

The effects of environmental and uniqueness benefits in slow fashion advertising on the purchase intention and willingness to pay of consumers.

Exploring the differences.

Student Name: Margje Hönen

Student Number: 617759

Supervisor: Dr. Anne-Marie van Prooijen

Master Media Studies - Media & Business

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

Master's Thesis

June 2023

Word Count: 15.074

The effects of environmental and uniqueness benefits in slow fashion advertising on the purchase intention and willingness to pay of consumers. Exploring the differences.

ABSTRACT AND KEYWORDS

The fashion industry is the second most polluting industry in the world. Aiming at reducing the impact of the fashion industry, the development of slow fashion has occurred. As consumers showcase increasing interest in the value of sustainability, advertising the slow fashion garments has become of increasing relevance to slow fashion brands. Based on theoretical findings this research is expanding on the limited slow fashion advertising research by researching environmental and uniqueness benefits in slow fashion advertising. The reason to research the effect of an environmental benefit in an advertisement, is because the environment is the cause of the development of the slow fashion industry. Furthermore, fashion consumers value the environment and uniqueness in fashion. Both the purchase intention and willingness to pay have been proven to be a substantial method to measure the effectiveness of an advertisement, which have thus been used in order to measure the effect of the environmental and uniqueness benefits. Therefore, the research question to be answered in this research is “To what extent does the inclusion of environmental and uniqueness benefits in slow fashion advertisements influence the purchase intention and willingness to pay of consumers?”. Through a deductive quantitative approach, a 2 by 2 between-subject survey experiment has been conducted. Findings of the study conclude that a uniqueness benefit in an advertisement has a significant influence on the willingness to pay of consumers. However, no significant effect of an environmental benefit on the purchase intention and willingness to pay was found. In addition, no significant effect of the uniqueness benefit on the purchase intention was found. The inclusion of both the environmental and uniqueness benefit did not lead to a significant effect on both the purchase intention and willingness to pay. Additionally, the attitude towards a brand is concluded to not be a mediator for the environmental benefit in an advertisement on the purchase intention and willingness to pay. This study contributes to the academic knowledge of slow fashion advertisement and can be used by slow fashion brands in order to advertise their garments.

KEYWORDS: *Slow fashion, advertising, environmental benefits, uniqueness benefits, purchase intention, willingness to pay.*

Table of contents

ABSTRACT AND KEYWORDS	2
Table of contents	3
1. Introduction.....	5
1.1. Academic and societal relevance	7
1.2. Chapter outline	8
2. Theoretical framework	9
2.1. The developments of the slow fashion industry	9
2.2. Current consumers of slow fashion.....	9
2.3. Advertising fashion	11
2.4. Purchase intention of slow fashion	11
2.5. Willingness to pay of slow fashion	12
2.6. Green marketing.....	13
2.7. Greenwashing and green trust.....	14
2.8. Attitude towards a brand	15
2.9. Uniqueness in fashion consumption	17
2.10. Environmental and uniqueness benefits in advertising.....	19
3. Method	21
3.1. Research design	21
3.1.1. Procedure	21
3.1.2. Experimental manipulations	22
3.2. Data collection & sample description	23
3.3. Measures and operationalization.....	25
3.3.1. Main theoretical concepts	25
3.3.2. Manipulation check.....	26
3.4. Data preparation.....	29
3.5. Data analysis	29
3.6. Validity & reliability.....	30
4. Results.....	31
4.1. Manipulation check.....	31
4.1.1. Environmental benefit manipulation check	31
4.1.2. Uniqueness benefit manipulation check	32
4.2. Hypothesis testing	32

4.2.1. Purchase intention hypotheses	32
4.2.2. Willingness to pay hypotheses	34
5. Discussion.....	36
5.1. Main findings	36
5.2. Environmental benefit.....	37
5.3. Uniqueness benefit.....	38
5.4. Environmental and uniqueness benefit	39
5.5. Attitude towards a brand	39
5.6. Greenwashing	40
5.7. Theoretical implications.....	40
5.8. Practical implications.....	42
5.9. Limitations and future research	42
References.....	45
Appendices.....	52
Appendix A – Experimental manipulations.....	52
Appendix B – Online survey (English version).....	53

1. Introduction

The fashion industry is the second most polluting industry in the world (Bailey et al., 2022). The global fashion market is expected to rise from \$1.5 trillion in 2020 to \$2.25 in 2025, furthermore influencing the environmental impact of the industry on the world (Centobelli et al., 2022). According to Centobelli et al. (2022) the fashion industry is responsible for approximately 20% of the total global water consumption, almost 10% of the world's total CO₂ emissions and 92 million tons of textile waste annually (Adamkiewicz et al., 2022). Additionally, the production of textiles is a process that is extremely chemical-intensive involving the use of several environmentally unfriendly, non-biodegradable chemicals (Madhav et al., 2018). The reason for the environmental impact of the fashion industry is the rise of the fast fashion industry, through its low price and quick development of garments resulting in the encouragement of over-consumption (Bailey et al., 2022; Stringer et al., 2020). Fast fashion companies have developed complex supply chains cutting costs through the entire process. By outsourcing production processes to underdeveloped countries there is a greater environmental impact through the process and additionally the workers conditions are impacted. Workers in developing countries must produce more garments in less time, the workers are underpaid and are exposed to unsafe workplace conditions (Bocken et al., 2014; Centobelli et al., 2022; Nguyen et al., 2021). Additionally, in these nations child labor is occurring (Bocken et al., 2014; Nguyen et al., 2021). Underdeveloped countries allow companies to take advantage of the absence of legislations regarding works health and safety protection (Centobelli et al., 2022). As a result of growing international concerns regarding the environment from different stakeholders, companies are facing challenges in order to comply to the demand of environmental sustainability, and in the fashion industry this is no different (Dangelico & Vocalelli, 2017).

In response to the development of the fast fashion industry and the concerns regarding the environment, an opposing development has risen, namely the development of slow fashion. This study focuses on “slow fashion” based on the definition by Ozdamar Ertekin and Atik (2014) as “not only slowing down the consumption and production processes, but also protecting the well-being of the workers, communities, and the environment.” (p. 54). Research shows that there is an increasing number of environmentally friendly products on the market and a growing consumer interest in purchasing these products, alongside an increasing incentive in spending more on those products (Jung & Jin, 2016; Sagapova et al., 2022). An article by Business Wire shows that the global ethical fashion industry has reached \$6,345,3 million in 2019 with an annual growth percentage of

8.7% since 2015 (Wood, 2021). Furthermore, the market is expected to grow to \$8,246.1 million in 2023, with a growth rate of 6.8%. This expected growth is based off the growing awareness of ethical fashion (Wood, 2021). Although there seems to be a demand for environment friendly products by consumers, these same consumers practice contradicting behavior.

As a result of the increasing interest and demand by consumers in sustainable products, brands have become more concerned with advertising their green products (Dangelico & Vocalelli, 2017). As advertising has been proven to be effective to increase sales for a brand and additionally can create a brand in the long-term, advertising can be implemented in order to market slow fashion products (Kim, 1992). Through green marketing theories brands are implementing green strategies, however there is limited research regarding advertising slow fashion, hence the motivation for this research.

In the decision-making process of fashion consumption, many considerations are made by the consumer. Research shows that there are several values that are important to the consumer when purchasing or intending to purchase slow fashion garments. Environmental benefits are often viewed as the key driver in purchasing slow fashion garments, argued with motivations as protecting the planet and doing good for the environment (Lundblad & Davies, 2016). As the environment is the key driver for the development of the slow fashion industry, it can be highly relevant to research to what extent the value consumers attach to the environment influences the purchase intention and willingness to pay of consumers. Additionally, research concludes that green promotion has a positive effect on a company's performance, therefore increasing the relevance for slow fashion brands to use this to their advantage (Hasan & Ali, 2015). For that reason, this research will focus on the environmental benefit in slow fashion advertising. Allowing for insight in how consumers purchase intention and willingness to pay is influenced when presented with an environmental benefit in a slow fashion advertisement. Further elaboration regarding the environmental benefit is discussed in chapter 2 Theoretical framework.

In addition to the environmental benefit there are other values of importance to the consumer. Uniqueness has been proven to be an important driver in slow fashion consumption (Domingos et al., 2022; Workman & Caldwell, 2007). Research by Lundblad and Davies (2016) concluded that self-expression is in strong relation to sustainable fashion consumption. Consumers find importance in feeling comfortable in their own skin and being able to express themselves and their values and opinions. Furthermore, emphasis regarding the sustainable consumption of slow fashion lies in the ability to be an individual due to the

belief that surrounding people have become too homogenous in their style. Therefore, this research will examine the influence of uniqueness benefits in slow fashion advertising regarding the purchase intention and willingness to pay of consumers. Further elaboration regarding the uniqueness benefit is discussed in chapter 2. Theoretical framework.

Thus, this research aims at providing insight concerning the influence of environmental and uniqueness benefits in slow fashion advertisements regarding the purchase intention and willingness to pay of consumers, through a quantitative 2 by 2 between-subject experiment. The research will be conducted regarding the following research question: *“To what extent does the inclusion of environmental and uniqueness benefits in slow fashion advertisements influence the purchase intention and willingness to pay of consumers?”*.

1.1. Academic and societal relevance

Providing an answer to the research question will add to the body of existing academic knowledge in several ways. First, this thesis will add to the limited research regarding the effectiveness of types of slow fashion advertisements on the purchase intention and willingness to pay of consumers. Through examining two specific benefits in a more in-depth manner knowledge regarding the existing broad knowledge is gained. Velasco-Molpeceres et al. (2022) argue that there is limited strategy behind the communication by slow fashion brands. Therefore, this study builds further on the already existing knowledge of consumer values in slow fashion, literature of green marketing and the drivers for slow fashion consumption, in order to achieve more insight on the effect of types of benefits on the purchase intention and willingness to pay of slow fashion consumers. Additionally, the research will contribute to insights regarding the willingness to pay of consumers concerning slow fashion garments. The research will contribute to how the environmental and uniqueness benefits influence the willingness to pay of consumers, which will add to the existing results of consumers being willing to pay more for sustainable fashion more specifically (Tey et al., 2018).

In addition to the academic relevance, the thesis is relevant for society for the reason that the slow fashion movement is a development aiming at improving the environmental impact of the fashion industry on the world and thus society. This thesis aims at allowing slow fashion brands to influence the purchase behavior of consumers in a manner that is beneficial for the environment thus positively influencing society. The results of the thesis will give insight in how slow fashion brands can effectively communicate with their key

stakeholder the consumer and therefore potentially grow their brand, for a decrease in the ecological footprint of the fashion industry.

1.2.Chapter outline

The chapters of this research are dedicated to answering the research question in a comprehensive manner. In chapter two the theoretical framework is discussed, viewing the concepts of the research from different perspectives in order to create a theoretical overview. The main concepts discussed are the independent variables environmental and uniqueness benefits, the dependent variables purchase intention and willingness to pay and furthermore, the predicted mediating variable attitude towards a brand. In chapter three the methodological approach is discussed including the choice of method, the operationalization, validation, reliability, and concluding with a factor analysis in order to continue the analysis. Chapter four is dedicated to the discussion of the results of the analysis and the hypotheses are tested and discussed. The last chapter, chapter 5 regards the conclusion and the discussion of the research question. Wherein the hypotheses are discussed, along with the research limitations and future research directions, concluding with an answer to the research question.

2. Theoretical framework

2.1. The developments of the slow fashion industry

The development of slow fashion opposes the fast fashion industry, through its conscious decisions made in the production process (Domingos et al., 2022). In manufacturing smaller batches with less waste are produced. The slowed down process overall allows for a healthier environment socially and environmentally, improving workers conditions (Jung & Jin, 2016). The development of slow fashion opposes the fast fashion development, which is argued to be adapted based off the development of slow food, in contrary to the development of fast food (Jung & Jin, 2016; Zarley Watson & Yan, 2013). In the literature of fashion research, concepts of slow fashion are often compared to the development of slow food (Jung & Jin, 2016; Zarley Watson & Yan, 2013). Due to the reason that the slow food development has been researched profounder. Green marketing is one of the concepts that has been based off the slow food development and can be useful to give insight in marketing slow fashion garments (Jung & Jin, 2016; Zarley Watson & Yan, 2013). Therefore, the theory of green marketing will be discussed in chapter 2.6 Green marketing. In slow fashion not only the production process is reevaluated, but new important values are incorporated such as: seasonless, quality, durability, uniqueness, timelessness, classiness, low maintenance and sustainability (Domingos et al., 2022; Jung & Jin, 2016; Zarley Watson & Yan, 2013). According to a study by Jung and Jin (2016) there are five sub-dimensions in slow fashion: Equity, Authenticity, Functionality, Localism and Exclusivity. This is all incorporated in the aim to limit the environmental and social damage of the fashion industry (Domingos et al., 2022; Jung & Jin, 2016; Zarley Watson & Yan, 2013).

2.2. Current consumers of slow fashion

In order to answer the research question, it is relevant to view the current consumer of slow fashion from different perspectives as this gives an overview of the current state within slow fashion. Therefore, in this chapter the current consumer of slow fashion in relation to specific generations is discussed. Currently, research shows that Gen Z and Millennials are the generations that are most likely to purchase products from sustainable brands (First Insight, 2020). Due to the COVID-19 pandemic the generations have become aware of the consequences of fast fashion on the environment and have therefore started consuming more consciously (First Insight, 2020; Petro, 2021). Furthermore, Generation Z along with Millennials are more likely to make decisions regarding purchases based on

values and principles (First Insight, 2020; Petro, 2021). All generations are expecting brands to become more sustainable (First Insight, 2020).

Although there seems to be a motivation for consumers to purchase sustainable products, literature points out that often consumers do not actually purchase the sustainable products despite the purchase intention. This is motivated by the case of the fast growth of the Chinese fast fashion chain Shein during the COVID-19 pandemic (Medina, 2022). Consumers of which especially Generation Z started purchasing huge amounts of garments for an extremely low price point of low-quality garments with bad environmental performance (Medina, 2022). One reason for Generation Z to purchase from Shein is caused by the popularity of the company on TikTok, in which celebrities and influencers present the huge amounts of clothing they have purchased from the company influencing Generation Z to imitate this behavior (Medina, 2022). Research shows that for this generation the need to keep up their image is extremely important fed by the use of the social media platforms TikTok and Instagram (Martínez-Estrella et al., 2023). This therefore overrules the importance of sustainability in their garments, resulting in a gap between the consumers' attitudes and actual purchase behavior (Martínez-Estrella et al., 2023).

Furthermore, the overall consumer of fashion is very broad as everyone needs clothing. Therefore, in fashion marketing the difference in culture and age needs to be considered (Rocha et al., 2005). Studies show that the development of an ageing population needs to be considered when marketing the products as this part of the population has different needs to the younger generations (Rocha et al., 2005). The older generations are more focused on aspects in fashion regarding functionality, climate, fabric, health and fit (Rocha et al., 2005). Although the important aspect in slow fashion, the environmental performance is included in the values of the older generations, current studies show that the younger generations have a higher purchase intention regarding slow fashion (First Insight, 2020; Petro, 2021). Therefore, an additional question is raised regarding the combination of the different values relevant to the older generation in order to increase their purchase intention of slow fashion garments.

One other dimension of sustainable fashion but not slow fashion is second hand or vintage clothing. Although this is a sustainable option, consumers are generally less driven to purchase second-hand clothing since second-hand clothing is often associated with poor quality, poor sanitation, brand devaluation, fraud, or social discrimination (Adamkiewicz et al., 2022).

2.3. Advertising fashion

As fashion is highly visual advertising has been proven to be an effective method in influencing consumers. The goal for advertisers is to influence consumers' responses concerning advertisements in order to influence buying behavior regarding the advertised product (Kim et al., 1997). There has been much research conducted regarding the effectiveness of different types of advertising in fashion. Taylor and Costello (2017) argue that there are several effective key elements in a fashion advertisement such as the use of models. Additionally, it has been concluded that the combination of visuals and text in an advertisement leads to the highest level of involvement by consumers (Taylor & Costello, 2017). Therefore, the conducted research includes both visual and textual stimuli.

2.4. Purchase intention of slow fashion

Using the purchase intention to measure the effect of an advertisement has been often used in academic research (Barber et al., 2012). The purchase intention is an effective tool to predict the buying process of consumers as the purchasing process of consumers can be complex to measure (Mirabi et al., 2015). The purchase intention is found to be mostly influenced by the product's value and the recommendations that other consumers have given regarding the product or brand e.g., through social media (Dehghani & Tümer, 2015). Furthermore, purchase intention can be changed by price, or perceived quality or value (Mirabi et al., 2015).

However, there seems to be a discrepancy in the purchase intention of consumers and the actual purchase behavior that cannot be ignored in the context of this research. This discrepancy is the attitude-behavior gap and is observed in all generations regarding sustainable consumption. The gap regards the discrepancy between what consumers say their growing concerns are for the environment and how they help sustain the environment. The attitude-behavior gap is also known as the green gap and is defined by ElHaffar et al. (2020) as: "the inconsistency between what the individual says regarding his/her growing concern about the environmental problems and what he/she does in terms of actions, behaviors, and contributions to lessen the consequences of these problems." (p. 3). This phenomenon has been researched through the Theory of Planned Behavior which has resulted in several directions to solve the green gap, namely: enhancing attitude, social norm, perceived behavioral control, trust, benefit certainty and perceived simplicity (ElHaffar et al., 2020). The attitude-behavior gap is furthermore acknowledged in sustainable fashion consumption. Research by Park and Lin (2020) concluded that over 35%

of the participants from the study reported to have a positive high purchase intention regarding sustainable fashion but failed to engage in purchasing the products. Attitude behavior gap has been furthermore confirmed in the sustainable food industry by research conducted by Barber et al. (2012) as the findings of this study concluded that consumers with a high purchase intention regarding environmentally friendly wines also had strong attitudes and values regarding the environment.

Although the measurement of the purchase intention does entail gaps regarding actual consumption behavior, the purchase intention is proven to be an effective method in measuring the effectiveness of an advertisement (Barber et al., 2012; Khandelwal & Bajpai, 2011). Especially since this research is an experiment-survey based research, the comparison in advertisement will allow for insights based on the comparisons. Therefore, four of the hypotheses stated in this research are based on the influence on the dependent variable the purchase intention.

2.5. Willingness to pay of slow fashion

In addition to the purchase intention price plays an important role in fashion consumption. Due to the low pricing in fast fashion, consumers have become accustomed to the prices fast fashion allows and the over-consumption that comes along with it (Bhardwaj & Fairhurst, 2010). As slow fashion is contradicting this development, consumers must be willing to pay more for the benefits of slow fashion in comparison to fast fashion. Several studies concluded that individuals are willing to pay more for sustainable products for the reason of the increase in lifetime of a sustainable garment and its quality (Lundblad & Davies, 2016; Şener et al., 2019). Additionally, this process results in less consumption of fashion overcoming the overconsumption in the fashion industry (Lundblad & Davies, 2016; Şener et al., 2019). Research shows that more than 50% of generation Z and Millennials are willing to pay more than 10% extra for sustainable products, in comparison to the Generation X and Baby Boomers, of which approximately 30% is willing to pay more for sustainable products (First Insight, 2020). Additionally, consumers are willing to pay a premium price for bio-based garments (Adamkiewicz et al., 2022).

However, one counterargument is that through the findings within the attitude-behavior gap in sustainable fashion consumption it is concluded that fashion consumers are more likely to purchase fast fashion garments for its lower pricing, overtaking the sustainable intent (Park & Lin, 2020). Additionally, as previously discussed there is a discrepancy in the willingness to pay and the actual price paid (Khandelwal & Bajpai, 2011).

This needs to be considered when interpreting the results, however as this research is an experiment-survey based research the comparisons in willingness to pay are still valid. Therefore, it is relevant to research whether the consumer is willing to pay more for slow fashion garments based off the advertisements with specific values that they have seen. Therefore, four of the hypotheses stated in this research are based on the influence on the dependent variable the willingness to pay.

2.6.Green marketing

In order for corporations to market green products, a new marketing strategy has occurred, namely green marketing. Green marketing is defined by Dangelico and Vocalelli (2017) as: “the integration of environmental sustainability into marketing.” (p. 1264). This definition regards all environmentally sustainable produced products, therefore this theory goes beyond just fashion related marketing. Nonetheless, this theory offers insights in effectively advertising green products to consumers, hence the relevance for this study. Green marketing is a development caused by the rise of consumers decision in environmentally conscious purchases. Research regarding green marketing highlights the importance of brands providing complete, correct, and easy-to-understand information regarding the green product that is being promoted, in order for it to be an effective strategy (Dangelico & Vocalelli, 2017). Additionally, when a time-consuming process is necessary in order to be informed on the environmental performance of a product, the consumers’ purchase intention decreases (Dangelico & Vocalelli, 2017). Vague messages have been proven to be less effective than specific, real, and useful environmental claims regarding purchase intention (Dangelico & Vocalelli, 2017).

The development of social media over the years has had a big influence on the way in which advertising is spread. Green marketing has therefore also been executed on social media. 82% of companies plan to increase spending on green marketing, where 74% plans on executing this by investing in internet marketing where only 50% plans on executing this through print advertising (Minton et al., 2012). Social media marketing allows for audiences that are invested in sustainability to be reached and social media advertisement is generally perceived to be more credible because it allows for interactions, networking, and more (Minton et al., 2012). Furthermore, social media are perceived as less persuasive by consumers than the traditional marketing methods, resulting in more trust from the consumer in the advertisement, product, and brand (Minton et al., 2012).

Additionally, a study regarding the effectiveness of environmental messages in fashion related advertisements found that consumers with a great environmental concern gave positive responses to both advertisements with an environmental message and advertisements without an environmental message (Kim et al., 1997). Concluding that there is no significant difference in the effectiveness of environmental claims in fashion advertisement. This study was however conducted in 1997 allowing for different results from a study that is conducted in the year 2023 (Kim et al., 1997), due to the grown and still growing environmental concerns within society. Furthermore, Trudel (2018) reviews several considerations in the decision-making process of environmental consumption relevant to this research. The first reason based off the cognitive barriers to sustainability entailing the difference between making fast automatic decisions based off familiarity, affect and associated memories or making decisions based on careful consideration and cognitive decision making. The second consideration regards the individual itself and how individuals are motivated to act consistently with their own beliefs regarding the environment. The third consideration is the social influence and social norms, where influences from a group can determine the behavior of an individual. Lasty, a consumer consideration that influences the decision making is the products characteristics and sustainable behavior, where associations with the consumption of the product are of importance.

For the reason that slow fashion consumers value the environmental performance of fashion brands, and green marketing has been proven to be an effective marketing method for green products, the first two hypotheses will focus on environmental benefits in slow fashion advertisements. The effect of the environmental benefit will be tested through the use of the two dependent variables purchase intention and willingness to pay. Resulting in the following predicted hypotheses:

H1: Environmental benefits in slow fashion advertisements result in a higher purchase intention than no environmental benefits in slow fashion advertisements.

H2: Environmental benefits in slow fashion advertisements result in a higher willingness to pay than no environmental benefits in slow fashion advertisements.

2.7.Greenwashing and green trust

Greenwashing is an often-occurred phenomenon in the (fast) fashion industry, where wrong or vague claims are made regarding the environmental performance of a company for company benefit. Becker-Olsen and Potucek (2013) define Greenwashing as: “the practice of falsely promoting an organization’s environmental efforts or spending more resources to

promote the organization as green than are spent to actually engage in environmentally sound practices.” (p. 1318). When consumers are confronted with green messages regarding an organization’s environmental performance and their actual performance does not live up to their communication, there is a chance of damaging a firm’s performance. This will cause consumer confusion, a negative impact on green purchases, green brand image and customer loyalty (Khandelwal & Bajpai, 2011; Sagapova et al., 2022).

Consumer trust plays an important role in the greenwashing phenomenon. Because there is a broad variety of misleading fashion brands in the current fashion industry that partake in greenwashing, the consumer’s trust is damaged (Adamkiewicz et al., 2022). Green trust is defined by Khandelwal and Bajpai (2011) as: “a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance.” (p. 262). Although greenwashing is reoccurring in the fashion industry, research by Chen (2010) concluded that green satisfaction and green trust are positively associated with green brand image. Concluding that a green marketing strategy for brand positioning is of high importance in the sustainable industries (Chen, 2010). Brands can win consumers’ trust by executing exact, unambiguous, and truthful environmental claims (Khandelwal & Bajpai, 2011). However, it is dually noted that it is of high importance that brands incorporate their strategies within organization instead of just carrying it out to promote their green products (Chen, 2010; Vredenburg et al., 2020). Furthermore, it can be argued that there might be a risk in the consumer interpreting something as greenwashing while it is in fact not. Because this research regards the environmental performance of organizations that do in fact perform well as they are slow fashion focused, greenwashing is less likely to occur.

2.8. Attitude towards a brand

A study conducted by Dangelico and Vocalelli (2017) explained that within green marketing a shift has occurred, where the environmental message shifted from being focused on the brand to being focused on the performance of the product, which was positively received by the audience. However, it is not discussed how the attitude towards a brand is related to the purchase intention and willingness to pay of products, regarding the environmental message. As research often concludes that the attitude towards a brand has a significant influence on the purchase intention of consumers, it is relevant to research how this this influence is constructed within the environmental aspects within advertising (Ayanwale et al., 2005). The attitude is a powerful predictor of behavior according to Ko

and Megehee (2012) as they regard the consumers' feelings or emotions. Therefore, this is suitable for this research in measuring the effectiveness of environmental benefit in slow fashion advertisements. Spears and Singh (2012) define the attitude towards the brand as: "a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behavior" (p. 55). The attitude towards a brand is the base off positive or negative evaluation of the brand by consumers (Bilro et al., 2021). This attitude can be influenced by various factors including campaigns (Bilro et al., 2021). Hence, the relevance of the attitude towards a brand for this research.

Research concludes that the attitude towards a brand has an influence on the purchase intention and willingness to pay of consumers. The perceived value of a brand is positively related to brand equity, concluding that the attitude towards a brand can influence the purchase intention of consumers, as brand equity is positively related to an increased purchase intention (Knight & Kim, 2007). The attitude towards a brand is influenced through a cognitive and emotional process (Knight & Kim, 2007). The cognitive attitude towards a brand is mostly created through the perceived quality of the brand, where price, country-of-origin, performance, image, quality, and credibility are considered, especially relevant for unknown brands (Knight & Kim, 2007). The emotional perceived value is the general feeling a consumer has towards the brand (Knight & Kim, 2007). The emotional response a consumer has towards a brand is a predictor for the purchase intention of the consumer (Knight & Kim, 2007). As a result, including an emotional message in advertisements can lead to a higher purchase intention (Knight & Kim, 2007).

Besides the attitude towards a brand influencing the purchase intention of consumers, Farzin et al. (2021) found that brand equity and brand identity have an effect on the willingness to pay. This research concluded that both brand equity and brand identity have a positive significant effect on the willingness to pay a premium price for products (Farzin et al., 2021). Furthermore, it was concluded that both brand equity and brand identity mediate the relationship between electronic word of mouth and the willingness to pay a premium price for products (Farzin et al., 2021). Thus, research shows that the attitude towards a brand influences the willingness to pay and purchase intention of consumers. Although there seems to be a shift in the focus of the environmental message from product to brand as previously mentioned, it is relevant to research how the attitude towards a brand can be a mediator for the purchase intention and the willingness to pay for consumers regarding the environmental benefits in advertising. Therefore, the following two hypotheses have been predicted:

H3: The attitude towards a brand is a mediator for the purchase intention from a slow fashion advertisement, such that an environmental advertisement leads to a more positive attitude than a non-environmental advertisement, resulting in a higher purchase intention.

H4: The attitude towards a brand is a mediator for the willingness to pay from a slow fashion advertisement, such that an environmental advertisement leads to a more positive attitude than a non-environmental advertisement, resulting in a higher willingness to pay.

2.9.Uniqueness in fashion consumption

Research by Domingos et al. (2022) shows that slow fashion consumers find uniqueness in designs important. The need for uniqueness is defined by Tian et al. (2001) based on the uniqueness theory as: “the trait of pursuing differentness relative to others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one’s self-image and social image” (p. 52). As the need for uniqueness is manifested publicly, and is observable (Workman & Kidd, 2000), fashion is one predominant consumer good that allows consumers to express their uniqueness (Tian et al., 2001). Dressing uniquely is often linked to individuality, allowing consumers to express their individuality (Lang & Armstrong, 2018; Song & Ko, 2017). The relationship between self-expression, individuality and uniqueness is again confirmed in a study by Lundblad and Davies (2016), regarding the values of eco-clothing consumption. It is further argued that uniqueness is associated with taste for exclusivity, resulting in consumers being willing to pay more for the product (Domingos et al., 2022). Furthermore, consumers seek to distinguish themselves through creating a unique style that is not related to being trendy, in order to improve their social and self-image (Domingos et al., 2022; Workman & Caldwell, 2007). This includes clothes with simplicity and discreet design compared with increased durability of the product due to quality materials (Domingos et al., 2022). However, not all consumers feel the need for uniqueness, based on the theory of uniqueness (Workman & Kidd, 2000).

Knight and Kim (2007) argue that there are three types of consumer behavior that demonstrate the consumers’ need for uniqueness, in order to achieve a better understanding in the need for uniqueness of consumers. The first consumer behavior type is the create choice counter-conformity, which is executed through consumers purchase products that express their uniqueness while timely the products being accessible to other consumers

(Knight & Kim, 2007). An example of create choice counter-conformity is the use of distinctive attributes in apparel by brands (Knight & Kim, 2007). The second consumer behavior type is the unpopular choice counter-conformity, which is expressed through consumers taking risks regarding social disapproval to express their uniqueness, by challenging social norms (Knight & Kim, 2007). The unpopular choice counter-conformity often enhances the self-image of the consumer, even though criticism by others may occur (Knight & Kim, 2007). The last consumer behavior type is the avoidance of similarity, in which consumers avoid the mainstream trends that occur and try to deviate from this (Knight & Kim, 2007). This consumer type tries to avoid products or brands that may become popular in order to distinguish themselves (Knight & Kim, 2007). This consumer would not purchase from popular fast fashion chains but would purchase from for instance vintage stores (Knight & Kim, 2007).

However, although fast fashion is an opposing trend to slow fashion, Bhardwaj and Fairhurst (2010) argue that drivers for fast fashion consumption also include uniqueness. As fast fashion has been developed based off the demand for quick, low expense clothing and the need to dress uniquely. However, this is again contradicted by Kim et al. (2013) as their research concluded that in the avoidance of fast fashion consumption, there is a positive relationship to deindividualization. Meaning that consumers are likely to avoid fast fashion in order to be unique. This highlights the relevance to research how uniqueness as a benefit of slow fashion is related to the purchase intention and willingness to pay.

Park and Lin (2020) argue that based off the attitude-behavior gap in sustainable fashion, consumers' purchase intention is increased through the value of self-expressiveness. However, it is further claimed that consumers will not follow up on this intent since fast fashion allows for more choice at a lesser price (Park & Lin, 2020). Including the important value of uniqueness in an advertisement that allows for the values of self-expression might influence the purchase behavior of the consumer (Park & Lin, 2020). The attitude-behavior gap therefore needs to be considered when researching the uniqueness benefits in slow fashion.

As existing research points out the importance of uniqueness in fashion for consumers, this thesis will conduct research aiming at evaluating the effect of uniqueness benefits in slow fashion on the purchase intention and willingness to pay of consumers. As there is research contradicting itself regarding the importance of uniqueness in fashion for the consumer, this will give insight in the possibilities of advertising. Therefore, the following hypotheses are predicted:

H5: Uniqueness benefits in slow fashion advertisements result in a higher purchase intention than no uniqueness benefits in slow fashion advertisements.

H6: Uniqueness benefits in slow fashion advertisements result in a higher willingness to pay than no uniqueness benefits in slow fashion advertisements.

2.10. Environmental and uniqueness benefits in advertising

The environment is the cause for the development of slow fashion as previously mentioned (Henninger et al., 2015). In addition, the uniqueness benefit is based off the consumer values that are found important by consumers (Domingos et al., 2022). However, although both independent variables have been researched in fashion, there is limited research to be found on the effect of both independent variables and the effect on consumer intentions. Research does imply that there is a need for uniqueness in advertising regarding environmental products in fashion, however this does not concern the specifics regarding uniqueness benefits of the fashion garment itself (K. H. Kim & Kim, 2020).

As stated in the previous hypotheses: H1, H2, H5 and H6, it is predicted that the consumer has an increased purchase intention and willingness to pay when an environmental benefit in the advertisement is displayed and when a uniqueness benefit in an advertisement is displayed. However, as the environmental benefit is the cause for the development of slow fashion, it is predicted that this will have a bigger influence on the purchase intention and willingness to pay of consumers than the uniqueness benefit. Nonetheless, the uniqueness benefit can enhance the strength of the influence of the environmental benefit in the advertisement. Therefore, it is predicted that the uniqueness benefit is a moderator of the effect of the environmental benefit on the purchase intention and willingness to pay of consumers. Thus, when consumers are confronted with a display of both the environmental and uniqueness benefit, the purchase intention and willingness to pay are higher than when confronted with simply the environmental benefit. Therefore, the following hypotheses are predicted:

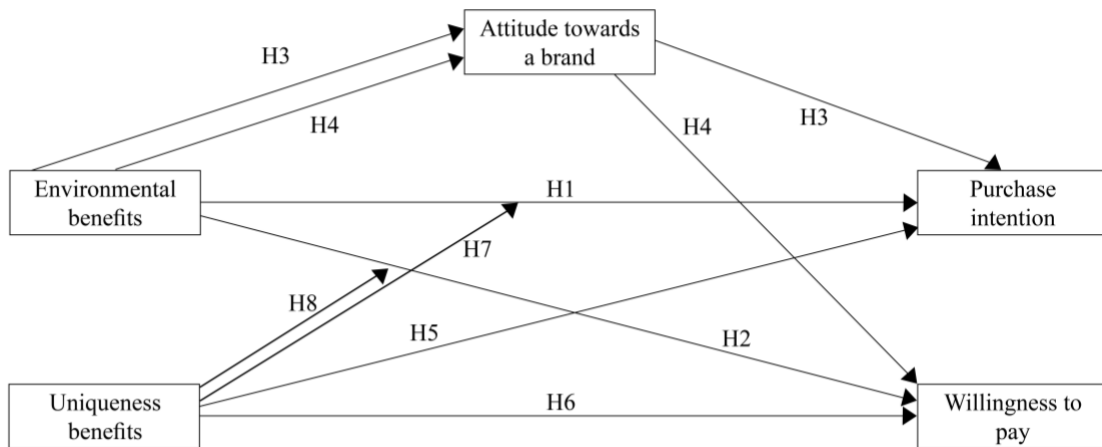
H7: The uniqueness benefit in the advertisement is a moderator for the effect of the environmental benefit on the purchase intention of consumers, the presence of the uniqueness benefit strengthens the positive effect of the environmental benefit, resulting in a higher purchase intention.

H8: The uniqueness benefit in the advertisement is a moderator for the effect of the environmental benefit on the willingness to pay of consumers, the presence of the

uniqueness benefit strengthens the positive effect of the environmental benefit, resulting in a higher willingness to pay.

Figure 1

Conceptual model



3. Method

This chapter is dedicated to the description of the method used in order to execute this research. First the research design is justified followed by a description of the procedure and experimental manipulations of the research. Continued by the discussion of the data collection and sample description. In the sub chapter measures and operationalization the main theoretical concepts used in the research are elaborated including a factor analysis of the used scales allegeable for factor analysis. Finally, the data preparation, data analysis and validity & reliability of the research are discussed.

3.1. Research design

In order to answer the research question: *“To what extend do environmental and uniqueness benefits in slow fashion advertisements influence the purchase intention and willingness to pay of consumers?”* a quantitative between-subject experiment with a 2 (environmental benefits: included vs. excluded) by 2 (uniqueness benefits: included vs. excluded) design has been conducted. The online survey with a deductive approach allowed the hypotheses to be tested. The decision to conduct experimental research in order to answer the research question is justified for the reason that experimental research is well suited to find cause-and-effect relations (Vargas et al., 2017). Experimental research is often used in advertising to research the point-of-purchase (Vargas et al., 2017). Furthermore, experimental research allows for one or more independent variables to be manipulated, resulting in the corresponding dependent variables to be observed (Vargas et al., 2017). In researching the various benefits in slow fashion advertising, experimental research preferred over a standard survey, for the reason that often of times in imaginary situations, people do not exactly know how to respond (Vargas et al., 2017). Through the manipulation of the independent variables people are more honest and truer to themselves, allowing for a more validity in the research outcome (Vargas et al., 2017).

3.1.1. Procedure

The survey is accessible in both the English and Dutch language, as the researchers' network is based in the Netherlands. This will allow for easier accessibility by Dutch people to participate in the survey. The survey is divided into several sections. The first section of the survey contains the consent-form regarding the experiment. The included description of the research is broad as this is an experiment that does not allow for an in-depth description of the goal of the research, as this can influence the results. Therefore, the mentioned goal of

the research is the purpose to learn more about the participants' opinion regarding fashion advertisements. Furthermore, the estimated time of five minutes is included in this section, along with the voluntary participation of the study and the ability to quit anytime during the survey. The ability to contact the researcher and the information of the research is added. Lastly, the participant is asked if they understand and agree on participating in the research. If the participant does not agree to the terms, they are directed to the end of the survey and are excluded in the data cleaning.

The second section in the survey contains the manipulation. The survey experiment includes four conditions, a neutral condition, an environmental benefit condition, a uniqueness benefit condition, and an environmental & uniqueness benefits condition. This allows for all hypotheses to be tested. All stimuli are presented with the same conditions, except for the manipulation through wording. Further elaboration on the manipulations is provided in chapter 3.1.2. experimental manipulations.

Through the randomizer in Qualtrics the advertisements are randomly assigned to each participant in the study, with an equal distribution. When the advertisement is shown in the survey, the respondent is asked to proceed when the advertisement has been thoroughly viewed and if necessary, read. The participant can always go back to the advertisement if necessary. After the stimuli has been shown, the participant will proceed to the questions regarding the advertisement. For each respondent the same questions are asked in the same order, and each question must be answered in order to proceed to the next section. The first questions regard the manipulation check of the stimuli, thus regarding the environmental and uniqueness perception of the product. Secondly, the participants are asked about their purchase intention. Third, the participants are asked about their attitude towards the brand. The last question regarding the hypotheses testing is the willingness to pay, where participants are questioned about their willingness to pay for the jeans shown in the advertisement.

The final section of the survey contains the demographic questions gender, age, and country of origin. At the end of the survey the participants have the possibility but are not required to give feedback and receive the contact information from the researcher once again.

3.1.2. Experimental manipulations

The manipulations used in order to test the hypotheses have been created based off the theoretical findings regarding the consumer values in slow fashion and slow fashion

advertising. In this sub-section the manipulations are elaborated. Additionally, the manipulations can be viewed in Appendix A - experimental manipulations. The advertisement is created based off an image from the slow fashion brand Unspun. The advertisement includes both genders, allowing for all individuals to be included in the research. The image advertises jeans as a slow fashion garment. As jeans is a fashion garment often purchased by all consumers of fashion, this is best fit for measuring the effectiveness of the advertisement.

The environmental benefit is manipulated through the addition of a complete, correct, and easy-to-understand message, in line with the research from Dangelico and Vocalelli (2017). The first sentence of the environmental manipulation describes the environmental sustainability of the product through a headline. In addition, specific facts regarding the environmental performance of the product have been added in order to create the complete, correct, and easy-to-understand message.

The uniqueness benefit is manipulated through the words unique and one of a kind, as this supports the findings regarding the need for uniqueness in slow fashion and opposes the trendiness of fast fashion (Domingos et al., 2022; Workman & Caldwell, 2007). The type of uniqueness implemented in the advertisement is based on the consumer behavior type previously described in chapter 2.9. Uniqueness in fashion consumption, by Knight and Kim (2007) as the create choice counter-conformity in which the consumers purchase products to express their uniqueness while the product is timely accessible for other consumers. The words used in the advertisement indicate the uniqueness of the jeans through the production after being sold. Since the product is a basic jeans that others can also purchase, this therefore applies to the create choice counter-conformity by Knight and Kim (2007).

The condition including the environmental & uniqueness benefits includes both messages as described above. The neutral condition does not contain any messages.

3.2.Data collection & sample description

In chapter 2.4. Current consumers of slow fashion, the generations and their slow fashion needs and values are discussed. Although the younger generation seems to be more probable to purchase slow fashion, this study will not focus on a specific age group as all slow fashion consumers show some interest in slow fashion consumption and research shows that fashion consumers are not limited to age (Rocha et al., 2005). Furthermore, it is irrelevant for the study to specify the target audience to individuals that are already purchasing or have not purchased any slow fashion, because the aim of the study is to

measure how the environmental and uniqueness benefits influence the purchase intention and willingness to pay of consumers in general. Therefore, the population of the research question is not limited to age, gender, or other restrictions. However, for ethical reasons the sample will not include participants under the age of eighteen. The geographic location and country of origin are not specified for the sample, as everyone can purchase slow fashion all around the world.

The data of the research is collected through the Erasmus University version of Qualtrics. This allows for full access in the Qualtrics program to be used in the survey. This research utilizes the non-probability virtual snowball and convenience sampling method (Babbie, 2016). The strength of convenience sampling is its inexpensiveness, time efficiency, and simplicity in use compared to other sampling methods (Taherdoost, 2016). Convenience sampling is executed through using the researcher's network and social media platforms WhatsApp, LinkedIn, and Instagram. Limitations to the sampling method convenience sampling regard the selection bias, and the limitations to the representativeness of the sample (Taherdoost, 2016). The survey is spread in the researchers' network through social media platforms WhatsApp, LinkedIn, and Instagram. Furthermore, people within the researcher's network are asked to distribute the survey further in their network, conducting a snowball sampling method. For the reason that in snowball sampling the existing participants recruit new participants among acquaintances (Wang & Cheng, 2020). Strengths of snowball sampling are its simplicity and convenience (Illenberger & Flötteröd, 2012). Limitations to snowball sampling are that there is a possibility for bias in diversity regarding values and other individual characteristics (Illenberger & Flötteröd, 2012). As the sample is created through individuals within their own networks, possibilities are that the sample becomes homogeneous (Illenberger & Flötteröd, 2012). However, the researcher has asked individuals to share the survey that differ in age and cultural background, aiming at achieving diversity in the sample.

A total of 276 participants engaged with the survey, however only 54.3% fully completed it after data cleaning, therefore the sample remained with 150 participants. Of those 150 participants the age varied from 18 years old to 85 years old ($M = 41.26$, $SD = 16.62$). The age of 23 years was the biggest portion of the sample with a total of 13 participants (8.7%). The majority of the sample identified as female (61.3%), 35.3% identified as male, 0.7% identified as non-binary, and 2.7% preferred not to say. Within the sample, 19 nationalities were found, with the majority of the participants being born in the Netherlands (80.7%). Followed by individuals born in Belgium (2.0%), United Kingdom of

Great Britain and Northern Ireland (2.0%), and the United States of America (2.0%). As the survey was available to answer in English and Dutch, 79.3% of the participants participated in the Dutch version of the survey, and 20.7% of the participants participated in the English version of the survey.

3.3.Measures and operationalization

3.3.1. Main theoretical concepts

3.3.1.1.Purchase intention

The dependent variable purchase intention is used to measure the effect of the environmental and uniqueness manipulation in the survey-experiment and will allow to answer H1, H3, H5 and H7. The purchase intention is measured through the purchase intention scale by Spears and Singh (2004) including five items with Cronbach's $\alpha=.96$. The scale was developed in order to measure purchase intentions based on advertisements, therefore suitable for this research wherein the purchase intention is also measured based off an advertisement. The items will answer to the question: "please describe your purchase intention regarding the advertisement you have just seen". View all items of the variable purchase intention in table 1.

Item 2 of the purchase intention scale was executed reversed in accordance with the other items, as it was the only question having a do not statement, while the other questions entailed a do statement, regarding the 5-point Likert scale strongly disagree to strongly agree. Therefore, this item was required reversed coding in order to use this in the research, such that 1 became 5, 2 became 4 and so on. This resulted in a Cronbach's alpha of .99 with 5 items (M = 2.30, SD = .99).

Table 1

Survey scales purchase intention

Variable	Scale name	Items	Source
Purchase intention	Purchase intention	Never/definitely. Definitely do not intend to buy/definitely do intend to buy.	Dangelico and Vocalelli (2017)

Very low purchase interest/high
purchase interest.

Definitely do not buy it/definitely do
buy it.

Probably will not buy is/ probably will
buy it.

3.3.1.2. Willingness to pay

The dependent variable willingness to pay is used to measure the effect of the willingness to pay on the environmental and uniqueness manipulation and will allow to answer H2, H4, H6 and H8. For this research the Willingness to Pay method by Gabor and Granger is used, as this is often used in advertising research (Wertenbroch & Skiera, 2002). The question is asked: “How much would you be willing to pay for the jeans you have seen in the advertisement?”, allowing for comparison in the advertisement on how much the participants would be willing to pay. Based off the sample, the $M = 65.12$ with a $SD = 29.47$.

3.3.1.3. Attitude towards a brand

The third measure used in the survey-experiment is the attitude towards a brand. The attitude towards a brand is the predicted mediator of the relationship between the environmental benefit and the purchase intention, therefore necessary to answer H3 and H4. Therefore, the variable attitude towards a brand will be measured through the attitude toward a brand scale by Spears and Singh (2004) including five items with Cronbach’s $\alpha = .95$. The items answer the question: “please describe your overall feelings about the brand in the advertisement you just have just seen”. View all items in table 2. The analysis resulted in a Cronbach’s alpha of .91 and an Eigenvalue of 6.75 ($M = 3.31$, $SD = .85$).

3.3.2. Manipulation check

In order to check whether the manipulation has been effective, the survey contains a manipulation check, where the environmental and uniqueness benefits are verified. This will

enhance the validity of the study, to ensure the right variables have been correctly manipulated.

3.3.2.1. Environmental manipulation check

The manipulation for environmental benefits is based off the scale by Chen and Chang (2012) that measures green trust through a five-point Likert scale rating from strongly disagree to strongly agree. Green trust is defined as “a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance” (Chen & Chang, 2012, p. 511). Measuring green trust regarding the advertisements will allow for insight on green trust in advertisements and verify whether the manipulation has been effective. This scale helps to explore whether the participants perceive the ad to have environmental benefits for the reason that this scale measures how the advertisement is perceived regarding the environmental performance of the products. When the manipulation is effective, the results of the analysis will conclude in a difference in environmental trust when the environmental manipulation is present compared to when it is not present. View all items of the environmental manipulation in Table 2. The Cronbach’s alpha of the environmental scale is .91 and the Eigenvalue is 1.49 (M = 3.00, SD = .92).

3.3.2.2. Uniqueness manipulation check

Additionally, the uniqueness benefit manipulation is measured through the perceived differentiation scale by Zhou and Nakamoto (2007) with a five-point Likert scale rating from strongly disagree to strongly agree. The scale was originally developed to measure how brands are different and how they are perceived by consumers, however for this research the brand is replaced by product in order to measure how products are different and how they are perceived by consumers. View all items in Table 2. The Cronbach’s Alpha of the uniqueness benefit scale is .88 and the Eigenvalue is 1.62 (M = 2.77, SD = 1.03).

Because the environmental benefit, uniqueness benefit and attitude towards a brand are related to each other based on the theory of this research and are measured in the same 5-point Likert scale, a factor analysis was ran in order to find possible new relations or confirm the measures of the variables. According to the priori of the factor analysis, a factor analysis was allowed to be conducted. The items were entered in a factor analysis with principal component extraction with Oblimin rotation on Eigenvalues (>1.00). The Kaiser-Meyer-Olkin value was .89, suggesting that the data was suitable for a factor analysis. Furthermore,

the Bartlett's test of Sphericity indicated sufficient correlations between the items $X^2 (N = 150, 78) = 1398.75, p < .001$.

Table 2

Factor analysis attitude towards a brand, uniqueness perception and environmental perception

Items	Attitude towards a brand	Uniqueness perception	Environmental perception
I think the brand is pleasant.	.914		
The think the brand is appealing.	.904		
I think the brand is good.	.862		
I think the brand is likeable.	.784		
I think the brand is favorable.	.730		
This product is different from other products.		.913	
This product is distinctive from other products.		.870	
This product can be easily distinguished from other products.		.853	
You feel that this product's environmental performance is generally dependable.			-,923
You feel that this product's environmental reputation is generally reliable.			-,878
This product's environmental concern meets your expectations.			-,800
You feel that this product's environmental claims are generally trustworthy.			-,783

This product keeps promises and commitments for environmental protection.

-,774

<i>Cronbach's alpha</i>	.91	.88	.91
<i>Eigenvalue</i>	6.75	1.62	1.49

The results of the factor analysis were as predicted. The items are loaded onto three factors categorized in the used measures. Therefore, three new variables were created based off those categories namely the attitude towards a brand, uniqueness manipulation and environmental manipulation.

3.4.Data preparation

In order to prepare for hypotheses testing, the dataset has been cleaned. After the data was exported from Qualtrics to SPSS, the automatically gathered personal data was deleted from the dataset including the IP address, date, status, progress, duration, and location in order to ensure the participants anonymity. Furthermore, the incomplete responses were deleted from the dataset. In addition, the comments on the survey were checked. Noticeable was that there were seven comments regarding the vagueness of the questions, due to the limited information regarding the questions. However, this can be argued for the reason that this is in fact an experiment-survey study, that is meant to test the intentions of participants instead of asking participants direct questions (Vargas et al., 2017).

3.5.Data analysis

After the data has been collected in Qualtrics, the data has been exported to the program SPSS where the data analysis is conducted. SPSS allows several different types of data analysis and is widely used in both academic research and in business (Pallant, 2010). All analyses used in the interpretation of the results regard the two-way ANOVA. The two-way ANOVA analysis allows insight in the individual and joint effect of two independent variables on one independent variable (Pallant, 2010). This is the analysis necessary in order to answer all the hypotheses, regarding the effect of the independent variables the environmental and uniqueness benefits on the dependent variables purchase intention and willingness to pay.

3.6. Validity & reliability

As previously mentioned, this research ensures validity in comparison to other research methods for the reason that the design of the method is experimental research (Vargas et al., 2017). This allows for a as true as possible outcome of the research (Vargas et al., 2017). The internal validity of the experiment is ensured through the manipulation check of the scales, which will be further elaborated in Chapter 4.1. Manipulation check (Slack & Draugalis, 2001). The external validity of the research could be negatively influenced through the non-random sampling method (Slack & Draugalis, 2001). However, as the survey has been spread through a wide variety of groups using social media, the highest level of sample diversity for this sampling method has been accomplished.

Reliability in the research has been established by using scales that have been frequently used in research with an original Cronbach Alpha higher than .70 (Taber, 2017). Furthermore, all scales are measured through the same 5-point Likert scale. In order to ensure reliability in the research, all alpha coefficients of the scales should be above .70 (Taber, 2017). As all Cronbach Alpha's varied between .88 and .99, the scales are considered reliable and fit for further analysis.

4. Results

This chapter is dedicated to the presentation of the results of the statistical analysis conducted in SPSS based on the data of the experiment, exported from Qualtrics. In the conducted research the two independent variables regard the environmental and uniqueness benefit. In order to test all the manipulation checks and dependent variables, several two-way ANOVA analyses have been run in SPSS. In this chapter the manipulation will be conducted through two-way ANOVA to confirm the effect of the manipulation check of the environmental and uniqueness benefit. After this confirmation, the hypotheses are tested through two-way ANOVA. The hypotheses will be tested and accepted or rejected based on the analysis. First, the hypotheses regarding the dependent variable purchase intention are presented, followed by the hypotheses regarding the dependent variable the willingness to pay.

4.1. Manipulation check

In this sub-chapter the environmental benefit manipulation check is first conducted, continued with the manipulation check of the uniqueness benefit. The manipulation check of the environmental and uniqueness benefits is conducted through a two-way ANOVA.

4.1.1. Environmental benefit manipulation check

The environmental manipulation is checked with the five-item Likert scale. A significant main effect of the environmental benefit manipulation on the environmental manipulation check was found, $F(1, 150) = 11.24, p = .001$, partial $\eta^2 = .07$. In the conditions with a present environmental benefit, participants rated the environmental performance to be higher ($M = 3.22, SD = .93$) than the conditions with an absence of the environmental benefit ($M = 2.78, SD = .85$). Concluding that the environmental manipulation has been successful in manipulating the environmental perception of the advertisement, as the mean of the presence of the environmental measure is significantly higher. Additionally, a main effect of the uniqueness benefit manipulation on the environmental manipulation check was found, $F(1, 150) = 3.96, p = .049$, partial $\eta^2 = .03$. In the conditions with a present uniqueness benefit, participants rated the uniqueness benefit to be higher ($M = 3.32, SD = 1.03$) than the conditions with an absence of the uniqueness benefit ($M = 3.13, SD = .82$). Therefore, it can be argued that the uniqueness manipulation also influences the environmental perception of the consumer. Furthermore, no significant

main interaction effect was found of the environmental manipulation check and the environmental and uniqueness benefit, $F(1, 150) = .47, p = .494, \text{partial } \eta^2 = .00$.

4.1.2. Uniqueness benefit manipulation check

Additionally, the uniqueness manipulation is checked through the three-item manipulation measure with two-way ANOVA. A significant main effect of the uniqueness benefit manipulation on the uniqueness manipulation check was found, $F(1, 150) = 7.88, p = .006, \text{partial } \eta^2 = .05$. In the conditions with a present uniqueness benefit, participants rated the uniqueness performance to be higher ($M = 2.99, SD = .89$) than the conditions with an absence of the uniqueness benefit ($M = 2.79, SD = .85$). Concluding that the uniqueness manipulation has been successful in manipulating the uniqueness perception of the advertisement, as the mean of the presence of the uniqueness measure is significantly higher. Furthermore, no significant main effect of the environmental benefit manipulation on the uniqueness manipulation check was found, $F(1, 150) = .02, p = .063, \text{partial } \eta^2 = .02$. Additionally, no significant main interaction effect was found of the uniqueness manipulation check regarding the environmental and uniqueness benefit, $F(N = 150, 1) = .246, p = .119, \text{partial } \eta^2 = .02$.

4.2.Hypothesis testing

4.2.1. Purchase intention hypotheses

In this sub-chapter the results of the four hypotheses regarding the dependent variable purchase intention are discussed.

4.2.1.1.Environmental benefit and purchase intention

The first hypothesis tested, focused on the effect of environmental benefit on the purchase intention of consumers. Through two-way ANOVA the relationship was tested. The results indicated that there is no significant main effect of the environmental benefits on the purchase intention of consumers, $F(1, 150) = 1.21, p = .273, \text{partial } \eta^2 = .01$. Indicating that the effect of the environmental statement in the advertisement did not have a significant enough effect on the consumers resulting in not enough variance in the purchase intention of consumers. Therefore, H1: environmental benefits in slow fashion advertisements result in a higher purchase intention than no environmental benefits in slow fashion advertisements, has been rejected.

4.2.1.2.Environmental benefit, attitude towards a brand and purchase intention

The second hypothesis tested, focused on testing the mediating effect of the attitude towards a brand on the environmental benefit regarding the purchase intention. In order to test the mediating effect of the attitude towards a brand, there should be significance between the environmental benefit and the purchase intention, and the environmental benefit and the attitude towards a brand. Through two-way ANOVA the relationships have been tested. No significant main effect of the environmental benefit on the purchase intention was found, $F(1, 150) = 1.49, p = .225$, partial $\eta^2 = .01$. Additionally, no significant main effect of the environmental benefit and the attitude towards a brand was found, $F(1, 150) = 1.49, p = .29$, partial $\eta^2 = .00$. Therefore, no further analysis has been conducted regarding the mediation of the attitude towards a brand between the effect of environmental benefits on the purchase intention of consumers. Thus, H3: the attitude towards a brand is a mediator for the purchase intention from a slow fashion advertisement, such that an environmental advertisement has a higher attitude towards a brand resulting in a higher purchase intention, and a non-environmental advertisement has a lower attitude towards a brand resulting in a lower purchase intention, has been rejected.

4.2.1.3.Uniqueness benefits and purchase intention

The third hypothesis tested, focused on the effect of uniqueness benefits on the purchase intention of consumers. Through two-way ANOVA the relationship was tested. The results indicated that there is no significant main effect of the uniqueness benefits on the purchase intention of consumers $F(1, 150) = .15, p = .697$, partial $\eta^2 = .00$. Indicating that the effect of the uniqueness statement in the advertisement did not have a significant enough effect on the consumers resulting in not enough variance in the purchase intention of consumers. Therefore, H5: uniqueness benefits in slow fashion advertisements result in a higher purchase intention than no uniqueness benefits in slow fashion advertisements, has been rejected.

4.2.1.4.Environmental benefit, uniqueness benefit and purchase intention

The fourth hypothesis tested, focused on whether the uniqueness benefit is a moderator for the effect of the environmental benefit on the purchase intention. Through two-way ANOVA the effect has been tested. The results indicate that there is no significant main effect of the environmental benefit ($F(1, 150) = 1.21, p = .273$, partial $\eta^2 = .01$) and uniqueness benefit ($F(1, 150) = .15, p = .697$, partial $\eta^2 = .00$) on the purchase intention of

consumers. Furthermore, there is no significant interaction effect between the uniqueness benefit and environmental benefit on the purchase intention of consumers as $F(1, 150) = .04, p = .845$, partial $\eta^2 = .00$. Therefore, H7: the uniqueness benefit in the advertisement is a moderator for the effect of the environmental benefit on the purchase intention of consumers, the presence of the uniqueness benefit strengthens the positive effect of the environmental benefit, resulting in a higher purchase intention, has been rejected.

4.2.2. Willingness to pay hypotheses

In this sub-chapter the results of the four hypotheses regarding the dependent variable willingness to pay are discussed.

4.2.2.1. Environmental benefit and willingness to pay

The fifth hypothesis tested, focused on the effect of environmental benefit on the willingness to pay of consumers. Through two-way ANOVA the relationship was tested. The results indicated that there is no significant main effect of the environmental benefit on the willingness to pay of consumers $F(1, 150) = .06, p = .811$, partial $\eta^2 = .00$. Indicating that the effect of the environmental statement in the advertisement did not have a significant enough effect on the consumers resulting in not enough variance in the willingness to pay of consumers, this is additionally in line with the results of the H2 analyzing the effect on the purchase intention. Therefore, H2: Environmental benefits in slow fashion advertisements result in a higher willingness to pay than no environmental benefits in slow fashion advertisements, has been rejected.

4.2.2.2. Environmental benefit, attitude toward a brand and willingness to pay

The sixth hypothesis tested, focused on testing the mediating effect of the attitude towards a brand on the environmental benefit regarding the willingness to pay. In order to test the mediating effect of the attitude towards a brand, there should be significance between the environmental benefit and the willingness to pay, and the environmental benefit and the attitude towards a brand. Through two-way ANOVA the relationships have been tested. No significant main effect of the environmental benefit on the willingness to pay was found, $F(1, 150) = .06, p = .811$, partial $\eta^2 = .00$. Additionally, no significant main effect of the environmental benefit and the attitude towards a brand was found, $F(1, 150) = 1.49, p = .291$, partial $\eta^2 = .00$. Therefore, no further analysis has been conducted regarding the mediation of the attitude towards a brand between the effect of environmental benefits on

the willingness to pay of consumers. Thus, H4: the attitude towards a brand is a mediator for the willingness to pay from a slow fashion advertisement, such that an environmental advertisement has a higher attitude towards a brand resulting in a higher willingness to pay, and a non-environmental advertisement has a lower attitude towards a brand resulting in a lower willingness to pay, has been rejected.

4.2.2.3. Uniqueness benefit and willingness to pay

The seventh hypothesis tested, focused on the effect of the uniqueness benefits on the willingness to pay of consumers. Through two-way ANOVA the relationship was tested. A positive significant main effect of the uniqueness benefit on the willingness to pay was found, $F(1, 150) = .457, p = .034, \text{partial } \eta^2 = .03$. In the conditions with a present uniqueness benefit the participants rated the willingness to pay to be higher ($M = 65.59, SD = 27.86$), than the conditions with an absence of the uniqueness benefit ($M = 61.77, SD = 23.97$). Therefore, H6: uniqueness benefits in slow fashion advertisements result in a higher willingness to pay than no uniqueness benefits in slow fashion advertisements, has been accepted. Concluding that participants are willing to pay more when a uniqueness benefit is present in an advertisement.

4.2.2.4. Environmental benefits, uniqueness benefit and willingness to pay

The last hypothesis tested, focused on whether the uniqueness benefit is a moderator for the effect of the environmental benefit on the willingness to pay. Through two-way ANOVA the effect has been tested. The results indicate that there is no significant main effect of the environmental benefit ($F(1, 150) = .06, p = .811, \text{partial } \eta^2 = .00$) on the willingness to pay of consumers. There is however a significant positive main effect of the uniqueness benefit ($F(1, 150) = .457, p = .034, \text{partial } \eta^2 = .03$) on the willingness to pay. Although there is a significant main effect of the uniqueness benefit on the willingness to pay, there is no significant interaction effect between the uniqueness benefit and environmental benefit on the willingness to pay of consumers as $F(1, 150) = .04, p = .845, \text{partial } \eta^2 = .00$. Therefore, H8: The uniqueness benefit in the advertisement is a moderator for the effect of the environmental benefit on the willingness to pay of consumers, the presence of the uniqueness benefit strengthens the positive effect of the environmental benefit, resulting in a higher willingness to pay, has been rejected.

5. Discussion

The development of slow fashion in opposition to the fast fashion industry has increased over the past years and is expected to grow even more in the future (Bailey et al., 2022; Centobelli et al., 2022). Based off the impact on the environment, slow fashion aims at improving the ecological footprint fashion has on the world. Consumers have become increasingly interested in the consumption of sustainable products (Dangelico & Vocalelli, 2017). As a result, brands have become more concerned with advertising their green products (Dangelico & Vocalelli, 2017). As the importance of the development grows, so does the need for academic research. Although researchers have been able to identify important consumer values in slow fashion, the marketing of sustainable products in general, and the drivers of slow fashion consumption, limited research has been conducted regarding the advertising of slow fashion products. Therefore, the experimental design of this research was constructed to answer the research question: *“To what extent does the inclusion of environmental and uniqueness benefits in slow fashion advertisements influence the purchase intention and willingness to pay of consumers?”* In order to do so, eight hypotheses have been tested in this research. In this section the results will be discussed based off the manipulations and the predicted hypotheses, reflecting on the theoretical findings in the theoretical framework. Furthermore, the limitations of the study are discussed and additionally opportunities for future research are elaborated.

5.1. Main findings

The main findings regarding the execution of the manipulations of the research were that participants did acknowledge the effect of the environmental and uniqueness manipulation in the advertisements. Therefore, it can be concluded that the benefits in the advertisement do influence the environmental and uniqueness perception of the consumer regarding the product, as intended. However, the environmental benefit in the advertisement influenced both the environmental and uniqueness perception of the product. This can be interpreted in several ways. One interpretation of the finding is that the environmental benefit also influences the uniqueness perception as consumers interpret uniqueness with a positive environmental performance, this is further elaborated in Chapter 5.9. Limitations and future research. A different explanation is that the environmental benefit is incorrectly executed in the advertisement wherefore the interpretation of the consumer interprets environmental as uniqueness performance, this is further elaborated in Chapter 5.9. Limitations and future research.

Additionally, there are several main findings from this conducted research that give insight in the answer to the research question, as a results of the conducted data analysis in Chapter 4. Results. It can be concluded that an environmental benefit in the advertisement, as presented in the stimuli, does not result in participant exhibiting a higher purchase intention or willingness to pay in comparison to no environmental benefit being present in the advertisement. Nonetheless, the environmental benefit does not negatively influence the purchase intention or willingness to pay of consumers. Furthermore, a uniqueness benefit in an advertisement, as presented in the stimuli, does not result in a higher purchase intention. Nonetheless, the uniqueness benefit also does not negatively influence the purchase intention of consumers. However, a uniqueness benefit in an advertisement, as presented in the stimuli, does positively influence the willingness to pay of consumers. Therefore, it can be concluded that the willingness to pay is increased when a slow fashion advertisement implements a uniqueness message in an advertisement. Thus, regarding the research question, only the prediction of the uniqueness benefit on the willingness to pay was sufficient. The uniqueness benefit in the advertisement effects the willingness to pay of consumers in a positive manner, resulting in a higher willingness to pay when a uniqueness benefit is present in the manner it is presented in the stimuli. These main findings are further discussed in the following sections of the conclusion.

5.2.Environmental benefit

Based on the results there is no significant main effect of the environmental benefit in the slow fashion advertisement on the purchase intention and willingness to pay. The manipulation check confirmed that the environmental benefit was successful, however, no difference in purchase intention and willingness to pay has been analyzed. This is in accordance with the study by Kim et al. (1997) that concluded individuals responded positive to both fashion advertisements with and without an environmental message. Therefore, it can be concluded that the environmental benefit did not influence the purchase intention of consumers. Based on the theory by Dangelico and Vocalelli (2017) it could be argued that the manipulation did not have enough aspects for the advertisement to be effective, in regards of a complete, correct, and easy to understand message.

As this research regards all consumers of fashion and is not limited to sustainable consumers, the willingness to pay can be influenced by the current behavior of purchasing low price products within the fast fashion industry (Bhardwaj & Fairhurst, 2010). Although theory concludes that consumers are willing to pay more for sustainable products, the

findings of this research contradict those findings (Adamkiewics et al, 2022; First Insight, 2020; Lundblad & Davies, 2016; Şener et al., 2019). A possible explanation for the insignificant effect of the environmental benefit on the purchase intention and willingness to pay of participants lies in the strength of the environmental message. Although participants considered the environmental manipulation to have a higher environmental performance than the advertisement without an environmental manipulation, this might not be enough for consumers to change their own predicted behavior. This results in opportunities for future research discussed in Chapter 5.9. Limitations and future research

5.3.Uniqueness benefit

The results indicated a significant main effect of the uniqueness benefit in the advertisement on the willingness to pay of consumers. Indicating that using uniqueness benefits in slow fashion advertising can lead to a greater willingness to pay of consumers. Consumers being willing to pay more for unique fashion is in accordance with the findings by Domingos et al. (2022), therefore this research confirms previous findings regarding the willingness to pay for unique fashion products. Thus, it can be concluded that using uniqueness benefits of the product in advertisements can influence the price consumers are willing to pay for a slow fashion garment.

Additionally, the result of the research concluded that there was no significant effect of the uniqueness benefit in the advertisement on the purchase intention of the consumer. Theory regarding uniqueness in fashion explains that uniqueness is important to the fashion consumers, as uniqueness allows for the expression of individuality, self-expression, self-image, and social image (Davies, 2016; Lang & Armstrong, 2018; Song & Ko, 2017; Tian et al., 2001). Although theory clearly confirms the importance of uniqueness in fashion, the uniqueness in the advertisement did not lead to an increased purchase intention in comparison of the presence and absence of the uniqueness benefit. As there were contradicting findings regarding the influence of uniqueness in fashion consumption, it can be concluded that uniqueness in advertisements does not influence the purchase intention of consumers. A possible explanation for this based on the theory of uniqueness, stating that not all consumers have a need for uniqueness in fashion consumption (Workman & Kidd, 2000). There is a possibility that the participants did rate the advertisement to be unique, but do not feel the need to purchase this product because they simply do not feel the need for uniqueness. However, the participants do classify the willingness to pay to be higher. Therefore, it can be argued that the consumers themselves would not be likely to purchase a

product based on a uniqueness benefit in a slow fashion advertisement, however they would be willing to pay more for the product would they be purchasing it.

5.4.Environmental and uniqueness benefit

Additionally, no interaction effects were found in the analysis. Meaning that there was no significant difference in when both the environmental and uniqueness manipulations were present in comparison to when both benefits were not present regarding the purchase intention or willingness to pay. Although research regarding the environmental and uniqueness benefits did conclude in the importance to the consumers (Adamkiewics et al, 2022; Davies, 2016; Lang & Armstrong, 2018; Lundblad & Davies, 2016; Song & Ko, 2017; Tian et al., 2001), this did not influence the participants' attitude towards the product, or their willingness to pay a higher price.

What is interesting about this finding however is that although the uniqueness benefit did increase the willingness to pay of consumers, the combination of the environmental and uniqueness benefit did not result in the same effect. A possible explanation for this can be that the environmental condition was presented at the top of the image and the uniqueness benefit at the bottom, possibly causing the environmental benefit to be more predominant in the advertisement and therefore overshadowing the uniqueness benefit, resulting in the participants assessing the environmental benefit as more important in the advertisement.

This does however lead to new research directions that are discussed in Chapter 5.9.

Limitations and future research.

5.5.Attitude towards a brand

The analysis concluded that there was no significance between the environmental benefit nor the uniqueness benefit and the attitude towards a brand, therefore the attitude towards a brand has not been concluded to be a mediator for the environmental benefit in a slow fashion advertisement and the purchase intention or willingness to pay. The attitude towards a brand is influenced by both a cognitive and emotional process, which can be influenced by various factors including campaigns (Bilro et al., 2021; Knight & Kim, 2007). Although the values used in the advertisement aligned with values of importance to the fashion consumer, the results indicate that the values did not have the intended effect. A possible reason for this might be that the values are not as important to the consumer as predicted.

5.6.Greenwashing

In green marketing greenwashing is a phenomenon that has developed over the years and can influence the consumers' perception of a brand or product. As the manipulation check confirmed that the environmental performance of the product in the advertisement with the environmental benefit was rated higher than the advertisement without the environmental benefit, it is shown that participants believe the product in the advertisement with the environmental benefit to have a higher environmental performance than the product in the advertisement without the environmental benefit. Furthermore, the results show that there is no significant main effect of the environmental benefit on the purchase intention and willingness to pay of consumers. Thus, the participants classified the advertisements with and without an environmental benefit with homogeneous variance. Therefore, it can be argued that using an environmental benefit in an advertisement does not negatively influence the purchase intention and willingness to pay of consumers. This can be linked to the theory of greenwashing and green trust. Greenwashing can cause consumer confusion and a negative impact on green purchases, green brand image and customer loyalty (Khandelwal & Bajpai, 2011; Sagapova et al., 2022). Furthermore, research by Khandelwal and Bajpai (2011) that argued brands can win consumers' trust by executing exact, unambiguous, and truthful environmental claims. As the advertisement did include messages regarding the environment, a small chance occurred that the advertisement could be interpreted as greenwashing by the participants. However, as the participants rated the environmental benefit in the advertisement to have an increased environmental performance and the purchase intention and willingness to pay did not change based on the absence or presence of the environmental benefit, it can be argued that the environmental benefit did not negatively influence the purchase intention and willingness to pay, decreasing the likelihood of participants interpreting the advertisement as greenwashing. However, it should be disclaimed that this research did not use a measure for greenwashing. Therefore, an opportunity for future research regarding greenwashing is elaborated in Chapter 5.9. Limitations and future research.

5.7.Theoretical implications

The two main theoretical implications of this research regard the findings of the influence of the environmental and uniqueness benefit on the purchase intention and willingness to pay of consumers. The first implication discussed is the environmental benefit, followed by the uniqueness benefit.

The predictions regarding the environmental benefit of this research are built around the theory of green marketing. Green marketing regards the marketing of all sustainable products, including consumer goods as fashion and food. Chapter 2.6. Green marketing of this research discusses the different outcomes of research regarding environmental messages in advertisements. Kim et al. (1997) concluded that consumers with a great environmental concern gave positive responses to both advertisements with an environmental message and advertisements without an environmental message. As this research has been conducted in 1997 and the perspective of sustainability by consumers has changed over the years (Ranjbari et al., 2021), it was predicted that a difference in response to the environmental message would occur regarding the purchase intention and willingness to pay. However, the findings of this research suggest that there is no significant effect of environmental benefits in slow fashion advertising on the purchase intention or willingness to pay of consumers, meaning that participants did not value the advertisements with an environmental message to be higher than the advertisements without an environmental message. Thus, this research contributes to the knowledge of using environmental benefits in slow fashion advertising, in the way that environmental benefits do not influence the purchase intention or willingness to pay of consumers. Although research concludes that consumers value the environmental performance of fashion brands (Dangelico & Vocalelli, 2017; Kim et al., 1997), in the context of this research it does not influence the purchase intention or willingness to pay of consumers.

The prediction regarding the uniqueness benefit of this research is created based off findings in research that concluded that consumers have a need for uniqueness in fashion (Domingos et al., 2022; Kim et al., 2013; Lang & Armstrong, 2018; Song & Ko, 2017; Tian et al., 2001). Motivations for consumers in the need for uniqueness regards several reasons: expression of individuality, taste for exclusivity, and improvement of the social and self-image (Domingos et al., 2022; Lang & Armstrong, 2018; Song & Ko, 2017; Workman & Caldwell, 2007). While previous research has focused on value consumers attach to uniqueness in fashion, this research focused on how uniqueness in slow fashion advertisements influence the purchase intention and willingness to pay of consumers. The results conclude that there is no significant main effect of the uniqueness benefit on the purchase intention of consumers.

However, there was a significant main effect found of the uniqueness benefit on the willingness to pay. This experimental research provides a new insight in the effect of uniqueness benefits in slow fashion advertisements and the willingness to pay of consumers.

Therefore, this research provides new insight in how the consumer values in slow fashion (expression of individuality, taste for exclusivity, and improvement of the social and self-image) can be an effective method in advertising slow fashion products, as the willingness to pay is increased when using a uniqueness benefit in a slow fashion advertisement (Domingos et al., 2022; Lang & Armstrong, 2018; Song & Ko, 2017; Workman & Caldwell, 2007).

5.8. Practical implications

The conducted research also has practical implications. As research concludes that there is limited strategy behind the communication of slow fashion brands (Velasco-Molpeceres et al., 2022), this research aimed at finding effective strategies to advertise slow fashion products. Although the findings regarding the environmental benefit insinuate that there is no increased purchase intention or willingness to pay, it does not negatively influence the purchase intention or willingness to pay. Therefore, slow fashion brands can use this insight knowing that when using an environmental benefit in an advertisement that is complete, correct, and easy-to-understand (Dangelico & Vocalelli, 2017), this is not likely to negatively influence the purchase intention or willingness to pay of consumers.

Furthermore, as significance in the uniqueness benefit as an effect on the willingness was found, slow fashion brands can use this insight to their advantage in advertising their product. The statement used in the advertisement used the words: “unique, one of a kind jeans. Produced after order”. Slow fashion brands can implement this in their strategy in order to create a more strategic way of communicating. Furthermore, it is insightful for slow fashion brand that consumers are willing to pay more for a unique product. Thus, ensuring that the designs are unique in comparison to fast fashion brands, can give them an advantage that allows the slow fashion brands to level up the pricing of the slow fashion garments, as slow fashion garments are generally more expensive than fast fashion garments.

5.9. Limitations and future research

Several limitations to the research and opportunities for future research need to be acknowledged in this chapter. The first limitation to be discussed regards the sample of the research. The generalization of the study might be compromised due to the reason that the sample might not be representative to the entire population (Babbie, 2016). This can be attributed to the choice of sampling method used to generate participants for the research, which is convenience and snowball sampling, used due to feasibility regarding limited

financial resources. The sampling method can influence the external validity of the research as discussed in chapter 3.6. Validity & reliability (Slack & Draugalis, 2001). A possible bias might be an effect of this sample; therefore, it might not be representative to the entire population of fashion consumers (Babbie, 2016). The aim during sampling was however to distribute the sample to a diverse as possible network, intending at overcoming a sampling bias through convenience and snowball sampling. Therefore, the first future research direction is to execute this research with a larger sample generated through random sampling. This will allow for the findings to have an increased generalizability for all fashion consumers.

One item in the purchase intention scale required reversed coding in order to implement the item in the analysis. Using reversed coding can influence the outcome of the scale. A study by Weems and Onwuegbuzie (2001) concludes that when using reversed coding the outcome is significantly different in comparison to when this is not used. Therefore, the reliability of the purchase intention scale might be influenced. Although the Cronbach Alpha of the scale was .99 and thus was reliable to use (Taber, 2017), it should be considered that the measure might have resulted in a different outcome regarding the independent variables when this item would not have been reverse coded.

Additionally, one comment made by a participant regarded the chance of greenwashing that can influence individuals' perception. This participant did not mention their own opinion in regards of whether they thought the advertisement regarded greenwashing. As previously discussed, the participants rated the environmental benefit in the advertisement to have an increased environmental performance and the purchase intention and willingness to pay did not change based on the absence or presence of the environmental benefit. Although the environmental benefit did not negatively influence the purchase intention or willingness to pay, this is an opportunity for future research. In future research there is an opportunity to expand on the existing literature of greenwashing regarding the effect of slow fashion advertising. As this research did not analyze the effect of greenwashing in depth, future research allows this to be further examined.

Furthermore, in future research the effect of the uniqueness benefit on the environmental perception can be analyzed. Considering the results of the manipulation check concluded that the both the environmental and uniqueness benefit resulted in a significantly higher environmental performance than advertisements without environmental and uniqueness benefits, and as uniqueness is an important value for consumers when purchasing slow fashion, it is relevant to expand on this knowledge.

In addition, since the effect of the environmental benefit in an advertisement on the willingness to pay is significant, it is interesting to expand on this knowledge and specify the type of uniqueness that works best in advertising slow fashion garments. As in this research, the focus of the uniqueness benefit regarded the choice counter-conformity type of uniqueness by Knight and Kim (2007), the two other types of uniqueness can still be considered in research. Thus, researching the effect of the two types of uniqueness: unpopular choice counter-conformity and the avoidance of similarity (Knight & Kim, 2007), on the willingness to pay of consumers. This research can be expanded through the analysis of sending the message through differences in text, visuals and both text and visuals.

Moreover, future research can expand on the findings regarding the interaction effect between the uniqueness benefit and the environmental benefit on the willingness to pay. As the environmental benefit was placed at the top of the stimuli, there is an opportunity in future research to investigate if when the manipulations differ in designs, whether the outcome differentiates regarding the effect of the environmental and uniqueness benefit in the same advertisement on the willingness to pay of consumers.

References

- Adamkiewicz, J., Kochanska, E., Adamkiewicz, I., & Bogel-Lukasik, R. (2022). Greenwashing and sustainable fashion industry. *Current Opinion in Green and Sustainable Chemistry*, 38, 100710. <https://doi.org/10.1016/j.cogsc.2022.100710>
- Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005). The Influence of Advertising on Consumer Brand Preference. *Journal of Social Sciences*, 10(1), 9–16. <https://doi.org/10.1080/09718923.2005.11892453>
- Babbie, E. R. (2016). *The Basics of Social Research* (7th ed.). Cengage Learning.
- Bailey, K., Basu, A., & Sharma, S. (2022). The Environmental Impacts of Fast Fashion on Water Quality: A Systematic Review. *Water*, 14(7), 1073. <https://doi.org/10.3390/w14071073>
- Barber, N., Kuo, P., Bishop, M., & Goodman, R. J. (2012). Measuring psychographics to assess purchase intention and willingness to pay. *Journal of Consumer Marketing*, 29(4), 280–292. <https://doi.org/10.1108/07363761211237353>
- Becker-Olsen, K. L., & Potucek, S. (2013). Greenwashing. In *Springer eBooks* (pp. 1318–1323). https://doi.org/10.1007/978-3-642-28036-8_104
- Bhardwaj, V., & Fairhurst, A. (2010). Fast fashion: response to changes in the fashion industry. *The International Review of Retail, Distribution and Consumer Research*, 20(1), 165–173. <https://doi.org/10.1080/09593960903498300>
- Bilro, R. G., Loureiro, S., & Santos, J. D. (2021). Masstige strategies on social media: The influence on sentiments and attitude toward the brand. *International Journal of Consumer Studies*, 46(4), 1113–1126. <https://doi.org/10.1111/ijcs.12747>
- Bocken, N., Short, S. W., Rana, P., & Evans, S. (2014). A literature and practice review to develop sustainable business model archetypes. *Journal of Cleaner Production*, 65, 42–56. <https://doi.org/10.1016/j.jclepro.2013.11.039>
- Centobelli, P., Abbate, S., Nadeem, S. P., & Kumar, V. (2022). Slowing the fast fashion industry: An all-round perspective. *Current Opinion in Green and Sustainable Chemistry*, 38, 100684. <https://doi.org/10.1016/j.cogsc.2022.100684>
- Chen, Y. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Chen, Y., & Chang, C. (2012). Enhance green purchase intentions. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>

- Chi, T., Gerard, J., Yu, Y., & Wang, Y. (2021). A study of U.S. consumers' intention to purchase slow fashion apparel: understanding the key determinants. *International Journal of Fashion Design, Technology and Education*, *14*(1), 101–112.
<https://doi.org/10.1080/17543266.2021.1872714>
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, *165*, 1263–1279. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- Dehghani, M., & Tümer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, *49*, 597–600. <https://doi.org/10.1016/j.chb.2015.03.051>
- Domingos, M., Vale, V. T., & Faria, S. (2022). Slow Fashion Consumer Behavior: A Literature Review. *Sustainability*, *14*(5), 2860. <https://doi.org/10.3390/su14052860>
- ElHaffar, G., Durif, F., & Dubé, L. (2020). Towards closing the attitude-intention-behavior gap in green consumption: A narrative review of the literature and an overview of future research directions. *Journal of Cleaner Production*, *275*, 122556.
<https://doi.org/10.1016/j.jclepro.2020.122556>
- Farzin, M., Sadeghi, M., Fattahi, M., & Eghbal, M. J. (2021). Effect of Social Media Marketing and eWOM on Willingness to Pay in the Etailing: Mediating Role of Brand Equity and Brand Identity. *Sage*, *10*(3), 327–343.
<https://doi.org/10.1177/22785337211024926>
- First Insight. (2020, January). *The State of Consumer Spending: Gen Z Shoppers Demand Sustainable Retail*. Retrieved May 12, 2023, from
<https://www.firstinsight.com/white-papers-posts/gen-z-shoppers-demand-sustainability>
- Hasan, Z., & Ali, N. A. (2015). The Impact of Green Marketing Strategy on the Firm's Performance in Malaysia. *Procedia - Social and Behavioral Sciences*, *172*, 463–470.
<https://doi.org/10.1016/j.sbspro.2015.01.382>
- Henninger, C. E., Alevizou, P. J., Oates, C., & Cheng, R. (2015). Sustainable Supply Chain Management in the Slow-Fashion Industry. In *Springer eBooks* (pp. 129–153).
https://doi.org/10.1007/978-3-319-12703-3_7
- Illenberger, J., & Flötteröd, G. (2012). Estimating network properties from snowball sampled data. *Social Networks*, *34*(4), 701–711.
<https://doi.org/10.1016/j.socnet.2012.09.001>

- Jung, S., & Jin, B. (2016). From quantity to quality: understanding slow fashion consumers for sustainability and consumer education. *International Journal of Consumer Studies*, 40(4), 410–421. <https://doi.org/10.1111/ijcs.12276>
- Khandelwal, U., & Bajpai, N. (2011). A Study on Green Advertisement and its Impact on Consumer Purchase Intention. *Journal of Creative Communications*, 6(3), 259–276. <https://doi.org/10.1177/0973258613491661>
- Kim, H., Jung Choo, H., & Yoon, N. (2013). The motivational drivers of fast fashion avoidance. *Journal of Fashion Marketing and Management: An International Journal*, 17(2), 243–260. <https://doi.org/10.1108/jfmm-10-2011-0070>
- Kim, K. H., & Kim, E. K. (2020). Fashion marketing trends in social media and sustainability in fashion management. *Journal of Business Research*, 117, 508–509. <https://doi.org/10.1016/j.jbusres.2020.06.001>
- Kim, P. S. (1992). Does Advertising Work: A Review of the Evidence. *Journal of Consumer Marketing*, 9(4), 5–21. <https://doi.org/10.1108/07363769210037042>
- Kim, Y., Forney, J. C., & Arnold, E. M. (1997). Environmental Messages in Fashion Advertisements: Impact on Consumer Responses. *Clothing and Textiles Research Journal*, 15(3), 147–154. <https://doi.org/10.1177/0887302x9701500303>
- Knight, D. K., & Kim, E. K. (2007). Japanese consumers' need for uniqueness. *Journal of Fashion Marketing and Management*, 11(2), 270–280. <https://doi.org/10.1108/13612020710751428>
- Ko, E., & Megehee, C. M. (2012). Fashion marketing of luxury brands: Recent research issues and contributions. *Journal of Business Research*, 65(10), 1395–1398. <https://doi.org/10.1016/j.jbusres.2011.10.004>
- Lang, C., & Armstrong, C. M. (2018). Collaborative consumption: The influence of fashion leadership, need for uniqueness, and materialism on female consumers' adoption of clothing renting and swapping. *Sustainable Production and Consumption*, 13, 37–47. <https://doi.org/10.1016/j.spc.2017.11.005>
- Lee, S. (2011). Consumers' Value, Environmental Consciousness, and Willingness to Pay more toward Green-Apparel Products. *Journal of Global Fashion Marketing*, 2(3), 161–169. <https://doi.org/10.1080/20932685.2011.10593094>
- Lundblad, L., & Davies, I. A. (2016). The values and motivations behind sustainable fashion consumption. *Journal of Consumer Behaviour*, 15(2), 149–162. <https://doi.org/10.1002/cb.1559>

- Madhav, S., Ahamad, A., Singh, P., & Mishra, P. K. (2018). A review of textile industry: Wet processing, environmental impacts, and effluent treatment methods. *Environmental Quality Management*, 27(3), 31–41. <https://doi.org/10.1002/tqem.21538>
- Martínez-Estrella, E., Samacá-Salamanca, E., Rivero, A. G., & Cifuentes-Ambra, C. (2023). Generation Z in Chile, Colombia, México, and Panama: Interests and new digital consumption habits. Their use of Instagram and TikTok. *Profesional De La Informacion*. <https://doi.org/10.3145/epi.2023.mar.18>
- Medina, S. (2022). GREENWASHING IN FAST FASHION BEAST, SHEIN’S, COMMUNICATIONS? — A CONTENT ANALYSIS. *Carolina Digital Repository*. https://cdr.lib.unc.edu/concern/masters_papers/1g05fn52m
- Minton, E. A., Lee, C. S., Orth, U. R., Kim, C., & Kahle, L. R. (2012). Sustainable Marketing and Social Media. *Journal of Advertising*, 41(4), 69–84. <https://doi.org/10.1080/00913367.2012.10672458>
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology*, 2(1). <https://www.jmest.org/wp-content/uploads/JMESTN42350395.pdf>
- Nguyen, H., Le, D. H., Ho, T., & Nguyen, P. H. (2021). Enhancing sustainability in the contemporary model of CSR: a case of fast fashion industry in developing countries. *Social Responsibility Journal*, 17(4), 578–591. <https://doi.org/10.1108/srj-03-2019-0108>
- 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. [https://doi.org/10.1016/s0167-4870\(00\)00018-0](https://doi.org/10.1016/s0167-4870(00)00018-0)
- Ozdamar Ertekin, Z., & Atik, D. (2014). Sustainable Markets: Motivating Factors, Barriers, and Remedies for Mobilization of Slow Fashion. *Journal of Macromarketing*, 35(1), 53–69. <https://doi.org/10.1177/0276146714535932>
- Pallant, J. F. (2010). *SPSS survival manual : a step by step guide to data analysis using SPSS*. <http://cds.cern.ch/record/1413998>
- Park, D. H., & Lin, L. (2020). Exploring attitude–behavior gap in sustainable consumption: comparison of recycled and upcycled fashion products. *Journal of Business Research*, 117, 623–628. <https://doi.org/10.1016/j.jbusres.2018.08.025>

- Petro, G. (2021, April 30). Gen Z Is Emerging As The Sustainability Generation. *Forbes*. Retrieved May 12, 2023, from <https://www.forbes.com/sites/gregpetro/2021/04/30/gen-z-is-emerging-as-the-sustainability-generation/?sh=598d8b318699>
- Ranjbari, M., Esfandabadi, Z. S., Zanetti, M. L., Scagnelli, S. D., Siebers, P., Aghbashlo, M., Peng, W., Quatraro, F., & Tabatabaei, M. (2021). Three pillars of sustainability in the wake of COVID-19: A systematic review and future research agenda for sustainable development. *Journal of Cleaner Production*, 297, 126660. <https://doi.org/10.1016/j.jclepro.2021.126660>
- Rocha, M. a. V., Hammond, L., & Hawkins, D. F. (2005). Age, gender and national factors in fashion consumption. *Journal of Fashion Marketing and Management*, 9(4), 380–390. <https://doi.org/10.1108/13612020510620768>
- Sagapova, N., Buchtele, R., & Dušek, R. (2022). The Fashion Industry and its Problematic Consequences in the Green Marketing Era a Review. *SHS Web of Conferences*, 135, 01011. <https://doi.org/10.1051/shsconf/202213501011>
- Schurr, P. H., & Ozanne, J. L. (1985). Influences on Exchange Processes: Buyers' Preconceptions of a Seller's Trustworthiness and Bargaining Toughness. *Journal of Consumer Research*, 11(4), 939. <https://doi.org/10.1086/209028>
- Şener, T., Bişkin, F., & Kılınç, N. (2019). Sustainable dressing: Consumers' value perceptions towards slow fashion. *Business Strategy and the Environment*, 28(8), 1548–1557. <https://doi.org/10.1002/bse.2330>
- Slack, M. K., & Draugalis, J. R. (2001). Establishing the internal and external validity of experimental studies. *American Journal of Health-system Pharmacy*, 58(22), 2173–2181. <https://doi.org/10.1093/ajhp/58.22.2173>
- Song, S., & Ko, E. (2017). Perceptions, attitudes, and behaviors toward sustainable fashion: Application of Q and Q-R methodologies. *International Journal of Consumer Studies*, 41(3), 264–273. <https://doi.org/10.1111/ijcs.12335>
- Spears, N., & Singh, S. N. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- Stringer, T., Mortimer, G., & Payne, A. (2020). Do ethical concerns and personal values influence the purchase intention of fast-fashion clothing? *Journal of Fashion Marketing and Management*, 24(1), 99–120. <https://doi.org/10.1108/jfmm-01-2019-0011>

- Taber, K. S. (2017). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48(6), 1273–1296. <https://doi.org/10.1007/s11165-016-9602-2>
- Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management*, 5(2). <https://doi.org/10.2139/ssrn.3205035>
- Taylor, C., & Costello, J. (2017). What do we know about fashion advertising? A review of the literature and suggested research directions. *Journal of Global Fashion Marketing*, 8(1), 1–20. <https://doi.org/10.1080/20932685.2016.1255855>
- Tey, Y. S., Brindal, M., & Dibba, H. (2018). Factors influencing willingness to pay for sustainable apparel: A literature review. *Journal of Global Fashion Marketing*, 9(2), 129–147. <https://doi.org/10.1080/20932685.2018.1432407>
- Tian, K., Bearden, W. O., & Hunter, G. R. (2001). Consumers' Need for Uniqueness: Scale Development and Validation. *Journal of Consumer Research*, 28(1), 50–66. <https://doi.org/10.1086/321947>
- Trudel, R. (2018). Sustainable consumer behavior. *Consumer Psychology Review*. <https://doi.org/10.1002/arcp.1045>
- Vargas, P. T., Duff, B. R. L., & Faber, R. J. (2017). A Practical Guide to Experimental Advertising Research. *Journal of Advertising*, 46(1), 101–114. <https://doi.org/10.1080/00913367.2017.1281779>
- Velasco-Molpeceres, A., Zarauza-Castro, J., Pérez-Curiel, C., & Mateos-González, S. (2022). Slow Fashion as a Communication Strategy of Fashion Brands on Instagram. *Sustainability*, 15(1), 423. <https://doi.org/10.3390/su15010423>
- Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020). Brands Taking a Stand: Authentic Brand Activism or Woke Washing? *Journal of Public Policy & Marketing*, 39(4), 444–460. <https://doi.org/10.1177/0743915620947359>
- Wang, X. F., & Cheng, Z. (2020). Cross-Sectional Studies. *Chest*, 158(1), S65–S71. <https://doi.org/10.1016/j.chest.2020.03.012>
- Weems, G. H., & Onwuegbuzie, A. J. (2001). The Impact of Midpoint Responses and Reverse Coding on Survey Data. *Measurement and Evaluation in Counseling and Development*, 34(3), 166–176. <https://doi.org/10.1080/07481756.2002.12069033>
- Wertenbroch, K., & Skiera, B. (2002). Measuring Consumers' Willingness to Pay at the Point of Purchase. *Journal of Marketing Research*, 39(2), 228–241. <https://doi.org/10.1509/jmkr.39.2.228.19086>


- Wood, L. (2021, January 11). *Global Ethical Fashion Market Report 2020: Opportunities, Strategies, COVID-19 Impacts, Growth and Change, 2019-2030*. ResearchAndMarkets.com. Business Wire. Retrieved May 12, 2023, from <https://www.businesswire.com/news/home/20210111005582/en/Global-Ethical-Fashion-Market-Report-2020-Opportunities-Strategies-COVID-19-Impacts-Growth-and-Change-2019-2030>
- Workman, J. E., & Caldwell, L. F. (2007). Centrality of visual product aesthetics, tactile and uniqueness needs of fashion consumers. *International Journal of Consumer Studies*, 31(6), 589–596. <https://doi.org/10.1111/j.1470-6431.2007.00613.x>
- Workman, J. E., & Kidd, L. K. (2000). Use of the Need for Uniqueness Scale to Characterize Fashion Consumer Groups. *Clothing and Textiles Research Journal*, 18(4), 227–236. https://journals.sagepub.com/doi/pdf/10.1177/0887302X0001800402?casa_token=Kl zAaYi7hf4AAAAA:p5NCcrxVr0X5bE518JPkYfraXQGTi20bbT0xTqUcEHPk3L2LSVeQ1cQYAEaXF52jaX16qTSBEwrSlhU
- Zarley Watson, M., & Yan, R. (2013). An exploratory study of the decision processes of fast versus slow fashion consumers. *Journal of Fashion Marketing and Management: An International Journal*, 17(2), 141–159. <https://doi.org/10.1108/jfmm-02-2011-0045>
- Zhou, K. Z., & Nakamoto, K. (2007). How do enhanced and unique features affect new product preference? The moderating role of product familiarity. *Journal of the Academy of Marketing Science*, 35(1), 53–62. <https://doi.org/10.1007/s11747-006-0011-3>

Appendices

Appendix A – Experimental manipulations


Environmentally sustainable production.

- 89% of our fiber is plastic-free
- 11% of our fiber is recycled
- 89% is made of recyclable inputs



For the full story www.jeanz.com

Condition 1: Environmental benefit in a slow fashion Advertisement




Unique, one of a kind jeans for you. Produced after order.

For the full story www.jeanz.com

Condition 2: Uniqueness benefit in a slow fashion advertisement

Environmentally sustainable production.


- 89% of our fiber is plastic-free
- 11% of our fiber is recycled
- 89% is made of recyclable inputs



Unique, one of a kind jeans for you. Produced after order.

For the full story www.jeanz.com

Condition 3: Environmental & uniqueness benefits in a slow in a fashion advertisement



Unique, one of a kind jeans for you. Produced after order.

For the full story www.jeanz.com

Condition 4: Neutral condition of a slow fashion advertisement

Appendix B – Online survey (English version)

Dear participant,

Thank you for taking the time to participate in this research. The purpose of this study is to learn more about your opinion on fashion advertisements. The questionnaire will take approximately 5 minutes to fill out. Please answer each question carefully as I am sincerely interested in your personal opinion.

Your participation is completely voluntarily, meaning that you can quit at any time during your participation. Furthermore, your personal information will be kept strictly confidential, and the findings of this survey will be used solely for thesis purposes. Hence, your anonymity is guaranteed, and the research will not be able to identify you. There are no foreseeable risks or discomforts associated with participating in this research.

If you have any questions during or after your participation, please feel free to contact me, Margje Hönen, at 617759mh@eur.nl.

Thank you in advance,

Margje Hönen

1. I understand the risks and agree on participating in this research.
 - I Agree
 - I do not agree *This participant is directed to the end of the survey*

Please carefully look at the jeans advertisement and read the text. (the randomized stimuli is inserted here)

2. Please describe your overall feelings regarding product in the advertisement you have just seen.

You feel that this product's environmental reputation is generally reliable.

- Strongly disagree

- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

You feel that this product's environmental performance is generally dependable.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

You feel that this product's environmental claims are generally trustworthy.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

This product's environmental concern meets your expectations.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

This products keeps promises and commitments for environmental protection.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

3. Please describe your overall feelings regarding the product in the advertisement you have just seen.

This product is distinctive from other products.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

This product is different from other products.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

This product can be easily distinguished from other products.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

4. Please describe your purchase intention regarding the advertisement you have just seen.

I would definitely buy this jeans.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I definitely do not intend to buy this jeans.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I have a very high purchase interest in this jeans.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I will definitely buy this jeans.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I will probably buy this jeans.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

5. Please describe your overall feelings about the brand in the advertisement you have just seen.

I think the brand is appealing.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I think the brand is good.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I think the brand is pleasant.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I think the brand is favorable.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I think the brand is likeable.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree

- Strongly agree
6. How much would you be willing to pay for the product in the advertisement? Please fill in a number in euro's.
7. What is your age?
8. What is your gender?
- Male
 - Female
 - Non-binary / third gender
 - Prefer not to say
9. What is your nationality?
- Dropdown of all countries
10. Please, let me know if you have any comments on the survey?