

Slowing down the fashion industry

An empirical research of the effects of slow fashion consumption initiatives and sustainable marketing practices on purchase intention, purchase behavior, and attitude toward the advertisement in the fashion industry

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ABSTRACT

Despite the increasing social relevance of sustainable fashion, overproduction and overconsumption in the fashion industry persist and have harmful consequences for the environment. Therefore, rising digital sustainable marketing practices have attained an increasing amount of academic attention over the past few years. Marketers have come to use different techniques during the advertisement of a fashion item to positively promote sustainable fashion. There is a gap in the literature where the effects of digital green marketing practices on sustainable consumer behavior and attitudes in the fashion industry have not been studied as thoroughly yet, which this research would like to fill. The aim of this research is to empirically explore the impact of both sustainable marketing practices and slow fashion consumption initiatives on consumer perspectives and motives in the Netherlands. Therefore, this research tries to answer the following research questions: 'To what extent do sustainability marketing types (price transparency, production transparency, price + production transparency, and no transparency) used for the description of a slow fashion product affect the consumer's purchase intentions, purchase behavior, and attitude toward the advertisement?' and 'To what extent does slow fashion consumption (equity, localism, authenticity, exclusivity, functionality) affect the consumers' purchase intention, purchase behavior, and attitude toward the advertisement in the fashion industry?' To provide an answer to the research questions, a quantitative approach was selected. A survey was conducted among Dutch fashion consumers. A total of 213 consumers participated in the experiment, in which sustainability marketing types, based on a real-life case study of the eco-friendly fashion brand Picture Organic Clothing, were tested. Furthermore, the slow fashion consumption attitude and purchase intention, purchase behavior, and attitude toward the advertisement were also examined. The findings of this research showed that transparent information-sharing practices regarding sustainable fashion garments have a positive influence on consumer motives, resulting in an increased number of conscious consumers regarding their purchase intentions, behaviors, and advertising attitudes. In addition, the research found positive correlations between slow fashion consumption with purchase intention, purchase behavior, and attitude toward the advertisement, therefore, empirically confirming the link between slow fashion consumption attitudes and these concepts. The results indicate the importance of promoting sustainable fashion as it could lead to more environmentally friendly consumer behavior. Furthermore, it shows the importance of fashion brands and marketers who need to consider and ultimately adapt to these socially responsible practices to positively influence slow fashion motives. Moreover, the research contributes to the already consistent sustainable fashion marketing literature while providing novel insights on the specific use of sustainability marketing practices as well as the impact of specific slow fashion values on sustainable motives. Further research could examine the

influence of other types of digital sustainability marketing. In addition, the research could also be extended to different cultural contexts to increase the generalizability and applicability of the findings beyond a single cultural setting.

KEYWORDS: *Slow fashion consumption, Sustainable marketing practices, Purchase intention, Purchase behavior, Attitude toward the advertisement, Price and production transparency*

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1. Introduction

The issue of continuous population growth has received considerable critical attention. Due to this ongoing growth, businesses and factories are manufacturing products like never before. The current trends of production and consumption are unsustainable and threaten the well-being of the planet. Businesses prioritize profit maximization through the fulfillment of expanding consumer needs, often neglecting the environmental dimension of their operations (Rausch & Kopplin, 2021). The fashion industry, especially the fast fashion sector, has been identified as a significant contributor to environmental degradation. Through relocating manufacturing operations to countries with lower labor costs and poor working conditions (Goworek et al., 2012; Shrivastava et al., 2020), the fast fashion industry produces large quantities of clothes at extremely affordable prices. Consequently, an easy shopping target for the rapidly shifting preferences of consumers is created and causes an ongoing consuming cycle of garments (Blas Riesgo et al., 2022). However, this consumption has resulted in adverse environmental consequences, such as greenhouse gas emissions, excessive water use, soil erosion, landfill waste, and pollution (Achabou & Dekhili, 2013; Kim et al., 2020; Mandarić et al., 2022). Globally, 75% of all textile waste is landfilled (Abbate et al., 2023). On top of that, the fashion industry ranks second highest for water consumption and is the main reason for global warming with eight to ten percent of all greenhouse gas emissions resulting in more frequent horrendous natural disasters like floods and droughts (Shrivastava et al., 2020). Moreover, due to the dispersal of microplastics during the production process as well as the ejection of clothing items, the ecosystems are also greatly damaged (Liu et al., 2021). Overall, there are many negative consequences related to the production of fashion items.

It is not only the production of these fast fashion products that pollute the environment but also the constant perpetuating overconsumption of all these ever-popular items by consumers. Economies around the globe are driven by consumption which stimulates the carbon emissions (Mackinnon, 2022). The fashion items produced are usually trendy, but temporary, popular clothes, and their affordability has led to consumers buying them in great quantities (Mandarić et al., 2022). The internet has played an enormous role, as everything is online and social media is growing, consumers are easily and on a regular basis addressed and triggered. The continuous release of new collections and trends encourages consumers to keep buying these items, leading to a culture of disposability (Lundblad & Davies, 2016). On top of that, the abundance of production and the associated low standards leads to increased consumption as the quality easily runs out, for example, after wearing or washing it (Blas Riesgo et al., 2022). This behavior also diminishes the value of clothes and contributes to the environmental consequences of fashion consumerism. This research, therefore, aims to contribute to slowing fashion down, as it is one of the most critical tasks the world is facing today.

The frenetic pace of production needs to be addressed. Consequently, it is key to understand why, even though the social relevance of fashion sustainability is rising, people keep on buying fast fashion in the Netherlands (Ministerie van Infrastructuur, 2021). On top of the aforementioned considerations, the components that could turn one's intentions into concrete actions are of great importance here. Explicit advertising could persuade consumers to purchase sustainably and change their attitude toward what is being advertised (Ray & Nayak, 2023). Transparency during the marketing process of price and production could be an important factor to implement sustainable actions. Research has shown that there is an enormous knowledge gap among consumers regarding sustainable fashion (Evans & Peirson-Smith, 2016; Harris et al., 2016). On top of that, worldwide, brands still struggle with how to clearly communicate sustainability practices to their customers (Harris et al., 2016). Explaining why the price for a sustainable t-shirt a certain amount of money is, for example, could help the uneducated sustainable fashion consumer to understand where their money goes. The same applies to the production process. If the consumers are easily and explicitly informed about why a t-shirt is made sustainable, and where specific elements during the production cycle come from, their trust in the brand and thus intention to buy sustainable products increases (Ritch, 2015). Therefore, through analyzing intentions, attitude and behavior in relation to transparency practices and slow fashion motives, this research adds to the existing literature on sustainability and consumer behavior within the fashion industry. The current development of slow fashion and the scarcity of research on the effects of price and production transparency through marketing makes this particularly valuable. The research tries to fill in an important theoretical gap by exploring the effects of digital green marketing practices on sustainable consumer behavior and attitudes in the fashion industry. Besides, it tries to focus on the potential of digital green marketing in raising awareness, activating behaviors, and eventually aiding in slowing down the fashion industry.

1.1 Academic relevance

Sustainable fashion and the adjacent digital green marketing have received increased scholarly attention over the past few years with studies focusing on the environmental impact (Shirvanimoghaddam et al., 2020), the trends of sustainability (Abbate et al., 2023), and strategies for brands regarding sustainability (Goworek et al., 2012). Also, the barriers (Blas Riesgo et al., 2022; Harris et al., 2016), as well as the opposing drivers of sustainable fashion (Blas Riesgo et al., 2022; Costa et al., 2021; Dhir et al., 2021) have become known. In addition, the concept of nudging has been highlighted as an effective tool to alter consumer behavior (Lee et al., 2020; Roozen et al., 2021). Sustainable purchase intention (Bhaduri & Brookshire, 2011; Campos et al., 2022; Lira & Costa, 2022) and final purchase decisions have also been researched thoroughly (Chun et al., 2021; Dhir et al., 2021; Mandarić et al., 2022). Next to that, previous research has investigated sustainable marketing (Chandy et al., 2021; Evans & Peirson-Smith, 2018), as well as the use of transparency in

general fashion advertisements (Kim et al., 2020). Finally, attitudes toward the advertisement (Lee et al., 2017; Taylor et al., 2011; Yan et al., 2012), and interventions for a better future with marketing (Chandy et al., 2021; Ray & Nayak, 2023) have been investigated. This diverse set of previous studies all utilize different approaches to their research, whether qualitative, quantitative, or a combination, and provide important knowledge relating to sustainable fashion. Nonetheless, there is a lack of research on green transparency marketing on sustainable consumer behaviors and attitudes in the fashion industry (Goworek et al., 2020). Therefore, there is still academic space to grow within the sustainable fashion marketing literature and this dissertation will attempt to fill that gap.

In addition, the vast majority of the literature in the field looks down at bigger countries like America (Cowan & Kinlay, 2014; Kim et al., 2020) and England (Goworek et al., 2012). However, also countries like Germany (Rausch & Kopplin, 2021; Wiederhold & Martinez, 2018), Spain (Blas Riesgo et al., 2022) or Brazil (Campos et al., 2022; Lira & Costa, 2022) have been researched. Consumers in the United States and the United Kingdom have a higher inclination toward general fashion in comparison to countries like Sweden or the Netherlands (Ray & Nayak, 2023). On top of that, sustainable fashion is also perceived differently in every country due to distinct cultural influences, societal norms, or personal norms. Within the literature limited research investigates sustainable fashion consumption marketing in relation to the Netherlands. With sustainable fashion emerging around the globe, research into smaller affluent countries like the Netherlands plays a pivotal role in understanding the broader picture of sustainable consumption. This research tries to, therefore, fill that gap within the literature.

1.2 Societal relevance

With the development of technologies, industrialization, and climate change tremendously destructing the environment and the fashion industry being one of the main pillars (Ray & Nayak, 2023), one could argue that there is a need within society for increased conscious consumption among consumers. In 2015, the United Nations launched its Sustainable Development Goals to incite all countries around the globe to focus on sustainability (United Nations, 2015), thereby revealing the importance of sustainability issues. Sustainable Promotion Goal twelve emphasizes increased visibility or advertisement of sustainable production and consumption models (Abbate et al., 2023). Other aims are the reduction of water consumption and guaranteeing reasonable conditions for employers to work in (Abbate et al., 2023; United Nations, 2015), which are also related to the fashion industry. Fashion brands should therefore take responsibility and incorporate these into their own business models and communicate them with their customers. According to development organization Solidaridad, fashion companies are currently making limited efforts with regard to the certification of sustainability in their textile production (Brandsma, 2023). Solidaridad advocates the implementation of legislation that obliges companies to disclose the origin of their products.

Eventually they would like to promote corporate responsibility through transparency (Brandsma, 2023). This is closely related to the recent concerns raised by the European Union about false environmental claims (Mazel, 2023). According to European Commissioner Frans Timmermans, they want to tackle the positive development among many Europeans who would like to consume sustainably but do not know who or especially what to trust anymore through substantiating, in this case, green advertising slogans well (Mazel, 2023). This research would like to argue that, due to the rise of sustainability issues, society could benefit from transparency during digital marketing practices to enhance sustainable fashion purchases, as it constructively influences the relationship between consumer and brand. This could contribute to society as a whole: As soon as consumers start to consume more consciously and in more eco-friendlier ways, it will counteract environmental degradation.

1.3 Research problem and research question

After carefully considering the aforementioned points, it becomes apparent that there is a rising interest in digitally advertised sustainable fashion, while the academic exploration of the influence of transparency during these marketing practices alters consumer perceptions of the advertisement and advertising remains relatively limited. As a result, the following research questions have been formulated to acquire a deeper understanding of the problem:

Research question 1. To what extent do Sustainability Marketing Types (price transparency, production transparency, price + production transparency, and no transparency) used for the description of a slow fashion product affect Purchase Intention?

Research question 2. To what extent do Sustainability Marketing Types (price transparency, production transparency, price + production transparency, and no transparency) used for the description of a slow fashion product affect Purchase Behavior?

Research question 3. To what extent do Sustainability Marketing Types (price transparency, production transparency, price + production transparency, and no transparency) used for the description of a slow fashion product affect Attitude toward the Advertisement?

Research question 4. To what extent does Slow Fashion Consumption (equity, localism, authenticity, exclusivity, functionality) affect the consumers' Purchase Intention, Purchase Behavior, and Attitude toward the Advertisement in the fashion industry?

1.4 Chapter overview

The introduction has provided an initial glimpse into the subject matter by outlining the concept of sustainable fashion consumption and its potential with transparent digital marketing, highlighting its significance from both a societal and academic standpoint. To ensure a coherent framework for

this research, the following chapter overview aims to present a concise summary of the forthcoming chapters and their respective content. The research consists of six chapters, with the present introductory chapter having been thoroughly reviewed. In the second chapter, the theoretical framework is expounded upon, wherein pertinent concepts (e.g., slow fashion, sustainable marketing, purchase behavior and attitude toward the advertisement), theories, and prior research studies relevant to the subject matter are presented. From these findings, respective structures and constructs are obtained along with corresponding hypotheses. The framework will serve as a guiding tool for comprehending and analyzing the outcomes of the current research at a later stage. The third chapter explains the quantitative research design. This entails justification of the research, data collection procedure, materials, sampling, operationalization, and measurements that were used and it expounds upon and substantiates the decisions made concerning analysis while providing validations and reliability within the research framework. The fourth chapter provides a comprehensive explanation of the results obtained from the study. Following this, in chapter five, a detailed discussion of the study's contribution to the existing literature is offered, implications and limitations encountered during the research are portrayed, and recommendations for future research are given. Finally, in the sixth chapter, the research will present the definite conclusion of this study, and the answers to the research questions are encapsulated.

2. Theoretical Framework

The second chapter of this research will provide the fundamental underpinning for the research, as it contains theories and concepts related to the research that will be critically analyzed, discussed, and compared. Through comparatively examining preceding academic literature, a theoretical framework will be created that will be used to help with the analysis of the results. Thus, the objective of the following chapter is to establish a framework that will give the means to answer the research questions, ‘To what extent do sustainability marketing types used for the description of a slow fashion product affect purchase intention, purchase behavior, and attitude toward the advertisement?’ and ‘To what extent does slow fashion consumption affect the consumers’ purchase intention, purchase behavior, and attitude toward the advertisement in the fashion industry?’ through elaborating on the pertinent concepts related to these questions. The chapter is therefore divided into five subchapters. The first subchapter extensively elaborates on the fashion industry with its different consumption models (2.1); next, sustainability and its barriers are discussed (2.2); followed by insights into green digital marketing, the possibilities of transparency marketing and the attitude toward the advertisements (2.3); furthermore, the purchase intents and behaviors regarding the fashion industry are explored (2.4); and finally, it concludes with the hypotheses (2.5).

2.1 Fashion consumption

Fashion consumption represents an intricate social phenomenon. In general, consumption can be defined as the use or buying of goods and services (Lira & Costa, 2022). The fundamental underpinning of the economy, as well as a nation's wider economy, lies in the creation of a comprehensive framework in which the consumption and generation of goods and services serve as the basis for our entire system of economic stimulation and progress (Mackinnon, 2022; Ray and Nayak, 2023). Within an economic framework, consumers make consumption decisions predicated upon the accessibility and cost of commodities, as well as their individual needs and desires. Therefore, in a consumer’s purchase process there are different stages. First a need is aroused within the consumer, this is the pre-purchase phase. Next, the purchase is planned by the consumer, this is the pre-purchase and post-decision phase. Then the planned purchase is executed by the consumer also known as the purchase phase, and finally, after use, the product or good is abandoned, known as the post-purchase phase (Solomon, 2006). Consumption serves to meet immediate (social) needs, and its role evolves along with current needs in society. Through social norms and by force of habit consumers can be stuck in their consumption patterns (Lundblad & Davies, 2016). The consumption of goods not only contributes to social discourse but also plays a pivotal role in adhering to or recreating social norms and shaping individual identities.

2.1.1 Fast fashion

Expeditious population growth, rising global incomes, and elevated living standards have all been attributed to the ceaseless trend of the production and consumption of clothing items (Abbate et al., 2023). Consumers tend to opt for fast fashion, based on factors such as fit, style, price-quality ratio, and convenience (Lee et al., 2020). Fashion garments have become an increasingly prominent aspect of contemporary culture and society, with individuals often seeking to express their identities through their clothing choices. De Miranda et al. (2016) found that “feeling good, innovation, style, individuality, aesthetics and quality” (p. 101) are important factors for men to consume clothing garments. Fashion consumption in this case is used to attain distinct levels of social status and an expression of values (De Miranda et al., 2016). This constantly evolves in new shopping incentives. A parallel observation can be made for the Netherlands. In 2021, still during the COVID-19 pandemic, the annual consumer spending by households on clothing expanded by 1.4 billion euros (+11.11%). In total that year, the annual consumption expenditure of households amounted to 14 billion euros (Tighe, 2023). Nonetheless, large-scale fashion production has been prevalent for a considerable period.

The advent of fast fashion, concurrent with globalization and market liberalization in the 1970s, accelerated both the pace of the manufacturing process and fashion consumption. The low costs of production and prices facilitated a culture of impulsively buying (Mandarić et al., 2022), resulting in reduced usage of clothing items and the promotion of a “throwaway society” (Cooper, 2005, p. 52). The Netherlands, although numbers are decreasing, has been in the top ten countries in Europe to annually produce some of the highest quantities of landfilled textile waste (3.5 kg per year) per person (Papamichael et al., 2023). By maximizing sales through impulse buying, consumers have come to expect a frequent influx of new products (Bianchi & Birtwistle, 2012). In addition, the social pressure, originating from the fashion industry and the media, on consumers through emphasizing the need to constantly renew their wardrobes, also encourages overconsumption (Harris et al., 2016; Lundblad & Davies, 2015), resulting in an erosion of the intrinsic value of the garments (Rausch & Kopplin, 2021). The incessant consumption phenomenon is driving an escalating consumerist trend, resulting in a counterproductive, backfire, culture: the more consumed, the more the environmental situation deteriorates (Mackinnon, 2022). Therefore, a vicious circle is created in which both consumer and seller are constantly influencing each other to produce and consume more garments.

2.1.2 Slow fashion movement

The conventional fast fashion consumption model engenders a multitude of socio-environmental and economic damages (Lira & Costa, 2022), whereas the slow fashion consumption model generates the opposite outcome by safeguarding the environment (Blas Riesgo et al., 2022; Campos et al., 2022; Costa et al., 2021). The concept of slow fashion was first introduced in 2004 by Georgia Straight fashion columnist Angela Murrills. It embodies a fashion ideology that embraces

the values of preserving human living circumstances, fostering biodiversity, honoring cultural diversity, and responsibly managing our limited global resources. Therefore, it is more than merely reducing fashion consumption and production (Harris et al., 2016). Anti-consumers stand against the rapid manufacturing and overconsumption of fast fashion. These consumers refrain from embracing fast fashion due to their perception of its subpar quality, excessively trendy designs, diminishing individuality, lack of responsibility, foreign origins, and absence of authenticity, which they consider as unfavorable aspects (Kim et al., 2013). A characteristic of a slow-fashion item is their composition of long-lasting materials, utilization of traditional production techniques, or incorporation of design concepts that are timeless or intended to endure beyond a single season (Ray & Nayak, 2023). Nevertheless, slow fashion transcends the mere production of the garment. The final clothing item exhibits enhanced quality and workers receive higher and fairer wages. On top of that, the disposal of clothing and industrial waste stemming from ephemeral fashion trends is significantly less. According to Lira and Costa (2022), slow movement is positively influenced by the intention of conscious consumption, leading to more informed and discerning consumers and a more accurate purchase decision. Which will be further discussed later on in this chapter.

2.2 Sustainable fashion consumption

Sustainability has emerged in the 21st century as a critical concept addressing the pressing challenges of climate change, resource depletion, and social disparity. The United Nations Brundtland Report (1987) defined sustainability as a development that “seeks to meet the needs and aspirations of the present without compromising the ability to meet those of the future” (p.39). Sustainability encompasses several aspects, including renewable energy, waste management, biodiversity conservation, and responsible consumption. Over the years, there has been a growing awareness and concern among consumers regarding sustainability issues and environmental factors when making purchase decisions (Bianchi & Birtwistle, 2012; Campos et al., 2022; Costa et al., 2021). The environmental concerns refer, according to Rausch and Kopplin (2021), to an individual's level of worry, emotional connection, and involvement in environmental issues, threats, and protection. Besides, it encompasses a sense of responsibility and engagement in environmental protection. Therefore, environmental concern and environmental knowledge also contribute to the consumer's attitude toward sustainable goods and services (Park & Lin, 2020; Rausch & Kopplin, 2021). Campos et al. (2022) emphasize that environmental activism and voluntary simplicity lifestyles among consumers have fostered a greater willingness to consume sustainable items and have highlighted ecological fashion consumption as a priority.

Fashion and sustainability appear to be fundamentally contradictory notions. Whereas fashion is all about self-indulgence, short product cycles, materiality, and a never-ending garment offer, sustainability is all about durability and ethics (Lundblad & Davies, 2016). However, since 1992 sustainable fashion has become a hot topic with brands trying to find ways to decrease their

impact on the environment (Ray & Nayak, 2023). Thereby, sustainable fashion is a fundamental part of the slow fashion movement. Whereas slow fashion mainly focuses on brand enactments and consumer purchase practices while trying to reduce these operations, sustainable fashion focuses on sustainable practices in all stages of its lifecycle; production, utilization, discarding, and even the degradation phase (Ray & Nayak, 2023). Sustainable fashion buyers are mainly driven by responsibility, protection of the environment, social justice, and self-expression and self-esteem. Lundblad and Davies (2016) found that the latter two are of high importance when it comes to sustainable fashion purchases. Consumers seek self-expression and self-esteem not only for personal comfort, but also for the purpose of asserting their beliefs and values. However, the higher quality and longer-lasting benefits ensure value for the consumer's money in the long run, which has also been found beneficial for purchasing sustainable fashion (Blas Riesgo et al., 2022). Such sustainable purchasing actions and investments are part of a larger solution aimed at addressing climate change and reducing environmental destruction (Campos et al., 2022). Sustainable fashion has numerous advantages as described, nonetheless, consumers still see a lot of barriers that prevent them from acquiring eco-friendly clothing items.

2.2.1 Impediments to sustainable fashion consumption

Even though sustainable fashion awareness has come a long way, it is still associated with designs that are unfashionable and therefore they do not meet the requirements of most consumers (Rausch & Kopplin, 2021). Nevertheless, Harris et al. (2016) described this as a widely held and oversimplified image obstructing the idea of sustainable fashion. On top of that, the high prices of sustainable clothing are also seen as a significant, if not one of the main, barrier to consumer adaptation (Blas Riesgo et al., 2022; Hill & Lee, 2012; Lublad & Davies; 2016; McNeill & Moore, 2015). Consumers find the price difference between a regular manufactured t-shirt in contrast to a sustainable t-shirt unaffordable and consequently tend towards the low-price option (Goworek et al., 2012). Additionally, the lack of information is also found to be a considerable factor. Inadequate details make it challenging for consumers to comprehend what constitutes ecological and sustainable fashion items and what does not (Ray & Nayak, 2023). A focus group of Goworek et al. (2012) were rather reluctant about brands' motives, such as exclusively providing labels. The participants lacked elaborate information, resulting in green skepticism about the potential practice of greenwashing. Greenwashing occurs in organizations that make extensive assertions about sustainability but do not act upon these claims (Rausch & Kopplin, 2021). During this practice, brands either conceal information regarding the negative environmental impact of their items or disseminate false positive environmental claims. Therefore, information-sharing practices of a product or labels of products could come across as an advertising ploy (Mazel, 2023). This results in high uncertainty regarding their perceptions of sustainable fashion. Providing additional and explicit information, such as transparency about the production process, previous purchase experience, and peer-to-peer reviews,

can increase the perceived value of sustainable products and motivate consumers to acquire ecological items (Costa et al., 2021; Ray & Nayak, 2023). To alter the opinions and perceptions of consumers towards sustainable fashion initiatives, digital marketing could effectively be employed.

2.3 Digital sustainability marketing

The ongoing promotion of the fast fashion industry's garments resulting in impairing overconsumption and environmental pollution (Blas Riesgo et al., 2022; Kim et al., 2020), highlights the need for business models that support sustainable consumption. Green consumerism can not only be influenced at the point of sale (Goworek et al., 2012), but also positively be influenced by the use of social media (Abbate et al., 2023). Different communication channels have the potential to generate a wide variety of narratives to advocate for principles related to sustainable fashion (Ray & Nayak, 2023). Influencers on social media, who promote a brand, have an extensive audience reach and possess a significant influence on different media outlets (Goworek et al., 2012), which encourages their followers to emulate their actions (Harris et al., 2016). According to Ray and Nayak (2023), consumer engagement with sustainable fashion has been found to be most effective through social media platforms. The power of social media should, therefore, be harnessed by marketers through creative marketing strategies.

Marketing revolves around the exchange of values between two different entities (e.g., services, goods, money, and time) and achieves profit objectives while simultaneously creating, communicating, and delivering customer value (Kotler, 1972). Traditionally, marketing has encouraged consumers to consume more and can therefore be seen as a driver of the growth of the fast fashion industry and its inconsiderate buying behavior. A greener future must promote explicit consumer-focused messaging that encourages better, more sustainable, consumer behavior. To achieve this, marketing should analyze buyer behavior, needs, and what motivates them to make environmentally conscious purchases based on the advertisements they see (Mandarić et al., 2022). Acknowledging and incorporating specific consumer demands into a company's value proposition plays an important role in formulating a successful sustainable business model (Tolkamp et al., 2018). Marketing plays a pivotal part in shaping consumer behavior, attitudes, and beliefs (Roozen et al., 2021). According to Lee et al. (2020), marketing should use subtle nudges rather than bluntly stating the need to be sustainable or "buy green" (p. 649). The research shows that focusing on the "why" (p. 650) of sustainability instead of just the idea of sustainability is more effective and could result in more sustainable purchase behavior. The integration of scientific advances, regulatory frameworks, and demographic trends offers unique opportunities for marketing to exert a substantial global influence (Chandy et al., 2021). Marketing has the potential to improve global conditions.

As this research focuses on sustainability within the fashion industry and its associated adjacent fashion brands, the term marketing in the research refers to business-to-consumer (B2C)

marketing practices. The consumer's behavior and their needs are therefore the floating powers of B2C marketing (Salmeron & Hurtado, 2006). Marketing communication educates the consumers about the brand or product and effective promotion can affect more consumers to buy the product or goods (De Pelsmacker et al., 2002). Thus far, according to Ray and Nayak (2023), sustainable fashion marketing is often uncertain and fragmented which tends to cause frustration among consumers instead of facilitating a positive and easy decision-making process. This situation arises from a limited understanding and familiarity among fashion consumers of essential terminology related to sustainability commonly employed in fashion advertising and its promotional messaging (Evans & Peirson-Smith, 2018). Consumer education is, therefore, crucial to raise awareness and promote its adoption (Ray & Nayak, 2023). On top of that, the engagement of a brand in sustainable practices has a beneficial impact on the overall brand perception (Jung et al., 2020). Consumers demonstrate a higher preference for sustainable products when exposed to environmental messages prior to purchasing, particularly when the product carries a green logo (Lee et al., 2020). Consequently, employing a persuasive communication approach, like a nudge, can effectively strengthen the connection between individuals' sustainability beliefs and their actual purchasing behavior. Both verbal and visual nudges have been found to significantly and positively influence consumers' choice of sustainable fashion garments and their intentions to buy the garments (Lee et al., 2020; Roozen et al., 2021). Effective sustainable fashion marketing can encourage the purchase of environmentally friendly clothing (Hill & Lee, 2012). Therefore, providing in-depth insight into the operation of a fashion brand could persuade the consumer to commit to that brand.

2.3.1 Price and production transparency through digital marketing

Despite successfully enhancing the sustainability of their clothing, retailers faced challenges in effectively conveying these ameliorations to their customers (Harris et al., 2016). Consumers question the importance of eco-friendly garments due to insufficient details that are shared by the fashion industry. There is a lack of awareness regarding fashion production and its negative impact on sustainability (Ritch, 2015). Besides, consumers exhibit skepticism toward companies' product information, suspecting the presence of greenwashing tactics (Hill & Lee, 2012). According to Rausch and Kopplin (2021), growing greenwashing concerns about fashion brands substantially diminish consumers' intention to purchase from those brands. Incomplete or deficient information may be tackled through high-transparency communications.

Practices such as price and production transparency can help achieve this goal (Kim et al., 2020). Transparency exerts a positive influence on environmental concerns, trust in the brand and the eventual willingness to perform sustainably conscious purchase behavior (Chun et al., 2021). Miao and Mattila (2007) suggest that increased transparency results in higher credibility of the advertisements with consumers, which can increase the persuasive power of sustainable fashion initiatives. The promotion of sustainable fashion and initiatives should involve the right information-

sharing practices, which should not be too overwhelming or present, so that consumers still feel they have a choice, but are nudged in the right direction (Lee et al., 2020). Fashion brands must find an information-sharing balance for their own consumer, which involves continuous adaptation to this alternating consumer.

Miao and Mattila's (2007) research showed that the willingness-to-pay fair prices for sustainable garments are more receptive when they receive externally provided price details. Price transparency is the practice of disclosing comprehensive details in a clear and concise manner about the cited prices by a brand (Kim et al., 2020). Besides price satisfaction as previously mentioned advantages of price transparency, Kim et al. (2020) also state that price fairness can be decided through a cost-breakdown and resulting in a positive decision-making process. Not providing price information about the fairness of the price, on the other hand, has been found to cause negative consumer behaviors toward those brands (Mohammed, 2012). In addition, price transparency increases brand loyalty as consumers trust brands that divulge important company information and thereby generate higher sales as a result (Mohan et al., 2020). Thus, when consumers comprehend why the prices are higher for a garment no matter the way it is presented, they have more sympathy for those products (Kim et al., 2020). On top of that, consumers solely buy a product if they think the price is worth paying for (Bhaduri & Ha-Brookshire, 2011). The same could go for sustainable products which tend to have higher prices (Ray & Nayak, 2023). The right pricing information is therefore essential to understand and accept this.

Earning consumers' trust and therefore improving brand loyalty and image can also be a positive effect of production transparency (Kim et al., 2020). Effectively conveying the intricate concepts of carbon footprint, embedded water, and the broader dynamics of the clothing supply chain to consumers is challenging. The same goes for communicating the diverse array of sustainability benefits tied to the production of a specific purchase (Harris et al., 2016). Although there is a rise in interest in the origin of the product and the traceability of the production process (Abbate et al., 2023), the actual limited fashion production knowledge encountered in previous studies demonstrates the importance of the right stimuli toward sustainable purchases (Ritch, 2015). Moreover, a significant part of the supply chain, for example in England (Goworek et al., 2012), takes place outside a country which raises questions among consumers regarding brand equity and the workplace. Production transparency shares information on the manufacturing process like locations of where the sources come from, the different materials that they use, and working conditions (Kim et al., 2020). It has been found to be an effective tool in the fashion industry to stimulate purchase behaviors among consumers as they dislike needing to look for additional sustainable information (Bhaduri & Ha-Brookshire, 2011). However, as Kim et al. (2020) found, one negative indication of the supply chain and the consumer will not want to make that purchase decision anymore. Distrust is a great barrier to production transparency especially due to the numerous brands and the possible

traceability of their supply chain (Bhaduri & Ha-Brookshire, 2011). Thus, for sustainable fashion consumption to incline, fashion brands should enhance their communication strategies. It is crucial for organizations to shift their approach from the aforementioned greenwashing tactics to genuine and authentic discussions surrounding sustainability fashion initiatives and practices (Ray & Nayak, 2023). Explicit price and production transparency could alter fashion consumers' behavior to not only consider but also purchase more sustainable garments.

2.3.2 Attitude toward the advertisement

It becomes clear from the literature examined thus far that the alternation to more sustainable marketing benefits both the brand and a more sustainable consumer. However, these practices do not only influence the way consumers feel about a product but also the way they experience an advertisement. Attitude toward the advertisement has been defined as the positive or negative beliefs, opinions, and responses of a consumer after looking at an advertisement (Lee et al., 2017). Multiple factors can influence attitude toward the advertisement like personal values and beliefs, previous experience with the brand's advertisements, or features of the advertisement itself. Taylor et al. (2011) found the importance of information in the advertisement to play an important role in the attitude of consumers toward the advertisement. Furthermore, Yan et al. (2012) also found message explicitness to influence advertisement attitudes. By providing transparent price and production information the brand can reduce dubiousness regarding the advertisement (Yang & Battocchio, 2021). Particularly with the limited environmental knowledge and the often-associated complexity connected to eco-friendly and green marketing claims, explicit sustainable marketing could aid a better understanding of and a more positive outlook toward these advertisements.

Sustainable fashion marketing is, therefore, considered to alter an elevated positive consumer perspective of advertisements (Yan et al., 2012; Yang & Battocchio, 2021). If the consumer has the idea that their actions matter and could lead to environmental change, chances are higher that these consumers have a more positive attitude toward the advertisement. The same goes for consumers that are concerned about the environment and the damage it does to the world. These consumers are amenable to eco-friendly advertisements (Tucker, et al., 2012). According to Buerke et al. (2016), it is important for a brand to strategically make consumers feel like they are making an ecologically approved difference for the environment with their sustainable purchase. Furthermore, how an advertisement is perceived can influence the attitude toward the brand and purchase intention, and eventual behavior toward that brand (Lee et al., 2017). On the contrary, Yan et al. (2020) also found that consumers respond negatively to message explicitness in an advertisement. In this case, precise information could have led to disinterest, disagreement, or even distractions of the advertisement under their participants. Taking everything into account, the perception of information and thus the portrayal of information is found to be crucial when looking at attitudes toward the advertisement.

2.4 Purchase intention and purchase behavior

Sustainability marketing could have a significant impact on consumer objectives or behavior. Purchase intention is the inclination or preparedness of an individual to purchase a product or service (Peña-García et al., 2020). This concept shows the desire and willingness of a consumer to make a specific purchase decision but does not necessarily guarantee that the purchase will take place. All consumer's intentions show different characteristics and importance, which can result in variations in the quality and strength of their motivation or intention. These distinct characteristics can influence the predictive power of intentions concerning actual behavior (Rausch & Kopplin, 2021). Different elements contribute to shaping a consumer's purchase intention. Consumers' needs and desires especially play an important role. When consumers notice that a product can meet their desire, they tend to form purchase intentions more easily (Mandarić et al., 2022). Besides, personal preferences, recommendations from people around you, living situations, values, and external factors like marketing activities or situational considerations can further reinforce consumers' purchase intentions (McNeill & Moore, 2015). Businesses strive to comprehend and influence purchase intention through doing market research, consumer insights, and targeted marketing strategies (Rausch & Kopplin, 2021). By identifying the factors driving purchase intent and addressing any barriers, brands can increase their chances of converting potential customers into buyers.

This is the juncture at which buying behavior comes to the fore. Purchase behavior refers to the actual act of buying a product or service (Ajzen, 1994; Peña-García et al., 2020). It is the verifiable action that occurs when a consumer completes a purchase transaction (Rausch and Kopplin, 2021). Intention implementation is influenced by various factors, including purchase intention, but also takes other elements into account such as lack of availability of stores or product assortment, price, consumption habits, transparency, and lack of information (Wiederhold & Martinez, 2018). Purchase behavior foresees direct evidence of ultimate consumer choices and actions, as it relates to the final transactions for the desired goods. The decision of consumers within the fashion industry to purchase sustainable fashion is contingent upon various factors. These factors include the perception of the brand towards sustainable fashion, the individual's concern for the environment, and their beliefs concerning sustainable fashion (Mackinnon, 2022; McNeill & Moore, 2015; Ray & Nayak, 2023). Cowan and Kinlay (2014) further discovered that among American consumers, environmental concerns significantly influence sustainable fashion purchase behavior, with social pressure, guilt, and financial and personal factors also playing an important role in clothing purchases, regardless of how environmentally conscious a consumer might be. Consumers often demonstrate a tendency to adopt eco-friendly purchasing behavior if they believe their actions can make a meaningful contribution to addressing environmental challenges (Park & Lin, 2020). Nonetheless, intentions are not always implemented and converted into purchase actions.

2.4.1 The purchase intention-behavior gap

Over the years, there has been a growing awareness and concern among consumers regarding sustainability issues and environmental factors when making purchase decisions (Bianchi & Birtwistle, 2012; Costa et al., 2021; Campos et al., 2022). Lee et al. (2020) suggest that this has resulted in positive attitudes toward green marketing and fashion sustainability. Despite the positive attitudes toward sustainability and the inclination toward sustainable apparel, previous literature has consistently highlighted a tenacious gap between pro-environmental attitudes and unsustainable consumption behavior (Achabou & Dekhili, 2013; Blas Riesgo et al., 2022; Costa et al., 2021; Lee et al., 2020; Lira & Costa, 2022; Mandarić et al., 2022; Rausch & Kopplin, 2021). The intention toward purchasing a product or good does not always translate into an actual purchase. In Park and Lin's (2020) research 35% of the respondents indeed displayed high purchase intentions for sustainable fashion. However, they failed to eventually turn these intentions into purchase actions. Various barriers, such as financial constraints, competing alternatives, subjective norms, social consequences, or changing circumstances, can hinder the conversion of intention into action (Lundblad & Davies, 2016; Park & Lin 2020). An explanation for the variance between motives and ultimate purchase behavior could be imputed to the lack of a substantial link between trust in green practices and individuals' environmental attitudes and concerns (Dhir et al., 2021). In response, Campos et al. (2022) have raised questions about the mechanisms that could encourage consumers to exclusively purchase sustainable garments.

Exploratory literature has revealed that environmental knowledge has emerged as a significant determinant affecting the inclination toward conscious buying behavior (Abbate et al., 2023; Liu et al., 2021; Rausch & Kopplin, 2021). Consumers who possess a deeper understanding of environmental issues are more likely to prioritize sustainability and thus make a more conscious and green purchase decision. On top of that, these consumers have a strong sense of liability towards the environment as well as a higher capability to evaluate the ecological impact of (non-)sustainable products. Consequently, to fulfill their ethical and societal obligations, individuals may execute an enhanced purchase intention (Ray & Nayak, 2023). However, according to the findings of Harris et al. (2016), the mere aspect of environmentally friendliness is not always seen as adequate to induce consumers to acquire sustainable clothing, as it is not always considered a primary incentive to purchase. Incentives to buy sustainable apparel lay in the correct fit, design, and color of the clothing items. Consumers can exhibit a reluctance to compromise on specific functional attributes of products in favor of ethical considerations (Achabou & Dekhili, 2013). In essence, consumers are mainly interested in the desired appearance of garments and seem to be less mindful of the sustainability aspect.

Thus far the attitude-behavior divide has been approached through various behavioral models, which identify an individual's behavior as a function of their intentions, social pressure, and

perceived behavioral control (Blas Riesgo et al., 2022; Costa et al., 2021; Lira & Costa, 2022). One of the most established models in this regard is the theory of planned behavior (Lira & Costa, 2022), which posits that consumers base their consumption decisions on rational considerations of available information (Ajzen, 1994). Consumers' intentions depend on their beliefs, which can shape their mindset, and attitudes and could bring a specific purchasing behavior (Costa et al., 2021). Therefore, companies can leverage the information acquired by consumers to alter their perspectives on sustainable purchases as well as their intentions, especially given that sustainable clothing still suffers from a negative connotation that limits consumption (Rausch & Kopplin, 2021). This involves changing the mindset away from excessive consumption of seasonal purchases to investing in fashion items that are durable and timeless.

Perceptions of economic and aesthetic risk can also have an impact, or impede, the enactment of actions after the formation of initial intentions, as the motivational quality of individuals can vary (Rausch & Kopplin, 2021). Rothenberg and Matthews (2017) have demonstrated that the consumption of sustainable t-shirts is influenced by price rather than production and lastly ecological concerns. Sustainable clothing items might be priced higher, but the quality of the garments is usually also sufficiently higher which creates long-lasting benefits (Lundblad & Davies, 2016). Goworek et al. (2012) also found that consumers felt that brands inadequately provide information on the labels to influence their purchase decisions. As previously discussed, the right marketing of sustainable products can raise more awareness causing more conscious consumers and more social pressure thus closing the attitude-behavior gap (Harris et al., 2016; Lira & Costa, 2022). Nonetheless, Ray and Nayak (2023) have not found that the limitations of buying sustainable fashion garments due to their prices can be altered through digital marketing. For attitudes to be translated into concrete actions Goworek et al. (2012) have recommended brands to increase sustainable fashion information output to conscious green habits. Fashion brands possess a substantial potential to exert influence on the sustainability effects of consumers and should execute them to perfection.

2.5 From theoretical framework to hypotheses

Due to rising environmental concerns, sustainable fashion awareness has grown exceptionally. Sustainable fashion behavior is influenced by factors such as social norm, self-expression, feeling accountable, peer-pressure, and affluence. Consumers have found increasing importance in fostering human living circumstances while at the same time managing limited global resources. However, the barriers that obstruct sustainable behavior are environmental knowledge, lack of green information in general, societal norms, competing consumer motivation, and skepticism toward greenwashing practices. The right marketing of sustainable products can raise more awareness causing social pressure, conscious consumers and alter consumer behavior. Transparency could therefore result in higher reliability of the advertisements which can also further improve the

persuasive power of sustainable fashion initiatives and stimulate environmentally responsible behavior. Following the foregoing context, the following hypotheses were developed for this research:

Hypothesis 1 (H1). There is a statistically significant difference in Purchase Intention toward the description of a slow fashion product when analyzed concerning different Sustainability Marketing Types (price transparency, production transparency, price + production transparency, and no transparency).

Hypothesis 2 (H2). There is a statistically significant difference in Purchase Behavior toward the description of a slow fashion product when analyzed concerning different Sustainability Marketing Types (price transparency, production transparency, price + production transparency, and no transparency).

Hypothesis 3 (H3). There is a statistically significant difference in Attitude toward the Advertisement toward the description of a slow fashion product when analyzed concerning different Sustainability Marketing Types (price transparency, production transparency, price + production transparency, and no transparency).

Hypothesis 4 (H4). There is a positive relationship between Slow Fashion Consumption and Purchase Intention, Purchase Behavior, and Attitude toward the Advertisement.

3. Methodology

In this chapter, the methodological considerations and analysis will be discussed and justified. First, in subchapter 3.1, a detailed description of the research design along with a justification of the method is presented. In the following subchapter, 3.2, the data collection procedure, materials, and sampling method are provided. Subchapter 3.3 provides the operationalization of all the theoretical concepts for this research. Next, subchapter 3.4 touches upon the data collection and analysis, after which in the final part, subchapter 3.5, the validity and reliability of the research are discussed.

3.1 Research design

This research aimed to investigate the effects of digital sustainability marketing, with an emphasis on price and production transparency, on purchase intention, purchase behavior and attitude toward the advertisement, as well as the influence of slow-conscious fashion consumption on purchase intention, purchase behavior and attitude toward the advertisement. As this research sought to identify empirical evidence of the factors influencing consumer behavior, a quantitative approach was deemed necessary to be adopted (Figure 2) The fundamental objective of quantitative research according to Allen (2017) is to create new knowledge and promote a comprehensive understanding regarding the social world. Moreover, quantitative research is employed to observe particular phenomena or events that affect consumers individually. Babbie (2017) also described quantitative research as research based on collecting numeric data and applying it to identify patterns, trends and help generalize findings to a larger population. Whereas the qualitative approach is heavily influenced by specific context and individual cases, a quantitative approach endeavors to minimize bias and enhance the overall objectivity and reliability of the findings through utilizing standardized procedures and numerical data (Yilmaz, 2013). It can therefore be argued that the quantitative approach fits the design of this research best.

To this end, an online survey was conducted in the Netherlands to gauge their level of awareness and engagement with slow fashion consumption and examined how transparency marketing can positively influence their purchase intention, behavior, and attitude toward advertising. The research did not differentiate participants based on gender but endeavored to achieve equal representation across genders. This research was deductive in nature, attempting to assess the predictable patterns concerning sustainable consumption from the existing literature (Babbie, 2017). Moreover, through a survey questionnaire heaps of information from a population, residing in different places, which use the internet regularly can be collected (Evans and Mathur, 2005). Since this research focuses on digital marketing, the online setting of the research can be deemed suitable. Moreover, the online survey ensures anonymity and is not personally invasive as it could be the case with qualitative research (Yilmaz, 2013). Therefore respondents have a higher likelihood to give a sincere answer.

The research employed a random between-subject survey with a factorial design of 2x2. The survey design includes three experimental conditions and a control group, as outlined in table 1 below. The first experimental condition presented a product image with complete price and production transparency (N = 40), while the second only displayed price transparency without additional production information (N = 40). The third experimental condition only included additional production transparency (N = 39). The final condition is the control group, which did not have any additional information (N = 39). Due to the between-subject design of the research participants of the survey will only be exposed to one of the condition groups. According to Charness et al. (2012), this approach enables the establishment of causal relationships between the different condition groups. Moreover, the 2x2 experimental design can also be deemed suitable as the interaction effects between two independent variables are examined. Depending on the sustainability marketing level, there are therefore different effects on purchase intention, purchase behavior or attitude toward the advertisement. With the 2x2 factorial design, in-depth insights into the effects of price and production transparency and slow-conscious fashion consumption on purchase intention, purchase behavior and attitudes toward the advertisement can be gained.

Table 1

Sustainability justification

	Production Transparency	No Production Transparency
Price Transparency	1. Price and production justification	2. Price justification and no production justification
No Price Transparency	3. Production justification and no price justification	4. No price and no production justification

3.2 Data collection procedure, materials and sampling

The data collection took place in April 2023. Data was collected using the Qualtrics platform, and statistical analysis was performed using SPSS version 28. To answer the research question and the associated hypotheses at least 150 respondents needed to complete the whole survey. To achieve the necessary sample size, data was collected from friends, family members, colleagues, and other acquaintances. Additionally, the survey was disseminated via various social media channels to maximize the number of responses.

3.2.1 Procedure

Prior to participating in the survey, a disclosure statement was presented to inform the respondents of the survey's nature. Initially, the statement clarified that the survey was an online inquiry into sustainable fashion consumption. Following that, emphasis was laid on the voluntary

basis of the survey, that the data collected would be anonymous and solely used for academic purposes as well as the amount of time it would approximately take to complete the survey. Subsequently, respondents were asked to indicate whether they agreed to the aforementioned conditions and wished to proceed with the survey. As the research exclusively looks at adults, respondents were asked how old they were in the following section to ensure they fit the target group (above 18 years of age). Similarly, respondents were required to identify the country they were based in and their country of origin, and if they did not belong to the target age or country group, they were directed to the end of the survey. Following this, respondents were asked to provide their gender, income, the highest level of education, and the number of garments and sustainable garments they purchased this year, after which the questions pertaining to slow fashion commenced.

Participants were first asked, through Jung and Jin's (2014) slow fashion consumption scale, to ascertain their inclination towards slow fashion. After the dispositional levels of slow fashion consumption were found among the participants, they continued to the second part of the survey. In this segment, information from the brand Picture Organic Clothing (POC) was utilized to imitate a real-life advertisement from a clothing store (Picture Organic Clothing, n.d.). A picture of a shirt from POC's website was displayed to participants, with three experimental conditions and one control group (Figure 1). By using pictures, diagrams, and text from POC's website, participants were informed about the brand's approach to sustainability in various manners.

As previously mentioned in the theoretical framework, the amount or explicitness of information may influence a person's purchasing intention or behavior toward more expensive green products or even their perspective of the advertisement in which this is elucidated. Therefore, in the third part of the survey, the participants were asked about their purchase intention and whether they would purchase the product after having seen the advertisement. In the fourth and final part of the survey, they were asked about their attitude toward the advertisement. Finally, participants could leave their questions, and reflections, or express any additional remarks they deemed relevant.

3.2.2 Materials

For this research, the stimulus material was collected from the Picture Organic Clothing website (Picture Organic Clothing, n.d.). Picture Organic Clothing is a certified B Corporation that sells eco-friendly outdoor, mainly sport related, clothing. POC uses their brand to try and fight against climate change through a sustainable approach in all aspects of the company and also elucidate this to their consumers with maximum transparency (Picture Organic Clothing, n.d.). Picture Organic Clothing discloses the destination of the proceeds from the sale of a product, such as a t-shirt, and how it is fabricated using entirely organic components. They, for example, explain that the cotton used is sourced from Söke, Turkey, while the t-shirt is fabricated in Izmir, 100 km away. This manufacturer is regarded as a model in Turkey for its labor practices. POC purchases these t-shirts from the manufacturer for €7 and sells them to retailers for €12.50, with the final price to

consumers ranging from €30 to €33, VAT included (Picture Organic Clothing, n.d.). By presenting the steps in the process and disclosing where the proceeds go, POC clearly elucidates why a fair price for such an environmentally responsible t-shirt is justified and how the production process is equitable.

For each condition (price transparency, production transparency, price + production transparency, and no transparency) all the specific information about the t-shirt was taken from the Made in France? page to create these advertisements (Picture Organic Clothing, n.d.). For the price transparency condition POC dives into why their sustainable t-shirts are a certain amount of money and where that money is going through providing a text and table (Figure 1, B). For the production transparency condition the information about where the materials are coming from, why they are ecologically responsible, and also the fair labor practices in the factories that fabricate the t-shirts for POC were used (Figure 1, C). The price and production transparency condition are the most elaborative advertisement as it includes the individual price condition and product condition together (Figure 1, A). Lastly, the control group shows no additional information. Hence, it solely shows an image of the t-shirt with the price tag that a consumer normally sees in an advertisement for a fashion item (Figure 1, D).

Figure 1

Four conditions were used for this research with different sustainable marketing practices taken from the Picture Organic Clothing brand (Picture Organic Clothing, n.d.).

A) – Price and production justification

Price text: 'We purchase the t-shirt for €7 from our supplier in Turkey, sell it for €12.50 to retailers, who then sell it to you, the end consumer, for €30 to €33, VAT included. We consider €30 to €33, VAT included, to be a fair price for a cotton t-shirt and similar to other brands in the industry who, for the most part, do not use environmentally-responsible materials. This price allows retailers and Picture to grow in spite of our respective costs: rent, salaries, taxes, customs duties, R&D in France, logistic, and operational costs. In addition, the 20% VAT in France has a considerable influence on our approach. To sum up: 80% of a t-shirt's value benefits the local economy.'

Production text: 'And what if we made a t-shirt in France while keeping the same distribution model? In every case, we would need to source the raw materials outside of France: most of the world's cotton growers are in India, China, and the United States. Cotton farming does not really exist in France. Once the cotton in hand, we would then be able to spin, weave, dye, and make the product in France.'



Value creator	Value	% of value creation	Use of the added value
Supplier	€7	20% - abroad	Operating costs, purchasing raw materials, employees, taxes
Brand	€12.50	20% - France	Employees, rent, taxes, logistics, R&D, operating costs, income taxes
Retailer	€24-€25	40% - France	Employees, commercial taxes, rent, logistics, operating costs, income taxes
Value Added Tax	€30-€33	20% - France	Taxes

B) – Price justification

Price text: 'We purchase the t-shirt for €7 from our supplier in Turkey, sell it for €12.50 to retailers, who then sell it to you, the end consumer, for €30 to €33, VAT included. We consider €30 to €33, VAT included, to be a fair price for a cotton t-shirt and similar to other brands in the industry who, for the most part, do not use environmentally-responsible materials. This price allows retailers and Picture to grow in spite of our respective costs: rent, salaries, taxes, customs duties, R&D in France, logistic, and operational costs. In addition, the 20% VAT in France has a considerable influence on our approach. To sum up: 80% of a t-shirt's value benefits the local economy.'



Value creator	Value	% of value creation	Use of the added value
Supplier	€7	20% - abroad	Operating costs, purchasing raw materials, employees, taxes
Brand	€12.50	20% - France	Employees, rent, taxes, logistics, R&D, operating costs, income taxes
Retailer	€24-€25	40% - France	Employees, commercial taxes, rent, logistics, operating costs, income taxes
Value Added Tax	€30-€33	20% - France	Taxes

C) – Production justification

Production text: 'And what if we made a t-shirt in France while keeping the same distribution model? In every case, we would need to source the raw materials outside of France: most of the world's cotton growers are in India, China, and the United States. Cotton farming does not really exist in France. Once the cotton in hand, we would then be able to spin, weave, dye, and make the product in France.'



Value creator	Value	% of value creation	Use of the added value
Supplier	€7	20% - abroad	Operating costs, purchasing raw materials, employees, taxes
Brand	€12.50	20% - France	Employees, rent, taxes, logistics, R&D, operating costs, income taxes
Retailer	€24-€25	40% - France	Employees, commercial taxes, rent, logistics, operating costs, income taxes
Value Added Tax	€30-€33	20% - France	Taxes

D) – No price or production justification



Note. The full advertisements can be found in Appendix A.

3.2.3 Sampling

A total of 213 responses were recorded in Qualtrics. After data cleaning, N = 55 (25.82%) incomplete or not competent responses were excluded which led to 158 responses that were regarded for further analysis. In the final sample, 70.9% (N = 112) of the participants were female and the other 29.1% (N = 46) were male. Although the option was given, none identified to be 'non-binary/third gender' or 'did not want to say,' as this was not selected. Participants' ages ranged from 18 to 72 with a mean of 31.53 years (SD = 14.70). Due to the Dutch-based nature of the experiment, the sample consisted mainly of Dutch (88.0%) participants. Other nationalities entailed participants from Belgium (1.9%), America (1.9%), Spain (1.3%), Romania (1.3%), and one participant (0.6%) from China, Costa Rica, Croatia, Germany, India, Iraq, Luxembourg, Mauritius, and Poland. 70.9% of the participants had a monthly income lower than 3000 Euros (N = 112). Thus, the majority of the sample comprises participants with a low or medium income. Further, the most named highest followed education level was either a Bachelor's degree (48.1%) or a Master's degree (32.9%).

With regards to the mean purchase frequency of clothing, most participants disclosed procuring two articles (N = 43, 27.2%). Nonetheless, 20.9% (N = 33) revealed to purchase more than four items a month, 19.6% (N = 31) three items, and 17.7% (N = 28) two items. Solely, 13 participants (8.2%) said to purchase four items in the last three months, and even 10 participants (6.3%) disclosed to have not purchased anything. When the participants were asked if any of these new purchases were from sustainable fashion brands 51.3% (N = 81) indicated that none of these garments were sustainable. 27.2% (N = 43) stated only one item was sustainable and 13.9% (N = 22) revealed that two purchases were from sustainable clothing brands. Finally, 4.4% (N = 7) said to have purchased three items, merely one participant (N = 1, 0.6%) disclosed having purchased four sustainable clothing pieces and 2.5% (N = 4) revealed that they purchased more than four times in the last three months.

Table 2

Descriptive statistics of respondents (N = 158)

Variable	Value	Frequency	Proportion in %
Gender	Female	112	70.9%
	Male	46	29.1%
	Non-binary / third gender	-	-
	I do not want to say	-	-
Gross income per month	0 - 999 euro	37	23.4%
	1000 - 1999 euro	39	24.7%

	2000 - 2999 euro	36	22.8%
	3000 - 3999 euro	17	10.8%
	4000 - 4999 euro	13	8.2%
	5000 - 5999 euro	7	4.4%
	6000 - 6999 euro	2	1.3%
	More than 10.000 euro	1	.6%
	I do not want to say	6	3.8%
Education	Secondary school / high school	11	7%
	Vocational degree after high school	9	5.7%
	Bachelor's degree	76	48.1%
	Master's degree	52	32.9%
	PhD, MBA, or other equivalent	9	5.7%
	Other, namely	1	.6%
Clothes purchase	None	10	6.3%
	One	28	17.7%
	Two	43	27.2%
	Three	31	27.2%
	Four	13	8.2%
	More than four times	33	20.9%
Sustainable clothes purchase	None	81	51.3%
	One	43	27.2%
	Two	22	13.9%
	Three	7	4.4%
	Four	1	.6%
	More than four times	4	2.5%

3.3 Operationalization

Slow fashion consumption. Slow fashion consumption was taken from Jung and Jin's Slow Fashion Consumption scale to measure the eco-friendly fashion consumption attitude among respondents (Jung & Jin, 2014). The scale consists of five different dimensions that all pertain to the representation of slow fashion consumption and how it can provide a more comprehensive concept of sustainability (Jung & Jin, 2014). The five dimensions, equity, authenticity, localism, exclusivity, and functionality, all contained three items, thus there are fifteen items in total. In these items, the respondent expressed their level of agreement with that statement. The statements that were used for the equity dimension were: "I am concerned about the working conditions of producers when I buy clothes," "I am concerned about fair trade when I buy clothes" and "Fair compensation for apparel producers is important to me when I buy clothes". For authenticity, the statements were "Craftsmanship is very important in clothes," "I value clothes made by traditional techniques," and "Handcrafted clothes are more valuable than mass-produced ones." Functionality statements included "I tend to keep clothes as long as possible rather than discarding quickly," "I prefer simple and class designs," and "I often enjoy wearing the same clothes in multiple ways." For localism, the statements were "I need to support Dutch apparel brands," "I prefer buying clothes made in the Netherlands to clothes manufactured overseas," and "I believe clothes made of locally produced materials are more valuable." For the final dimension, exclusivity, the following statements were mentioned, "I am very attracted to rare apparel items," "Limited editions hold special appeal for me" and finally "I enjoy having clothes that others do not" (Jung & Jin, 2014). The responses were based on a 5-point Likert scale which asked how likely each statement was for them ('1' = "Strongly disagree" to '5' = "Strongly agree"). The Cronbach's Alpha for the survey was $\alpha = .84$.

Purchase intention. Purchase intention was taken from Rausch and Kopplin's Purchase Intention scale to measure the possibility among respondents to purchase the product (Rausch & Kopplin, 2021). The Purchase intention scale consists of four items. In these items, the respondents expressed their level of agreement with that statement. The statements that were used were "I consider purchasing this sustainable t-shirt," "I intend to buy this sustainable t-shirt instead of other t-shirts in the future," "I might possibly buy sustainable t-shirts in the future," and "I would consider to buy sustainable t-shirts if I happen to see them in a(n) (online) store." (Rausch & Kopplin, 2021). The Cronbach's Alpha for the survey was $\alpha = .65$.

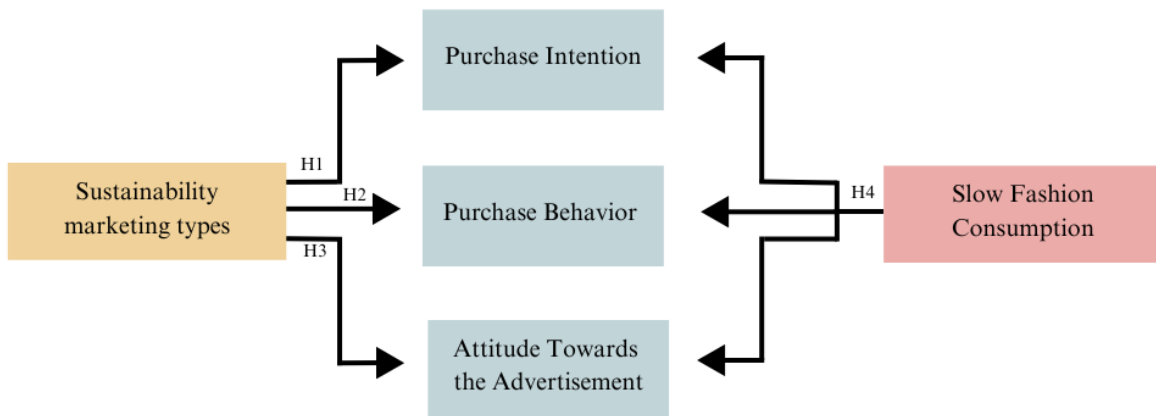
Purchase Behavior. Purchase behavior was also taken from Rausch and Kopplin's Purchase Behavior scales to measure the actual purchase of the product among respondents (Rausch & Kopplin, 2021). The Purchase behavior scale also consists of four items. The statements that were used were "I chose to buy specifically this sustainable t-shirt," "I buy this sustainable t-shirt instead of conventional t-shirts if the quality is comparable," "I purchase this sustainable t-shirt even if this is more expensive than a conventional t-shirt," and ultimately "When buying t-shirts, I pay attention that they are sustainable" (Rausch & Kopplin, 2021). The responses for both purchase intention and

purchase behavior were based on a 5-point Likert scale which asked how likely each statement was for them ('1' = "Strongly disagree" to '5' = "Strongly agree"). The Cronbach's Alpha for the survey was $\alpha = .78$.

Attitude toward the advertisement. Attitude toward the advertisement was taken from De Pelsmacker, Geuens, and Anckaert to measure the attitude toward a real case advertisement of Picture Organic Clothing among respondents (De Pelsmacker et al., 2002). The scale consists of six items, in these items the respondent expressed their level of agreement with that statement. Statements that were used were: "While looking at the advertisement I got a positive impression," "While looking at the advertisement I found the advertisement attractive," "While looking at the advertisement I learned something," "While looking at the advertisement I received new information," "While looking at the advertisement I understood the message very well," and finally "While looking at the advertisement I found the advertisement very clear." (De Pelsmacker et al., 2002). The responses were based on a 5-point Likert scale which asked how likely each statement was for them ('1' = "Strongly disagree" to '5' = "Strongly agree"). The Cronbach's Alpha for the survey was $\alpha = .88$.

Figure 2

Conceptualization framework



3.4 Data analysis

After the data collection in Qualtrics the data was converted to the statistical software SPSS version 28 with which the data analysis was performed. First, the data was cleaned as respondents that did not meet the requirements (e.g., incomplete answers, aged under 18 or not located in the Netherlands) needed to be removed. After the dataset was cleaned, the final number of valid respondents was 158. After this, the age category was recoded into a continuous variable so that the mean of this descriptive variable could be measured. Then, all sustainability marketing type items were transformed into one variable. This was also done for purchase intention, purchase behavior and attitude toward the advertisement as this research looked at the overall score and not per item or experiment. All other labels were organized and any unclarity (e.g., in the label name) got replaced

with distinct labels. After inspecting the data, reliability checks were performed to confirm the reliability of the scales that were used. Finally, the hypotheses were tested with the use of Analysis of Variance (ANOVA) and Pearson correlation.

The first three hypotheses looked at the influence of sustainability marketing types on purchase intention, purchase behavior and the attitude toward the advertisement. As this is a between-subjects design where more than two groups are compared to find a relationship between them, a one-way ANOVA was applied. Besides the independence of the groups of each other. For the validation of the ANOVA results, groups should also roughly have the same sample size which is the case in this research, thus there is no need for a test of homogeneity of variances, Levene's test (Gastwirth et al., 2009). In the hypotheses a significant difference was assumed between sustainability marketing types and purchase intention (H1), purchase behavior (H2) and attitude toward the advertisement (H3). If significant effects were found a Tukey post-hoc test was applied to indicate where the significant differences between the groups could be found.

The remaining hypothesis looked at the correlation of slow fashion consumption with purchase intention, purchase behavior and attitude toward the advertisement. Thus, it looked at the linear relationship between these two variables and how strong they were. Therefore, a Pearson product-moment correlation was utilized (Liu, 2019). The Pearson correlation coefficient (Pearson's r) measures the strength and also the direction of the relationship between these variables. The Pearson coefficient ranges from -1 to 1, with values closer to -1 indicating a strong negative correlation, values closer to 1 indicating a strong positive correlation, and a value of 0 demonstrates no correlation (Babbie, 2017). In the hypothesis (H4) it was assumed that there is a positive relationship between the variables. On top of that, a significance test was performed to determine if the correlations were also found to be statistically significant.

3.5 Validity and reliability

Validity and reliability contribute to the credibility and usefulness of a research's findings and conclusions. In addition, they help the readers to confidently interpret and generalize the results to a wider context and are therefore an important part of a research. Before conducting the survey, it was pretested by eight experienced participants to assess clarity, structure, completeness, and grammar. After implementing any last minor changes, the survey was spread to other participants.

The validity of a research generally refers to the degree to which the results of the research are accurate and reliable (Babbie, 2017). The non-probability snowball sampling method utilized in this research aims to have a greater representation of the population as the survey was reshared on the internet. In an experimental design it is also important to have a control group, so that the effects of the object of the research can be isolated. Thus, any differences in the outcomes between the two groups can be attributed to the objective of the research, because the other variables have been kept the same as much as possible by randomization (Charness et al., 2012). Therefore, in this research

the no price and production justification control group is utilized. Furthermore, through randomly assigning respondents to the different condition groups, bias in the allocation is minimized as well, which is extremely important when looking at behavioral consequences.

Reliability can be found in the measuring instruments used in this research. The scales were almost totally based on previously proven scales. The main thing that was altered was the location to the Netherlands, the product described was a t-shirt from Picture Organic Clothing and if the scale did not have a 5-point Likert scale this was altered for consistency throughout the survey. Moreover, Cronbach's alpha was utilized to consider reliability of the scales (Cheung et al., 2023). According to Cheung et al. (2023) Cronbach's alpha greater than 0.7 is deemed satisfactory. Therefore, this research shows acceptable reliability with slow fashion consumption ($\alpha = .84$), purchase behavior ($\alpha = .78$) and attitude towards the advertisement ($\alpha = .88$). All three showed relatively high Cronbach's alpha outcomes, demonstrating that the scale had strong internal consistency. However, the purchase intention scale had a questionable Cronbach's alpha ($\alpha = .65$). Therefore, for a more reliable scale, a closer look into the items for potential removal of any odd item(s) is recommended to ameliorate the overall coefficient (Appendix B). What follows is a review of the results and the development of these to answer the research questions.

4. Results

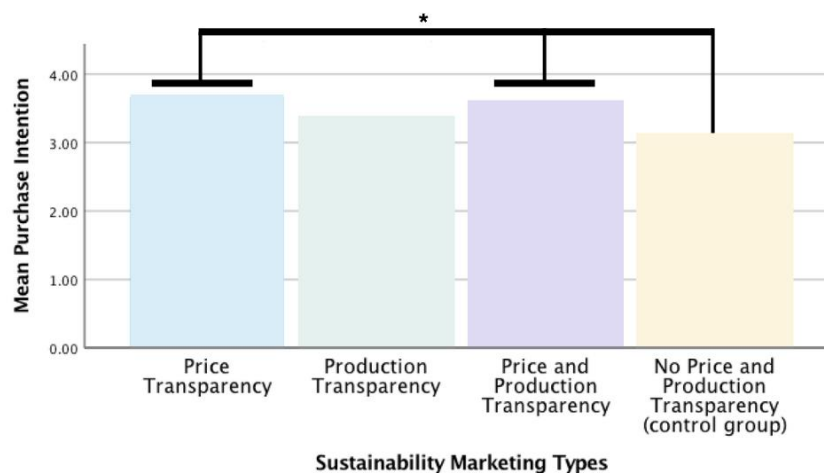
In the upcoming chapter, the results of the executed data analysis will be discussed. Each aforementioned hypothesis will be tested and altogether they will form the basis on which the research questions will be answered.

4.1 The effect between sustainability marketing types and purchase intentions

The first question of this research aimed to explore if any of the sustainability marketing types (price transparency, production transparency, price + production transparency, and no transparency) affect a consumer's purchase intention (H1). A one-way ANOVA analysis was conducted with sustainability marketing type as Independent Variable (IV), and purchase intention as Dependent Variable (DV) (Figure 3). ANOVA revealed a significant effect of the sustainability marketing types on the total purchase Intention used for the description of the slow fashion product, $F(3, 154) = 6.34$, $p < .001$, partial $\eta^2 = .11$. Tukey post-hoc comparisons revealed that participants that were in the price transparency condition group ($M = 3.66$, $SD = .70$) significantly had a higher purchase intention after seeing the advertisement than no price and production transparency (control group) ($M = 3.09$, $SD = .59$), $p < .001$. Moreover, participants who were exposed to an advertisement with price and production transparency ($M = 3.58$, $SD = .64$) also had a significantly higher purchase intention after seeing the advertisement in comparison to participants in the no price and production transparency group (control group) ($M = 3.09$, $SD = .59$), $p = .005$. None of the other comparisons reached significance. Therefore, H1 is accepted, as there are significant differences across the four groups of sustainability marketing types with purchase intention (Figure 3).

Figure 3

Effect Sustainability Marketing Types on Purchase Intention



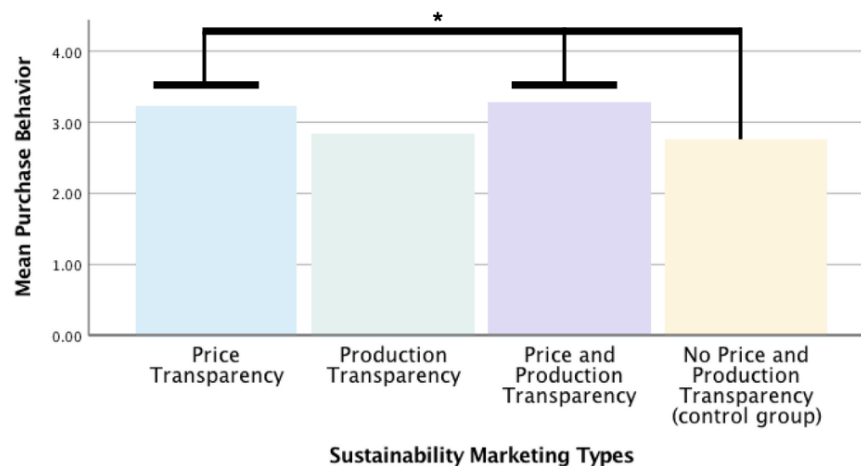
Note. * Indicates a significant effect with $p < 0.05$

4.2 The effect between sustainability marketing types and purchase behavior

The second question of this research aimed to explore if any of the sustainability marketing types (price transparency, production transparency, price + production transparency, and no transparency) affect a consumer's purchase behavior (H2). Another one-way ANOVA analysis was conducted with sustainability marketing type as Independent Variable (IV), and purchase behavior as Dependent Variable (DV) (Figure 4). ANOVA revealed a significant effect for the sustainability marketing type on the total purchase behavior used for the description of the slow fashion product, $F(3, 154) = 3.94$, $p = .010$, partial $\eta^2 = .07$. Tukey post-hoc comparisons revealed that participants that were in the price transparency condition group ($M = 3.21$, $SD = .87$) significantly had a higher purchase behavior after seeing the advertisement than participants that were in the no price and production transparency condition group (control group) ($M = 2.72$, $SD = .72$), $p < .049$. Furthermore, the price and production transparency condition group ($M = 3.24$, $SD = .87$) significantly also had a higher purchase behavior after seeing the advertisement than the no price and production transparency (control group) group participants ($M = 2.72$, $SD = .72$), $p = .036$. None of the other comparisons reached significance. Therefore, H2 is accepted, as there are significant differences across the four groups of sustainability marketing types with purchase behavior (Figure 4).

Figure 4

Effect Sustainability Marketing Types on Purchase Behavior



Note. * Indicates a significant effect with $p < 0.05$

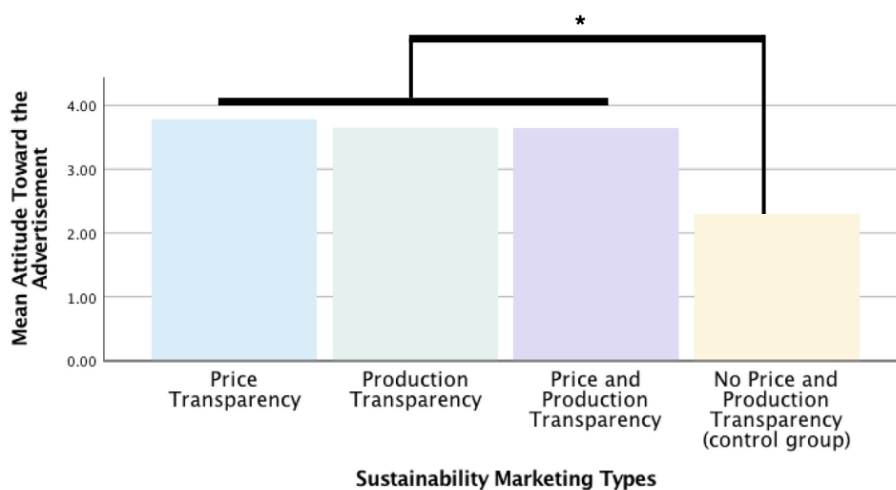
4.3 The effect between sustainability marketing types and attitude toward the advertisement

The third question of this research aimed to explore if any of the sustainability marketing types (price transparency, production transparency, price + production transparency, and no transparency) affect a consumer's attitude toward the advertisement (H3). The last one-way ANOVA analysis was

conducted with sustainability marketing type as Independent Variable (IV), but with total attitude toward the advertisement as Dependent Variable (DV) (Figure 5). ANOVA revealed a significant effect for the sustainability marketing type on the total attitude toward the advertisement used for the description of the slow fashion product, $F(3, 154) = 40.87, p < .001$, partial $\eta^2 = .44$. Tukey post-hoc comparisons revealed that participants that were in any of the three condition groups, all, had a significantly more positive attitude toward the advertisement after seeing the advertisement in comparison to the control group. Therefore, participants in the price transparency condition group ($M = 3.76, SD = .72$) had a more positive attitude toward the advertisement after seeing the advertisement than participants in the no price and production transparency group (control group) ($M = 2.29, SD = .76$), $p < .001$. The production transparency condition group ($M = 3.64, SD = .58$) also had a more positive attitude toward the advertisement after seeing the advertisement than the no price and production transparency condition group (control group) ($M = 2.29, SD = .76$), $p < .001$. Finally, the price and production transparency condition group ($M = 3.63, SD = .65$) significantly had a more positive attitude toward the advertisement after seeing the advertisement than the no price and production transparency condition group (control group) ($M = 2.29, SD = .76$), $p < .001$. Therefore, H3 is accepted, as there are significant differences across the four groups of sustainability marketing types with attitude toward the advertisement behavior (Figure 5).

Figure 5

Effect Sustainability Marketing Types on Attitude Toward the Advertisement



Note. * Indicates a significant effect with $p < 0.05$

4.4 The effect between slow fashion consumption and purchase intention, purchase behavior and attitude toward the advertisement

The final question of this research was to explore whether slow fashion consumption (equity, localism, authenticity, exclusivity, functionality) correlates with purchase intention, purchase behavior, and attitude toward the advertisement (H4). A Pearson product-moment correlation coefficient was computed to assess the relationship between the slow fashion consumption and purchase intention, purchase behavior, and attitude toward the advertisement. There was a moderate positive correlation between slow fashion consumption and purchase intention level, $r = .406$, $n = 158$, $p < .001$. There was also a moderate positive correlation between the slow fashion consumption and purchase behavior level, $r = .376$, $n = 158$, $p < .001$. Finally, there was a low positive correlation between the slow fashion consumption and the attitude toward the advertisement level, $r = .030$, $n = 158$, $p = .707$. Table 3 summarizes the results of the correlation analysis. For example, other significant relationships were found: There was also a positive correlation between purchase intention and the slow fashion consumption sub-scales: equity ($r = .416$, $n = 158$, $p < .001$), authenticity ($r = .195$, $n = 158$, $p = .014$), and localism ($r = .390$, $n = 158$, $p < .001$). Furthermore, there was a positive correlation between purchase behavior and the slow fashion consumption sub-scales: equity ($r = .464$, $n = 158$, $p < .001$) and localism ($r = .396$, $n = 158$, $p < .001$). Finally, there was a positive correlation between attitude toward the advertisement and the slow fashion consumption sub-scale localism ($r = .167$, $n = 158$, $p = .036$). Overall, increases in sustainable fashion consumption attitude was positively correlated with increases in purchase intention, purchase behavior, and the attitude toward the advertisement. Therefore, the fourth and final hypothesis is accepted.

Table 3

Pearson's Correlations between Slow Fashion Consumption and Purchase Intention, Purchase Behavior and Attitude Toward the Advertisement

<i>Scale</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>4.1</i>	<i>4.2</i>	<i>4.3</i>	<i>4.4</i>	<i>4.5</i>
1. Purchase Intention	–								
2. Purchase Behavior	.70**	–							
3. Attitude Toward the Ad***	.42**	.30**	–						
4. Slow Fashion Consumption	.41**	.38**	.03	–					
4.1 SFC Equity	.42**	.46**	.04	.66**	–				

4.2 SFC Authenticity	.20**	.14	-.00	.71**	.32**	–		
4.3 SFC Localism	.39**	.40**	.17*	.62**	.38**	.29**	–	
4.4 SFC Exclusivity	.12	.08	-.13	.58**	.12	.32**	.07	–
4.5 SFC Functionality	.08	.01	.05	.43**	.15**	.23**	.13	.07 –

* $p < .05$ (2-tailed), ** $p < .01$ (2-tailed), *** Advertisement.

5. Discussion

The general aim of this research was to examine the impact of sustainability marketing practices, used for the description of a slow fashion product, on the consumers purchase intentions, purchase behavior, and attitude toward the advertisement. On top of that, this research investigated the effect of slow fashion consumption on the consumers' purchase intention, purchase behavior, and attitude toward the advertisement. The experimental research divulged important findings for fashion brands on how to properly convey information. The following chapter outlines the primary findings obtained from the research.

5.1 Theoretical contribution

5.1.1 Influences on purchase intention

The first aim of the research was to explore the impact of different sustainability marketing types on the consumer's eco-friendly purchase intention used for the description of a slow fashion product. By focusing solely on purchase intention, the research tried to understand the influences that ameliorate the consumer's sustainable fashion purchase objectives. The research found that consumers have a higher purchase intention after seeing an advertisement with price transparency. Thus, the availability of information related to the division of a sustainable fashion product's costs demonstrated greater consumption intentions for a green fashion brand's product. This is in line with the reviewed literature, where non-sustainable fashion consumers have been found to become more receptive when they receive externally provided pricing data (Miao & Mattila, 2007). Besides, as Mohan et al. (2020) highlighted, price transparency was found to positively affect the relationship with a brand, therefore, encouraging the intentions to purchase with that specific brand. The findings of this research add to the evidence of the positive influence of consumers of price transparency on purchase intention.

Secondly, the combination of price and production transparency during green marketing practices has also been found to have a significant main effect on sustainable shopping intentions. In preceding literature, Miao and Mattila (2007) found that increased transparency results in greater advertisement credibility with consumers, which can increase the persuasiveness of sustainable fashion garments. Price and production transparency aid in this process of obtaining a consumers' trust and understanding towards accurate sustainable fashion (Ritch, 2005; Ray & Nayak, 2023). The combination of the two, nonetheless, shows new insights regarding previous digital green marketing research, as most research solely examined the objects individually and for non-sustainable garments (Kim et al., 2020; Mohan et al., 2020; Ray & Nayak, 2023). Therefore, this research has shown that more explicit information ameliorates consumer's motives.

Contrary to expectations, this research provides new insights by showing that production transparency during sustainable marketing practices did not appear to contribute to higher sustainable consumption intentions, as there was no statistically significant effect of the sustainability marketing type production transparency on purchase intention. While previous research has shown that production transparency plays a significant role in positively influencing consumers' intentions to realize sustainable purchases, and greater disclosure could remove uncertainty about consumer sustainability claims (Kim et al., 2020). It is assumed, nonetheless, that distrust and skepticism toward greenwashing have prevailed. Therefore, as Abbate et al. (2023) stated previously, throughout production transparency, consumers could not be convinced of the brand's motives for the traceability of the production cycle. Despite previous research claiming a positive influence of production transparency on purchase intentions (Harris et al., 2016; Kim et al., 2020) this research has shown the opposite.

Overall, the different sustainability marketing types have a substantial positive influence on purchase intention except for production transparency. These effects are believed to be due to participants' preference for comprehensive, clear, and concise information regarding the brand's environmental practices and the value it holds for them specifically. Thereby, highlighting the need for effective communication of sustainability practices to increase consumer confidence and reinforce their positive sustainability marketing ideologies.

5.1.2 Influences on purchase behavior

The second aim of the research was to explore the impact of different sustainability marketing types on the purchase behavior used for the description of a slow fashion product. Thus, where purchase intentions are converted into actions. The results for purchase behavior were similar to the previous purchase intention findings. Previous studies have shown the rising consumer awareness regarding sustainable fashion. However, also demonstrating the environmental gap between intention and behavior among consumers (Achabou & Dekhili, 2013; Blas Riesgo et al., 2022; Costa et al., 2021; Lee et al., 2020; Lira & Costa, 2022; Mandarić et al., 2022; Rausch & Kopplin, 2021). Therefore, this research investigated the development of sustainable purchase intention into actions while looking at the influences of sustainability marketing types on this process. Kim et al. (2020) suggest that through a cost-breakdown price fairness can be decided and result in a positive decision-making process. Besides, they also found brand loyalty and trust to increase as consumers confide in brands that divulge important company information which resulted in higher sales and thus positive purchase behavior (Kim et al., 2020). This research shows that price transparency has a significant main effect on purchase behavior. The findings indicate that consumers' sustainable actions are impelled through valid clarifications of the price. Price-oriented transparency marketing, albeit with a slight difference, has been found to be the most influential practice. It is assumed that consumers feel like they are being treated equally as brands appear to not

want to hide where the money is going or why the prices for sustainable shirts are fair. Consumers seem to solely be concerned with the value that it creates for them. Through price transparency, consumers can make well-informed choices about the amount of money they spend on something and decide if it fits within their financial capabilities. Besides, consumers can also easily compare brands. Hence, it prevents, or at least indicates pricing discriminatory practices between brands, which puts those brands that do this and thus put a lot of money into their pockets, in a bad light. Prices are high for a reason; sustainability implementation, not because companies are trying to compete or make profit.

Although price transparency during sustainable marketing practices seems to affect not only purchase intention but also purchase behavior, production transparency has once again not been found significant to provoke sustainable purchase behaviors. Even though assumed to have a positive impact on the purchase decisions due to previous research (Abbate et al., 2023; Bhaduri & Ha-Brookshire, 2011; Lee et al., 2020), this has not been the case concerning the participants of this research. Previous research found green terminology to be an important barrier to creating distrust (Evans and Peirson-Smith, 2018; Harris et al., 2016). A breakdown of the supply chain seems a lot more complex than the clarification of the price where a small amount of information could already clarify a lot. There are several factors, like the location and history of the manufacturer or labor conditions, in the supply chain that are associated with the decision-making process (Kim et al., 2020). According to Kim et al. (2020), one negative association with any part of the supply chain can quickly alter one's image of a brand. The results of this research seem to support this statement. As exploratory literature has revealed, environmental knowledge has emerged as a significant determinant affecting the inclination toward conscious buying behavior (Abbate et al., 2023; Liu et al., 2021; Rausch & Kopplin, 2021). Moreover, bearing in mind previous research showing that brands struggle to communicate effectively about the supply chain (Harris et al., 2016), as well as the aforementioned assumptions regarding purchase intention condition, where conflicting information may result in reticent behavior, it can be understandable why production transparency withholds the consumers. It is hard to know for sure that the information provided is truthful. From previous research, it becomes clear that a great amount of trust is needed to enhance purchase intention and eventual behavior (Kim et al., 2020; Ritch, 2005; Ray & Nayak, 2023). However, within the production chain, there are many minor details that may alter consumer purchasing behavior.

Despite the insignificant results for production transparency as a sustainable marketing practice, the combination of the two (price and production transparency), on the other hand, has been found to have a significant main effect on purchase behavior. Justifiable elucidations about the entire process, thus providing as much transparent information as possible give the consumer a reason to behave sustainably towards their apparel acquisitions. POC promptly clarified in the advertisement why a fair price for an environmentally responsible t-shirt is justified and how the production process

is equitable. The more the consumers know the greater their actions are. This is in line with previous research that has emphasized the importance of increased transparency throughout the whole green fashion production lifecycle as extensively and comprehensively as possible as this will benefit the final decision (Harris et al., 2016; Lee et al., 2020; Mandarić et al., 2022; Miao & Mattila, 2007). Nonetheless, it shows new insights as it examines the combination of the two and its positive effect on sustainable fashion garments.

5.1.3 Influences on attitude toward the advertisement

The third aim of this research was to explore the impact of the different sustainability marketing types on the consumer's attitude toward the advertisement. Previous studies investigating the attitude toward the advertisement, have shown the importance of information during advertisements on the advertising attitudes (Taylor et al., 2011; Yang & Battocchio, 2021). This research showed that participants had a significant main effect on attitude toward the advertisement related to price transparency, production transparency, and price and production transparency (Figure 5). Therefore, the findings of this research provide empirical evidence for the findings in prior research on the noteworthy role of sustainable marketing types in driving attitudes toward the advertisement. Besides, these results contradict Yan et al. (2020) findings regarding message explicitness not always providing greater attitudes toward the advertisement. The results may be explained by the rising concern among consumers toward the environment (Bianchi & Birtwistle, 2012; Campos et al., 2022; Costa et al., 2021; Mackinnon, 2022) and the desire to make an impact but not knowing how.

The advertisements, from all three sustainability marketing types, specifically justify the reasons why the t-shirt is sustainable or where the money that the consumer is paying for the t-shirt, is going (Appendix A). Hence consumers could directly see that their purchases are having an impact if they buy with that brand. Tucker et al. (2012) have suggested that if consumers feel like their actions could matter, so if they purchase a fashion item from that advertisement, they are helping the environment, thus they will have a more positive advertising attitude. This research, therefore, builds on the claims made by previous literature but provides novel insights by finding all three sustainable marketing techniques to be significant. Not having information with the advertisement (control group) has happened time and time again, in this research no matter the condition group, to be very insignificant. Through these digital sustainable marketing practices, the brand could give the consumer the idea that they are making the right environmentally friendly choices with this sustainable purchase. Answering the doubts, concerns, and distrust consumers have about ethical apparel consumption through transparent, honest information. Yang and Battocchio (2021) had also suggested that by providing transparency in price and production marketing practices, the brand can decrease consumers' uncertainty that they might have toward the advertisement. Particularly with the

limited environmental knowledge and the often-associated complexity connected to eco-friendly and green marketing claims (Harris et al., 2016), evidential sustainable marketing could aid more positive attitudes toward these advertisements and control any greenwashing skepticism or distrust there might have been before.

Subsequently, it has become clear that, only showing the garment on an advertisement, decreases the possibility that consumers will like the advertisement and/or even consider to acquire the product. In contemporary marketing it is not usual to show a lot of information with the advertisement. Nonetheless, this research has shown, in all three previous subchapters, that information practices in comparison to the usual non-transparency information practices of digital marketing have positive effects on consumer motives toward sustainable fashion.

5.1.4 Slow fashion consumption influences

Finally, the research examined the influence of slow fashion consumption on all three aforementioned conditions: purchase intention, purchase behavior, and attitude toward the advertisement. The result of this research enhances the idea that slow fashion consumption has an effect on consumers' purchase intention, purchase behavior, and attitudes toward advertisement. As shown in previous literature, a greater slow fashion consumption attitude means that the consumer is more conscious and accommodating toward making a purchase (Campos et al., 2022; Jung & Jin, 2014; Lira & Costa, 2022). It is assumed these consumers may possess a sense of accountability toward the environment and make ethical considerations about what kind of fashion they buy. If this is the case, they may have a greater willingness to consume garments that are durable, timeless, and thus sustainable. This research has found that when consumers are concerned about equity, authenticity, and localism they were found to be statistically significant with purchase intention. It is assumed that these effects were due to the alignment of values. When consumers are more conscious about fair working conditions, production, and compensation for the producers they may see brands that support fairness as potential store targets where they would like to purchase. Kim et al. (2013) showed that there are different motives for sustainable consumers to refrain from fast fashion. They found that aspects like trendy designs, diminishing individuality, and absence of authenticity are all seen as unfavorable aspects. Ray and Nayak (2023) found the utilization of traditional production techniques, long-lasting materials, and incorporation of design concepts that are timeless as incentives. Subsequently, the findings of this research have shown that a higher slow fashion authenticity goal reinforces the tendency for special, not mass-produced items made with traditional techniques. These one-off garments are rare items through which consumers can express themselves (Lundblad & Davies, 2016) which could be a reason for the higher intention. Localism was significantly correlated with both purchase intention, behavior, and attitude toward the advertisement. This result may be explained by ethical considerations. As the supply chain does not

fully take place within the Netherlands or even in France, where the Picture Organic Clothing brand originates, consumers could feel more suspicious toward the practices of a fashion brand (Goworek et al., 2012) or they might feel disconnected from the products.

The positive influence of slow fashion consumption can also be found in purchase behavior. In addition to the previously mentioned slow fashion characteristic of localism, equity also has a positive significant correlation effect on purchase behavior. Like purchase intention, consumers who find importance in equity may be more inclined to also find fashion items that are made fairly. Hence, when a brand actively demonstrates a commitment to fair labor conditions, fair manufacturing elements, minimizing environmental damage, a conscious consumer may acquire these items in line with their ethics and values.

Consumers that participate in the consumption of slow fashion tend to have different attitudes toward sustainable advertisements in comparison to consumers with a preference for fast fashion. As shown in previous literature, slow fashion consumers appreciate sustainability, thus longevity of clothes, authenticity, but also traceability of for example the supply chain (Ray & Nayak, 2023). Therefore, advertisements that communicate these principles may ensure increased beneficial consumer responses towards that advertisement. When advertisements highlight the positive impact on the environment, slow fashion consumers may become more receptive toward the advertisement as they may feel like they can relate to it. The findings of this research support previous research that has shown that sustainable fashion concern is greater for advertising attitudes (Tucker et al., 2012). However, the overall results were not significant. Only, localism has been shown to have a significant main effect on the attitude toward the advertisement as stated before. This could be traced back to an advertisement's potential (in)correct information-sharing practices. When consumers have more understanding of sustainable fashion, they also expect to get more and the correct information and could be very specific in this regard.

Ultimately, the findings of this research regarding consumers' propensity for slow fashion consumption may be higher with purchase intention, purchase behavior, and attitude toward the advertisement as they have more environmental knowledge and thus a deeper conscience and understanding of sustainable practices already. They therefore may find greater importance in brands with the same values. Although the total slow fashion was already statistically significant between purchase intention, purchase behavior, and attitude toward the advertisement, the specific subsections of slow fashion provide pioneering insights into the understanding of ameliorated consumer relations.

5.2 Theoretical implications

This research examined digital sustainable marketing practices that can be used to stimulate sustainable fashion motives as well as the relationship between slow fashion and purchase intention,

purchase behavior, and attitude toward the advertisement. However, new empirical evidence also carries a number of theoretical implications. As previous research has found information practices, in general, to be effective, this research has empirically shown that specific transparency practices affect purchase intention, purchase behavior, or attitude toward the advertisement. This research, therefore, contradicts Abbate et al. (2023) who have argued that transparency practices are not effective in altering consumers' sustainable motives. Based on the collected data in this research, this research would like to argue that this has been found to be the case in several practices. Hence, this research builds on previous studies by Miao and Mattila (2007) and Ray and Nayak (2023), by illustrating that consumer motives can be influenced by different transparency sustainable marketing techniques like price and price and production transparency. Besides, it could lead to increased intentions, behaviors, and more positive advertising attitudes. This research proposes that transparency can be an effective strategy to foster sustainable fashion and encourage conscious consumer behavior but also contributes to the role of sustainable marketing practices in shaping eco-friendly consumer motives. The implication lies in the consideration of scholars on the connection between sustainable marketing practices and sustainable motives and how these could lead to positive outcomes. Acting on these findings could in turn increase knowledge about sustainable fashion marketing even further.

Another theoretical implication is found in the positive correlations between slow fashion consumption attitudes and purchase intention, purchase behavior, and attitude toward the advertisement. The research demonstrates empirical evidence for the connection between slow fashion consumption attitudes (equity, localism, authenticity, exclusivity, functionality) and consumers' purchase intentions, purchase behavior, and attitudes toward advertisements. The finding contributes to the studies of Tucker et al. (2012), Lee et al. (2017), and Mandarić et al. (2022), which have shown rising consumer awareness regarding sustainable fashion. The results in this research deepen the understanding of attitudes and motives as it illustrates how general as well as specific slow fashion values translate into more positive consumer actions and advertisement responses. This implication could encourage scholars to consider the importance of slow fashion initiatives as a means of encouraging more environmentally friendly consumer behavior as well as advancing socially responsible attitudes in the fashion industry.

5.3 Practical implications

In addition to the previously published theoretical implications, practical implications have also become known as a result of the research conducted. This research has provided valuable insights for marketers and managers of fashion brands, as sustainable marketing practices proved to be significant in promoting sustainable fashion motives. As it has been empirically proven that transparency, as a promotional strategy, ameliorates purchase intention, stimulates purchase

behavior, and even improves the advertising attitude, marketers should take advantage of these practices to engage consumers with their brand. Therefore, a transparent advertisement model can lead to successful environmental-friendly consumer practices if the right strategies are incorporated.

While the findings on the one hand help marketers and brands to understand consumer motivations, stakeholders and policymakers could also consider these findings when creating sustainable fashion regulations and inducements. As already became evident from foregoing information, big organizations like the United Nations but also the European Union have expressed their concerns on the portrayal or promotion of sustainable items and addressed the need for increased conscious consumption (Mazel, 2023; United Nations, 2015). This research has found a positive correlation between slow fashion consumption initiatives and purchase intention, purchase behavior, and attitudes toward advertisements. Therefore, stakeholders and policymakers should promote the found significant incentives of slow fashion (equity, localism, authenticity, exclusivity, and functionality) and use them to invigorate this adoption. Nevertheless, by enabling significant sustainable marketing practices, they could also effectively promote eco-friendly fashion initiatives as an increased understanding of sustainable fashion can be created among the people addressed.

Overall, the findings of this research highlight the importance of promoting sustainable fashion as it has been empirically proven to work successfully and thus alleviate environmental degradation. The research underscores the key role marketers and brands play in creating ecologically responsible possibilities. However, one could argue that it is not always easy for a brand to switch to sustainable marketing practices. For newer brands this may not be a problem as they would benefit more from transparency marketing practices right away than big brands that have been around for a while. It will be difficult for these brands to suddenly give a wide insight into their business and show what they have been doing all along. It could potentially produce the opposite result, with consumers disliking their practices and not wanting to be involved with their brand anymore. Nonetheless, the findings of this research effectively address the importance for the fashion industry to accommodate environmentally responsible practices and eventually slow down the fashion industry.

5.4 Limitations

As with all scientific research, a number of methodological limitations will be addressed. Since this research primarily focuses on the Netherlands, it is crucial to collect or extend this research to other countries. This is important because different cultural contexts can potentially influence the results obtained. Moreover, considering a broader range of countries will enhance the generalizability and applicability of the findings beyond a single cultural setting. Additionally, as the survey was provided in English, although respondents could translate it to Dutch on their devices,

some respondents still indicated that they did not understand all the green terms that were being used. These were generally more older respondents and thereby potentially more digitally illiterate.

Another limitation can be found in the real-life case advertisement that was utilized in this research. Picture Organic Clothing presents a basic t-shirt with an imprint on its website (see Appendix A) that may not be to everyone's liking. In fact, in the last section of the survey, multiple participants indicated that they did not feel connected to the t-shirt, some even stating they disliked the design of the shirt. As discussed by Mandarić et al. (2022), consumers tend to form their purchase behavior more easily when they notice that a product can meet their standards or necessities. This could, therefore, have negatively influenced the results. On top of that, the Likert-type scale self-reported measures (slow fashion consumption, purchase intention, purchase behavior, and attitude toward the advertisement) could be exposed to peer pressure and social desirability and therefore respondents may pertain to biases.

5.5 Recommendations for future research

Future investigations should dive into the possible differences in consumer sustainable motives and explore those in a different cultural context. The Netherlands is a very prosperous Western country, hence, it would be of great academic interest to examine the motives and even compare them with consumers from other countries. This provides valuable insights into consumers' motives for sustainable fashion, as social factors and economic risks also differ per country in addition to cultural factors. Furthermore, in this research specific digital sustainable marketing practices were utilized to find the influence on consumers' intentions, behavior, and attitude toward the advertisement. For further studies, it will be effective to examine the relationship between marketing types and consumer motivations to find, for example, the reasons why production transparency was not found to be significant and what might make it more appealing and convincing like the other two. On top of that, there might be more significant sustainability marketing practices which could also be further explored. Finally, future explorations should dive deeper into the effect of greenwashing concerns to find a deeper impact on the restraining motives of production transparency.

6. Conclusion

The purpose of this research was to examine the impact of sustainability marketing practices toward the description of a slow fashion product on the consumers purchasing intentions, purchasing behaviors, and attitudes toward the advertisement. Besides, the impact of slow fashion consumption in relation to the consumers purchasing intentions, purchasing behaviors, and attitudes toward the advertisement were also explored. In this research, different sustainability marketing types were manipulated in terms of price and production transparency and tested on fashion consumers in the Netherlands. The major findings of this research show the determination of the positive influence of the right transparent information-sharing practices of sustainable products on consumer awareness causing more conscious consumers. The first finding of this research discovered that sustainability marketing type price transparency and price and production transparency have a strong significant effect on purchase intention. The same results were found regarding purchase behavior. Moreover, during the research into attitudes toward the advertisement, all sustainability marketing types were found to have a strong effect on consumer behavior. Finally, the research found positive correlations between slow fashion consumption and purchase intention, purchase behavior, and attitude toward the advertisement, thereby empirically validating the link between slow fashion consumption and these consumer actions on conceptual grounds. The findings of this research contribute valuable insights to the already existing academic work while shedding new light on the use of specific sustainability marketing practices during fashion advertising and on the influence of specific slow fashion values on sustainable motives. In addition, the results can stimulate fashion brands to use and develop new sustainable marketing practices aimed at fostering and encouraging slow fashion motives among consumers. Therefore, the findings may also contribute to the transformation of the marketing industry in favor of an environmentally friendly and greener world through transparency initiatives, influencing fashion brands to promote their slow fashion items more effectively. Further research might explore other types of digital sustainability marketing, potentially in different cultural contexts to enhance generalizability of the findings.

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Appendix A Sustainability marketing types

Appendix A.1. Scenario Advertisement #1 (Advertisement Price Transparency)

Imagine that you are on your digital device (laptop, tablet, phone) and come across this real case online advertisement for a basic t-shirt of a French company (Picture). Please take a minute to view and read it carefully. Questions will follow concerning this online advertisement.

We purchase the t-shirt for €7 from our supplier in Turkey, sell it for €12.50 to retailers, who then sell it to you, the end consumer, for €30 to €33, VAT included.

We consider €30 to €33, VAT included, to be a fair price for a cotton t-shirt and similar to other brands in the industry who, for the most part, do not use environmentally-responsible materials. This price allows retailers and Picture to grow in spite of our respective costs: rent, salaries, taxes, customs duties, R&D in France, logistic, and operational costs. In addition, the 20% VAT in France has a considerable influence on our approach. To sum up: 80% of a t-shirt's value benefits the local economy.



Value creator	Value	% of value creation	Use of the added value
Supplier	€7	20% - abroad	Operating costs, purchasing raw materials, employees, taxes
Brand	€12.50	20% - France	Employees, rent, taxes, logistics, R&D, operating costs, income taxes
Retailer	€24-€25	40% - France	Employees, commercial lease, taxes, logistics, operating costs, income taxes
Value Added Tax	€32-€33	20% - France	Taxes

Appendix A.2. Scenario Advertisement #2 (Advertisement Production Transparency)

Imagine that you are on your digital device (laptop, tablet, phone) and come across this real case online advertisement for a basic t-shirt of a French company (Picture). Please take a minute to view and read it carefully. Questions will follow concerning this online advertisement.

A Picture t-shirt is made entirely with organic cotton. The cotton comes from Söke, a small village in Turkey. The finished product is made 100 km away in Izmir. The factory in Turkey that makes the t-shirt is our partner, Seyfeli, a model in Turkey for its labor practices. Picture started working with them right from the start in 2008.

The current “norm” is to use regular cotton and pay 30% less; however, this is not in line with our commitment to the environment. To sum up: 80% of a t-shirt’s value benefits the local economy.

And what if we made a t-shirt in France while keeping the same distribution model? In every case, we would need to source the raw materials outside of France: most of the world’s cotton growers are in India, China, and the United States. Cotton farming does not really exist in France. Once the cotton is in hand, we would then be able to spin, weave, dye, and make the product in France.



Appendix A.3. Scenario Advertisement #3 (Advertisement Price and Production Transparency)

Imagine that you are on your digital device (laptop, tablet, phone) and come across this real case online advertisement for a basic t-shirt of a French company (Picture). Please take a minute to view and read it carefully. Questions will follow concerning this online advertisement.

A Picture t-shirt is made entirely with organic cotton. The cotton comes from Söke, a small village in Turkey. The finished product is made 100 km away in Izmir. We purchase the t-shirt for €7 from our supplier in Turkey, sell it for €12.50 to retailers, who then sell it to you, the end consumer, for €30 to €33, VAT included.

The factory in Turkey that makes the t-shirt is our partner, Seyfeli, a model in Turkey for its labor practices. Picture started collaborating with them right from the start in 2008. We consider €30 to €33, VAT included, to be a fair price for a cotton t-shirt and similar to other brands in the industry who, for the most part, do not use environmentally-responsible materials.

This price allows retailers and Picture to grow in spite of our respective costs: rent, salaries, taxes, customs duties, R&D in France, logistics, and operational costs. In addition, the 20% VAT in France has a considerable influence on our approach. The current “norm” is to use regular cotton and pay 30% less; however, this is not in line with our commitment to the environment. To sum up: 80% of a t-shirt’s value benefits the local economy.

And what if we made a t-shirt in France while keeping the same distribution model? In every case, we would need to source the raw materials outside of France: most of the world's cotton growers are in India, China, and the United States. Cotton farming does not really exist in France. Once the cotton is in hand, we would then be able to spin, weave, dye, and make the product in France.



Value creator	Value	% of value creation	Use of the added value
Supplier	€7	20% - abroad	Operating costs, purchasing raw materials, employees, taxes
Brand	€12.50	20% - France	Employees, rent, taxes, logistics, R&D, operating costs, income taxes
Retailer	€24-€25	40% - France	Employees, commercial lease, taxes, logistics, operating costs, income taxes
Value Added Tax	€32-€33	20% - France	Taxes

Appendix A.4. Scenario Advertisement #4 (Advertisement No Price and No Production Transparency)

Imagine that you are on your digital device (laptop, tablet, phone) and come across this real case online advertisement for a basic t-shirt of a French company (Picture). Please take a minute to view it carefully. Questions will follow concerning this online advertisement.



Appendix B Reliability

Appendix B.1. Purchase intention (Rausch & Kopplin, 2021)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I consider purchasing this sustainable t-shirt	10.82	3.688	.500	.545	.537
I intend to buy this sustainable t-shirt instead of other t-shirts in the future	10.87	3.525	.635	.567	.415
I might possibly buy sustainable t-shirts in the future	9.74	5.429	.326	.266	.648
I would consider to buy sustainable t-shirts if I happen to see them in a(n) (online) store	9.63	5.622	.305	.254	.658

Appendix B.2. Purchase behavior (Rausch & Kopplin, 2021)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I choose to buy specifically this sustainable t-shirt	9.65	7.260	.546	.303	.741
I buy this sustainable t-shirt instead of conventional t-shirts if the quality is comparable	8.47	7.155	.575	.376	.726
I purchase this sustainable t-shirt even if this is more expensive than a conventional t-shirt	8.92	6.509	.676	.475	.671

When buying t-shirts, I pay attention that they are sustainable	8.96	7.374	.528	.326	.750
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Appendix B.3 Attitude toward the advertisement (De Pelsmacker et al., 2002)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
While looking at the advertisement I got a positive impression	16.82	22.414	.635	.522	.870
While looking at the advertisement I found the advertisement attractive	17.37	21.928	.647	.529	.868
While looking at the advertisement I learned something	16.53	19.652	.744	.788	.852
While looking at the advertisement I received new information	16.48	20.404	.705	.763	.859
While looking at the advertisement I understood the message very well	16.37	20.452	.710	.725	.858
While looking at the advertisement I found the advertisement very clear	16.49	20.825	.712	.721	.858

Appendix B.4 Slow fashion consumption (Jung & Jin, 2014)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I am concerned about the working conditions of	49.35	51.147	.524	.625	.757

producers when I buy clothes (equity)					
I am concerned about fair trade when I buy clothes (equity)	49.62	51.855	.497	.667	.759
Fair compensation for apparel producers is important to me when I buy clothes (equity)	49.52	52.213	.472	.573	.761
Craftsmanship is very important in clothes (authenticity)	49.38	53.014	.418	.399	.766
I value clothes made by traditional techniques (authenticity)	50.02	51.675	.474	.374	.761
Handcrafted clothes are more valuable than mass-produced ones (authenticity)	49.18	51.484	.445	.353	.763
I need to support Dutch apparel brands (localism)	49.65	54.318	.315	.445	.774
I prefer buying clothes made in the Netherlands compared to clothes manufactured overseas (localism)	49.87	50.256	.497	.548	.758
I believe clothes made of locally produced materials are more valuable (localism)	49.59	52.995	.372	.412	.769
I am very attracted to rare apparel items (exclusivity)	49.93	50.880	.474	.596	.760
Limited editions hold special appeal for me (exclusivity)	50.21	53.275	.274	.564	.780
I enjoy having clothes that others do not have (exclusivity)	49.37	51.852	.399	.490	.767
