

**Recycling Fast Fashion: The Impact of Environmental concern on Consumer Behaviour
Towards Recycled Products in the Fast-Fashion Industry**

Student name: Bhavya Deep

Student number: 686628

Supervisor: Dr. Anne-Marie van Prooijen

Master Media Studies – Media & Business

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

Master's thesis

June 2024

ABSTRACT

Recycling Fast Fashion: The Impact of Environmental concern on Consumer Behaviour Towards Recycled Products in the Fast-Fashion Industry

This study investigates the complex interaction between brand awareness, skepticism, environmental concern, and consumer behaviour in relation to H&M's recycled products. Understanding how these elements influence consumer decisions is critical for firms seeking to effectively sell eco-friendly products in a world increasingly concerned with sustainable fashion. This study looks at how brand knowledge and environmental concern affect purchasing intentions and perceived quality of recycled products, as well as how skepticism influences these interactions.

An online survey was circulated. About 173 participants participated, but after the data cleaning analysis was done with the responses given by 153 participants. The study assessed factors like H&M brand awareness, consumer's skepticism towards recycled items, perceived quality, and purchasing intention and how environmental concern could moderate the relation among these factors. The direct and indirect effect was examined through regression and moderation analysis using Hayes' PROCESS macro to reveal how these variables directly and interactively impact consumer behaviour.

The study revealed that brand awareness significantly influences purchasing intentions for H&M's recycled products, especially for environmentally conscious consumers. Additionally, brand awareness impacted perceived quality, with popular brands seen as offering higher-quality recycled items. Environmental concern also played a role in shaping perceptions, with a positive influence on perceived quality. These findings suggest that brands should focus on enhancing brand awareness to drive purchasing intentions, particularly when targeting environmentally conscious consumers.

KEYWORDS: Environmental Concern, Brand Awareness, Skepticism, Perceived Quality, Purchasing Intention

Acknowledgement

This project was indeed a challenging journey for me. This work would not have been possible with the help of my supervisor, Dr. Anne-Marie van Prooijen, for her continued support and understanding. Finally, I must express my gratitude to my family and friends for their unfaltering support and encouragement, which propelled me to achieve my goals, even in the face of seemingly insurmountable obstacles.

Table of Contents

1. Introduction.....	6
1.1 Relevance.....	8
2. Theoretical Framework	10
2.1 Circular economy in Fast fashion.....	10
2.2 Conceptual model.....	11
2.3 Framing the components of Conceptual model.....	12
2.3.1 Brand Awareness	12
2.3.2 Purchasing Intention	14
2.3.3 Perceived Quality.....	15
2.3.4 Skepticism	16
2.3.5 Moderating Role of Environmental Concern.....	17
3. Methodology.....	21
3.1 Choice of method.....	21
3.2 Case Study	22
3.3 Sample	23
3.4 Procedure.....	23
3.5 Measurement	24
3.5.1 Environmenatl Concern	24
3.5.2 Brand Awareness	26
3.5.3 Skepticism.....	26
3.5.4 Perceived Quality.....	27
3.5.5 Purchasing Intention	28
3.6 Control Variables	29
4. Results	31
4.1 Hypotheses Testing	31
4.2 Control Variable Findings	33

5. Discussions	34
5.1 Key Findings	34
5.1.1 Brand Awareness, Purchasing Intention and Environmental Concern	34
5.1.2 Brand Awareness, Perceived Quality and Environmental Concern	36
5.1.3 Skepticism, Purchasing Intention and Environmental Concern	37
5.1.4 Skepticism, Perceived Quality and Environmental Concern	39
5.2 Implications	40
5.3 Limitations & Future Research	41
6. Conclusion	43
7. References	44
8. Appendix A (Qualtrics Survey)	59
9. Appendix B (AI Declaration)	64

1. Introduction

The fast fashion industry has been at the center of attention for its quick production cycles, which is why this industry is at the heart of environmental debates due to its considerable impact on sustainability issues. The quick turnaround and cost efficiency of the fast fashion model target young customers who want trendy clothes at a reasonable price (Annamma et al., 2012, p. 273). Fast fashion brands accomplish this by manufacturing limited quantities of clothing that can be swiftly substituted with fresh designs, creating a sense of urgency among consumers to purchase items before they sell out. The sector is famous for its heavy usage of resources and waste production (Barnes et al., 2006, pp. 260-262). The industry is known for its extensive use of resources and generation of waste. According to Shen (2014), the annual global textile consumption is over 30 million tons, causing significant social and environmental consequences (p. 6236). The process of manufacturing frequently includes dangerous chemicals, high water consumption, and significant carbon emissions, worsening environmental damage (Scaturro, 2008, p. 474).

Additionally, the focus on disposability in fast fashion results in a significant build-up of textile waste. Many garments are discarded after a few uses, ultimately landing in landfills where they add to pollution and depletion of resources (Birtwistle, 2010, p. 3). The transportation and distribution of fast fashion products worldwide contribute to its environmental impact through high energy usage and greenhouse gas emissions (Shen, 2014, p.6241).

The escalating environmental concerns, which involve waste generation, depleting resources, and the ecological consequences of human behaviour, are driving the development of sustainable ideas such as the circular economy. The primary goal of the circular economy is to improve resource efficiency by promoting the reuse, remanufacturing, and recycling of products, thereby minimizing waste and environmental impact (Geissdoerfer et al., 2017, p. 5). And making sure that the refurbished items appear new again, maintaining their remaining worth, and ready for resale in the market (Atasu et al., 2010, p. 58-60). The CE model focuses on enhancing resource efficiency and reducing waste through the cyclic use of products to decouple economic growth from resource consumption (Lieder et al., 2016, p. 37).

The increase in consumer awareness about environmental issues is becoming more prominent (Fairhurst, 2010, p. 171), fast fashion companies like 'H&M' and 'ZARA', are vital in promoting sustainable practices, with a focus on eco-friendly techniques like using natural fibers, enhancing working conditions, and cutting down on carbon emissions.

Additionally, brands showing a dedication to reducing fashion's environmental impact by using organic cotton fibers exemplify the adoption of eco-friendly practices. (Fairhurst, 2010, p. 171). Once the fast fashion items are no longer in use or discarded by the consumers, they can be sold in the second-hand market, offering affordable clothing options to marginalized populations, and extending the lifespan of garments (Birtwistle, 2010, p. 14). This not only decreases pressure on the environment, but also enhances economic viability by providing goods at reduced costs and utilizing less energy compared to new items. (Mukherjee et al., 2009, pp. 640-642).

For instance, the launch of the "Conscious" collection by H&M shows a big step in integrating sustainability into their corporate values to fulfill the increasing demand for environmentally friendly products. Yet, H&M encounters obstacles in addressing consumer doubts regarding the authenticity of its environmental initiatives, which tests its credibility and trust with customers. The interplay between brand awareness, skepticism, and environmental concern significantly impacts consumers' purchasing choices and their view of sustainable fashion products' quality. The importance of brand recognition in earning consumer trust is crucial, as demonstrated by the popularity of well-established brands such as H&M (Aaker, 1996, p. 30; Hoeffler et al., 2002, pp. 83-85).

Conversely, skepticism, driven by doubts about the legitimacy of environmental claims made by the brands, significantly raises doubts about sustainable projects (Obermiller et al., 1998, p. 162). Environmental concern further makes this scenario complicated, as it could change the impact of brand awareness and skepticism on consumer decisions (Maloney et al., 2014, p. 310). Many consumers endorse the concept of sustainability but fail to apply these principles when it comes to fashion.

This research aims to investigate these intricate connections, providing insight into how the wider fast fashion industry can effectively tackle sustainability issues through the following research inquiries:

RQ1: To what extent do brand awareness and skepticism towards recycled products influence consumers' purchasing intentions and perceived quality of recycled products?

RQ2: To what extent does environmental concern moderate the relationships between (a) brand awareness and (b) skepticism towards recycled products with consumers' purchasing intentions and perceived quality of recycled products?

1.1. Relevance

As mentioned above, the consumer, being a part of society, plays a crucial role in propelling the fast fashion industry. As young shoppers are attracted to current styles that are reasonably priced, they are becoming more conscious of the ethical and environmental consequences of their buying decisions. Research indicates that individuals who possess solid environmental principles are more inclined to endorse sustainable fashion products and behaviours (Hong et al., 2010, p. 431). The study seeks to analyze the impact of various factors involved in the fast fashion industry such as brand awareness, skepticism, product quality, purchasing intention, and environmental concern, affect consumer behaviour and ultimately sustainability. Through analyzing these connections, the study showcases how sustainable fashion can play a role in protecting the environment and promoting ethical consumer behaviour, tackling important topics like reducing waste and advancing a circular economy. It also emphasizes the intricate nature of consumer decision-making in sustainable fashion, guiding how brands can improve their marketing strategies to match consumer values.

Academically, numerous research on environmental awareness and consumer actions towards recycled goods concentrate on particular areas, frequently within industrialized nations. More research is necessary for developing nations to comprehend cultural and socioeconomic variances in consumer behaviour (Braumah, 2015, p. 900). The inclusion of 'nationality' as a control variable in this study allows the research to account for any cultural or regional differences that may affect consumers' purchasing intentions and perceived quality of recycled products.

This can assist in customizing marketing strategies in various regions with greater efficiency. There is a lack of research in understanding how environmental concern moderates the relationship between variables such as brand awareness, skepticism, perceived quality, and purchasing intention. Comprehending this would offer a more profound understanding of these connections and the collective impact they have on consumer attitudes towards recycled products. This element is crucial because it offers a detailed insight into the influence of strong environmental beliefs on buying choices, ultimately giving brands ideas on how to better connect with eco-conscious customers.

Furthermore, the study combines Keller's (1993) brand equity model with Chen's (2009) green brand equity framework. This integration offers a thorough theoretical foundation for analyzing how consumers react to sustainable marketing initiatives. By examining brand awareness and skepticism in relation to purchasing intentions and perceived

quality through the perspective of environmental concern, this research pushes forward theoretical debates (Keller, 1993, p. 114; Chen, 2009, p. 6).

Moreover, this research enhances the conversation in marketing, consumer behaviour, and sustainability studies by connecting theoretical ideas with practical observations. It assesses how well fast fashion brands' sustainability marketing strategies work, offering a detailed insight into how consumers make decisions when it comes to sustainable products.

2. Theoretical Framework

2.1. Circular economy in Fast fashion

The idea of a Circular Economy (CE) has become increasingly popular in the fashion sector, especially in the fast fashion industry. The defining feature of fast fashion is the quick creation of large quantities of inexpensive clothing, which results in significant environmental effects from its linear "take, make, dispose" economic approach (Wang et al., 2020, p. 3). The existing fashion system functions mainly in a linear fashion. More than two-thirds of fibers currently come from non-renewable sources like fossil fuels for making clothes that are worn briefly before being thrown away in landfills or burned. This straightforward method results in substantial economic and environmental consequences, such as \$183 million worth of clothing being disposed of in landfills annually (Shen, 2014, p.6236). This process adds to pollution, exhausts natural resources, and places a heavy economic strain on societies (Gardetti 2019, p. 5). The shift towards a circular economy model seeks to reduce these effects by encouraging environmentally friendly practices at every stage of a product's life, from creation to removal (Koszewska, 2018, p. 5).

The fast fashion sector's circular economy is based on principles aimed at prolonging product life, minimize waste, and maximize resource efficiency. The three most important principles that this study is going to focus upon is reduce, reuse and especially recycling.

Reducing focuses on minimizing waste and inefficiency in the production and consumption processes. It is crucial to decrease the amount of raw materials usage during the manufacturing process. This can be achieved through creating products that require less materials or by enhancing manufacturing processes to reduce waste (Kant, 2012, p. 22). For instance, implementing 3D knitting technology can lead to a substantial decrease in fabric waste by creating clothing items in one piece instead of cutting and sewing them (Kant, 2012, p. 23). Additionally, choosing materials that have a lower environmental impact is another important step. This entails usage of organic cotton, recycled fibers, or biodegradable materials that are not dependent on fossil fuels for production (Qin, 2014, pp. 20). Moreover, adopting energy-saving measures during production can also help to achieve the same reduction goal. Utilizing renewable energy sources and optimizing energy usage in manufacturing can greatly reduce greenhouse gas emissions and energy consumption (Tebyetekerwa et al., 2019, p. 7).

Reusing includes designing products and materials to be long-lasting and of high quality is essential for reusing items and extending their lifespan. This involves using more durable materials, strengthening areas that experience a lot of wear, and creating classic designs that

stay fashionable for a long time (Moorhouse et al., 2017, p. s1957). In addition, urging customers to fix and take care of their clothes can greatly increase how long they last. Brands can offer repair services, provide spare parts, or create tutorials for common repairs, thus promoting a culture of reuse (Morgan et al., 2009, p. 192). Creating robust second-hand markets for consumers to buy and sell used clothing is another effective strategy. Platforms that allow for reselling, renting, or swapping of garments help to extend the lifespan of clothing, ultimately decreasing the demand for new products (Morlet et al., 2017, p. 3).

This thesis specifically give attention to the Recycling process that plays a vital role in the circular economy, particularly within the fast fashion sector, given its quick manufacturing processes and substantial impact on the. Effective recycling methods have the potential to transform the linear "take, make, dispose" model into a sustainable cycle where materials are consistently reused (Chen et al., 2021, p. 6). The fast fashion sector generates an astounding volume of waste, with over 92 million tons of textile waste generated globally every year (Kerr et al., 2017, p. 8-16).

The success of textile recycling initiatives heavily relies on consumer attitudes and behaviours. Many consumers are unaware of available recycling choices or environmental consequences of disposing of their textiles. Increasing recycling rates requires making consumers aware and encouraging their participation in recycling programs (Morgan et al., 2009, p. 192). Hence, the research questions (RQ1 and RQ2) explore crucial aspects of consumer psychology in the context of recycled products, and the insights from this study can significantly contribute to understanding the dynamics of circular economy.

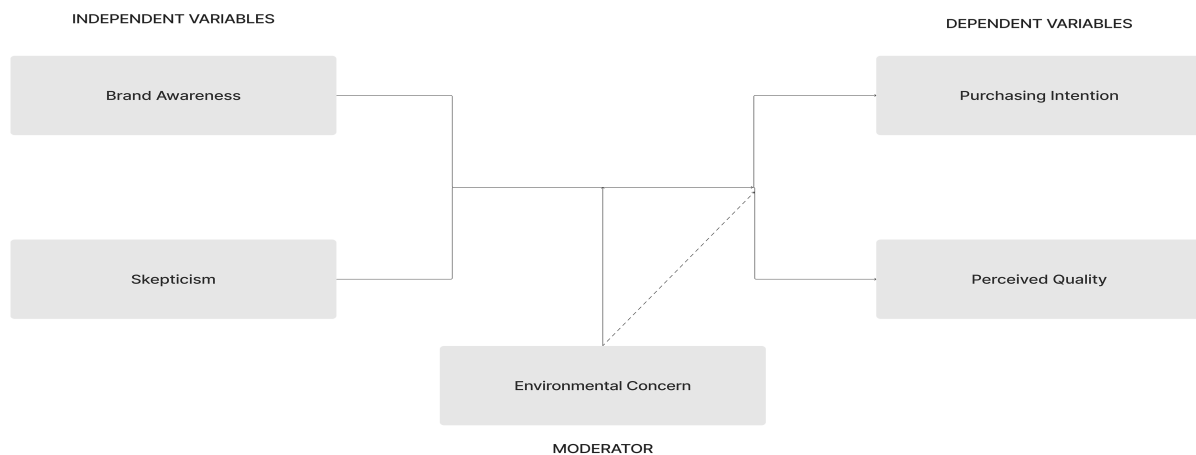
2.2 Conceptual Model

This research examines how consumer perceive recycled products, merging Keller's (1993) emphasis on brand knowledge's impact on marketing with Chen's (2009) understanding of green brand equity. Keller's (1993) model especially focuses on brand knowledge, which includes brand awareness and brand image, as key factors in influencing how consumers react to marketing efforts. Moreover, the model forms the basis of our study on how familiarity with a brand can influence the intention to purchase and the perceived quality of its recycled products. While Chen's (2009) model focuses on green brand equity, which is driven by green brand image, green satisfaction, and green trust. The green brand image represents the environmental qualities and advantages connected to a brand, green satisfaction refers to meeting consumers' environmental desires, and green trust relates to believing the brand will uphold its environmental promises.

Concurrently, by integrating Chen’s model, the research delves into the influence of green brand image or brand awareness, and trust on consumer preferences for sustainable products. This approach allows us to critically assess the effect of skepticism towards recycled products.

The research proposes an advanced model that not only underscores green brand awareness or brand awareness towards recycle products—merging Keller's and Chen's theories—but also scrutinizes the moderating role of environmental concern. This model uniquely focuses on brand preference for sustainable goods, thus broadening the scope beyond mere brand equity to examine the dynamics influencing consumer engagement with eco-friendly products. This integrative approach aims to offer in-depth insights into how brand awareness, skepticism, and environmental concern jointly affect consumer attitudes within the sustainable fashion sector.

Figure 2.2: *Conceptual Model*



2.3. Framing the components of Conceptual model

2.3.1. Brand awareness

Brand awareness significantly influences consumer behaviour, encapsulating both brand recall and recognition under various circumstances (Aaker, 1996, p. 12). Establishing brand recognition is a process that takes time and leads to growth in brand knowledge, favourability, and sales in the long run (Keller, 1993, pp. 8-19). Brand awareness comprises of brand recall and brand recognition. Brand recall means when consumers see a product

category, they can recall a brand name exactly, and brand recognition means consumers have the ability to identify a brand when there is a brand cue. That is, consumers can tell a brand correctly if they ever saw or heard it. For example, in the context of a well-known brand like H&M, brand awareness is essential for consumers to identify and differentiate H&M's products from competitors in the fast-fashion industry (McDonald, 2001, p. 347). Hoeffler et al. (2002) elaborates on its dimensions, emphasizing the ease of recall and the diversity of contexts in which a brand is remembered (p. 84). Moreover, Hoeffler et al. (2002) indicate that brand awareness can be distinguished from depth and width. Depth means how to make consumers to recall or identify brand easily, and width expresses inferences when consumers purchase a product, a brand name will come to their minds at once (p. 80). If a product owns brand depth and brand width at the same time, consumers will think of a specific brand when they want to buy a product (Vazifehdoust et al., 2018, p. 47). This recognition plays a pivotal role in enabling consumers to trust and distinguish a brand, thus affecting their service expectations and purchase decisions (Davis et al., 2008, p. 221). Aaker (1996) defines brand awareness as the durability of a brand that is embedded in the customer memory (p. 210). Therefore, brand awareness would be created by ongoing visibility, enhancing familiarity and powerful associations with related offerings, and buying experiences (Keller, 1998, p. 102). Brand awareness is related to the strength of the brand node or memory trace, which we can measure by the ability of consumers to recognize the brand under different conditions. Sasmita et al. (2015) explain that consumers often become aware of brands through many types of existing marketing (p. 279), for example, media channels such as smartphones, television and online advertising, which can make consumers feel like they are recognized and can reduce risks in product evaluation and selection when consumers want to buy a product (Keller, 2003, p. 28). Additionally, some researchers have argued that brand awareness has a significant effect on purchase intention (Macdonald et al., 2000, p. 11). Companies like H&M have deliberately incorporated green marketing into their plan to boost brand awareness. The company's Conscious Collection features clothing made from eco-friendly materials like recycled polyester and organic cotton, clearly shows its commitment to sustainability. This program is in accordance with the increasing consumer demand for eco-friendly products and a readiness to invest in sustainable attributes, as demonstrated in studies by Shen et al. (2014, p. 6240), Suki et al. (2015, p. 3) and Chen et al. (2021, p. 1954). Moreover, green marketing efforts by brands extend to various aspects of its operations. For instance, many companies have implemented major alterations to their manufacturing procedures in order to minimize environmental harm, such as utilizing water-saving

technologies and sustainable energy sources. This is in line with green marketing principles, which focus on sustainable production, distribution practices and product attributes (Porter, 1991, p. 163). Through the promotion of sustainable practices and eco-friendly products, brands are able to convey their dedication to environmental responsibility, connecting with consumers who prioritize environmental concerns (Henion, 1976, p. 147; Antil, 1984, 22-26). This approach not only enhances brand reputation but also attracts a growing segment of green consumers.

2.3.2. Purchasing intention

The subjective inclination towards a product, known as purchase intention plays a significant role in affecting consumer behaviour. It acts as an indicator of whether a consumer will go through with a buying choice or not. Various factors like brand awareness, perceived quality and individual attitudes can impact the level of purchase intention (Kotler, 2003, p. 213- 227). Some factors are, Individual-related factors, product-related factors and Context-related factors (Bigliardi et al., 2020, p. 14- 20).

Factors related to individuals consist of environmental consciousness, perceived capacity to govern behaviour and attitude regarding the product made from recycled materials. Environmental awareness about environmental issues has a notable influence on consumer's mindsets and behaviours (Kollmuss et al., 2002, p. 253). Customers who prioritize environment are more inclined to recognize benefits of recycled products and more willing to purchase them (Kollmuss et al., 2002, p. 253).

Product-related factors encompass the perceived quality, price, warranty, and brand equity of recycled products. Perceived quality and functionalities are crucial as consumers often associate recycled products with lower quality (Wang et al., 2013, p. 870). Providing warranties and certifications can mitigate these concerns by assuring consumers of the product's reliability and compliance with standards (Harms et al., 2015, p. 270). Additionally, brand equity, or the perceived value of a brand, can enhance consumer trust and willingness to purchase recycled products (Wang et al., 2016, pp. 462-467).

Context-related factors include seller reputation, promotion, and distribution channels. A trustworthy seller can reduce consumer concerns regarding product quality and dependability, increasing purchase intentions (Subramanian et al., 2012, p. 321). Promotional tactics that emphasize the environmental advantages and cost-savings of recycled products can also have a positive impact on consumer perceptions (Jiménez-Parra et al., 2014, p. 493).

Furthermore, wide, and convenient distribution channels can enhance product accessibility and appeal to consumers (Jiménez-Parra et al., 2014, p. 488).

Moreover, brand awareness influences consumer's choice towards its products and increases the inclination and market share of well-known brands (Dodds et al., 1991, p. 308; Grewal et al., 1998, p. 341). Consumers are more likely to think about purchasing from a brand if they are familiar and have positive associations with it (Grewal et al., 1998, p. 53). Well-known brands are mostly trusted by consumers and are preferred over unknown ones. Hence, more brand awareness can boost purchase intent. For example, if customers are aware of a brand and believe it to be of higher quality, they recommend the brand to others and make additional purchases, which increases their desire to purchase (Aaker, 1991, p. 19).

Therefore, to understand the consumer behaviours in relation with brand awareness, the study hypothesizes:

H1(a): Higher brand awareness is positively associated with the purchasing intention towards its recycled products.

2.3.3. Perceived Quality

Perceived Quality is the judgment and assessment of a product's excellence. Perceived quality includes performance, features, reliability, durability, serviceability, and fit and finish. Keller (2003) defines perceived quality as consumer perceptions of quality/ superiority of a product relative to alternatives that are relevant and related to the expected goals. Perceived quality relates to both goods and service contexts (Aaker, 1991, p. 19).

An important factor which influences consumer behaviour towards recycled goods is its perceived quality. According to research, consumers may have lower quality expectations from these products, they believe that they are of lower quality than new products (Wang et al., 2013, p.870). Lack of knowledge about recycled products manufacturing may be the cause of quality perception and raising questions towards their caliber (Hazen et al., 2016, p. 454). Additionally, consumers may feel uneasy or disgusted while using recycled products which can add the sense of contamination (Baxter et al., 2017, p. 509). Consumers may be discouraged from purchasing recycled products as a result of discomfort as they have concerns about product's quality and safety (Singh et al., 2016, p. 346). The perceived quality of recycled products can hurt consumers' intention to purchase (Dodds et al., 1991, p. 309).

Furthermore, consumers tend to view products from a brand as high-quality when they are already familiar with it. Brand awareness simplifies decision-making by acting as a heuristic, leading consumers to rely on brand recognition as a quality indicator (Dodds et al.,

1991, p. 309). Often a strong association with the brand is connected to positive opinions about the brand resulting in enhanced quality. When consumer see a brand as reliable and cutting edge, it positively influences perception of product quality (Aaker, 1991, p. 27). Moreover, successful marketing strategies increase brand recognition and convey the excellence of the products. When consumers are exposed to brand advertisements often, they tend to have a more favourable view of the product's quality because of the positive messages (Macdonald et al., 2000, p. 6).

Thus, the study hypothesizes:

H1(b): Higher brand awareness is positively associated with the perceived quality of its recycled products.

2.3.4. Skepticism

Despite the increasing presence of green products in the market, global environmental regulations ensuring transparency and sustainability standards are still lacking (Chen et al., 2012; Laufer 2003, p. 256). This lack of regulatory oversight has led to a situation where consumers question corporate motives for greening, are uncertain about green product attributes and features, and doubt their environmental benefits and performance (PR Newswire 2011). According to Matthes et al., (2014), skepticism refers to the tendency among consumers to disbelieve environmental claims made in advertising (p. 117). The prevailing practice of “greenwashing” is where products deceive customers about their environmental attributes (Laufer, 2003, p.258). The skepticism arises from customer’s doubts about authenticity and credibility of green claims and leads to lack of trust in green marketing initiatives (Chen et al., 2012, p. 12).

Furthermore, consumer skepticism towards green products can result in perceived risks associated with using such products. Mohr et al. (1998) highlights that consumers may perceive risks related to the environmental performance, functionality, and potential penalties or negative impacts on the environment or personal reputation when using green products (p.33). This perceived risk adds another layer to consumer skepticism, influencing their purchasing decisions and attitudes towards green marketing initiatives. Consumer skepticism towards green products can have detrimental effects on communication campaigns and investment returns, both financially and environmentally (Do Pac et al., 2012). The skepticism can hinder the success of genuinely green products and lead to negative consequences for companies and governments alike (Leonidou 2015, p. 412). This skepticism may deter consumers from making eco-friendly choices, limit market growth for green

consumer goods, and erode investor confidence in environmentally responsible firms (Albayrak et al., 2011, p. 34; Delmas et al., 2011, p. 83).

Consumer distrust towards recycled products has an impact on how consumers behave and perceive towards sustainable fashion industry. This doubt, stemming from uncertainties about environmental claim's authenticity and impact, directly affects consumer attitudes towards purchasing intention and perceived quality of recycled products (Obermiller et al., 1998, p. 159-162; Foreh et al., 2003, p. 352). The brand faces the challenge of overcoming consumer doubts related to the accuracy of its environmental claims, which can affect attitudes and behaviours towards purchasing its recycled products (Pomeroy et al., 2009, p. 423). The skepticism may stem from concerns over potential misrepresentation, inconsistent standards, or the lack of clear certification for recycled products. Such factors contribute to diminishing consumer trust, negatively impacting their willingness to purchase recycled products (Yiridoe et al., 2005, p. 196).

Therefore, engaging in transparent and credible communication becomes paramount for brands to alleviate consumer doubts and foster trust in the environmental claims of its recycled products (Hughner et al., 2007, p. 96; Leonidou et al., 2015, p. 412).

Furthermore, understanding the broader implications of consumer skepticism is essential. Consumer skepticism towards green products can have far-reaching effects on the market and environmental sustainability efforts. By addressing skepticism through transparent communication and emphasizing the genuine benefits of green products, brands can foster greater acceptance and adoption of sustainable consumption practices (Albayrak et al., 2011, p. 34; Delmas et al., 2011, p. 72). This not only benefits the environment but also enhances the brand's market position and drives successful marketing outcomes.

In this context, the proposed hypotheses highlight the negative impact of higher skepticism on both the purchasing intention towards recycled products and their perceived quality:

H2(a): Higher skepticism towards recycled products is negatively associated with the purchasing intention.

H2(b): Higher skepticism towards recycled products is negatively associated with its perceived quality.

2.3.5. The Role of Environmental Concern in Consumer Behaviour

Environmental concern is the recognition and consideration of how human actions affect the environment. It includes acknowledging the impact of actions on ecosystems,

natural resources, and sustainability. Having a focus on the environment plays a crucial role in influencing perspectives and actions toward sustainable behaviours and goods. (Dahlbo et al., 2017, pp. 44-47). As previously stated, the quick turnaround of the fashion industry leads to significant amounts of textile waste, water contamination, and carbon emissions.

According to Shamdasani et al. (1993), discarding unsold or off-season clothing contributes to the environmental impact as these items usually end up in landfills (p. 488-493). This has resulted in a change towards sustainable methods, such as textile recycling, to lessen the carbon footprint and waste produced by the industry (Sharda et al., 2012, pp. 30-34).

Recycling initiatives, such as transforming used clothes and plastic waste into fibre form, have gained traction as a way to reduce the reliance on virgin materials and minimise resource depletion (Wang, 2016, p. 462). Moreover, the existence of man-made materials in fast fashion garments plays a role in the problem of micro-plastic contamination in the seas and habitats (Scott et al., 2008, p. 393).

A study conducted by Dahlbo et al. (2017) highlights the importance of reducing water, energy, and chemical consumption in manufacturing to lower the environmental impact of the fashion industry (p. 45). Consumer behaviour is being increasingly affected by the environmental issues linked to fast fashion. Concern for the environment is a key factor that impacts how consumers behave in relation to how they perceive brands, particularly when it comes to sustainable products from companies like H&M (Maloney et al., 2014, p. 310-312). People who care deeply about the environment tend to value the eco-friendly aspects and quality of recycled products more. In addition, consumers are inclined to purchase from a brand that sells recycled items when they are aware of it, as they perceive the product to align with their values and be of high quality (Grewal et al., 1998, p. 56).

Consumers are being urged to see fashion as a practical item rather than a temporary form of amusement. This change involves willing to spend more money on clothes that take into consideration their environmental footprint (Niinimäki et al., 2020, p. 196). Moreover, consumers have the power to encourage brands to adopt eco-friendly production techniques by educating others about the environmental effects of fast fashion and advocating for sustainable consumption habits (Kaufmann et al., 2012, p. 186).

Furthermore, consumer trust in a brand's dedication to sustainability is strengthened by a combination of brand awareness and a strong environmental focus. This trust is essential because it confirms to consumers that the brand's environmental claims are authentic, ultimately boosting their intent to make a purchase (Hartmann et al., 2012, p. 122). Although the influence of environmental concern on consumer behaviour is complex and not always

straightforward, as some studies show mixed effects (Hwang, 2016, p. 38), it is widely accepted that consumers with higher environmental concern tend to have a more positive attitude towards environmentally friendly products (Bang et al., 2000, p. 452; Kim et al., 2005, p. 124).

Therefore, the proposed hypotheses related to environmental concern are:

H3(a): Environmental concern moderates the relationship between brand awareness and purchasing intention towards recycled products.

H3(b): Environmental concern moderates the relationship between brand awareness and perceived quality of recycled products.

Although environmental concern can positively impact buying decisions, doubt about the quality of recycled products may hinder purchases. Consumers frequently view recycled products as lower in quality than those made from new materials. Doubts from consumers about the credibility of environmental claims made by companies lead to skepticism towards green marketing assertions (Mohr et al., 1998, p. 35; Obermiller et al., 1998, p. 164). This skepticism can negatively impact the consumer's purchasing intention towards green products, as they may perceive these claims as misleading (Leonidou et al., 2015, p. 405). However, skepticism's influence on buying intentions can vary greatly based on the degree of environmental concern.

Individuals with high environmental concern are deeply committed to environmental protection and sustainability. This heightened concern can act as a buffer against the negative effects of skepticism. For these individuals, the intrinsic motivation to engage in pro-environmental behaviour may outweigh their doubts about specific green claims (Hartmann et al., 2010). Consequently, even when skeptical, their strong environmental values drive them to support green products, thereby mitigating the negative influence of skepticism on their purchase intentions.

Conversely, for individuals with low environmental concern, skepticism is likely to have a more pronounced negative impact on their purchasing intentions. Without a strong underlying commitment to environmental issues, these individuals are more susceptible to the doubts raised by green skepticism. Their lower concern for environmental sustainability means that skepticism can more easily deter them from purchasing green products (Hughner et al., 2007, p. 98; Leonidou et al., 2015, p. 410).

Thus, the research hypothesizes:

H3(c): Environmental concern moderates the relationship between skepticism and purchasing intention towards recycled products.

Skepticism towards green marketing and environmental claims can lead to negative evaluations of product quality. Mohr et al. (1998) developed a measure of skepticism towards environmental claims, showing that skeptical consumers are less likely to believe in the environmental benefits promoted by marketers (pp. 30-33). This disbelief extends to the perceived quality of the products themselves. When environmentally concerned consumers doubt the veracity of claims about a product's environmental benefits, they are also likely to question its overall quality and effectiveness. Additionally, skeptical consumers tend to generate counter arguments against the claims, leading to a more critical assessment of the product's attributes and benefits. The perceived quality suffers because of this heightened scrutiny by the conscious consumers (Morel et al., 2003, p. 2). Moreover, skeptical consumers are likely to attribute green claims to profit motives rather than genuine environmental concern, leading to lower evaluations of product quality. This is especially relevant for recycled products, where trust in the recycling process and the authenticity of the product is crucial for perceived quality Leonidou et al. (2015, p. 410).

Consumers who prioritise environmental values are more inclined to trust companies making eco-friendly claims, ultimately boosting the perceived quality of recycled products. This trust plays a key role in conquering original doubt (Chen et al., 2013). Moreover, these consumers are open to green messaging and inclined to delve further into details regarding the environmental advantages of recycled items. This interaction reduces doubt and enables these customers to see better quality in the products (Mohr et al., 1998, pp. 30-31).

Thus, to check how environmental concern affects the relationship between skepticism and perceived quality, this research hypothesises:

H3(d): Environmental concern moderates the relationship between skepticism and perceived quality of recycled products.

3. Methodology

3.1. Choice of Method

For this research a quantitative method is used to test the relationship between the researched variables and analyze the collected data. Specifically, this method allowed us to determine if the independent variables i.e. brand awareness and skepticism have a significant effect on the dependent variables i.e. purchasing intention and perceived quality as well as to examine the role Environmental concern as the moderator.

The quantitative method was considered appropriate for this study as it allows researchers to clarify scientific phenomena in social research using numerical data (Muijs, 2011). Additionally, this method is effective for researchers seeking to examine attitudes, behaviours, and the relationships between variables using statistical analysis. Quantitative research is commonly known as a process that starts with formulating a research question and then proceeding with a structured methodology (Fallon, 2016, p. 38). The next step is to refer to theories that possibly offer answers to this question (Schneider et al., 1979, p. 542). Next, responses regarding the subject are given, utilizing collected data. The information gathered and provided for examination is quantified numerically and can be statistically analyzed (Creswell, 2014), leading to conclusions that aid in the discussion of the subject (Fallon, 2016, p. 19). As a result, the research question is answered by the conclusion of this process. One could say that the quantitative approach was chosen for this research in order to test the formulated hypotheses, as its primary goal in social research is to determine the relationship between independent and dependent variables (Singh, 2007, p. 12; Stockemer, 2018, p. 349), while also enabling multiple observations (Stockemer, 2018, p. 349). Therefore, all these features of the quantitative method, facilitated the obtainment and analysis of the information required for providing an answer to the research questions:

***RQ1:** To what extent do brand awareness and skepticism towards recycled products influence consumers' purchasing intentions and perceived quality of recycled products?*

***RQ2:** To what extent does environmental concern moderate the relationships between (a) brand awareness and (b) skepticism towards recycled products with consumers' purchasing intentions and perceived quality of recycled products?*

3.2. Case study: H&M Balancing Fast Fashion with Sustainability

To understand the effect of skepticism and brand awareness on purchasing intention and perceived quality in the context of the fast fashion industry, the study wanted to see the effect of the variables on a particular brand i.e., H&M. As, it is one of the leading fast fashion

brands, has incorporated sustainability into its business model since 2002, acknowledging the environmental impacts of fast fashion and taking steps to mitigate these effects. Also, the company's published detailed annual reports on its sustainability efforts, covering topics such as sustainable materials, energy consumption, water usage, and labor practices, to build consumer trust and encourage industry-wide adoption of similar practices (H&M Group, 2019, p. 9). In 2010, H&M launched the "Conscious Collection," which features garments made from at least 50% sustainable materials, such as organic cotton, recycled polyester, and TENCEL™ lyocell. This collection aims to provide eco-conscious consumers with stylish and affordable options that have a lower environmental impact, thereby reducing the negative effects of textile production on the environment (H&M Group, 2019, pp. 11-14). Despite its success, the Conscious Collection constitutes only a small fraction of H&M's total offerings, representing around 7% of women's styles and 5% of men's styles in H&M stores (Ikonomou, 2020, p. 5). This limited expansion suggests a need for increased consumer awareness and preference for sustainable options over conventional items in-store.

H&M has significantly increased its use of sustainable materials, rising from 9% in 2012 to 57% in 2019, including organic cotton, recycled polyester, and other eco-friendly fibers. The company aims to use 100% sustainably sourced or recycled materials by 2030 (H&M Group, 2020, p. 4). Additionally, H&M has integrated 96% renewable energy into its operations as of 2019, part of its broader strategy to achieve climate positivity by 2040 through reducing greenhouse gas emissions and increasing sustainable practices across its supply chain (H&M Sustainability Report, 2018, p. 7).

Despite its efforts, H&M faces challenges in convincing consumers of the authenticity of its initiatives, with skepticism arising from perceived greenwashing due to imprecise information (Shen, 2014). Studies indicate that while many consumers express positive attitudes towards sustainable fashion, this does not always translate into purchasing decisions due to a lack of awareness and understanding of sustainable products (Ikonomou, 2020, p. 4). H&M aims to reduce skepticism by improving communication and education about its sustainable products, highlighting their environmental benefits and high-quality standards. Effective marketing and clear labeling of sustainable products are essential to enhance consumer trust and engagement (H&M Group, 2019, p. 22).

Fig 3.2: *H&M's efforts in promoting sustainability and recycling in fashion.*



3.3 Sample

A total of 173 responses were recorded. After data cleaning, $N = 159$ were included in further analyses. In the final sample the percentage of male is higher being 61.6 % and the female share is 36.5 %. The other 0.6 % ($N = 2$) indicated their gender as "Non-binary/third gender" whereas, 1.3% people preferred not to say. Participants' average age was 24.90 ($SD = 7.18$). Due to the international nature of the approached groups, the sample obtained a total of 17 different nationalities most prominent being Indian (88.1%), Dutch (1.9%), and Polish (1.3%).

3.4. Procedure

An accurate survey requires not only questions that are in accordance with the object of the research, but also, printed, or online questionnaires that will be filled out by participants (Fowler, 2009, p. 116). For this research, online questionnaires were preferred, as they can easier overcome global boundaries, and paper and data entry expenses' elimination are effectuated (Dillman, 2000, p. 4).

The study employed an online questionnaire distributed via Qualtrics, designed to explore the impact of H&M's brand awareness and its sustainability marketing on consumer behaviour. At the beginning of the survey, participants were briefed about the survey's non-commercial, academic purpose, its voluntary nature, the anonymity of data collection, and the estimated completion time at the outset. Consent would be required to proceed, with non-consent leading directly to the survey's conclusion. Participants who provided the consent were exposed to H&M's marketing materials specifically designed to highlight the brand's initiatives in recycling and the use of recycled materials in their products (as shown in Fig

3.2). Following this, participants were asked to evaluate their concern towards the environment and answer their awareness of the presented information regarding H&M's sustainability efforts and recycled product line. It aimed to investigate whether consumer's environmental concern levels affect their intentions to purchase recycled products and their perceptions of product quality. Demographic information, such as age, gender and nationality were also collected. At the end of the survey, a note was attached to inform the participants that this study has not been patronized by or done in collaboration with H&M, so the brand is not involved in any way. The questionnaire was circulated online from the 28th of April till the 12th of May and its duration was approximately five minutes.

A convenience snowball sampling approach targets minimum 150 participants, leveraging the authors' networks through social media and messaging platforms for survey dissemination. By utilizing the snowball sampling technique, the non-probability sampling method was used (Lavrakas, 2008, p. 824), which helped reach the required number of participants for gathering the data needed for analysis. The target population of the study were individuals over 18 years old, who speak English, as the whole experiment was conducted in the English language.

Incomplete responses are excluded to ensure data integrity. The questionnaire circulated online from the 1st of May till the 12th of May and its duration was approximately three to five minutes.

This methodology aimed to garner comprehensive insights into consumer reactions to H&M's eco-friendly marketing, providing valuable data on the interplay between environmental messaging, brand perception, purchasing intentions, and the perceived quality of recycled products.

3.5 Measurement

The measurement indicator, in the form of a measurement scale, allows assigning value or number to events to quantify and qualify attributes. The performance in obtaining data is related to the validity and reliability of the measurement instrument. The variables under investigation will be evaluated using 5- point Likert scales (1 = strongly disagree; 5 = strongly agree).

3.5.1. *Environmental Concern*

The measurement scale for Environmental concern among consumers was adopted from Minton et al. (1997) and D'Souza et al. (2015). The scale provides a comprehensive

measure of environmental concern, capturing various dimensions of consumers' attitudes toward the environment. By combining items from both scales, the researcher aimed to ensure a broader coverage of the environmental construct. It also helped the researcher to balance different perspectives present in two different scales, making one measurement scale that is robust and applicable across different contexts. The items are scored on a five-point Likert scale, with higher scores indicating greater environmental concern. The scale can be considered as reliable, as its Cronbach's alpha was .87. The standard deviation of this scale was 3.72.

The 7 items of environmental concern, which were Likert-scale based were entered into an exploratory factor analysis using Principal Components extraction with Direct Oblimin rotation based on Eigenvalues (> 1.00), $KMO = .90$, $\chi^2 (N = 159, 21) = 441.65$, $p < .001$. The resultant model explained 56.18% of the variance in ecological worldviews. Only one factor was revealed after the analysis. Only one factor was found.

Table 3.5.1: *Factor loadings for environmental concern variable*

<i>Items</i>	<i>EnvironmentalConcern</i>
Manufacturers should be required to use recycled materials in their operations whenever possible.	.792
Commercial advertising should be required to mention the environmental disadvantages of products.	.792
Consumers should be interested in the environmental consequences of the products they purchase.	.784
I am very concerned about the environment.	.767
I would be willing to reduce my consumption to help protect the environment.	.732
Protecting the natural environment increases my quality of life.	.731
Products which pollute the environment during manufacturing or consumption should be taxed.	.637
<i>Cronbach's α</i>	.87

3.5.2. Brand Awareness

The measurement scale for brand awareness will be adapted from Keller's (1993) model of brand equity, which emphasizes brand knowledge (awareness and image). Keller's conceptualization has been widely adopted and serves as a basis for evaluating brand awareness in academic and marketing research. The items were adjusted to make them suitable for our research question. For example, the original item was “You recognize the meaning of the environmental slogans for this brand”. It was edited into “I recognize the meaning of the environmental slogans and symbols that H&M uses to promote its recycled products”. The scale can be considered as reliable, as its Cronbach’s alpha was .87. The standard deviation of this scale was 3.66.

The 4 items of brand awareness, which were Likert-scale based were entered into an exploratory factor analysis using Principal Components extraction with Direct Oblimin rotation based on Eigenvalues (> 1.00), $KMO = .82$, $\chi^2 (N = 159, 6) = 371.164$, $p < .001$. The resultant model explained 75.83% of the variance in ecological worldviews. Only one factor was found.

Table 3.5.2: *Factor loadings of brand awareness variable*

<i>Items</i>	<i>BrandAwareness</i>
I have noticed environmental labels and slogans associated with H&M's recycled products.	.902
I can recall some of the environmental symbols that H&M has used in their marketing campaigns for recycled products.	.875
I recognize the meaning of the environmental slogans and symbols that H&M uses to promote its recycled products.	.864
I am aware of the environmental efforts exerted by H&M on its recycled products.	.841
<i>Cronbach's α</i>	.87

3.5.3. Skepticism

A scale for measuring skepticism based on Matthes et al. (2014), Mohr et al. (1998) and Obermiller et al. (1998) were employed together as the scales used by them address different aspects and dimensions of skepticism. Each scale highlights different elements and dimensions of skepticism, offering a more holistic measure. The items were adjusted to make them suitable for our research question. For example, the original item was “Most green

claims in advertising are intended to mislead rather than to inform”, whereas adjusted item was, “I believe most green claims about H&M's recycled products made in the above pictures are intended to mislead rather than to inform”. The scale can be considered as reliable, as its Cronbach’s alpha was .71. The standard deviation of this scale was 3.97.

The 4 items of perceived skepticism, which were Likert-scale based were entered into an exploratory factor analysis using Principal Components extraction with Direct Oblimin rotation based on Eigenvalues (> 1.00), $KMO = .73$, $\chi^2 (N = 159, 6) = 190.876$, $p < .001$. The resultant model explained 59.77% of the variance in ecological worldviews. Only one factor was found.

Table 3.5.3: *Factor loadings of skepticism variable*

<i>Items</i>	<i>Skepticism</i>
H&M’s advertising is not a reliable source of information about the quality and performance of its recycled products.	.852
I believe most green claims about H&M's recycled products made in the above pictures are intended to mislead rather than to inform.	.840
I am skeptical about the accuracy of environmental claims made by H&M on labels or in advertising.	.809
I do not trust the green claims H&M makes about its recycled products.	.552
<i>Cronbach’s α</i>	.71

3.5.4. Perceived Quality

To measure how consumers perceive the quality of recycled products, study adapted the measurement scale that has been used by Chen et al. (2012); Kuah et al. (2020) and Queiroz et al. (2021). Researcher combined the items used by them in order to enhance the validity of the measuring scale and also to cover different aspects of perceived quality, creating a more comprehensive scale. The items were recoded and adjusted to make it suitable for our research question. The items were adjusted to make it suitable for our research question. For example, the original item was “Products made from recycled materials are not reliable.”, whereas the adjusted item was, “H&M products made from recycled materials are not reliable.”. The scale can be considered as reliable, as its Cronbach’s alpha was .75. The standard deviation of this scale was 2.69.

The 6 items of perceived quality were Likert-scale based, where high score reflected high quality. The items were entered into an exploratory factor analysis using Principal Components extraction with Direct Oblimin rotation based on Eigenvalues (> 1.00), $KMO = .74$, $\chi^2 (N = 159, 15) = 372.195$, $p < .001$. The resultant model explained 49.41% of the variance in ecological worldviews. The two factors were found in the factor analysis. As these two factors do not represent distinct aspects of perceived quality and collectively represents a single construct, for the further analysis the study would not be separating them.

Table 3.5.4: *Factor loadings of perceived quality variable*

<i>Items</i>	<i>Factor 1</i>	<i>Factor 2</i>
Recycled products of H&M give me the quality that I expect.	.861	
Recycled products of H&M have a quality similar to that of products that are not made from recycled materials.	.843	
Recycled products of H&M have good quality.	.828	
Purchasing H&M product with recycled logo, to me, would mean to have a guarantee about its quality.		.854
H&M products made from recycled materials are not reliable.		.853
I would completely trust the quality of recycled product by H&M.	.441	.616
<i>Cronbach's α</i>	.80	.75

3.5.5. *Purchasing Intention*

The measurement scale for purchasing intention towards recycled products, will be adopted from Baker et al., 1977 and Dobbstein et al., 2023. The items were adjusted to make it suitable for our research question. For example, the original item was, “I will encourage my family and friends to buy recycled products”. Whereas the adjusted item was “I will encourage my family and friends to buy recycled products from H&M”. The scale can be considered as reliable, as its Cronbach’s alpha was .93. The standard deviation of this scale was 3.89.

The 4 items of purchasing intention which were Likert-scale based were entered into an exploratory factor analysis using Principal Components extraction with Direct Oblimin rotation based on Eigenvalues (> 1.00), $KMO = .86$, $\chi^2 (N = 159, 6) = 350.264$, $p < .001$. The resultant model explained 83.53% of the variance in ecological worldviews. Only one factor was found.

Table 3.5.4: *Factor loadings of purchasing intention variable*

<i>Items</i>	<i>PurchasingIntention</i>
Recycled clothing products from H&M are important to me.	.934
H&M's recycled clothing products are relevant to my lifestyle.	.917
I will encourage my family and friends to buy recycled products from H&M	.908
If I had to purchase clothing, I would prefer buying H&M's recycled products.	.897
<i>Cronbach's α</i>	.93

3.6. Control Variables

Moreover, to enhance the robustness of the analysis and to explore the potential influence of demographic factors, nationalities from Europe and Asia are included under 'Nationality' as a control variable in this research. The inclusion of this control variable allows us to account for any cultural or regional differences that may affect consumers' purchasing intentions and perceived quality of recycled products.

A study done by Royne et al. (2016) revealed that despite claiming to prioritize environmental benefits, environmentally conscious consumers in Asia do not necessarily convert their green beliefs into purchase intentions for remanufactured products (p. 38). Furthermore, the research findings indicate that while there is a growing awareness of environmental issues among Asian consumers, this awareness does not always translate into actual purchase behaviour for remanufactured products. This aligns with the study conducted by Terra Choice Group (2010), which revealed that green consumers tend to overstate their green behaviour and the number of green products they purchase (pp. 22).

Whereas research conducted in Europe, indicates that consumers are increasingly conscious of the environmental impact of their purchasing decisions (Fairlie, 1992, p. 278). They are more likely to choose products that align with their values of waste reduction and resource conservation (Gertsakis et al., 2000, p. 278). This shift in consumer behaviour is driven by a desire to support eco-friendly practices and reduce their carbon footprint (King et al., 2006, pp. 263-265). Additionally, the affordability and quality of recycled and remanufactured products compared to new items also influence consumer choices (King et al., 2006, pp. 259).

Therefore, by incorporating nationalities, we aim to determine if there are significant variations in the effects of brand awareness, skepticism, and environmental concern on consumer behaviour across different cultural contexts.

4.0. Results

4.1. Hypotheses testing

Brand awareness, purchasing intention and environmental concern H1(a) and H3(a): A moderation analysis was conducted using Hayes' (2022) PROCESS macro to test the hypotheses H1(a): Higher brand awareness is positively associated with the purchasing intention towards its recycled products and H3(a): Environmental concern moderates the relationship between brand awareness of H&M and purchasing intention. The independent variable was brand awareness, and environmental concern was entered as a moderator. Purchasing Intentions was the dependent variable.

The overall model explained 49.06% of the variance in purchasing intention ($F(3, 155) = 49.75, p < .001$). A significant positive main effect was found for Brand Awareness on Purchasing Intentions, ($\beta = .53, p < .001$). This indicates that higher Brand Awareness is associated with higher Purchasing Intentions towards H&M's recycled products. Moreover, a significant positive main effect was also found for Environmental Concern on Purchasing Intentions, ($\beta = .79, p < .001$). This suggests that higher Environmental Concern is associated with higher Purchasing Intentions towards H&M's recycled products.

The interaction between Brand Awareness and Environmental Concern was significant, ($\beta = -.18, p = .003$). At low level of Environmental Concern (-.42), the effect of Brand Awareness on Purchasing Intentions was strong and positive, ($\beta = .60, p < .001$). At high level of Environmental Concern (0.53), the effect remained positive but weaker, ($\beta = 0.43, p < .001$).

This suggests that the positive effect of Brand Awareness on Purchasing Intentions decreases as Environmental Concern increases. Specifically, while Brand Awareness consistently increases Purchasing Intentions, its influence is stronger among individuals with lower Environmental Concern. Hence the findings support both the hypotheses, H1(a) as well as H3(a).

Brand awareness, perceived quality, and environmental concern H1(b) and H3(b): A moderation analysis was conducted using Hayes' (2022) PROCESS macro to test the hypotheses H1(b): Higher brand awareness is positively associated with the perceived quality of its recycled products and H3(b): Environmental concern moderates the relationship between brand awareness and perceived quality of recycled products. The independent variable was Brand Awareness, Environmental Concern was entered as a moderator, and Perceived Quality was the dependent variable.

The overall, model explained 15.43% of the variance in perceived quality ($R^2 = .15$), showing significance ($F(3, 155) = 9.43, p < .001$). Moreover, there was a significant main effect of brand awareness on perceived quality ($\beta = .16, p = .001$). This indicates that higher brand awareness is associated with higher perceived quality.

The analysis also yielded a significant main effect of environmental concern on perceived quality ($\beta = .26, p = .032$). This suggests that for highly environmentally concerned consumers perceived quality is also higher.

No significant interaction emerged between brand awareness and environmental concern, ($p = .428$). This indicates that environmental concern does not significantly moderate the relationship between brand awareness and perceived quality. Hence, only hypothesis H1(b) is supported by the findings.

Skepticism, purchasing intention, and environmental concern H2(a) and H3(c):

A moderation analysis was conducted using Hayes' (2022) PROCESS macro to test the hypotheses H2(a): Higher skepticism towards recycled products is negatively associated with the purchasing intention and H3(c): Environmental concern moderates the relationship between skepticism and purchasing intention towards recycled products. The independent variable was skepticism, environmental concern was entered as a moderator, and purchasing intention was the dependent variable. The overall model explained 28.41% of the variance in purchasing intention ($R^2 = .28$), showing significance ($F(3, 155) = 20.50, p < .001$).

There was no significant main effect for skepticism on purchasing intention, ($p = .279$). However, the analysis did yield a significant main effect of environmental concern on Purchasing Intention, ($\beta = .98, p < .001$). This indicates that purchasing intentions were higher for individuals with higher environmental concern.

No significant interaction emerged between Skepticism and Environmental Concern, ($p = .56$). This indicates that Environmental Concern does not significantly moderate the relationship between Skepticism and Purchasing Intention.

Skepticism, perceived quality, and environmental concern H2(b) and H3(d):

A moderation analysis was conducted using Hayes' (2022) PROCESS macro to test the hypotheses H2(b): Higher skepticism towards recycled products is negatively associated with the perceived quality, and H3(d): Environmental concern moderates the relationship between skepticism and perceived quality of recycled products. The independent variable was Skepticism, Environmental Concern was entered as a moderator, and Perceived Quality was the dependent variable. The overall model explained 13.99% of the variance in Perceived Quality ($R^2 = .14$), which was significant ($F(3, 155) = 8.40, p < .001$).

No significant main effect was found for Skepticism on Perceived Quality, ($\beta = .34, p = .522$). However, the analysis did yield a significant effect of environmental concern on perceived quality, ($\beta = .31, p = .010$). This indicates that perceived quality was higher for the individuals with higher environmental concern.

A significant interaction emerged between skepticism and environmental concern, ($p = .026$). This indicates that environmental concern significantly moderates the relationship between skepticism and perceived quality. Hence, only hypothesis H3(d) is supported by the findings.

4.2. Control Variable Findings:

The hierarchical regression analysis was conducted to evaluate whether the control variable nationality names as, 'region' (with categories: 0 = European nationality, 1 = Asian nationality) influenced the direct relationship between the variables.

Adding purchasing intention as the dependent variable and region in the first block, and brand awareness and skepticism in the second block, the results showed that nationality accounted for 12.7% of the variance in purchasing intention ($R^2 = .13, F(1,153) = 22.31, p < .001$). European nationality (coded as 0) had a noticeably positive impact on purchasing intentions, leading to higher intentions compared to Asian nationality (coded as 1). In addition, Asia accounts for 6% of the variation in purchasing intentions ($R^2 = .06, p = .003$).

After incorporating brand awareness, the model's explanatory strength substantially rose to 39.2% ($R^2 = 0.39, p < .001$). This demonstrated a powerful combined impact of country of origin and familiarity with the brand on the intention to make a purchase.

The results showed that brand awareness, when paired with Asian consumers, significantly impacts purchasing intentions.

Adding purchasing intention as the dependent variable and region in the first block, while brand awareness and skepticism were added in the second block, showed that nationality accounted for 3.1% of the perceived quality variance ($R^2 = .03, F(1,153) = 4.90, p = .028$). European nationality (coded as 0) was linked to higher perceived quality than Asian nationality (coded as 1), indicating a notable impact of nationality on perceived quality.

When brand awareness and skepticism was added, the explanatory power of the model significantly increased to 8.4% ($R^2 = .08, p < .004$). This indicated a combined effect of nationality, brand awareness and skepticism on perceived quality.

5.0. Discussion:

The fast fashion industry, exemplified by brands like H&M, has significant environmental impacts due to its resource-intensive production processes and the generation of waste (Shen, 2014, p. 6237). With rising environmental concerns, sustainable practices such as the circular economy have been proposed to mitigate these impacts (Geissdoerfer et al., 2017, p. 1). H&M's sustainability initiatives, including the "Conscious" line, aim to integrate eco-friendly practices into their operations (Ehrsam, 2016, p. 16).

Consumer behaviour in the fashion industry is heavily influenced by brand awareness and skepticism. Well-known brands like H&M leverage their brand recognition to build trust and influence purchasing decisions (Hoeffler et al., 2002, pp. 80-83). However, skepticism regarding the authenticity of environmental claims can hinder the effectiveness of these sustainability initiatives (Obermiller et al., 1998, p. 164).

The research offers valuable insights into how brand awareness, skepticism, and environmental concern interact to influence consumer behaviour towards sustainable fashion products while acknowledging that brand awareness has a significant impact on perceived quality as well as purchasing intentions. This might happen due to various reasons that has been explored in this study. However, skepticism has no impact on purchasing intentions and perceived quality. Environmental concern also plays a critical role in moderating relationships between variables, particularly by exacerbating the negative impact of skepticism on perceived quality. Although skepticism alone did not have a significant impact on perceived quality, an interaction effect indicates that skepticism is related to perceived quality. These results highlight the importance of brands such as H&M building strong brand recognition and combatting consumer doubt by openly and credibly communicating about their sustainability initiatives. Let's delve deeper into the findings, backing up the results with prior studies.

5.1. Key Findings

5.1.1. Brand awareness, purchasing intention and environmental concern (H1a) and (H3a).

In the first hypothesis (H1a), it was predicted that the high brand awareness leads to high purchasing intention towards its recycled products. The results verified that a greater level of H&M brand awareness has a positive impact on consumers' intentions to purchase its recycled products.

Moreover, according to hypothesis H3(a), environmental concern moderated the relationship between brand awareness and purchasing intention. The findings imply that while brand awareness influences purchasing intention at all levels of environmental concern in a positive way, the effect is more pronounced at lower levels. This means that consumers with higher environmental concerns are less influenced by brand awareness when it comes to their purchasing intention towards H&M's recycled products compared to those with lower concerns.

Several studies show that brand awareness has a considerable impact on purchase intentions, supporting the direct effect. For instance, Dodds et al. (1991) found that consumers' intention to buy and their assessments of the quality of the product is positively impacted by brand awareness (Dodds et al., 1991, p. 311; Grewal et al., 1998, p. 47). Aaker (1991) highlights that fundamental attribute of consumer brand equity is brand awareness (p. 19). This has also been supported by Keller (1993), who emphasizes the importance of brand recognition and recall in influencing consumer behaviour (pp 110- 114). While brand recall helps consumers to keep the brand in mind when making purchases, brand recognition helps consumers to recognize and associate with the brand's particular goods or services. Consumer decision-making depends on strong brand recall and recognition, which are derived from strong brand awareness (Keller, 1993. p. 3). Additionally, studies by Erdem et al. (2004) have shown that brand awareness can create a sense of trust and credibility among consumers (p. 6). Even if they are aware of and willing to purchase other products, consumers' decisions are frequently influenced by the brand they are familiar with (Macdonald et al., 2000). Regarding H&M specifically, the company has deliberately positioned itself as a pioneer in sustainability in the fast fashion sector. The company's marketing strategy has made extensive use of its "Conscious Collection," which highlights sustainable and recycled materials. Shen (2014) has also stated out that brand-aware customers have reacted positively to H&M's environmental efforts, such as the "Conscious Action" program. This familiarity translates into higher purchasing intentions for H&M's recycled products (Shen, 2014, p.6242). Their findings suggest that consumers are more likely to purchase sustainable products from well-known brands like H&M, which they associate with ethical and environmental responsibility.

Empirical studies also support the moderating role of environmental concern as well in the relationship between Brand awareness and purchasing intentions. Moreover, Annamma et al. (2012) explored the awareness that consumers have of sustainability and fast fashion (p. 6).

There have also been contrasting findings for example, the study conducted by Braimah (2015) reveals a sizable discrepancy between environmental awareness and actual purchase behaviour (p. 11). Even though environmental issues are widely known, many customers do not give them top priority when making purchases. This disparity shows that although environmental concerns are significant, they might not have a deciding effect on consumers' purchase intentions. Instead, consumers might prioritize other factors such as price and brand reputation (Braimah et al., 2011, p. 15). Research has also demonstrated that companies that highlight their environmental responsibility can draw in customers that care about the environment. Given that consumers favour brands that share their values, this alignment may result in a rise in brand loyalty and favourable word-of-mouth (Polonsky et al., 1998). According to Grau et al. (2005), the efficacy of these tactics may differ depending on demographic variables and the genuineness of the brand's eco-friendly campaigning (p. 550). Also, emphasising the benefits to the environment in marketing campaigns can motivate customers to act, particularly those who care a great deal about the environment (Gurau et al., 2005, p. 555).

5.1.2. Brand awareness, perceived quality, and environmental concern (H1b) and (H3b)

According to hypothesis H1(b) higher brand awareness is positively associated with perceived quality of its recycled products, and hypothesis H3(b) that suggests, environmental concern moderated the relationship between brand awareness and perceived quality. The findings revealed a significant main effect of brand awareness on perceived quality, indicating that higher brand awareness is associated with higher perceived quality. The analysis also yielded a significant main effect of environmental concern on perceived quality, suggesting that for highly environmentally concerned consumers perceived quality is also higher. No significant interaction emerged between brand awareness and environmental concern. This indicates that environmental concern does not significantly moderate the relationship between brand awareness and perceived quality. Hence, only hypothesis H1(b) is supported by the findings.

Several studies have indicated the direct impact of brand awareness on perceived quality. McDonald et al. (2003) discovered that brand recognition plays a vital role in influencing consumer opinions about the quality of a product (p. 9). In their study from 1991, Dodds et al. later highlighted the significance of brand name in influencing consumers' perceptions of product quality and value. Customers familiar with a brand are more likely to

view its products as being of high quality, thus enhancing their perception of value (pp. 309-311).

McDonald et al. (2003) provided additional evidence for this idea by showing that consumer perceptions of product quality can be improved by increased brand awareness (pp. 8- 11). He further reinforced this relationship by suggesting that heightened brand awareness contributes to more favourable consumer evaluations of product quality. Moreover, one of the studies highlights that a well-known brand name can significantly impact consumers' evaluation of product reliability (Chiang et al., 2006, p. 64). This suggests that the familiarity and recognition of a brand can lead consumers to associate higher quality with products, especially when they are environmentally friendly or recycled.

On the contrary, the findings do not support the moderating role of environmental concern H3(b). Although environmental concern can have an impact, it is not always a consistent factor in the connection between brand awareness and perceived quality. Despite consumers showing their concern for environment and the raising sale of eco-friendly products, the market share of recycled products remains limited (Yang, 2017, p. 162). This highlights a gap between consumers' attitudes and their purchasing behaviours towards green products, indicating that environmental concern alone is insufficient to bridge this gap. Furthermore, previous studies have suggested that the relationship between 'green' attitudes and environmentally oriented behaviours is rather weak (Martin et al., 1995, p. 196). This means that even though consumers express concern towards the environment, this concern does not necessarily translate into increased perceived quality of green products based on brand awareness alone.

There are only a few studies that discuss how environmental concern impacts brand awareness and perceived quality. Alternatively, research shows that eco-labeling and other environmentally friendly marketing strategies can successfully increase brand recognition and develop a positive brand reputation. According to Yang (2017), companies can boost brand awareness and create a positive image among consumers through green marketing (pp. 163-164). Moreover, if an eco-label is recognizable and credible, it may increase the likelihood that a consumer will make an eco-friendly purchase (Yang, 2017, p. 164).

5.1.3. Skepticism, purchasing intention and environmental concern (H2a) and (H3c)

According to hypothesis H2(a) Higher skepticism towards recycled products is negatively associated with the purchasing intention. The findings of the research suggest that relationship between skepticism and purchasing intention is not significant, suggesting that an

increase in skepticism does not significantly impact the purchasing intention towards H&M's recycled products. According to hypothesis H3(c), environmental concern moderates the relationship between skepticism and purchasing intention towards recycled products. The analysis does not provide evidence to support the hypothesis the effect of Skepticism and its interaction with Environmental Concern on Purchasing Intention were not significant in this study as well.

The possible reason why the hypotheses were not supported by the findings because for familiar brands, consumer knowledge about environmental impacts tends to outweigh skepticism in predicting perceptions of the brand's pro-environmental initiatives. Thus, a well-informed consumer base can maintain strong brand relationships despite underlying skepticism (Copeland et al., 2020, p. 4-7). Moreover, skepticism towards unfamiliar brands can impact shared value but does not change perceived benefits. This suggests that consumers' overall doubt regarding climate change may not necessarily prevent them from recognizing the advantages of a new brand's environmentally-friendly initiatives (Copeland et al., 2020, p. 4-7). Hence, doubts about climate change and its human causes may not stop consumers from buying a product or brand if they see other advantages. Furthermore, despite showing strong environmental worries, consumers' buying decisions may be swayed by perceived personal advantages and brand trust rather than their concern for the environment. The intricacy of consumer behaviour reveals that even though being environmentally conscious may lead to favourable opinions of green products, it is not enough to dispel doubts about the legitimacy of the brands' assertions. This indicates that environmental concern alone cannot effectively mediate the relationship between skepticism and purchasing intention (Zhuang et al., 2021, p. 10).

However, there are previous research that supports the above hypothesis. Obermiller et al. (1998) found that consumer skepticism towards advertising, in general, leads to lower purchase intentions because skeptical consumers are less likely to believe and act on the information provided in advertisements (p. 165). This effect is particularly pronounced in the context of green products, where the perceived risk of being misled is higher.

Additionally, Yiridoe et al. (2005) pointed out that skepticism towards green products is frequently caused by problems including mislabelling, misinterpretation, and inconsistent standards, all of which can severely discourage customers from buying these goods (pp. 196-197). This finding is supported by Morel et al. (2003), who showed that higher levels of skepticism result in negative product judgments and reduced purchase intentions (p.10).

Moreover, the study by Goh et al. (2016) found that customer behaviour towards green products is significantly influenced by green skepticism (p. 228). The results of the study show that environmental knowledge and concern are directly harmed by green skepticism. This negative influence subsequently affects consumers' intentions to purchase green products. The study emphasizes that skeptical customers tend to discount the informational aspects of green claims, resulting in decreased levels of environmental concern and knowledge, which ultimately leads to reduced purchase intentions for green products (Goh et al., 2016, pp. 228-232).

Furthermore, Mostafa (2013) highlights the significance of environmental concern in moderating skepticism and purchasing intention for green products. The research suggests that individuals with heightened environmental concern are more likely to mitigate skepticism and demonstrate a positive attitude towards purchasing eco-friendly products (pp. 393-396). This underscores the importance of environmental concern as a moderator in influencing consumer intentions towards sustainable consumption.

5.1.4. Skepticism, perceived quality, and environmental concern (H2b) and (H3d):

According to hypothesis H2(b) Higher skepticism towards recycled products is negatively associated with the perceived quality meanwhile hypothesis H3(d) suggest, environmental concern moderates the relationship between skepticism and perceived quality of recycled products. The findings revealed no significant main effect was found for Skepticism on perceived quality. However, the analysis did yield a significant effect of environmental concern on perceived quality. This indicates that perceived quality was higher for the individuals with higher environmental concern. The interaction indicated that environmental concern significantly moderates the relationship between skepticism and perceived quality. Hence, proving only hypothesis H3(d).

Consumer trust is greatly impacted by the characteristics of a product, such as its physical appearance, weight, size, design, pricing, and packaging. Trust is primarily established through the seller's ethical behaviour, lack of opportunistic actions, and the quality of their products, all of which impact the decisions customers make when buying. This shows that doubt does not affect the perceived quality as long as the product's qualities align with the consumer's expectations and establish trust (Islam et al., 2024, pp. 3-4). Skepticism is unlikely to impact perceived quality much in situations where time is limited. Garrido-Morgado et al., (2016, pp. 5-6) point out that when customers are in a rush, they are more likely to rely on shortcuts to streamline their mental processes. For instance, the brand

name becomes particularly salient, allowing customers to make faster choices without investigating product details extensively. Further, Garrido-Morgado et al. (2016, p. 6) suggest that in-store displays create an environment where consumers are less likely to carefully evaluate each product, as the shopping experience is quick-paced. Presenting products in displays as special deals or promotions can influence consumers to make impulsive purchases, leaving less space for doubt.

However, there are limited studies that supports hypothesis H3(d), the moderating role of environmental concern. Morel et al. (2003) investigated consumer skepticism towards new products and found that higher skepticism results in negative judgments about the product (p. 10). Their study indicates that skeptical consumers who are more environmentally concerned are more likely to scrutinize the claims and question the overall quality of the product. This scrutiny is particularly detrimental for recycled products, where the assumption of inferior quality due to prior use is reinforced by skeptical attitudes.

According to De Canio et al. (2021), environmental concern directly affects pro-environmental purchase intentions and moderates the impact of external factors on these intentions (De Canio et al., 2021, p. 3). Individuals, who care greatly about the environment are more inclined to have trust in producers and retailers who prioritize sustainability. This trust helps to decrease their doubts and boost their willingness to buy sustainable products and have faith in their quality (De Canio et al., 2021, p. 5).

Another research conducted by Parguel et al. (2011) delves into the detrimental effects of greenwashing on brand equity and consumer trust, underscoring the influence of environmental consciousness in magnifying these impacts (Parguel et al., 2011, pp. 16-18). It emphasizes that individuals with strong environmental values are more attuned to greenwashing, leading to heightened skepticism towards environmental claims and a decline in their perception of product quality (p. 22-23).

5.2. Implications:

The results of this research have important implications for Marketing strategies, understanding Consumer behaviour, and promoting sustainability in the fashion industry. Brands need to put resources into strong marketing and communication plans that highlight their sustainability initiatives. By placing emphasis on boosting brand recognition, businesses can enhance consumer views and buying intentions. This approach is consistent with the results of studies by Grewal et al. (1998) and McDonald et al. (2003), which suggest that a powerful brand image enhances consumers' views on product quality. Utilizing social media,

focused advertising, and content marketing efficiently can aid in reaching these objectives (Dodds et al., 1991, p. 318). Differentiating the brand from competitors can be achieved by positioning it as a leader in sustainability. Emphasizing eco-friendly methods and the benefits of using recycled items can establish a strong brand image that attracts environmentally aware consumers. This strategy can be very effective in attracting younger, environmentally aware customers.

Brands can have a significant impact on promoting sustainable consumption by utilizing brand recognition to endorse recycled products. This is in line with bigger environmental objectives and has the potential to lessen the fashion industry's total environmental impact. (Geissdoerfer et al., 2017, p. 16). Leading brands that successfully integrate sustainability into their brand awareness strategies can set industry standards, prompting competitors to adopt similar practices. This can drive a collective movement towards more sustainable fashion industry practices (Birtwistle et al., 2010, p. 354).

The moderating effect of environmental concern is crucial for developing targeted marketing strategies. Marketers can segment their audience based on the level of environmental concern and tailor their messages accordingly. For highly concerned consumers, emphasizing the environmental benefits and authenticity of green products can reinforce their purchase intentions, even in the presence of skepticism. For less concerned consumers, efforts might need to focus on building general environmental awareness and addressing specific doubts about green claims to reduce the impact of skepticism (Kim et al., 2005, p. 126). Moreover, utilizing eco-labels and certifications can significantly improve brand awareness and consumer confidence in green products. Marketers should ensure their products are certified by reputable eco-labels, as these labels serve as trusted indicators of environmental responsibility (Yang, 2017, pp. 161- 164).

5.3. Limitations and Future research:

While the use of an online survey questionnaire and focusing on H&M provided useful insights for this study, these methods introduce several limitations. These include self-selection bias, limited reach to the offline population, and issues related to the quality of responses for the online survey. Additionally, focusing on a single brand, H&M, limits the generalizability of the findings and may introduce brand-specific biases. The study utilized a snowball sampling method. Though is a useful technique for reaching specific or hard-to-access populations, this non-random method can lead to sampling bias as participants tend to recruit individuals within their own social networks, the sample may lack diversity. This

homogeneity can limit the generalizability of the findings, as the sample may not capture the full spectrum of attitudes and behaviours present in the larger population. The similar happened with this research as well. We can see that the majority number of responses are from south Asia and then some from Europe.

Moreover, the study's sample size of 159 respondents, while sufficient for preliminary insights, may limit the generalizability of the findings. A larger sample size across different regions of the world could provide a more comprehensive understanding of how environmental concern can influence consumer behaviour towards recycled products. The research primarily examined the influence of green brand awareness and skepticism on purchase intentions and perceived quality without considering other potentially influential factors such as cultural values, environmental attitudes, or economic constraints. Including these variables could provide a more nuanced understanding of consumer behaviour (Obermiller et al., 1998, p. 174). Also, the study employed a cross-sectional design, capturing data at a single point in time. This approach does not account for changes in consumer attitudes, behaviours, and concerns over time. Longitudinal studies would be more effective in understanding how the above variables interact and evolve.

Furthermore, future research should not only focus on brand awareness but also explore how different aspects of it like brand image and brand knowledge interact with environmental concerns to influence consumer behaviour not only towards recycled products but also remanufactured or thrifted products. This study provides a foundation, but further empirical work is needed to understand these dynamics fully. Additional studies are needed to examine the role of the country of origin in the context of green products, especially in developing markets. Understanding how country of origin influences perceived quality and purchase intention can help tailor marketing strategies for global brands.

6.0. Conclusion:

In conclusion, this research aimed to investigate the intricacies of consumer decision-making in the realm of eco-friendly and recycled products and highlights the significance of comprehending the relationship between brand perceptions, environmental awareness, and buying intentions. Brands can customize their marketing strategies to appeal to eco-friendly consumers and promote sustainable consumption practices by considering these factors (Zeithaml, 1988, p. 6). The results offered numerous perspectives on these tendencies. The findings support H1(a) hypothesis and suggest that brand awareness significantly influences purchasing intentions towards H&M's recycled products, underscoring the importance of brand familiarity in driving consumer behaviour (Grewal et al., 1998, p. 47). Moreover, brand awareness had a positive impact on purchasing intention for all level of environmental concern. This suggests that consumers who are very environmentally conscious are not as influenced by brand recognition when choosing to buy recycled items.

Additionally, the study also found a significant relationship between brand awareness and perceived quality, indicating that brand name plays a crucial role in shaping consumers' perceptions of product quality and value, and customers perceive recycled products from popular brands as being of better quality (Dodds et al. 1991, pp. 308-309).

Furthermore, the findings did not find any main effect of skepticism on perceived quality. Nevertheless, individuals who are more concerned about the environment were found to perceive recycled products as higher quality, indicating a strong positive influence on perceived quality. The connection is affected by environmental concern, as individuals care more about the environment believe skepticism has less of a negative effect on the quality of recycled products (Obermiller et al., 1998, p. 165).

These findings have practical implications for marketing strategies. Brands like H&M should focus on strengthening brand awareness to boost purchasing intentions. The above insights are valuable for brands aiming to promote sustainable practices and products, emphasizing the need for clear communication and targeted marketing to environmentally conscious consumers.

7.0. References:

- Aaker, D. A., & Keller, K. L. (1990). Consumer Evaluations of Brand Extensions. *Journal of Marketing*, 54(1), 27-41. <https://doi.org/10.1177/002224299005400102>
- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name* (pp. 1-224). Free Press. <https://Doi.inovaconsulting.com.br/managing-brand-equity-by-david-aaker.pdf>
- Aaker, D. (1996). *Building strong brands* (pp. 1-380). The Free Press, New York. [https://books.google.nl/Aaker,+D.+\(1996\).+Building+strong+brands.+The+Free+Press,+New+York.](https://books.google.nl/Aaker,+D.+(1996).+Building+strong+brands.+The+Free+Press,+New+York.)
- Albayrak, T., Aksoy, S., & Caber, M. (2011). The effect of environmental concern and scepticism on green purchase behaviour. *Marketing Intelligence & Planning*, 29(8), 780-794. <https://doi.org/10.1108/02634501111177702>
- Annamma, J., John, F., Varman, R., & Belk, R. W. (2012). Fast fashion, sustainability, and the ethical appeal of luxury brands. *Fashion Theory*, 16(3), 273-296. <https://doi.org/10.2752/175174112X13340749707123>
- Atasu, A., Guide, V. D. R., & Van Wassenhove, L. N. (2010). So what if remanufacturing cannibalizes my new product sales? *California Management Review*, 52(2), 56-76. <https://doi.org/10.1525/cmr.2010.52.2.56>
- Atigan, M. R., & Shahbaz, S. (2005). Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning*, 23(3), 237-248. <https://doi.org/10.1108/02634500510597335>
- Baker, M. J., & Churchill, G. A. Jr. (1977). The impact of physically attractive models on advertising evaluations. *Journal of Marketing Research*, 14(4), 538-555. <https://doi.org/10.1177/002224377701400409>
- Barnes, L., & Lea-Greenwood, G. (2006). Fast fashioning the supply chain: Shaping the research agenda. *Journal of Fashion Marketing and Management*, 10(3), 259-271. <https://doi.org/10.1108/13612020610679259>

- Baxter, W., Aurisicchio, M., & Childs, P. (2017). Contaminated interaction: Another barrier to circular material flows. *Journal of Industrial Ecology*, 21(2), 507-516.
<https://doi.org/10.1111/jiec.12592>
- Beall, A. (2020). Why clothes are so hard to recycle. BBC Future. Available from:
<https://www.bbc.com/future/article/20200710-why-clothes-are-so-hard-to-recycle>
- Bhaskaran, S., Polonsky, M., Cary, J., & Fernandez, S. (2006). Environmentally sustainable food production and marketing – Opportunity or hype? *British Food Journal*, 108(8), 677-690. <https://doi.org/10.1108/00070700610682355>
- Birtwistle, G. (2010). Sustainability in the fashion supply chain. *International Journal of Retail & Distribution Management*, 38(3), 207-222.
<https://doi.org/10.1108/09590551011027187>
- Birtwistle, G., & Moore, C. M. (2010). Sell, give away, or donate: An exploratory study of fashion clothing disposal behaviour in two countries. *The International Review of Retail, Distribution and Consumer Research*, 20(3), 353-368.
<https://doi.org/10.1080/09593969.2010.491213>
- Braimah, M. (2015). Green brand awareness and customer purchase intention. *Management Science Letters*, 5, 895-902. <https://doi.org/10.5267/j.msl.2015.8.007>
- Braimah, M., & Tweneboah-Koduah, E. Y. (2011). An exploratory study of the impact of green brand awareness on consumer purchase decision in Ghana. *Journal of Marketing Development and Competitiveness*, 5(7), 11-18.
https://www.google.nlGreen_Marketing_in_Emerging_Economies
- Burik, A. (2018). We can now make plastics out of old clothes using biology. Labiotech.eu. Available from <https://www.labiotech.eu/industrial/carbios-plastic-textile-waste-enzymes/>.
- Chen, X., Memon, H. A., Wang, Y., Marriam, I., & Tebyetekerwa, M. (2021). Circular economy and sustainability of the clothing and textile industry. *Materials Circular Economy*, 3(12). <https://doi.org/10.1007/s42824-021-00026-2>

- Chen, Y. S., & Chang, C. H. (2013). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 51(5), 931-952. <https://doi.org/10.1108/MD-12-2011-0480>
- Chiang, C. F., & Jang, S. (2006). The effects of perceived price and brand image on value and purchase intention: Leisure travellers' attitudes toward online hotel booking. *Journal of Hospitality and Leisure Marketing*, 15(3), 49-69. [10.1300/J150v15n03_04](https://doi.org/10.1300/J150v15n03_04)
- Copeland, L., & Bhaduri, G. (2020). Consumer relationship with pro-environmental apparel brands: effect of knowledge, skepticism, and brand familiarity. *Journal of Product & Brand Management*, 29(1), 1-14. <https://doi.org/10.1108/JPBM-03-2018-1794>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approach (4th ed.)*. Sage.
[https://www.google.nl/booksCreswell,+J.+W.+\(2014\).Sage.&printsec=frontcover](https://www.google.nl/booksCreswell,+J.+W.+(2014).Sage.&printsec=frontcover)
- Dahlbo, H., Aalto, K., Eskelinen, H., & Salmenperä, H. (2017). Increasing textile circulation – consequences and requirements. *Sustainable Production and Consumption*, 9, 44-57. <https://doi.org/10.1016/j.spc.2016.06.005>
- D. F., Golicic, S. L., & Marquardt, A. J. (2008). Branding a B2B service: Does a brand differentiate a logistics service provider? *Industrial Marketing Management*, 37(2), 218-227. <https://doi.org/10.1016/j.indmarman.2007.02.003>
- De Canio, F., & Martinelli, E. (2020). EU quality label vs Organic food products: A multigroup structural equation modeling to assess consumers' intention to buy in light of sustainable motives. *Food Research International*, 109846.
<https://doi.org/10.1016/j.foodres.2020.109846>
- Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California Management Review*, 54(1), 64-87. <https://doi.org/10.1525/cm.2011.54.1.64>
- Dillman, D. A. (2000). *Mail and internet surveys: The tailored design method*. Wiley.
https://www.google.nl/booksUnderstanding_Survey_Methodology/

- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319. <https://doi.org/10.1177/002224379102800305>
- Do Pac,o, A., & Reis, E. (2012). Modeling the determinants of green consumer behaviour: A new approach. *Psychology & Marketing*, 29(3), 187-200. <https://doi.org/10.1002/mar.20409>
- D'Souza, C., Gilmore, A. J., Hartmann, P., Apaolaza Ibáñez, V., & Sullivan-Mort, G. (2015). Male eco-fashion: A market reality. *International Journal of Consumer Studies*, 39(1), 35-42. <https://doi.org/10.1111/ijcs.12148>
- Ehrsam, M. (2016). *Is green the new black? The impact of sustainability on brand attitude: Conscious fashion, a case study on H&M* (master's thesis, Católica-Lisbon School of Business & Economics). (pp. i-87). <https://doi.org/www.proquest.com>
- Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191-198. <https://doi.org/10.1086/383434>
- Fairhurst, V. B. (2010). Fast fashion: Response to changes in the fashion industry. *The International Review of Retail, Distribution and Consumer Research*, 20(1), 165-173. <https://doi.org/10.1080/09593960903498300>
- Fallon, M. (2016). Writing up quantitative research in the social and behavioural sciences. Brill.https://www.google.nl/books/edition/Writing_Up_Quantitative_Research_in_the/rqW_DAEACAAJ?hl=en
- Fairlie, S. (1992). Long distance, short life: Why big business favours recycling. *The Ecologist*, 22(6), 276-283. [https://www.google.nl/booksThe+Ecologist,+22\(6\),+276-283.&pg=PA286&printsec=frontcover](https://www.google.nl/booksThe+Ecologist,+22(6),+276-283.&pg=PA286&printsec=frontcover)
- Fishman, A., Gandal, N., & Shy, O. (1993). Planned obsolescence as an engine of technological progress. *The Journal of Industrial Economics*, 41(4), 361-370. <https://doi.org/10.2307/2950565>

- Fowler, F. J. (2009). Evaluating survey questions and instruments. *In Survey Research Methods* (pp. 114-126). SAGE.
https://books.google.nl/PA1&source=gb_s_toc_r&cad=2#v=onepage&q&f=false
- Gardetti, M. A. (2019). Introduction and the concept of circular economy. In S. S. Muthu (Ed.), *Circular economy in textiles and apparel* (pp. 1-11). Woodhead Publishing.
<https://doi.org/10.1016/B978-0-08-102630-4.00001-7>
- Gardetti, M. A. (2019). Introduction and the concept of circular economy. In S. S. Muthu (Ed.), *Circular Economy in Textiles and Apparel* (pp. 1-11). Woodhead Publishing.
<https://doi.org/10.1016/B978-0-08-102630-4.00001-7>
- Garrido-Morgado, Á., González-Benito, Ó., & Martos-Partal, M. (2016). Influence of Customer Quality Perception on the Effectiveness of Commercial Stimuli for Electronic Products. *Frontiers in Psychology*, 7, 336. doi:10.3389/fpsyg.2016.00336
- Geissdoerfer, M., Savaget, P., Bocken, N. M. P., & Hultink, E. J. (2017). The circular economy – A new sustainability paradigm? *Journal of Cleaner Production*, 143, 757-768. <https://doi.org/10.1016/j.jclepro.2016.12.048>
- Gertsakis, J., Morelli, N., & Ryan, C. (2000). Industrial ecology and extended producer responsibility. *In A Handbook of Industrial Ecology* (pp. 521-529). Elgar: Cheltenham. <https://doi.org/10.4337/9781781950718.00047>
- Goh, S. K., & Balaji, M. S. (2016). Analysis and synthesis of research on responsible environmental behaviour: A meta-analysis. *Journal of Business Ethics*, 137, 629-638.
<https://doi.org/10.1007/s10551-015-2562-8>
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name, and price discounts on consumer's evaluations and purchase intentions. *Journal of Retailing*, 74(3), 331-352. [https://doi.org/10.1016/S0022-4359\(99\)80099-2](https://doi.org/10.1016/S0022-4359(99)80099-2)
- Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioural intentions. *Journal of Marketing*, 62(2), 46-59.
<https://doi.org/10.1177/002224299806200204>

- Gurau, C., & Ranchhod, A. (2005). International green marketing: A comparative study of British and Romanian firms. *International Marketing Review*, 22(5), 547-561. <https://doi.org/10.1108/02651330510624381>.
- H&M Hennes & Mauritz AB. (2019). Full-year report 2018 (1 Dec 2017 – 30 Nov 2018). Retrieved from <https://about.hm.com/content/dam/hmgroupp/groupsite/documents/masterlanguage/Annual%20Report/2018.pdf>
- H&M Hennes & Mauritz AB. (2020). Annual report 2019. Retrieved from <https://hmgroupp.com/content/dam/hmgroupp/groupsite/documents/masterlanguage/Annual%20Report/2019.pdf>
- Harms, R., & Linton, J. D. (2015). Willingness to pay for eco-certified refurbished products: The effects of environmental attitudes and knowledge. *Journal of Industrial Ecology*, 20(4), 893-904. 10.1016/j.jclepro.2016.12.048
- Hartmann, P., & Apaolaza-Ibañez, V. (2010). Beyond savanna: An evolutionary and environmental psychology approach to behavioural effects of nature scenery in green advertising. *Journal of Environmental Psychology*, 30(1), 119-128. <https://doi.org/10.1016/j.jenvp.2009.10.001>
- Hartmann, P., & Apaolaza-Ibañez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, 65(9), 1254-1263.
- Hazen, B. T., Mollenkopf, D. A., & Wang, Y. (2016). Remanufacturing for the circular economy: An examination of consumer switching behaviour: Remanufacturing circular economy consumer switching behaviour. *Business Strategy and the Environment*, 26(4), 451-464. <https://doi.org/10.1002/bse.1929>
- Henion, K. E., & Kinnear, T. C. (1976). Measuring the effect of ecological information and social class on selected product choice criteria importance ratings. In *Ecological Marketing* (pp. 145-156). Chicago: *American Marketing Association*.

- Hoeffler, S., & Keller, K. L. (2002). Building brand equity through corporate societal marketing. *Journal of Public Policy & Marketing*, 21(1), 78-89.
<https://doi.org/10.1509/jppm.21.1.78.17600>
- Hong, B. S., & Lee, E. J. (2010). The effect of environmental values of fashion consumers on purchase satisfaction and repurchase intention of eco-friendly fashion products. *Journal of the Korean Society for Clothing Industry*, 12(4), 431-438.
<https://doi.org/10.5805/KSCI.2010.12.4.431>
- Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour: An International Research Review*, 6(2-3), 94-110. <https://doi.org/10.1002/cb.210>
- Ikonomou, N. (2020). Exploring the gap between consumers' sustainable attitudes and behaviours in fast fashion: A case study on H&M. M.Sc. in Brand and Communications Management.
doi.portalfiles/portal/66772718/1048097_Master_Thesis_Natalia_Ikonomou.pdf
- Islam, Q.; Ali Khan, S.M.F. (2024). Assessing Consumer Behaviour in Sustainable Product Markets: A Structural Equation Modeling Approach with Partial Least Squares Analysis. *Sustainability*, 16, 3400. <https://doi.org/10.3390/su16083400>
- Jiménez-Parra, B., Rubio, S., & Vicente-Molina, M.-A. (2014). Key drivers in the behaviour of potential consumers of remanufactured products: A study on laptops in Spain. *Journal of Cleaner Production*, 85, 488-496.
<https://doi.org/10.1016/j.jclepro.2014.04.007>
- Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: A cross-market examination. *Journal of Consumer Marketing*, 16(5), 441-460. <https://doi.org/10.1108/07363769910289550>
- Kant, R. (2012). Textile dyeing industry an environmental hazard. *Natural Science*, 4(1), 22-26. <https://doi.org/10.4236/ns.2012.41004>

- Kaufmann, H. R., Panni, M. F., & Orphanidou, Y. (2012). Green marketing and consumer behaviour: The case of energy conservation. *Journal of Promotion Management*, 18(2), 184-197. <https://doi.org/10.1080/10496491.2012.668426>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
<https://doi.org/10.1177/002224299305700101>
- Keller, K. L. (1998). *Strategic brand management: Building, measuring, and managing brand equity*. Prentice Hall.
https://books.google.nl/books/about/Strategic_Brand_Management.html?id=ynoMXrDcEhQC&redir_esc=y
- Keller, K. L., & Lehmann, D. R. (2003). How do brands create value? *Marketing Management*, 12(3), 27-31.
https://www.researchgate.net/How_Do_Brands_Create_Value
- Kerr, J., & Landry, J. (2017). Pulse of the fashion industry. Global Fashion Agenda, The Boston Consulting Group, Boston.
<https://www.globalfashionagenda.com/publications-and-policy/pulse-of-the-industry>.
- Kim, Y., & Choi, S. M. (2005). Antecedents of green purchase behaviour: An examination of collectivism, environmental concern, and perceived consumer effectiveness. *Advances in Consumer Research*, 32, 592-599.
https://www.researchgate.net/Antecedents_of_green_purchase_behavior_An_examination_of_collectivism_environmental_concern_and_PCE
- King, A. M., Burgess, S. C., Ijomah, W., & McMahon, C. A. (2006). Reducing waste: Repair, recondition, remanufacture or recycle? *Sustainable Development*, 14(4), 257-267. <https://doi.org/10.1002/sd.271>
- Kollmuss, A., & Agyeman, J. (2002). Mind the gap: Why do people act environmentally and what are the barriers to pro-environmental behaviour? *Environmental Education Research*, 8(3), 239-260. <https://doi.org/10.1080/13504620220145401>

- Koszewska, M. (2018). Circular economy—Challenges for the textile and clothing industry. *Autex Research Journal*, 18, 337-347. <https://doi.org/10.1515/aut-2018-0023>
- Kotler, P. (2003). *Marketing management* (11th ed.). New Jersey: Prentice Hall.
https://www.researchgate.net/Marketing_Management_The_Millennium_Edition/
- Kuah, A. T., & Wang, P. (2020). Circular economy and consumer acceptance: An exploratory study in East and Southeast Asia. *Journal of Cleaner Production*, 247, 119097. <https://doi.org/10.1016/j.jclepro.2019.119097>
- Laaksonen, M. (1993). Environmental concern in consumer evaluation of products. *Journal of Business Research*, 26(3), 247-257. [https://doi.org/10.1016/0148-2963\(93\)90023-5](https://doi.org/10.1016/0148-2963(93)90023-5)
- Lavrakas, P. J. (2008). Snowball sampling. In *Encyclopedia of survey research methods* (p. 824). Sage Publications. <https://doi.org/10.4135/9781412963947.n534>
- Leonidou, C. N., & Skarmeas, D. (2015). Gray shades of green: Causes and consequences of green skepticism. *Journal of Business Ethics*, 132(3), 749-760.
<https://doi.org/10.1007/s10551-014-2339-4>
- Lieder, M., & Rashid, A. (2016). Towards circular economy implementation: A comprehensive review in context of manufacturing industry. *Journal of Cleaner Production*, 115, 36-51. <https://doi.org/10.1016/j.jclepro.2015.12.042>
- Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48(1), 5-15. [https://doi.org/10.1016/S0148-2963\(98\)00070-8](https://doi.org/10.1016/S0148-2963(98)00070-8)
- McDonald, E., & Sharp, B. (2003). Management perceptions of the importance of brand awareness as an indication of advertising effectiveness. *Marketing Bulletin*, 14(2), 1-15. <https://doi.org/doc/7417886/>
- Maloney, J., Lee, M. Y., Jackson, V., & Miller-Spillman, K. A. (2014). Consumer willingness to purchase organic products: Application of the theory of planned behaviour. *Journal of Global Fashion Marketing*, 5(4), 308-321.
<https://doi.org/10.1080/20932685.2014.925327>

- Manickam, P., & Duraisamy, G. (2019). 3Rs and circular economy. In S. S. Muthu (Ed.), *Circular Economy in Textiles and Apparel*. Woodhead Publishing.
<https://doi.org/10.1016/B978-0-08-102630-4.00004-2>
- Manninen, K., Koskela, S., Antikainen, R., Bocken, N., Dahlbo, H., & Aminoff, A. (2018). Do circular economy business models capture intended environmental value propositions? *Journal of Cleaner Production*, 171, 413-422.
<https://doi.org/10.1016/j.jclepro.2017.10.003>
- Matthes, J., & Wonneberger, A. (2014). The skeptical green consumer revisited: Testing the relationship between green consumerism and skepticism toward advertising. *Journal of Advertising*, 43(2), 115-127. <https://doi.org/10.1080/00913367.2013.834804>
- McDonald, M. H. (2001). Corporate marketing and service brands—Moving beyond the fast-moving consumer products model. *European Journal of Marketing*, 35(3/4), 335-352.
<https://doi.org/10.1108/03090560110382057>
- Minton, A. P., & Rose, R. L. (1997). The effects of environmental concern on environmentally friendly consumer behaviour: An exploratory study. *Journal of Business Research*, 40(1), 37-48. [https://doi.org/10.1016/S0148-2963\(96\)00209-3](https://doi.org/10.1016/S0148-2963(96)00209-3)
- Mohr, L. A., Eroglu, D., & Ellen, P. S. (1998). The development and testing of a measure of skepticism toward environmental claims in marketers' communications. *Journal of Consumer Affairs*, 32(1), 30-55. <https://doi.org/10.1111/j.1745-6606.1998.tb00399.x>
- Moorhouse, D. (2017). Sustainable design: Circular economy in fashion and textiles. *The Design Journal*, 20(sup1), S1948-S1959.
<https://doi.org/10.1080/14606925.2017.1352790>
- Morel, M., & Pruyn, A. (2003). Consumer skepticism toward new products: An investigation among high- and low-skeptical consumers. *Journal of Economic Psychology*, 24(1), 33-47. [https://doi.org/10.1016/S0167-4870\(02\)00153-5](https://doi.org/10.1016/S0167-4870(02)00153-5)
- Morlet, A., Opsomer, R., Herrmann, S., Balmond, L., Gillet, C., & Fuchs, L. (2017). A new textiles economy: Redesigning fashion's future. Ellen MacArthur Foundation.

<https://archive.ellenmacarthurfoundation.org/assets/downloads/A-New-Textiles-Economy.pdf>

- Mostafa, M.M. (2013). Wealth, post-materialism and consumers' pro-environmental intentions: a multilevel analysis across 25 nations. *Sustainable Development*, 21(6), 385-399. <https://doi.org/10.1002/sd.517>
- Mukherjee, K., & Mondal, S. (2009). Analysis of issues relating to remanufacturing technology – A case of an Indian company. *Technology Analysis & Strategic Management*, 21(5), 639-652. <https://doi.org/10.1080/09537320902969174>
- Muijs, D. (2011). *Doing quantitative research in education with SPSS* (2nd ed.). Sage Publications. <https://doi.org/10.4135/9781446287989>
- Newton, J. D., Tsarenko, Y., Ferraro, C., & Sands, S. (2015). Environmental concern and environmental purchase intentions: The mediating role of learning strategy. *Journal of Business Research*, 68(9), 1974-1981. <https://doi.org/10.1016/j.jbusres.2015.01.007>
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1, 189-200. <https://doi.org/10.1038/s43017-020-0039>
- Notman, N. (2020). Recycling clothing the chemical way. *Chemistry World*. 17 (2), 24–28. <https://www.chemistryworld.com/features/recycling-clothing-the-chemical-way/4010988>.
- Obermiller, C., & Spangenberg, E. R. (1998). Development of a scale to measure consumer skepticism toward advertising. *Journal of Consumer Psychology*, 7(2), 159-186. https://doi.org/10.1207/s15327663jcp0702_03
- Pappu, R., & Katsanis, L. P. (1995). The effect of brand awareness on the evoked set and brand preferences. *Advances in Consumer Research*, 22(1), 340-344.
- Parguel, B., Benoît-Moreau, F., & Larceneux, F. (2011). How sustainability ratings might deter ‘greenwashing’: A closer look at ethical corporate communication. *Journal of Business Ethics*, 102(1), 15-28. <https://doi.org/10.1007/s10551-011-0901-2>

- Payne, G., & Payne, J. (2004). Quantitative methods. *Key Concepts in Social Research*, 181-186. <https://doi.org/10.4135/9781849209397.n38>
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357-370. <https://doi.org/10.1108/13522750510619733>
- Polonsky, M. J., Rosenberger, P. J. III, & Ottman, J. (1998). Developing green products: Learning from stakeholders. *Asia Pacific Journal of Marketing and Logistics*, 10(1), 22-43. <https://doi.org/10.1108/13555859810700593>
- Pomeroy, A., & Johnson, L. W. (2009). Advertising corporate social responsibility initiatives to communicate corporate image: Inhibiting skepticism to enhance persuasion. *Corporate Communication: An International Journal*, 14(4), 420-439. DOI:[10.1108/13563280910998763](https://doi.org/10.1108/13563280910998763)
- Porter, M. E. (1991). American green strategy. *Scientific American*, 264(April), 160-169. <https://www.researchgate.net>
- Qin, Y. (2014). Global fibres overview, synthetic fibres raw materials committee meeting at APIC, Pattaya, 16 May 2014. Available from <https://vdocuments.site/global-fibres-overview-2014apic2014yangqinpdfglobal-fibres-overview-michelle.html?page=20>
- Queiroz, F. C. B. P., Lima, N. C., da Silva, C. L., Queiroz, J. V., & de Souza, G. H. S. (2021). Purchase intentions for Brazilian recycled PET products—Circular economy opportunities. *Recycling*, 6(4), 75. <https://doi.org/10.3390/recycling6040075>
- Renew. (2004). Sales practice of Renew Trust UK, intermediate labour organisation that reconditions old electrical products. Retrieved from <http://www.renewtrust.co.uk/sales.htm>
- Royne, M. B., Thieme, J., Levy, M., Oakley, J., & Alderson, L. (2016). From thinking green to buying green: Consumer motivation makes the difference. *Journal of Business Strategy*, 37(3), 37-43. <https://doi.org/10.1108/JBS-05-2015-0054>

- Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail & Distribution Management*, 43(3), 276-292.
<https://doi.org/10.1108/IJRDM-02-2014-0024>
- Scaturro, S. (2008). Eco-tech fashion: Rationalizing technology in sustainable fashion. *Fashion Theory*, 12(4), 469-488. <https://doi.org/10.2752/175174108X346977>
- Schneider, K. C., & Kerlinger, F. N. (1979). Behavioural research: A conceptual approach. *Journal of Marketing Research*, 16(4), 599. <https://doi.org/10.2307/3150838>
- Scott, M. L., Nowlis, S. M., Mandel, N., & Morales, A. C. (2008). The effects of reduced food size and package size on the consumption behaviour of restrained and unrestrained eaters. *Journal of Consumer Research*, 35(3), 391-405.
<https://doi.org/10.1086/591103>
- Shamdasani, P. N., Chon-Lin, G., & Richmond, D. (1993). Exploring green consumers in an oriental culture: Role of personal and marketing mix factors. *Advances in Consumer Research*, 20, 488-493. <https://www.acrwebsite.org/volumes/7500/volumes/v20/NA-20>
- Sharda, N. L., & Kumar, M. (2012). Multifarious approaches to attain sustainable fashion. *Nordic Textile Journal*, 1, 30-37. <https://urn.kb.se/resolve?urn=urn:nbn:se:hb:diva-1574>
- Shen, B. (2014). Sustainable fashion supply chain: Lessons from H&M. *Sustainability*, 6(5), 2390-2404. <https://doi.org/10.3390/su6052390>
- Shen, B. (2014). Sustainable fashion supply chain: Lessons from H&M. *Sustainability*, 6(9), 6236-6249. <https://doi.org/10.3390/su6096236>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159-170.
[https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)

- Srinivasan, N., Jain, S. C., & Sikand, K. (2004). An experimental study of two dimensions of country-of-origin: Using intrinsic and extrinsic cues. *International Business Review*, 13(1), 65-82. <https://doi.org/10.1016/j.ibusrev.2003.05.002>
- Singh, J., & Ordóñez, I. (2016). Resource recovery from post-consumer waste: Important lessons for the upcoming circular economy. *Journal of Cleaner Production*, 134, 342-353. <https://doi.org/10.1016/j.jclepro.2016.03.109>
- Singh, K. (2007). Research process. *Quantitative Social Research Methods*, 62-87. Sage Publications. <https://doi.org/10.4135/9789351507741.n3>
- Stockemer, D. (2018). Introduction. *Quantitative Methods for the Social Sciences*, (pp. 1-3). https://doi.org/10.1007/978-3-319-99118-4_1
- Subramanian, N., & Subramanyam, R. (2012). Key factors in the market for remanufactured products. *Manufacturing & Service Operations Management*, 14(2), 315-326. <https://doi.org/10.1287/msom.1110.0359>
- Terra Choice Group. (2010). The sins of greenwashing: Home and family edition 2010. <http://sinsofgreenwashing.com/index35c6.pdf>
- Van Liere, K. D., & Dunlap, R. E. (1981). The social bases of environmental concern: A review of hypotheses, explanations, and empirical evidence. *Public Opinion Quarterly*, 44(2), 181-197. <https://doi.org/10.1086/268583>
- Vazifehdoost, H., & Negahdari, A. (2018). Relationships of brand awareness, brand association, and perceived quality with brand loyalty and repurchase intention. *International Journal of Marketing Studies*, 10(1), 45-51. <https://doi.org/10.5539/ijms.v10n1p45>
- Wall, M., Liefeld, J., & Heslop, L. A. (1991). Impact of country-of-origin cues on consumer judgments in multi-cue situations: A covariance analysis. *Journal of the Academy of Marketing Science*, 19(2), 105-113. <https://doi.org/10.1007/BF02726006>

- Wang, B., Luo, W., Zhang, A., Tian, Z., & Li, Z. (2020). Blockchain-enabled circular supply chain management: A system architecture for fast fashion. *Computers in Industry*, 123, 103324. <https://doi.org/10.1016/j.compind.2020.103324>
- Wang, Y., & Hazen, B. T. (2016). Consumer product knowledge and intention to purchase remanufactured products. *International Journal of Production Economics*, 181, 460-469. <https://doi.org/10.1016/j.ijpe.2015.08.031>
- Wang, Y., Wiegerinck, V., Krikke, H., & Zhang, H. (2013). Understanding the purchase intention towards remanufactured product in closed-loop supply chains: An empirical study in China. *International Journal of Physical Distribution & Logistics Management*, 43(10), 866-888. <https://doi.org/10.1108/IJPDLM-02-2013-0042>
- Yaacob, M. R., & Zakaria, A. (2011). Customers' awareness, perception and future prospects of green products in Pahang, Malaysia. *The Journal of Commerce*, 3(2), 1-10. <https://scholarly-journals/customers-awareness-perception-future-prospects/>
- Yang, Y.-C. (2017). Consumer behaviour towards green products. *Journal of Economics, Business, and Management*, 5(4), 160-167. <https://doi.org/10.18178/joebm.2017.5.4.505>
- Yiridoe, E. K., Bonti-Ankomah, S., & Martin, R. C. (2005). Comparison of consumer perceptions and preference toward organic versus conventionally produced foods: A review and update of the literature. *Renewable Agriculture and Food Systems*, 20(4), 193-205. <https://doi.org/10.1079/RAF2005113>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(2), 2-22. <https://doi.org/10.1177/002224298805200302>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12, Article 644020, 1-15. <https://doi.org/10.3389/fpsyg.2021.644020>

8. Appendix A

Qualtrics Survey

Start of Block: Default Question Block

Dear participant,

Thank you very much for participating in this research.

This research is conducted by a student of the Media & Business master's programme of Erasmus University Rotterdam. It consists of a questionnaire about a brand that offers recycled products and your opinion about it.

Please be aware that participating is completely voluntary, meaning that you can quit at any time during your participation. Furthermore, your personal information will be kept strictly confidential. The research has no commercial purposes and the findings of this survey will be used solely for thesis purposes. Hence, your anonymity is guaranteed.

All collected information will be used in anonymised form, and no personal questions will be asked. Your privacy is secured. The answers you provide will be used solely for the purposes of a Master's thesis.

Completing the survey will take less than 5 minutes. If you have any questions during or after your participation, please feel free to contact the researcher, **Bhavya Deep (686628bd@eur.nl)**.

I understand the above and agree on participating in this research.

- YES (1)
- NO (2)

Skip To: End of Survey If I understand the above and agree on participating in this research. = NO

End of Block: Default Question Block

Start of Block: Environmental Concern

The first few questions focus on your concern towards the environment. Please indicate the extent to which you agree or disagree with the following statements.

Q1. I am very concerned about the environment

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q2. Consumers should be interested in the environmental consequences of the products they purchase.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q3. Manufacturers should be required to use recycled materials in their operations whenever possible.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q4. Commercial advertising should be required to mention the environmental disadvantages of products.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q5. Products which pollute the environment during manufacturing or consumption should be taxed.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q6. I would be willing to reduce my consumption to help protect the environment

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q7. Protecting the natural environment increases my quality of life

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

End of Block: Environmental Concern

Start of Block: Look at the Images carefully

Please carefully look at the images of the H&M Conscious line below. We will ask you about your views on this initiative afterwards.



End of Block: Look at the Images carefully

Start of Block: Brandawareness

These questions focus on your familiarity with the H&M Conscious line. Please indicate the extent to which you agree or disagree with the following statements.

Q8. I am aware of the environmental efforts exerted by H&M on its recycled products.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q9. I have noticed environmental labels and slogans associated with H&M's recycled products.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q10. I recognize the meaning of the environmental slogans and symbols that H&M uses to promote its recycled products.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q11. I can recall some of the environmental symbols that H&M has used in their marketing campaigns for recycled products.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

End of Block: Brandawareness

Start of Block: Skepticism

In the next questions, we would like to learn more about whether you trust the green statements that the company is making. Please indicate the extent to which you agree or disagree with the following statements.

Q12. I believe most green claims about H&M's recycled products made in the above pictures are intended to mislead rather than to inform.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q13. I do not trust the green claims H&M makes about its recycled products.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q14. H&M's advertising is not a reliable source of information about the quality and performance of its recycled products.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q15. I am skeptical about the accuracy of environmental claims made by H&M on labels or in advertising.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

End of Block: Skepticism

Start of Block: Perceived quality

We would like to know how you perceive the quality of recycled products. Please indicate the extent to which you agree or disagree with the following statements.

Q16. H&M products made from recycled materials are not reliable.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q17. Purchasing H&M product with recycled logo, to me, would mean to have a guarantee about its quality.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q18. I would completely trust the quality of recycled product by H&M.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q19. Recycled products of H&M have good quality.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q20. Recycled products of H&M give me the quality that I expect.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q21. Recycled products of H&M have a quality similar to that of products that are not made from recycled materials.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

End of Block: Perceived quality

Start of Block: Purchasing Intention

The following questions focus on your interest in the recycled products by H&M. Please indicate the extent to which you agree or disagree with the following statements.

Q22. If I had to purchase clothing, I would prefer buying H&M's recycled products.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q23. Recycled clothing products from H&M are important to me.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q24. H&M's recycled clothing products are relevant to my lifestyle.

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

Q25. I will encourage my family and friends to buy recycled products from H&M

(1) Strongly agree (2) Somewhat agree (3) Neither agree nor disagree (4) Somewhat disagree (5) Strongly disagree

End of Block: Purchasing Intention

Start of Block: Demographic questions

Please provide your age, gender, and nationality below. This information helps us ensure our data accurately reflects diverse perspectives.



Q26. Age What is your age

Q27. Gender

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)

Q28. Nationality

▼ Afghanistan (1) ... Zimbabwe (194)

End of Block: Demographic questions

9. Appendix B

Declaration Page: Use of Generative AI Tools in Thesis

I acknowledge that I am aware of the existence and functionality of generative artificial intelligence (AI) tools, which are capable of producing content such as text, images, and other creative works autonomously.

GenAI use would include, but not limited to:

- Generated content (e.g., ChatGPT, Quillbot) limited strictly to content that is not assessed (e.g., thesis title).
- ~~Writing improvements, including~~ grammar and spelling corrections (e.g., Grammarly)
- Language translation (e.g., DeepL), without generative AI alterations/improvements.
- Research task assistance (e.g., finding survey scales, qualitative coding verification, debugging code)
- Using GenAI as a search engine tool to find academic articles or books (e.g.,

I declare that I have used generative AI tools, specifically ChatGPT and Grammarly (NOT premium), in the process of creating parts or components of my thesis. The purpose of using these tools was to aid in generating content or assisting with specific aspects of thesis work.

I declare that I have NOT used any generative AI tools and that the assignment concerned is my original work.

Signature: *Bhavya Deep*

Date of Signature: 27-06-2024

Extent of AI Usage

I confirm that while I utilized generative AI tools to aid in content creation, the majority of the intellectual effort, creative input, and decision-making involved in completing the thesis were undertaken by me. I have enclosed the prompts/logging of the GenAI tool use in an appendix.

Used AI Prompts:

1. Check the spelling and grammar of this given paragraphs
2. Various ways of conveying this idea by not changing the context of the paragraph → idea generation.
3. General note. NO answer of ChatGPT has been copied, but rather used as a thought-provoking tool to check and write the final version of the sentences or paragraphs on my own to make it more likable.

Ethical and Academic Integrity

I understand the ethical implications and academic integrity concerns related to the use of AI tools in coursework. I assure that the AI-generated content was used responsibly, and any content derived from these tools has been appropriately cited and attributed according to the guidelines provided by the instructor and the course. I have taken necessary steps to distinguish between my original work and the AI-generated contributions. Any direct quotations, paraphrased content, or other forms of AI-generated material have been properly referenced in accordance with academic conventions.

By signing this declaration, I affirm that this declaration is accurate and truthful. I take full responsibility for the integrity of my assignment and am prepared to discuss and explain the role of generative AI tools in my creative process if required by the instructor or the Examination Board. I further affirm that I have used generative AI tools in accordance with ethical standards and academic integrity expectations.

Signature: *Bhavya Deep*

Date of Signature: 27-06-2024