefit appeal, BenefitXMessage, Average Score of fash. Involvement in 0-1 scale, Education, Gender, Age, MessageXFashInv, BenefitXFashInv

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,076	,566		7,196	,000
	Benefit appeal	,266	,164	,311	1,619	,107
	Message strategy appeal	,149	,162	,175	,918	,360
	BenefitXMessage	-,014	,053	-,017	-,271	,787
	MessageXFashInv	-,181	,270	-,128	-,671	,503
	BenefitXFashInv	-,480	,273	-,339	-1,758	,080
	Average Score of fash. Involvement in 0-1 scale	,729	,306	,168	2,385	,018
	Gender	-,374	,122	-,217	-3,053	,003
	Age	,003	,020	,011	,132	,895
	Education	-,141	,068	-,159	-2,066	,040
	Occupation	-,031	,058	-,037	-,539	,591

a. Dependent Variable: AveragePurchInt

3.9. Linear regression for testing hypothesis 4

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,465[a]	,216	,181	,77434

a. Predictors: (Constant), Average Score of sust. involvement in 0-1 scale, Occupation, MessageXSustInv, BenefitXMessage, Benefit appeal, Gender, Education, Age, Message strategy appeal, BenefitXSustInv

b. Dependent Variable: AveragePurchInt

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,607	10	3,661	6,105	,000[b]
	Residual	132,512	221	,600		
	Total	169,119	231			

a. Dependent Variable: AveragePurchInt

b. Predictors: (Constant), Average Score of sust. involvement in 0-1 scale, Occupation, MessageXSustInv, BenefitXMessage, Benefit appeal, Gender, Education, Age, Message strategy appeal, BenefitXSustInv

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,119	,583		5,350	,000
	Benefit appeal	,211	,283	,248	,748	,455
	Message strategy appeal	-,552	,282	-,647	-1,960	,051
	BenefitXMessage	,015	,051	,017	,288	,774
	Gender	-,420	,107	-,244	-3,925	,000
	Age	-,002	,019	-,006	-,081	,935
	Education	-,099	,066	-,111	-1,496	,136
	Occupation	-,012	,056	-,014	-,215	,830
	MessageXSustInv	,811	,377	,711	2,151	,033
	BenefitXSustInv	-,253	,378	-,222	-,670	,504
	Average Score of sust. involvement in 0-1 scale	1,801	,391	,287	4,610	,000

a. Dependent Variable: AveragePurchInt

3.10. Linear regression for testing Fashion Involvement & Demographic variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,377[a]	,142	,123	,80133	,142	7,475	5	226	,000

a. Predictors: (Constant), Average Score of fash. Involvement in 0-1 scale, Age, Occupation, Gender, Education

b. Dependent Variable: AveragePurchInt

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,998	5	4,800	7,475	,000[b]
	Residual	145,121	226	,642		
	Total	169,119	231			

a. Dependent Variable: AveragePurchInt

b. Predictors: (Constant), Average Score of fash. Involvement in 0-1 scale, Age, Occupation, Gender, Education

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4,014	,564		7,118	,000	2,903	5,125
	Gender	-,389	,121	-,226	-3,200	,002	-,628	-,149
	Age	,004	,020	,015	,185	,853	-,035	,043
	Education	-,136	,067	-,153	-2,012	,045	-,269	-,003
	Occupation	-,026	,058	-,031	-,452	,652	-,140	,088
	Average Score of fash. Involvement in 0-1 scale	,769	,304	,177	2,527	,012	,169	1,369

a. Dependent Variable: AveragePurchInt

3.11. Linear regression for testing Sustainable Involvement & Demographic variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,442[a]	,195	,177	,77610	,195	10,955	5	226	,000

a. Predictors: (Constant), Average Score of sust. involvement in 0-1 scale, Occupation, Gender, Education, Age

b. Dependent Variable: AveragePurchInt

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,993	5	6,599	10,955	,000[b]
	Residual	136,126	226	,602		
	Total	169,119	231			

a. Dependent Variable: AveragePurchInt

b. Predictors: (Constant), Average Score of sust. involvement in 0-1 scale, Occupation, Gender, Education, Age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3,217	,579		5,552	,000	2,075	4,359
	Gender	-,416	,107	-,241	-3,901	,000	-,626	-,206
	Age	-,004	,019	-,015	-,192	,848	-,042	,034
	Education	-,109	,066	-,122	-1,654	,100	-,238	,021
	Occupation	-,019	,056	-,023	-,343	,732	-,129	,091
	Average Score of sust. involvement in 0-1 scale	1,808	,388	,288	4,663	,000	1,044	2,572

a. Dependent Variable: AveragePurchInt

3.12. Linear regression for testing Demographic variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,343[a]	,118	,102	,81078

a. Predictors: (Constant), Occupation, Gender, Education, Age

b. Dependent Variable: AveragePurchInt

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,897	4	4,974	7,567	,000[b]
	Residual	149,222	227	,657		
	Total	169,119	231			

a. Dependent Variable: AveragePurchInt

b. Predictors: (Constant), Occupation, Gender, Education, Age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4,599	,520		8,843	,000	3,574	5,624
	Gender	-,535	,108	-,310	-4,946	,000	-,748	-,322
	Age	,007	,020	,027	,325	,746	-,033	,046
	Education	-,143	,068	-,161	-2,092	,038	-,277	-,008
	Occupation	-,019	,058	-,023	-,325	,746	-,134	,096

a. Dependent Variable: AveragePurchInt

3.13. Linear regression for testing hypotheses with probability of buying as dependent variable

3.13.1. Linear regression for testing demographic variables

Descriptive Statistics

	Mean	Std. Deviation	N
Prob. Of Buying	52,79	26,318	232
Gender	1,44	,497	232
Age	23,95	3,489	232
Education	3,74	,964	232
Occupation	2,74	1,025	232

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,326[a]	,107	,091	25,095

a. Predictors: (Constant), Occupation, Gender, Education, Age

b. Dependent Variable: Prob. Of Buying

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17047,458	4	4261,864	6,767	,000[b]
	Residual	142957,193	227	629,767		
	Total	160004,651	231			

a. Dependent Variable: Prob. Of Buying

b. Predictors: (Constant), Occupation, Gender, Education, Age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	77,137	16,099		4,791	,000	45,414	108,859
	Gender	-16,528	3,346	-,312	-4,940	,000	-23,121	-9,936
	Age	,559	,622	,074	,899	,369	-,666	1,784
	Education	-3,596	2,111	-,132	-1,703	,090	-7,756	,564
	Occupation	-,205	1,806	-,008	-,114	,910	-3,765	3,354

a. Dependent Variable: Prob. Of Buying

3.13.2. Linear regression for testing hypotheses 1 & 2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,328[a]	,107	,084	25,194

a. Predictors: (Constant), Occupation, Message strategy appeal, Benefit appeal, Gender, Education, Age

b. Dependent Variable: Prob. Of Buying

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17191,288	6	2865,215	4,514	,000[b]
	Residual	142813,362	225	634,726		
	Total	160004,651	231			

a. Dependent Variable: Prob. Of Buying

b. Predictors: (Constant), Occupation, Message strategy appeal, Benefit appeal, Gender, Education, Age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	77,303	16,174		4,779	,000	45,431	109,175
	Benefit appeal	-,041	1,663	-,002	-,024	,981	-3,317	3,236
	Message strategy appeal	-,787	1,656	-,030	-,475	,635	-4,051	2,476
	Gender	-16,490	3,366	-,311	-4,899	,000	-23,123	-9,857
	Age	,557	,624	,074	,893	,373	-,673	1,788
	Education	-3,632	2,127	-,133	-1,708	,089	-7,823	,559
	Occupation	-,222	1,814	-,009	-,123	,903	-3,797	3,352

a. Dependent Variable: Prob. Of Buying

3.13.3. Linear regression for testing hypothesis 3

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,372[a]	,139	,100	24,973

a. Predictors: (Constant), Average Score of fash. Involvement in 0-1 scale, BenefitXFashInv, BenefitXMessage, Message strategy appeal, Age, Occupation, Gender, Education, MessageXFashInv, Benefit appeal

b. Dependent Variable: Prob. Of Buying

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22181,973	10	2218,197	3,557	,000[b]
	Residual	137822,678	221	623,632		
	Total	160004,651	231			

a. Dependent Variable: Prob. Of Buying

b. Predictors: (Constant), Average Score of fash. Involvement in 0-1 scale, BenefitXFashInv, BenefitXMessage, Message strategy appeal, Age, Occupation, Gender, Education, MessageXFashInv, Benefit appeal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	64,615	17,627		3,666	,000	29,877	99,353
	Gender	-12,284	3,810	-,232	-3,224	,001	-19,793	-4,775
	Age	,454	,621	,060	,731	,465	-,769	1,677
	Education	-3,672	2,125	-,134	-1,728	,085	-7,861	,516
	Occupation	-,584	1,808	-,023	-,323	,747	-4,148	2,980
	Message strategy appeal	1,039	5,052	,040	,206	,837	-8,918	10,996
	Benefit appeal	8,565	5,110	,326	1,676	,095	-1,506	18,636
	BenefitXMessage	-1,179	1,645	-,045	-,717	,474	-4,421	2,063
	MessageXFashInv	-3,037	8,390	-,070	-,362	,718	-19,571	13,498
	BenefitXFashInv	-15,064	8,497	-,345	-1,773	,078	-31,809	1,681
	Average Score of fash. Involvement in 0-1 scale	18,169	9,516	,136	1,909	,058	-,585	36,923

a. Dependent Variable: Prob. Of Buying

3.13.4. Linear regression for testing hypothesis 4

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,395[a]	,156	,118	24,722

a. Predictors: (Constant), Average Score of sust. involvement in 0-1 scale, Occupation, MessageXSustInv, BenefitXMessage, Benefit appeal, Gender, Education, Age, Message strategy appeal, BenefitXSustInv

b. Dependent Variable: Prob. Of Buying

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24934,336	10	2493,434	4,080	,000[b]
	Residual	135070,314	221	611,178		
	Total	160004,651	231			

a. Dependent Variable: Prob. Of Buying

b. Predictors: (Constant), Average Score of sust. involvement in 0-1 scale, Occupation, MessageXSustInv, BenefitXMessage, Benefit appeal, Gender, Education, Age, Message strategy appeal, BenefitXSustInv

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	58,303	18,612		3,133	,002	21,623	94,982
	Gender	-15,102	3,418	-,285	-4,418	,000	-21,838	-8,365
	Age	,447	,620	,059	,721	,472	-,775	1,668
	Education	-2,821	2,105	-,103	-1,340	,182	-6,970	1,327
	Occupation	-,094	1,784	-,004	-,053	,958	-3,611	3,422
	Message strategy appeal	-26,666	8,998	-1,015	-2,964	,003	-44,399	-8,933
	Benefit appeal	-2,191	9,025	-,083	-,243	,808	-19,976	15,595
	BenefitXMessage	-,483	1,639	-,018	-,294	,769	-3,713	2,747
	MessageXSustInv	35,299	12,033	1,006	2,934	,004	11,585	59,013
	BenefitXSustInv	3,845	12,065	,110	,319	,750	-19,931	27,622
	Average Score of sust. involvement in 0-1 scale	22,290	12,474	,116	1,787	,075	-2,292	46,873

a. Dependent Variable: Prob. Of Buying