

The Impact of Sustainable Advertising Appeals on Consumers' Brand Attitude, Self-Efficacy and Purchase Intention

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Submitted to Dr. Marion Garaus

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AFFIDAVIT

I hereby affirm that this Master's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

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ABSTRACT

In recent years, issues such as climate change, pollution of air and water, loss of biodiversity, deforestation, poverty, and others have gained significant attention of the global community, including the fashion industry. Sustainability has emerged as a solution to address environmental, social, and economic problems and is recognized as a fundamental approach to problem-solving by governments, NGOs, businesses, and public. However, implementing plans and achieving goals in this area is a lengthy process, necessitating promotion and advertising of sustainability. Hence, promoting sustainable behavior is crucial to raise awareness and alter consumer habits because waste contributes to pollution, a significant cause of environmental issues. Unsurprisingly, the apparel industry is known as one of the most significant contributors to waste production (Claudio, 2017). Only in Bangladesh, approximately 577,000 tons of waste is generated by the apparel industry, and besides that, the global textiles waste is expected to grow 60% annually between 2015 and 2030 (Niinimäki et al., 2020; Pavarini, 2021).

Recent research has focused on sustainability advertising and its influence on consumer behavior, driven by the growing importance of sustainability and sustainable development in political, public, and business contexts. However, research on the effect of sustainable advertising appeals on consumers' self-efficacy is limited. Furthermore, researchers rarely analyze environmental and social dimensions of sustainability as two different types of sustainable marketing appeals in advertisements. Therefore, this study aims to gain insights into which sustainable advertising appeals have the most substantial impact on consumers' brand attitude, self-efficacy, and, consequently, purchase intention. Furthermore, it would be of great interest to develop and provide, based on the results of the research, recommendations for managers, marketing specialists and sustainability consultants on the effectiveness of different sustainability dimensions application in marketing campaigns.

To bridge this research gap, this study conducted an online experiment with three experimental conditions. The experiment participants were randomly assigned to three groups exposed to neutral, environmental, or socially responsible stimuli represented by composed advertisements of the brand Burberry. The results revealed that sustainable advertising appeals significantly affect consumers' self-efficacy and, consequently, purchase intention. However, no difference was observed between the experimental groups exposed to environmental and socially responsible stimuli. Furthermore, sustainable advertising appeals did not significantly impact brand attitude. Thus, a conclusion can be drawn that sustainable advertising positively

influences consumers' self-efficacy and purchase intention, no matter which sustainability dimension is applied in the advertisement as a marketing appeal.

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LIST OF ABBREVIATIONS

SDGs: Sustainable Development Goals

MDGs: Millennium Development Goals

MANCOVA: Multinarrative Analysis of Covariance

ANOVA: Analysis of Variance

1 INTRODUCTION

1.1 Research background

Over recent years, climate change, air and water pollution, biodiversity loss, deforestation, poverty, and other issues have become present on many agendas, including the global fashion agenda. Sustainability has become the solution to environmental, social, and economic problems and has been recognized as a fundamental approach to problem-solving by the general population, companies, NGOs, and governments. Nevertheless, realizing plans and achieving goals in this sphere is a long process, so sustainability should be promoted and advertised. Promoting sustainable behavior is essential to increase awareness and change consumer behavior since waste creates pollution, which is one of the main drivers of environmental problems (Claudio, 2017). For instance, the apparel industry worldwide created 1,110 megatons of carbon dioxide in 2021, expected to reach 1,588 megatons by 2030 (Statista, 2022).

Reflecting on the dire forecasts and possible outcomes of irresponsible behavior of organizations and individuals, more and more people find sustainability an important factor to consider while purchasing new products. According to Stifel (2022), in China, Italy, and the United Kingdom, the share of lifestyle brand consumers who care more about how sustainable are the products they purchase increased by 80%, 77%, and 76%, respectively in 2022 as compared to 2021. Furthermore, Vogue reports that 38% of their readers are willing to make as many sustainable purchases as possible, while 46% would buy sustainable apparel occasionally (Cernansky, 2021).

Since there is a stable market growth and market demand for sustainable goods, companies started to invest in sustainable marketing campaigns, with almost 55% of companies in Europe spending more than €10,000 annually on sustainable marketing strategy (Sortlist, 2022). As a result of new trends in green and ethical consumption and production in many industries, including fashion, the estimated value of the sustainable fashion market worldwide is expected to increase by 47% by 2027 as compared to 2022 (Statista, 2023). In order to maximize the return on marketing investment and conquer the trust and adherence of the consumers, it is beneficial for companies to understand how exactly sustainability advertising influences consumers. Furthermore, many practices may be considered sustainable – decreasing CO₂ emissions,

recycling waste, promoting equality and inclusivity, fighting animal testing, supporting local economies, and many others. However, defining the most effective sustainability dimension for accommodating sustainable practices and advertising would make initiating sustainable agendas in business strategies less resource-intensive and cost-effective for companies.

Research on sustainability advertising and its impact on consumers has been of much interest over the last few years since sustainability and sustainable development have gained momentum in political, public, and business circles. For instance, Lee and Lin (2021) examined and compared the impact of conventional and sustainable advertising messages on consumers' brand perceptions and attitudes. Meanwhile, Yang et al. (2015) investigated how green advertising appeals generate purchase intention. However, research on the impact of ethical or social sustainability advertising appeals on consumer behavior is limited. Sander et al. (2021) researched the effect of green and social sustainability advertising on brand personality, credibility, and attitude. However, self-efficacy and purchase intention were not subjects of study. Additionally, green self-efficacy became a matter of interest for scholars like Ahmad et al. (2021), which investigated its role in purchase intention. Nevertheless, the impact of environmental and socially responsible marketing appeals on self-efficacy remains under-researched.

Overall, plenty of research has been done on sustainability advertising and its impact on consumers and their responses. However, the researchers rarely specify and compare socially responsible and environmental sustainability, the practice of which implies different actions and strategies. Furthermore, the impact of sustainability advertising brand attitude and purchase intention is present, though rarely in the context of the apparel industry, while knowledge of the effect of sustainability advertising on self-efficacy is absent. Hence, several aspects of the impact of sustainability advertising on consumer responses are under-studied, which represents a research opportunity.

1.2 Research Aims and Research Questions

The aim of this study is to gain insights into the effect of sustainability advertising on consumers. More precisely, this thesis researches the impact of environmentally and socially sustainable marketing appeals on the customers' brand attitude, self-efficacy, and, consequently, brand attitude. Additionally, a subject of interest is finding an answer to whether environmental and socially responsible sustainability advertising appeals differently affect consumers. Moreover, this thesis also aims to fill the present gap in research on the effect of sustainable marketing

appeals on consumer self-efficacy, which is an essential factor in marketing since consumer's self-believe drives up the motivation to complete desired tasks successfully (Garlin & McGuiggan, 2002). Lastly, it would be of great interest to develop and provide, based on the results of the research, recommendations for business administrators, managers, and marketing specialists on the effectiveness of different sustainability dimensions application in marketing campaigns. Furthermore, the recommendations would include information on the involvement of different target groups differentiated by demographics, enhancing a better understanding of consumer responses and reactions to sustainability advertising appeals. This thesis aims to achieve these goals by answering the following research questions:

RQ1: To what extent do sustainability advertising appeals influence consumers' brand attitude, self-efficacy, and purchase intention?

RQ2: Which type of sustainable advertising appeals has the strongest impact on consumers' brand attitude, self-efficacy, and purchase intention?

To find answers to the presented research questions, existing literature in the fields of sustainability, sustainability advertising, consumer responses and the combination of these research topics is used to conduct primary research. In addition to the desktop study on the topic, an online experiment is conducted, in which three experimental groups are exposed to advertisements with non-sustainable, socially responsible, and environmentally sustainable marketing appeals to study their brand attitude, self-efficacy, and purchase intention after seeing a sustainable marketing appeal.

1.3 Structure of the thesis

This thesis consists of five main chapters. After the introduction chapter, which elaborates on the research background, aim, and structure of the thesis, the literature review section gives a deeper insight into topics such as sustainability and advertising appeals. In addition, it provides details on green-washing and consumer responses. The literature review in this thesis serves as a background for hypothesis development. Furthermore, the literature review highlights the existing knowledge of the effect of sustainability advertising on consumer responses. The next chapter is followed by the methodology chapter, which discusses the research method, data collection process, and sampling. Data analysis steps are also described in this chapter. Next, the results of the analysis are discussed, along with the provision of additional insights in Chapter 4. Lastly, the research is summarized in the conclusion chapter, including recommendations for

businesses on applying sustainable marketing appeals and their effectiveness. In addition, the limitation of this study and recommendations for future research can be found in the conclusion chapter.

2 LITERATURE REVIEW

This chapter analyses and discusses related literature and sets up a theoretical background for a deeper understanding of the problem of the thesis to provide a viable and feasible answer to the research questions. First, the concept of sustainability is discussed in detail. The three sustainability pillars are explained to explore further the idea, which plays an indispensable role in the research. The section also introduces the basics of sustainable consumption and sustainable fashion consumption. Second, advertising and advertising appeals are reviewed, with further explanation of their use by marketers and their overall purpose in marketing.

Furthermore, rational and emotional advertising appeals are introduced along with the sustainable marketing appeal. The impact of the former on customers is further discussed. Third, two important constructs of consumer responses are reviewed, namely consumer attitude and purchase intention. In addition, this section focuses on the theory of self-efficacy and the factors from which this construct is sourced. Lastly, the concept of greenwashing is introduced, and its psychological effect on consumers is discussed. The reviewed literature and theories help to formulate hypotheses about the impact of environmental and social marketing appeals on consumers in the fashion industry to give a sufficient answer to the research questions of this thesis.

2.1 Conceptualization of Sustainability

The term sustainability has gone viral in recent years worldwide. Nevertheless, in some geographical areas, the concept still requires further explanations and acceptance by the audience. For example, in Poland, Russia, and Israel, only 55%, 43%, and 38% of the population respectively see climate change as a significant threat. At the same time, the other part relates to climate change as to a minor threat or does not find it dangerous at all (Fagan & Huang, 2019). Meanwhile, some countries not only reach incredible results in raising awareness but also in the implementation of sustainable practices on national levels and show significant results in reaching the Sustainable Development Goals (SDGs), which aim to tackle global issues (United Nations General Assembly, 2015).

One of the first scientific papers that warned people about the looming tragic and irreversible processes that had been already going on was the publication of “The limits of Growth” (Donella et al., 1972). The researchers were worried about the trend of rapid increase of the population of the planet and its consequences, such as augmented food production volumes,

overexploitation of natural resources, and rocketing pollution levels. Altogether it may lead to a collapse of several ecosystems and other effects of pushing the boundaries of the earth to the edge. Since the exact origin and time of the establishment of the concept of *sustainability* is unknown, several forming periods should be reviewed. First, the beginning of the mass use of the sustainability concept should be identified, and the establishment of the meaning of the word as it is used today should be discussed. Surprisingly, it is not a term that has developed in the 21st century but 35 years ago by the Brundtland World Commission on Environment and Development (1987). This document plays a crucial role in the history of the development of sustainability and the practices and regulations connected to it. The Brundtland Commission was the first to emphasize the detrimental effect of human activities on the environment and defined sustainable development as people understand it now, namely meeting “the needs of the present without compromising the ability of future generations to meet their own needs”(WCED, 1987, p. 16).

Moreover, the Brundtland Commission specified the “own needs” of the future generations, called for a “distinction between different types of needs,” and emphasized that the needs of the poorest part of the world’s population should be ranked first. Furthermore, they claimed that technologies and social organizations should be working to meet the needs of today and tomorrow (WCED, 1987, p. 41). Nevertheless, politicians and the media did not adopt the further developed part of the definition of sustainable development. Thus, the audience did not associate sustainability with social and economic issues unless the three pillars of the sustainability concept or the “three major points of view: economic, social and ecological” of sustainable development were reviewed by M. Munasinghe in 1993. The three pillars of sustainability model is discussed in more detail in the next sub-chapter.

Later, scientists aimed to refresh the definition of sustainable development, adapt it to the current state of the world, and broaden it with new knowledge and understanding of the planetary problems, ecosystems, and new ways of responding to the triggers of the issues. Johnston et al. (2007, p. 62) defined sustainability as “ways of living, working and being that enable all people of the world to lead healthy, fulfilling, and economically secure lives without destroying the environment and without endangering the future welfare of people and the planet.” In this definition, they emphasized the urge to live in harmony with the natural environment, create a balance between man-made and nature-made capital, and follow conscious decision-making for the sake of others now and in the future.

However, the term sustainability remains unclear sometimes, and it is often interchanged with sustainable development, though the terms have slightly different meanings and designations. Hence, it is essential to highlight the difference in the connotation of these terms. The Brundtland Report defined sustainable development with a focus on the work on environmental issues mentioning “different types of needs” of future generations (WCED, 1987). The Brundtland's Report definition puts forward development in a sustainable way, which implies environmental protection and restoration and constant inclusive economic growth. However, scholars often state that economic growth and environmental protection are incompatible because, as Washington argues (2015, pp. 363-364), economic growth is the “root cause of the environmental crisis”.

Furthermore, Brown (2015) states that continuous population growth and economic development with limited resources are impossible biophysically, and sustainable development is an oxymoron. Nevertheless, Daly (1974) states that a steady state economic system can create an equilibrium between dissatisfaction with the population's economic needs resulting from negative growth and undermining the stocks of natural resources to ensure production and consumption as a consequence of positive growth. Furthermore, the scholar advocates appealing to qualitative change through technical progress rather than following quantitative trends, which is a more realistic way of making sustainable development a compatible term.

In contrast to sustainable development, a process of change toward a particular goal, sustainability is the long-term state of all aspects of human and natural environments and their ability to exist and develop without depleting natural resources (Washington, 2015). According to Carroll (2015), social responsibilities and sustainability have become essential for most companies and governments worldwide despite the significant dilemma of the growth paradox. Furthermore, for many firms, the importance of corporate social responsibility in business strategies is increasing since the environmental impact of exponential material growth is becoming more and more evident, and the planet's physical boundaries and the limits of the use of natural resources are recognized (Wickert, 2022).

Since 1987, scientists, activists, and politicians have been developing solutions to existing and rising sustainability problems. The Brundtland Commission report became direction-changing in science and politics since, for the first time, it drew attention to the fact that the world is not limitless and natural resources should be used and exploited with the mind. According to Rockström et al. (2009), the industrialization of production processes, over-exploitation of fossil fuels, rapidly increasing consumption, and adoption of market economies worldwide have

become overwhelming for the earth, and the stable processes are going on in the background of human life. As a result, irreversible changes can start that might lead to global catastrophes if not mitigated. A few earth systems are already working out of the regular order. Some irreversible processes have been going on, namely loss of biodiversity, climate change, and disruption of the nitrogen cycle (Rockström et al., 2009).

Moreover, the claim of Rockström et al. (2009), that further economic growth is not desirable if the world community wants to develop sustainably and that the demand of developed countries should be reviewed and decreased was ignored. Unfortunately, degrowth strategies have not gained mass support either after the publication of the work of Rockström et al. in 2009, just as after the report of Donella et al. (1972). The last received criticism for its inability to consider the possibilities of technological revolution to cut resource use and diminish negative-effect pollution (Baker, 2006).

2.1.1 Three Pillars of Sustainability

Because of the incorporation of sustainability and sustainable development in the media and development plans, the meaning of these terms became unclear, overlapping, and encompassing too many spheres and additional terms. That is why scientists started elaborating on the term, classifying and categorizing sustainability. One of the classification models of sustainability is *the three pillars of sustainability* conception, which, as seen in Figure 1, is graphically represented as literal pillars and has undefined origins. In their work, Purvis et al. (2018) tried to identify the source of the concept. However, they found no defined single origin

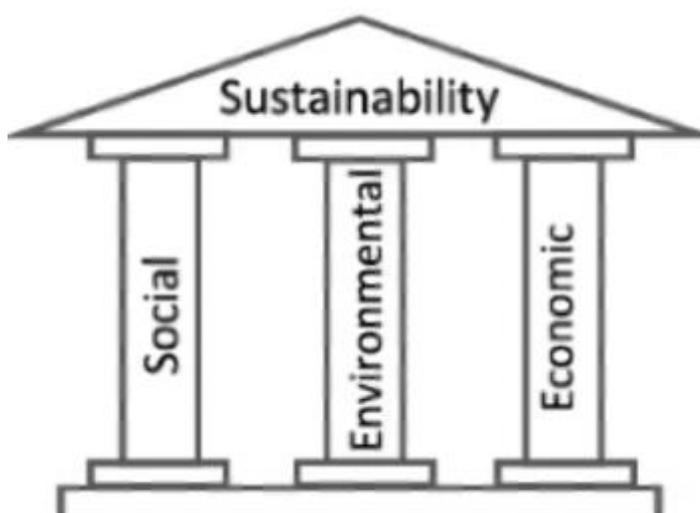


FIGURE 1: THREE PILLARS OF SUSTAINABILITY MODEL

Source: Purvis et al. (2018)

of the concept. Regardless, they suggest that the conception emerged from different sources, such as academic literature and critiques of the social and environmental perspectives on the economic status quo and the urge of the United Nations to mitigate social and environmental challenges through constant positive economic growth.

Another representation of classification is, as seen in Figure 2, the *intersecting circles of society, environment, and economy*. The overlapping sector represents sustainability, meaning it can be reached under a systemic approach to development. Barbier first presented this model in 1987, which is commonly used nowadays, though the author created this diagram focusing only on the implementation of sustainability in developing countries. However, the perception of sustainability and countries which should work on sustainable development cardinaly changed - sustainability touches upon every nation regardless of their level of development.

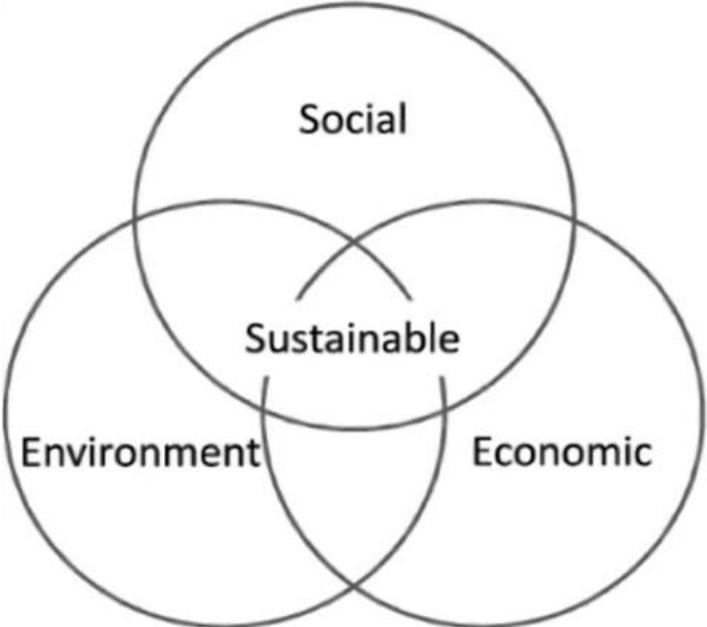


FIGURE 2: THREE OVERLAPPING CIRCLES MODEL
Source: Barbier (1987)

Although neither the origins of the three pillars of sustainability model are defined nor the time of its formulation is known, Purvis et al. (2018) claim that the model was created earlier under the influence of different schools of thought and that this model more frequently appears in academic literature. Nevertheless, the preference of the three pillars of sustainability model by scientists is often subjective. Even though the exact author of the three pillars of sustainability is unknown, Munasinghe (1993) was the first to summarize the three major points of view in scientific work: economic, social, and ecological. They are represented by the literal pillars and

suggest that sustainability encompasses sustainability the best if these three non-comparable subjects are integrated.

2.1.1.1 Economic Pillar

Munasinghe (1993) states that the economic pillar of sustainability as a necessity to generate as much profit (output) as possible while decreasing the amount of human, natural, and manufactured capital (input), in other words, this pillar focuses on the optimization of the production process. Furthermore, Munasinghe (1993) emphasizes the importance of preserving scarce resources and their optimal use if they are irreplaceable and non-renewable. Countries and communities must uphold their independence and provide access to any financial, natural, or other resources to meet the population's needs without sacrificing other aspects of economic development and secure livelihood.

2.1.1.2 Ecological Pillar

The ecological, or environmental, perspective on sustainability focuses on the maintenance, consistency, and stability of biological, natural, and physical systems, especially those that contribute to the global ecosystem's stable functioning (Perrings, 1991, as cited in Munasinghe, 1993). Additionally, Perrings points out the protection of biodiversity as a critical element of ecological sustainability since this is an irreversible process provoked by human actions, climate change, and extreme weather events. Furthermore, the Munasinghe (1993) mentions that the natural systems might imply man-made environments, for instance, cities, which are also a part of the biosphere. This suggestion was later reflected in the Sustainable Development Goals by the United Nations General Assembly (2015). Furthermore, scientists often interpret the ecological pillar in a way that the goal is not permanently preserving the initial excellent state and condition but rather “preserving the resilience and dynamic ability of such systems to adapt to change” (Munasinghe, 1993, p.3). Thus, the goal is to keep the ecological integrity, environmental processes, and systems, and the consumption of the resources they keep, which humans consume for their own needs, in balance so no harm is caused, and the ecosystem has time and capacity to replenish itself.

2.1.1.3 Social Pillar

The social, or the socio-cultural, concept of sustainability promotes the stability and welfare of social systems and can be defined as an extent of the human's well-being (Mohamed & Paleologos, 2021). Furthermore, Munasinghe (1993) emphasizes the importance of reducing conflicts, eliminating poverty (intragenerational equity), and considering the life and the rights

of descendants (intergenerational equity). The cultural aspect, which modern scientists often ignore, is also mentioned: Munasinghe (1993) includes the preservation of cultural diversity and integration of sustainable practices with consideration of information about less spread or globalized cultures as a crucial point in an efficient and effective decision-making procedure. Nevertheless, modern sustainability science emphasizes meeting families' and communities' basic needs, security, and health (Sugandha et al., 2022). However, they pursue the development and respect of sufficient personal, labor, and cultural rights to protect themselves from any discrimination in society.

All in all, the three pillars of sustainability model foresees maximization of economic income while preserving all kinds of capital, protecting the biological ecosystems, and maintaining the balance between the exploitation of natural resources and replenishment of the environment and a socio-cultural system (Roy, 2020). Applying this framework promotes equity, independence, and the enhancement of cultural diversity. Moreover, Purvis et al. (2018) mention other pillars of sustainability, such as institutional or governmental, cultural and technical or technological, because the three pillars of sustainability framework is not universal and cannot be applied to all cases. However, the SDGs set up by the United Nations in 2015 implemented an integrated approach that touches upon every sphere of life through 17 goals (Gustafsson & Ivner, 2018). However, it is based on elaborating on the three directions of sustainable development since it serves as a general idea for a complex approach to a sustainable future.

2.1.2 Weak vs. Strong Sustainability

As mentioned before, sustainability can be differently conceptualized. The *weak* and *strong* approaches to sustainable consumption should be reviewed to understand how brands can implement sustainability practices, enter or participate in creating emerging markets and attract customers. On the one hand, *weak sustainability* is a neoclassical economic theory that finds the environment and natural resources substitutable by other resources (Nasrollahi et al., 2018). For example, natural capital can be compensated with financial capital: the degradation of the environment resulting from overly considerable amounts of carbon dioxide emissions can be reimbursed with payments for the damage. Moreover, the school's weak sustainability representatives consider this kind of compensation, along with the promotion of the green revolution and getting through the economic agenda, sufficient to close the loop that the harmful actions caused and mitigate other environmental issues such as climate change. Furthermore, according to Cabeza Gutés (1996), the proponents of the weak sustainability

economic approach consider the economic system closed, isolated, and without limits to potential growth. The author also states that the advocates of weak sustainability are sometimes called technical optimists. They do not see a necessity in game-changing actions because they rely on the progressive development of technologies, broader availability of information, and more accessible funds, which would help future generations to tackle the problems connected to the environment which are being created today due to lack of knowledge and high technologies. Thus, they conclude that modern scientists should work on economic development rather than ecological preservation to keep the welfare of the population non-decreasing (Pearce & Atkinson, 1993).

On the other hand, proponents of *strong sustainability* do not deny the effectiveness or usefulness of weak sustainable consumption model but rather see it as an interim step toward strong sustainability (Lorek & Fuchs, 2013). Nevertheless, weak sustainability is only the first step, which is essential but not sufficient. Strong sustainability advocates state that natural components and resources such as biodiversity are not interchangeable with other forms of capital, so natural capital should be preserved. That is why current governments and societies cannot rely on the technologies and science of the future since future conditions depend on the actions carried out today. Furthermore, the global economy evolved to the extent that it can undermine the future integrity and invulnerability of the natural environment through irreversible and long-term effects of pollution (Neumayer, 2013).

Furthermore, it is difficult to determine the future complications of the irreversible changes that happen because of the generation of specific harmful actions on environmental degradation. However, scientists foresee even more extreme weather events, massive ground erosion, and significant biodiversity loss (Jordan, 2020). That is why it is essential to preserve the natural capital; if not as it is, then minimize the irreversible effects and losses of environmental capital to avoid a catastrophe on a global scale (Oliveira Neto et al., 2018). Nevertheless, it is important to mention that strong sustainable consumption and production are almost absent from political debates and received much less attention than weak sustainability since it represents a high political controversiality in terms of its implementation because it requires behavioral and system changes (Princen, 1999). Thus, weak sustainability is prioritized among businesses and governments as of now, since this strategy does not require significant transformation for production or consumption processes.

2.1.3 The Millennium and Sustainable Development Goals

In 2015 the United Nations General Assembly presented the 17 *Sustainable Development Goals*, which became a new milestone in the battle for the planet and it calls for immediate action and global partnership to fight environmental, social, and economic issues both in the developed and in the developing worlds (United Nations General Assembly, 2015). After ratifying the SDGs by 193 countries, the word sustainability has started to become a buzzword and appear in many brands' marketing campaigns. Marketers started to use "sustainability" and "sustainable development" as buzzwords in campaigns and articles, which was a reaction to public concern and social pressure about significant problems such as environmental degradation, mass infections, poverty, wars, and illiteracy. Anwar and El-Bassiouny (2019) meaningfully interpret the SDGs for people working in marketing so that they can apply the SDGs and recommendations on their application to tackle sustainability-related issues through marketing practices.

According to Robert et al. (2005), the only meaningful way to define sustainable development is by looking through the lenses of the Sustainable Development Goals by the General Assembly of the United Nations. He argues that it is the most spread and recognized framework for achieving results in tackling global challenges. The predecessor of SDGs was the *Millennium Development Goals* framework (MDGs), which included eight goals and was focused mainly on diminishing global poverty and hunger in developing countries. According to Jones et al. (2018), this framework became the most efficient program in fighting poverty ever. However, it failed to meet the goals of environmental issues and unsustainable production and consumption. Furthermore, the MDGs framework did not involve corporations and smaller businesses in implementing the goals. Thus, learning from experience, the United Nations realized the necessity to build its goals on the three pillars of sustainability to achieve "economic development, environmental sustainability and social equity" by 2030 (Anwar & El-Bassiouny, 2019, p. 200). According to van der Waal & Thijssens (2020), the SDGs emphasize the role of businesses in accomplishing common targets and stress the importance of their participation in developing sustainable action plans for corporations and promoting sustainability. The authors consider the active participation of private businesses essential because their creativity, flexibility, and craving for innovation is higher than the governments', so their input is precious, whichever pillar of sustainability they choose to integrate first.

A KPMG survey notes that 40% of the largest companies worldwide consider the SDGs in their action plans and include them in the annual sustainability reports to show how they are contributing to solving global issues (Blasco et al., 2018). However, creating value for the

common good often means less value for the shareholders, just as economic growth often represents an obstacle to social and environmental progress, so incorporating SDGs in business plans and corporate rules seems paradoxical and senseless. Nevertheless, Chakravorti (2015) argues that there are several reasons to implement SDGs in Corporate Social Responsibility, business plans, product development processes, and other operations. Firstly, the author points out that contributing to sustainability offers a new opportunity for long-term growth, represented by potential emerging markets which failed to set up through technological advances or infrastructure improvements. According to Atsmon et al. (2018), consumption in emerging markets, including the market of sustainable products and services, can reach approximately \$30 trillion, which is 2,5 times more than in 2010. Production and service provision and adaptation of these to address global issues can initiate the emergence of new markets and open access to existing ones and provide an opportunity for long-term innovation, growth, and constant profit Nidumolu et al. (2009). Secondly, accomplishing SDGs and notifying the public about it creates a competitive advantage for companies and creates pressure on other companies. Chakravorti (2015) assumes that the self-positioning of companies as industry leaders in sustainable development and innovation adds value and might bring the company to a higher ranking and attract new consumers. Furthermore, some companies use SDGs and sustainability as part of their initial branding and get a “jumpstart” in their industry.

Thirdly, the goals can only be accomplished if the corporation and smaller businesses participate in creating value for the sake of the global population. Because the government does not have the will or possibility to finance sustainable transformation, it should happen from the bottom to the top. Furthermore, previous experiences show that governments fail to meet the targets. and the responsibility for a quick transformation toward sustainable production and consumptions lays mainly on the shoulder of the private sector of economy. Thus, being aware of the responsibility, may bring companies closer to incorporating SDGs in their agendas (Yamane & Kaneko, 2021).

2.1.4 Sustainable Consumption

Consumption is the driving force of every economy; however, governments and companies should revisit their production and attitude toward consumption to comply with the SDGs (Gasper et al., 2019). Although “shopping to save the planet” sounds like an oxymoron, this notion is realistic. It is because each of the consumer choices has a social, ecological, and economic effect and implication. However, consumption and production processes are inevitable parts of the life of all human beings. No matter how conscious and socially- and

environmentally responsible one is, they can achieve a “zero-consumption lifestyle when we are dead” (Seyfang, 2009, p.5). Still, the world population is called for sustainable consumption with many action plans through different media channels, mainly through SDG 12 – Sustainable production and consumption (United Nations General Assembly, 2015). However, the main goal of the United Nations is not only reduced consumption but mainly to reconsider the consumption processes and aspects, which can be brought to another level and become more socially and environmentally sustainable.

Sustainable consumption is a vague and “fuzzy” concept, as Reisch state (1998). The author states that there are roughly twenty existing definitions in the literature because the scope, the scale, the time frame, and other variables remain undefined. However, to understand what sustainable consumption is, consumption as such should be defined. Although the term is not straightforward, most scientists refer to it as the process of economic circuits, satisfaction of needs and wants, a way to uphold certain lifestyles and lifecycles, and exploiting different kinds of resources (Sey-fang, 2009). However, when the comprehension that those resources are scarce or finite and that every act of consumption has a footprint, the discussion of sustainable consumption can be started. Generally speaking, Brundtland (1987, p. 16) would define sustainable consumption as satisfying needs and wants so that humanity can still meet its “own needs without compromising the ability of future generations to meet theirs.” However, the first time it was admitted that overconsumption in the developed world directly affects the planet was only in 1992 at the Rio Earth Summit (Seyfang, 2009). The Summit proposal included solutions like promoting eco-friendliness, shifting consumption patterns, and aiming for higher living standards through changing the population's lifestyle to be less dependent on finite resources such as fossil fuels. Considering the Rio Summit recommendations, sustainable consumption could also be associated with phrases like “living lightly on the planet” and “reducing your environmental impact,” which can also be interpreted as a pointer to emerging markets (Maniates, 2002, pp. 47-65). However, looking at the consumption patterns of the 21st century, the most clearly defining words of sustainable development were provided out at the Oslo Symposium on Sustainable Consumption (1994) – using products and services in the way that they cover the basic needs of humanity and improve its quality of life through minimizing the use of natural resources and harmful consequences of production to secure the satisfaction of the needs of future generations.

Although now most political powers and governmental and non-governmental bodies agree that the promotion and implementation of sustainable consumption are evitable, many discussions

are going on about the term's precise meaning. Among different assumptions, the most viable is the generation of a “clean” economy and making it function with a minimal negative impact on the environment, the ideas of zero-waste and reduced-consumption activist groups, and sustainable infrastructure and system functioning with high technology and eco-efficient solutions. Hence, there is no generally accepted representation of how sustainable consumption should appeal (Sovacool et al., 2015). However, all ideas are worth considering if they contribute to the creation of good for the sake of the planet and humanity. However, a fundamental debate is going on among decision-making bodies and their members on the theories of *weak* and *strong sustainability* (Pelenc & Dedeurwaerdere, 1993). The weak and strong sustainable consumption is a popular conception of sustainability among scientists and policy-makers, which is discussed in detail in the next sub-chapter.

2.1.4.1 Weak sustainable consumption

Since sustainability is a broad term, society perceives it differently and estimates risks connected to sustainable practices and regulations at a different scale (Lucio et al., 2019). That is why scientists mainly differentiate between two consumption strategies, similar to the weak and strong sustainability classifications. In terms of the application of weak sustainability as a strategy, weak sustainability is applied by a company if it tries to become more sustainable by optimizing the production and consumption processes through technology and design innovation. It increases effectiveness and efficiency and decreases resource use (Dietz & Neumayer, 2007). In other words, it is an “econocentric” approach that suggests that human capital can substitute natural capital (Gowdy & O’Hara, 1997, p.240). Accordingly, the advocates of brands which apply the weak sustainability approach contribute to sustainability and develop sustainable consumption habits.

Moreover, such companies promote their sustainable initiatives to raise awareness and differentiate from other companies to impact consumers directly and improve loyalty, while for customers it is a push toward practicing sustainable lifestyle (Newman, 2020). For the weak approach to sustainable consumption, it is typical to improve the material, social, financial, and production-consumption efficiency and continue economic growth with improved conditions in the case of a company and continue consumption of certain products without decreasing convenience and utility from the perspective of the consumer (Victor, 2023). For example, driving a car that consumes three liters of gasoline instead of 10 per 100 km is considered an action serving weak sustainability (Fuchs & Lorek, 2005). It is essential to point out that weak sustainability should not be interpreted as pointless but rather as a smaller scale (Hobson, 2013).

Roughly, the weak approach to sustainable consumption is buying the least harmful but the most efficient product option of all.

2.1.4.2 Strong Sustainable Consumption

Since weak consumption is perceived by scientists only as a transitional stage toward true sustainability, strong sustainable consumption must be discussed. The goal of the strong approach to sustainable consumption, whether on the side of the business or the end-consumer, is to decrease the scale of used resources during production and consumption. The decrease should be reached by a significant change in infrastructure, lifestyle, and decision-making process (Fischer et al., 2021). Returning to the car example, instead of choosing a model with lower consumption indicators, an action of strong sustainable consumption would be choosing an alternative way of commuting, such as public transportation or cycling (Fuchs & Lorek, 2005). The strong approach displaces the current consumption patterns and emphasizes the non-consumption and reduced consumption concepts and practices (Hobson, 2013). However, the pre-conditions for such a consumption approach usually are initiated by socio-economic, multilevel transformations and policy changes for producing organizations. On the consumer level, the strong approach to sustainability can be represented by a radical decision on a consumption habit. As Princen (1999) state, while strong sustainability requires extraordinary efforts and changes, weak sustainable consumption and production is an attractive and acceptable strategy for producers and consumers who understand the dilemma between infinite economic growth and the finitude of natural capital. Anyway, a turn toward strong sustainability remains a challenge for modern politics and governments, which are the originators of major reformation, and goes against the principles of the school of the neoclassical economy (Levermann, 2019).

2.1.5 Sustainable Apparel Consumption and Production

Due to constant global economic growth and welfare, rapid increase in population, and resource use, the fashion industry has become one of the most environmentally damaging industries (Grazzini et al., 2021). Now the fashion industry consumes half a million tons of microfiber and 93 billion cubic meters of water annually, and it is responsible for around 10% of global carbon dioxide emissions (Khitous et al., 2022; Moran et al., 2021). Furthermore, the fashion industry impacts not only the global natural environment but also gender equality in the workplace, minimum wage structure, and work growth. Unfortunately, in developing countries where the institutions and the rule of law are not strongly established, often the working environment,

employees' safety, health, and hygiene are questionable because of the fast growth of the industry and the absence of attention on compliance with human rights and required conditions (Cabir et al., 2019). Lately, such violations have become evident and have damaged brands' reputations intensely. For instance, Nestle's reputation was damaged after a scandal on child labor abuse: eight children claimed that they were enslaved to work on cocoa plantations in Ivory Coast (Balch, 2021). Another example of reputation damage is the case of Google: the company paid \$118 million for closing a lawsuit over discrimination of women in pay and promotion (Thomas, 2022). Hence, in previous years, much attention has been devoted to improving sustainability and corporate social responsibility (Lewittes & Forbes Vetted, 2018).

Environmental sustainability became relevant for many people in the previous decades, so the 3R (reduce, reuse, recycle) strategy has been actively popularized among brands to integrate nature-friendly business strategies. The aim of the nature-friendly business strategies is to diminish vast amounts of waste and pollution in the supply chain, which are incredibly complex in the apparel industry due to high competition and fast consumption (Chowdhury et al., 2022). Furthermore, brands have taken proactive action in raw material choice, now using organic cotton, which reduces water and soil pollution and provides better final product characteristics. Examples of actions of brands for environmental sustainability can be the presentation of shoes made of a material replacing leather with biological components such as plant-derived sole features and recycled polyester or the launch of collections with the *Join Life* tag, which means that the item was produced with sustainable materials (Fernandez, 2016; Vegconomist, 2021). Not long ago, the massive abuse of worker's rights gained worldwide publicity, so now companies strive to maintain workforce rights certificate standards (e.g., SA 8000) and contribute to rights protection through domestic audits of labor policies and their compliance (Fontana & Egels-Zandén, 2018). Furthermore, they should follow the United Nations guidelines on work welfare and gender equality (Karanikas & Hasan, 2022).

Although sustainable fashion covers many concepts such as organic, green, eco, slow fashion, slow trade, and many others, companies in the fashion industry find it difficult to decide which sustainable practices they want to integrate in their business practices or ignore the call for sustainable action. Moreover, there is no "one size fits all" solution for every brand (Kozlowski et al., 2015, p.378). Indeed, it goes far deeper than labeling products and creating an apparel collection made of sustainable cloth. Since fast fashion creates low-cost items, it aims to satisfy the customer's craving for style and fashion. However, since fast fashion has to respond quickly to trends that the luxury brands initiate, according to Yang et al. (2017), it represents a fast-

response system that stimulates the disposability of clothing. However, after years of raising awareness about the importance of sustainability, consumers got downhearted because of the impact of their favorite brands on the environment and society. It is particularly frustrating for consumers that companies launch marketing campaigns which enormously increase the appetite for new collections which come out on average fifty-two times – once every week (Stanton, 2023). The disappointment of fashion items consumers is underpinned by research conducted by Bly et al. (2015): customers are convalescent of the inaction of apparel-producing and retailing companies and their sustainability efforts. Furthermore, 88% out of over a thousand consumers participating in a Futerra survey in the USA and UK said they would like brands to help them to be more environmentally friendly and ethical (Townsend, 2018). Thus, there is an overwhelming request towards brands to step up to sustainable practices and provision of sustainable alternatives to their products and services.

2.1.5.1 Compatibility of “Fashion” and “Sustainability”

Since the number of millennials and Generation Z consumers is growing, the demand for sustainable products is going up along: according to World Economic Forum (2022), 73% of Gen-Z customers in the USA state they are willing to pay a higher price for a sustainable product because it is the first generation which grew up with climate change as a defined and significant issue. Hence, companies have to develop sustainable strategies to meet the demands of the generation which is becoming more solvent. However, it must be mentioned that consumers' sustainability-oriented attitudes are not always reflected in their actions (Turunen & Halme, 2021). Nevertheless, the aspect of sustainability is often a decisive characteristic of a brand that a gen-Z customer considers while making identifying its attitude toward a brand, which may affect purchase intention (Lundblad & Davies, 2015). That is why companies not only use ecological and environmentally friendly materials but also enhance practicing second-hand lifestyles, launch social missions and campaigns, and actively talk about their good deeds on social media, interviews, sustainability reporting, and advertising. All these campaigns and reformation, starting with raw materials and ending with social missions, increase customer satisfaction and drive sales (Hernandez et al., 2014). Furthermore, the studies that Grazzini et al. (2021) conducted also prove that sustainable product attributes increase the perceived warmth of customers and have a beneficial impact on the purchase intention of the customers. Furthermore, the perceived warmth increases, especially in the case of the luxury segment, improving the brand image.

Nevertheless, some studies show that fashion and sustainability are antonymic and incompatible. For example, Gardetti and Torres (2014) state that people buying fashion products are not worried about sustainability since fashion consumption creates tonnes of waste and pollution, and they are not interested in the sustainable attributes of the products. However, Mrad et al. (2020) state that researchers cannot identify a common link between fashion and sustainability because of the blurred definition of sustainability in the fashion industry. Currently, there is a gap between the perception of sustainability in the context of luxury and fast fashion. According to Joy et al. (2012), luxury brands are mainly famous for long-lasting and quality, while fast fashion brands rarely advertise their products as high-quality clothing. Otherwise, they would controversy their business model.

Furthermore, the damage both segments create is different, affecting the customer's perception of the effort toward sustainability. Luxury fashion brands exploit animal leather and fur, which is an act of animal cruelty and induces species extinction. In contrast, fast fashion brands are often accused of violating human work rights, creating pollution and waste, and greenwashing (Chan et al., 2020). That is why many representatives of the luxury segment have taken action to drive up sustainability standards through modernizing production systems and technologies and opting out of the use of natural fur and leather. For example, according to Kratofil (2021), Gucci, Prada, Tom Ford, and other luxury brands stopped using natural fur in the previous decade. Thus, as Mrad et al. (2020) suggest, the link between sustainability and fashion can be arrowed in two direction – fast fashion and luxury.

2.1.5.2 Impact of Luxury versus Fast Fashion Sustainable Practices

Interestingly, sustainable practices positively influence brand perception in the fast fashion and luxury segments. However, recent studies show that the impact is much more substantial for luxury producers and retailers (Blasi et al., 2020). The scholars assume that customers have a weaker association between fast fashion and sustainability because of mass production and low cost, which equals low quality and short durability. Thus, consumers perceive that the sustainable attributes of a fast fashion item do not compensate for the harm it causes to the environment and society. Furthermore, as De Angelis et al. (2017) state that perceived warmth is the driver of the consumers' purchase intention, which is present concerning luxury products, so a conclusion can be made that luxury and sustainability are not conflicting terms and luxury brands can be both “gold and green” (De Angelis et al., 2017, p. 1516). Furthermore, luxury producers harm the environment, though it wastes significantly fewer resources and generates less waste than the fast fashion industry.

In addition, some researchers find sustainability and fashion contradicting because of different definitions of luxury (Kapferer & Michaut, 2015). Even though sustainability has become a product or brand characteristic prerequisite to a positive perception in the luxury segment, customers who characterize luxury products as those with high prices, exclusivity, and rare, find luxury and sustainability incompatible. On the contrary, consumers who base their thoughts about luxury clothing on exceptional quality, durability, and preservation of hand-made know-how see no or low contradiction between the concepts. Thus, luxury products can contribute to sustainability, the quality and topicality of their products that last over time (Amatulli et al., 2018). Furthermore, luxury fashion induces reasonable and responsible consumption due to its collections' scarcity, quality, and value (Hennigs et al., 2013).

All in all, apparel producers keep gradually embracing sustainable activities and making social and environmental sustainability a part of their mission and strategy as a response to the increasing demand for sustainable clothing (Donato et al., 2020). According to Simon-Kucher & Partner (2021), in 2021 only 4% of approximately ten thousand respondents of a survey said that sustainability is not important for them when making purchasing decision for fashion products, and 37% and 22% state that the sustainability factor is slightly or very important respectively. Furthermore, approximately 74% of participants of a survey conducted by Stifel (2022b) in Italy, France, Germany and United Kingdom admitted that they care more about the sustainability of the products than a year ago. That is why, companies are actively speaking about their good deeds in terms of sustainability. It is becoming an international standard and a buying decision influencing feature since consumers become aware of the ethical consequences of certain purchases. However, fast fashion appeals to consumers as an antithesis of sustainability, connected to the short product life cycle, waste, workers' rights violations, and greenwashing (Bly et al., 2015). On the contrary, the perception of luxury products depends on how the consumer treats and define the luxury products (Kapferer & Michaut, 2015). Although researchers state that there is a correlation between sustainability and fast fashion (Blasi et al., 2020), this thesis will concentrate on luxury brand because luxury brands have a strong common ground with sustainability and corporate social responsibility. The similarities are based on the recognition of preciousness of scarce resources, timelessness and local traditional craftsmanship, which is an antipode to mass-produced short-life fast fashion (Dekhili & Achabou, 2016).

2.2 Advertising Appeals

Nowadays, people are bombarded with information from an enormous number of audio, visual and audio-visual social and commercial advertisements. According to Simpson (2017), an

average American is exposed to 4,000 to 10,000 advertisements daily, depending on their age, lifestyle, and screen time. After seeing so many advertisements, advertisements become the source of consumers' displeasure and annoyance and they start ignore brands and the messages they want to convey to the consumers (Niu et al., 2021). Thus, something must persuade the consumers to stop by and induce the desired actions, such as giving more information, donating, or making a purchase (Katemba & Tobing, 2020). Moreover, the number of products and services on the market justify the need to understand and create advertising appeals, which can be of different types (Idris et al., 2020). However, the term should be defined first to discuss the origin of the concept and the different types of advertising appeals. According to Kotler and Armstrong (2020), *advertising appeals* are the communication strategies that brands use to catch the attention of potential customers by influencing their emotions, feelings, and self-perception to motivate a purchase or an action.

Furthermore, advertising appeals represent the approach on how to address consumers' needs and wants and convey the unique value proposition to them (Rosenbaum-Elliott, 2021). Overall, advertising appeals are communication tactics and persuasion strategies, which can be emotional, rational, and moral (Kotler & Armstrong, 2020). However, many authors do not identify moral appeals as distinct because they overlap with emotional ones (Poels & DeWitte, 2006; Zhang et al., 2014). While Kotler and Armstrong (2020, p. 419), state that moral appeals target the audience's sense of what is "right" and "proper", Poels and Dewitte (2006) point out that emotional appeals involve considerations not only of interpersonal relationships and social interactions but also feelings and senses. Since the feeling of responsibility, compassion, guilt, sympathy, sentimentality, sense of just and other senses are defined as emotions by Shaver et al. (1987), the moral advertising appeal can be perceived as an element of emotional advertising along with humor, fear, challenge and other elements of emotional advertising. Thus, this thesis considers emotional and rational advertising appeals. To get a deeper understanding of each type of advertising appeal, the rhetorical theory should be presented in the following section.

2.2.1 Aristotle's Rhetoric

The theory of rhetoric officially roots back to Ancient Greece and was considered the art of persuasion or the art of persuading someone to agree to one's offer (Sonesson, 2013). Aristotle, considered as the father of rhetoric, referred to rhetoric as the way of language exploitation with the aim of persuasion and making an impact on the audience. According to Rapp (2022), Aristotle highlighted three artistic elements which altogether constitute the art of rhetoric. These elements are *logos*, *pathos*, and *ethos*, which correspond to logical reasoning, human

emotions, and human character. Aristotle based the three kinds of proof on logical reasoning in an argument, emotions and feelings that a piece of writing evokes in the audience and ethical proof he links to the manner of the authors' attitude that they wish to express in the message (Griffin et al., 2019). In other words, *logos* states reasonable arguments, *pathos* address human passions, while *ethos* – reflects the credibility and attractiveness of the message creator.

The theory of rhetoric is actively used in marketing. According to Losim et al. (2019), *logos*, often referred to as logical appeal, is a technique that is represented by referring to data, straight facts, and science in advertisements. An example of *logos* is an advertisement of a juice, where the creators emphasize the high ratio of fresh fruits and the presence of nutrients, vitamins, and microelements. The scholars state that the goal of a logical appeal is to catch the attention of the message receiver through their intellect rather than the heart. However, *logos* rhetoric has limits because not every consumer is rational (Xinhui & Han, 2016). However, it has a solid persuasion effect on those who have a rational mindset.

Regarding *pathos*, this rhetoric is aimed at the audience's heart and tends to evoke feelings. The emotional appeal's goal is to provoke emotions, positive or negative. For instance, showing a cute scene of playing kittens can encourage someone to come to the shelter and adopt one, or crying children talking about their illness might motivate one to donate to a cancer fighting fund. Thus, *pathos* rhetoric tries to motivate the audience to action by driving their feelings and emotions (Higgins & Walker, 2012).

Lastly, the purpose of the *ethos* rhetoric is to convince the audience to purchase or to act motivated by the trustworthiness and high ethics of the advertiser. According to Romanova and Smirnova (2019), it is easier to make favorable decisions about an offer that comes from someone who has the consumers' trust or respect. Furthermore, companies often apply *ethos* rhetoric to tie the brand image to fundamental human rights to build trust with the customers by creating an image of ordinary people. This tactic makes people feel normal and essential. Furthermore, *ethos* rhetoric often appeals to the representation of a celebrity, which transfers its responsibility, credibility, and respect to the brand (Hamzah et al., 2019).

To sum up, Romanova and Smirnova (2019) state that a persuasive technique combines different linguistic instruments, which help to influence the consumer's attitude and evoke action. Furthermore, the researchers found that even though there are three separate rhetorics highlighted by Aristotle, a positive effect in advertising is more likely when making combinations of the rhetorical components: However, it is crucial to consider the consumers type because

different groups react to different triggers: for some only works rational appeals, while for others might be effective pathos or ethos rhetoric, or the combination of the two. Furthermore, the rhetoric theory retained its topicality through the centuries. The influence of the rhetoric theory is traceable in public speeches, articles, social media and others. In addition, it has an important role in marketing - being the fundament for developing different advertising appeals.

2.2.2 Rational Advertising Appeal

As mentioned before, advertising appeals - as based on the rhetoric theory of Aristotle - can be divided into two groups: rational and emotional. According to Kotler and Armstrong (2020), advertising appeals should have several characteristics. First, they should be meaningful, clearly stating the advantages of the advertised product or service to induce the consumers' interest. Second, an advertising appeal should be believable so the customers find the appeal and the product or service features realistic. Furthermore, it is vital to keep it plausible, so the post-purchase phase of the customer journey remains positive. Third, the appeal should be distinctive, telling about the uniqueness of the products or services. Furthermore, the appeal should be set up in a way that will prompt the desired responses from the message receivers (Zhang et al., 2014).

According to Romanova and Smirnova (2019), the most commonly used advertising appeal is the rational type. This type enjoys such popularity because the rational type provides the main aspects that consumers need in advertising. According to Stafford (1996), rational advertising appeals include factual, objective information. Furthermore, Johar and Sirgy (1991) state that rational appeals mainly concentrate on practical benefits. Another characteristic of a rational appeal is the necessary provision of information on a consumer's problem and a presentation of an immediate solution to it (Helmig & Thaler, 2010). Hence, it presents the superior quality of the product or service, its utility, value, reliability, performance, and other positive indicators.

All in all, a *rational marketing appeal* can be defined as a theme that presents information and straight facts. Rational marketing appeals target the audience through reasoning and aims to reach the audience's intellect (Casais & Pereira, 2021). An example of a rational appeal is Apple's advertisement (2019), as shown in Figure 3, where Apple, the American technological giant, tries to convince Malaysian phone users to switch to Apple devices from the Android operating system. The advertisement depicts the new phone models and, as Stafford (1996) prescribed for rational advertising appeal, includes factual information about the products and their advantages over Android phones by emphasizing the pain point of the consumers and providing

an immediate solution. It highlights the stunning quality of the photos thanks to the new camera, faster actions because of the faster chips, and higher battery life. Furthermore, it brings up an old feature that was still absent on android-based phones and caused inconvenience – synchronization between devices. Thus, it presents the device's utility, performance, and value.

There are so many reasons to switch to iPhone.

Stunning photos. The fastest chips. Incredible battery life. And iPhone is designed to last, so it holds its value longer. A simple app can transfer your photos, contacts, messages and more — many of your favourite Android apps will even download automatically. It's all easier than you think.



FIGURE 3: RATIONAL ADVERTISING EXAMPLE - APPLE | IPHONE 11
Source: Apple (2019)

2.2.3 Emotional Advertising Appeals

As Kotler and Armstrong state (2020), emotional advertising appeals intend to evoke positive or negative emotions, which should optimistically influence the consumer buying decision. The range of emotions intended to occur is vast – from love and fun to hatred and guilt (Lee & Hong, 2016). According to Zhang et al. (2014), consumers see many advertisements daily, so they must enjoy them and remember the most outstanding ones, bringing something warm and pleasant. Nevertheless, negative emotions tend to be more dramatic and more memorable. However, negative emotions in advertising appeals should be handled with additional attention and care since they can provoke more robust negative experiences such as anxiety and permanent fear (Panda et al., 2013). These emotions are generated through tones of voice, music, images, and other marketing instruments (Bülbül & Menon, 2010). Marketers who apply the emotional technique believe that customers mostly feel before considering and rationalizing something, so it is very effective (Panda et al., 2013).

Furthermore, according to Kim and Sullivan (2019), there is a growing trend in an emotional relationship between customers and brands. Thus, brands employ emotional appeal to engage with consumers and satisfy their emotional needs and dreams. Addressing customers' emotional needs leads to higher consumer evaluations of brands, which makes emotional advertising appeals often used. Furthermore, it is essential to mention that, according to Helmig and Thaler (2010), emotional appeals are often applied to increase the response levels of the target audience. Hence, it is also used to convince bigger groups to adopt behavior in favor of their well-being or for the sake of society or the environment (Brennan & Binney, 2010). Moreover, Abbasi et al. (2014) proved that positive emotional advertising appeals, namely humorous, joky and funny, serve as a source of amusement for consumers and, as a result, create a positive effect on the purchase decision.

All in all, emotional advertising appeals are effective in terms of influencing consumer perception and purchasing behavior and can be applied in different kinds of advertisements, often for products and services for which rational appeals does not work. For example, emotional advertising appeals first were typical only for luxury fashion products (Panda et al., 2013). In rational advertising, it is difficult to argue for the reasonableness of high prices in the premium and luxury segments. However, emotional appeals can provide precisely what luxury brands do – extraordinary experiences and feelings (Kim et al., 2016). That is why emotional appeals stand out from other types of advertising appeals and, through the years, gained so high levels of popularity. However, marketers have to consider the limitation of this advertising technique. The main drawback of emotional appeals is that emotions are tightly connected to cultures (Panda et al., 2013). It means that the same emotional advertisement would evoke different emotions in different countries since different cultures have different interpretations of many components of life. For example, in advertising appeals, collectivist cultures are positively affected by ego-centrism, while this appeal does not influence members of individualistic societies. Furthermore, emotional relationships are hardly manageable, partly because of cultural differences (Kim & Sullivan, 2019). Another reason for the complexity of emotional advertising appeals is that the response to them is highly personalized. While one viewer finds the advertisement funny and enjoyable, another might have a negative association. That is why the level of the emotional effect should be considered along with its compatibility and value (Poels & Dewitte, 2019).

An excellent example of an emotional advertising appeal is the campaign of SOS Mata Atlantica (2017). This non-governmental organization defends the remains of Mata Atlântica in Brazil. As seen in Figure 4, the campaign's name and the logo are “the forest never dies alone,” and the ad depicts a half-skeleton half in the natural alive form jaguar. This strong graphical visual draws a sense of loss, something incredible under threat because of massive deforestation. This advertisement is meant to warn humanity that cutting trees means not only the cessation of the existence of the forest but also the natural habitat of thousands of species. The sense of loss may motivate people to act in favor of stopping deforestation and controlling their consumption.



FIGURE 4: EMOTIONAL APPEAL - THE FOREST NEVER DIES ALONE

Source: SOS Mata Atlantica (2017)

2.2.3.1 Elements of Emotional Advertising

As mentioned before, the spectrum of emotions marketers try to engage is broad: negative and positive emotions can be subjects of inducement (Lee & Hong, 2016). To endorse diverse emotions, marketers use different advertising elements—facial expressions, nature, children, music, humor, and others. Hence, several elements of emotional advertising are reviewed next.

According to Zhou et al. (2021), facial expressions in advertisements not only reflect the feeling and thoughts of the subject of the advertisement but also influences the feeling and provoke emotions of the observer. For example, when the model in the advertisement is smiling, the observer perceives their state and reacts with a reflection of that state (Preston & De Waal, 2002). Furthermore, researchers found that positive facial expressions can convey positive information and boost the positive emotions of the observers (Barger & Grandey, 2006). That is one of the reasons why workers in the service industry sometimes exaggerate their positive emotions and smiles to improve the customers' experience. In addition, Isabella and Vieira (2020) found that the model's facial expression effects product rating: genuine smiles have a higher positive impact on product evaluations than faked smiles. Hence, positive facial expressions, including smiling, can increase the effectiveness of the advertisement (Kulczynski et al., 2016)

Regarding humor, it causes a good mood and pleasant feelings, loosens the audience, and keeps their attention. Horňák (2016) points out that humor is an excellent instrument to draw consumers' attention to the advertisement, keep the ad in people's memory, and help create a positive attitude towards a brand. Weinberger & Gulas (2019) explain the positive effect on brand attitude by increased attention to advertisements with humorous elements and decreased negative cognition because of the distraction effect. Thus, humor helps create a positive brand-customer relationship and positively affects brand evaluations and attitudes because of the distraction and positive effect transfer. However, it is worth mentioning that humor is more appropriate and effective for low-involvement products such as food and detergents because the consideration process is shorter and less conscious for these kinds of goods. Hence, creating a positive, memorable, and funny messages is essential (Warren, Barsky & McGraw, 2018).

As an advertising element, music is widespread: according to Jones (2021), 84% of advertisements globally include music. Because of this high level of occurrence and importance, it is crucial to understand the effects of music in advertisements. Park et al. (2015) state that music impacts advertisements' effectiveness and persuasion strength by influencing the observer's mood. Furthermore, music creates involvement and can have an embodied or reverential meaning (Zhu & Meyers-Levy, 2005). The embodied meaning generates instant feelings through the sound of the music ignoring its context (Bruner, 1990). For example, a faster beat can generate positive feelings, abbreviated and percussive sounds evoke more energy, while repetitive rhythm directs attentional processes (Bruner, 1990; Miller et al., 2013). The

effect of music in advertisements can also be context-dependent, which is the referential meaning of music (Trai-nor & Trehub, 1992). Research on the effects of the context of music in advertisements shows that music can improve brand attitude and recall when it matches the features of the advertisement and the brand (Alpert & Alpert, 1990). Scholars investigated how music influences consumers, too, and found that the effectiveness of music consists in the fact that music helps the listeners plunge into the story of the advertisement (Strick et al., 2015). Such a technique decreases critical processing and increases behavioral (including purchase) intentions. Furthermore, Ward et al. (2014) came to the conclusion that consumers like music that they can recall, so playing familiar to consumers music can improve their mood and attitude toward a brand. Furthermore, Alpert and Alpert (1990) confirmed that familiar background music could produce positive emotional responses associated with an effect on purchase intention.

2.2.4 Sustainable Marketing

Since not long ago, sustainability has become an integral part of many processes happening on the planet, including business and consumption. As an essential part of business operations and development, marketing has been going through changes too, and now the word *sustainable* can accompany *marketing* as well. Thus, Lunde (2018, p.94) defines *sustainable marketing* as “the strategic creation, communication, delivery, and exchange of offerings that produce value,” lowering harm to the environment and society and enhancing the well-being and quality of life of the stakeholders, including the future generations. Pogrebova et al. (2017, p.694) state that the promotion of sustainable values and consumption patterns aligns with social and environmental requirements for the company and its profit. At the same time, Calvo-Porrall (2019, p.265) emphasizes that sustainable marketing is about integrating social, economic, and environmental practices in marketing activities. The author states that examples of sustainable marketing practices can be developing the basics of sustainable production and consumption, including resource-efficient techniques and reduction of waste and consumption of single-use products. Kim et al. (2015) expand this list with cultural activities that promote and normalize cultural and racial diversity.

According to Elkington (1999), sustainable marketing and decision-making should contain three elements of sustainability - economic, environmental, and social. First, the economic factor refers to sharing economic benefits through economic support with the stakeholders – employees, local communities, and customers – and promoting natural business growth through profits (Amalric & Hauser, 2005). Furthermore, the innovation processes, value creation, and

efficient management should maximize profits for both the company and stakeholders through the modernization of the facilities, the creation of new workplaces, and the establishment of the e-commerce system. Second, social marketing activities states for accomplishing the social contribution goals of the company along with the business goals, which is not only about good deeds but also the positive effect on the brand image (Min Kong & Ko, 2017). Knowing that a part of the money spent in a particular store contributes to social campaigns keeps the consumer loyal to a brand. Among the social marketing activities can be raising awareness on particular problems, financing free medical check-ups (e.g., measuring blood pressure, skin-type examination), and raising funds for charity goals. Third, the most common and most numerous environmental marketing activities aim to satisfy human needs and want with minimal impact on the natural environment (Jung et al., 2020). For example, brands are developing environmentally friendly fashion products applying recycling techniques and recycling cloth, reusing banners, refusing plastic packaging, communicating the green features of a product, and others.

2.2.4.1 Benefits of Sustainable Marketing

Although sustainable marketing has gained traction in the previous decade, many marketers are still unsure about the exact conceptualization of the term (Kemper and Ballantine, 2017). Hence, there might arise doubt on its effectiveness and usefulness in product promotion. However, there are several reasons why sustainable marketing is beneficial for a society. According to Peterson (2021), promoting sustainable products and emphasizing their economic, social, or environmental mission increase competition. Entering the market of sustainable products enhances new market development and contributes to the trend for environmental-friendliness and social responsibility (Ntsonde & Aggeri, 2021). Moreover, by adopting sustainable business practices and informing the consumers and competitors about them through advertising appeals, companies pursue innovation and transform different markets across the spectrum of business functions (Peterson et al., 2021). For example, the development of electric vehicles pushed for a significant market transformation, which is going on worldwide. Moreover, sustainable marketing plays a significant role in raising awareness among consumers about sustainability, its origins, importance, and advantages of sustainable products (Dangelico & Vocalelli, 2017).

In addition, the positive effect of launching sustainable marketing in a company must be addressed with increased attention. According to Lee et al. (2013), there is an active growth in the interest of consumers toward sustainability, so incorporating sustainable marketing

activities and practices provides a chance for companies to get closer to customers. Moreover, higher awareness among society about sustainability and its incorporation to everyday practices enhances customer support of sustainable businesses and boosts marketing campaigns' effectiveness (Lee et al., 2016). Furthermore, according to Elkington (2020), the sustainability knowledge possessed by the company also provides an opportunity for innovation. On the contrary, ignoring sustainability and connected opportunities would result in slower sustainability practices development and wasted effort in sustainable marketing campaigns when there is an urgent need for them. All in all, incorporating sustainable marketing in business strategies and contributing to sustainable development with raising awareness through marketing campaigns is beneficial both to the company and the society and can be characterized as “doing well by doing good” (Peterson, 2021, p. 159).

2.2.4.2 The three Ps of Sustainability Marketing

As marketing is a broad topic and sphere of operations, it is easier to follow a clear framework to build up a marketing strategy. Marketing strategies usually consist of promotion, communication, and (potential) consumer education about the brand and the problem that it solves (Kotler & Armstrong, 2020). Fuxman et al. (2022) developed a marketing model that incorporates sustainability – the *three Ps of Sustainability Marketing*, which is an expanded marketing mix for sustainable marketing. The authors add three more Ps to the basic marketing mix, which is exceptionally efficient for the fashion industry: public, performance, and preservation. The public component should represent not only the customers, who drive sustainable initiatives, personnel, and management but also human capital along the supply chain. Particular attention should be drawn to the companies' policies which affect the integration process of groups from different cultural backgrounds and physical conditions, embracing inner-organizational diversity (Cernansky, 2020). The performance component would state for healthy and natural economic growth without adverse effects on local and national economies, promoting respect of taxation rules, corruption abandonment, and attention to local communities and the health and wellbeing of workers and locals (Taherdangkoo et al., 2016). While preservation would state the care for the organization's external environment – the planet and the company's deeds for its sake (Lim, 2015).

According to Fuxman et al. (2022), the *three Ps of Sustainability Marketing* model is industry agnostic and has an economy-wide application. This framework is useful for companies to manage sustainability marketing initiatives and contribute to the preservation of the planet and the improvement of other sustainability factors such as the economy and society. Moreover, a

thought of Lim (2015) should be mentioned that sustainability is not a limitation to production and marketing but an opportunity to identify new horizons. Fuxman et al. (2022) is designed to help strategy mapping for marketing sustainability and identify new opportunities for companies. In addition, another purpose of this model is to produce a clearer understanding of the components of sustainable marketing and provide a framework for strategy analysis. Thus, the three Ps of Sustainable Marketing model serves as an instrument of analysis for better interpretation of the results of the empirical research of this thesis.

2.2.5 The Impact of Sustainable Marketing on Consumer Responses

Looking at the unremitting spreading of sustainable marketing campaigns of brands from different industries around the globe indicates that sustainable marketing strategies are effective prompt favorable consumer responses (Jung et al., 2020). Furthermore, Trivedi et al. state that sustainable promotion and communication are necessary for a modern business because it is becoming a primary customer expectation toward a brand (2018). However, to get a deeper understanding of the roots of the effectiveness of sustainable marketing campaigns, the various effects of these should be investigated. First, its general effects are discussed, followed by investigation of the influence on brand image, consumer trust, and loyalty.

According to Stern et al. (1999), a society has value objects. Suppose those objects, which the environment can represent, endangered species, marginalized groups, and many others, are under threat. In that case, people feel responsible and believe that their actions can be helpful and valuable in rescuing or protecting essential things. Minton et al. (2015) argued that the feeling of obligation and responsibility can have different roots – culture, religion, moral principles, belonging to social groups, values deriving from family background, and other influencing factors. Moreover, as Arli et al. (2019) state, people concerned about a specific environmental, social, or economic issue have the knowledge and a deeper understanding of the problem and the impact of businesses on it. For example, companies that exploit forced work and child labor, underpay the employees and have low moral corporate responsibility negatively affect the society and the economy of the country where it operates. According to Peterson et al. (2021), such company policies and their disclosure decrease the overall support of companies by consumers.

Interestingly, the consumer perception of ethicality has several favorable brand-related consequences. A higher level of consumers' perception of ethicality leads to higher levels of trust and brand loyalty (Diallo & Lambey-Checchin, 2015). Hence, if a company does not engage

in practices like overpricing, defective products selling, misleading advertising, and data privacy rules abuse, consumers with high ethicality perceive such companies as trustworthy and honourable (Pride & Ferrell, 2017). Previous research indicated that companies which does not pay attention to the level of consumers' ethical perception can be negatively affected by consumers' preference of competitors over them (Cheung & To, 2020). In addition, gaining new customers is more time-consuming and costly, so it is beneficial for companies to keep the level of trust and loyalty stable or increasing through aligning the ethical image of the company to the level of consumers' perception of ethicality. According to Agag (2019), the alignment of ethical image to the consumer's level of ethicality has a strong influence on the repurchasing intention.

According to Jung et al. (2020), sustainable marketing activities not only contribute to the financial goals of a business but also have a positive effect on consumers' beliefs about the company. For example, sustainability advertising creates a positive brand image, which has a symbolic meaning representing specific brand attributes (Cretu & Rodie, 2007). The brand image consists of a set of cognitive perceptions associated with the brand, including thoughts, impressions, and beliefs. The brand image is crucial because it enhances brand performance, strengthens the competitive advantage, increases consumer engagement and loyalty, and positively influences purchase intention (Islam & Rahman, 2016). According to Moise et al. (2019), practicing sustainability marketing and investing in fulfilling social responsibility requirements and consumers' expectations regarding sustainability results in a more favorable brand image and brand associations, higher brand awareness and perceived quality, and stronger customer satisfaction.

Trust, an essential indicator of the brand-customer relationship, is also positively influenced by sustainable marketing activities (Jung et al., 2020). According to Morgan and Hung (1994), trust can be defined as a belief that the other party will keep its word and promises and do its best to meet the obligations and responsibilities. Consumers enhance brand trust in a company's marketing activities and the promise to keep represented in the product and business activities it produces (Ashley & Leonard, 2009). Thus, apposite sustainable marketing activities promote trustworthiness, which makes consumers devise trust and count on the firms' state's function and ethicality (Chaudhuri & Holbrook, 2001). Furthermore, increased transparency and responsibility enhances trust, loyalty and purchase intention. Transparency is vital when marketers promote sustainable products because greenwashing is a common phenomenon nowadays that destroys brand image and reputation (Osburg et al., 2019).

As mentioned before, sustainable marketing activities influence brand image, trustworthiness, and evaluations. Thus, a conclusion can be made that overall satisfaction with the brand, optimistic beliefs, and excellent reputation can lead to loyalty (Rauyruen et al., 2009), which is represented by the willingness to buy products from a brand consistently even though a different brand can be selected. Thus, it results in regular purchases at the same brand, which helps to establish a customer base, lower revenue volatility, decrease marketing costs and drive up the willingness to pay premium prices (Srivastava, 1999). Thus, sustainable marketing positively affects customer trust, loyalty, and brand perceptions, so practicing it is essential for enhancing competitive advantage and growth.

2.3 Greenwashing

Since the appraisal of the importance of sustainability and sustainable operation, consumption, and marketing, the fashion industry is often in the spotlight. The fashion industry is surrounded by enormous attention because of its colossal environmental impact – clothing production has doubled since 2000, and 85% of textiles go to landfill yearly (McFall-Johnsen, 2020). That is why this industry needs to undergo a significant transformation toward a circular economy, conscious business practices, and other sustainability measures adoption methods (Niinimäki, 2017). However, it is not only about transforming the business but also about changing the behavior and perception of the consumers of sustainable practices and products (White et al., 2019). Nevertheless, many brands renunciate business transformation at this stage, trying to drive up positive sentiments and create an image of a sustainable business through an unfair marketing method – *greenwashing* (De Freitas Netto et al., 2020).

According to Becker-Olsen and Potucek (2013), greenwashing is a false promotion of a company's sustainable practices and representing the company as a sustainable organization to engage with more consumers. In other words, it is the perversion of the company's actual sustainability activities and practices to set up a false image of sustainable responsibility (Reilly, 2020). At the same time, Generation Climate Europe (2021) defines greenwashing as highlighting only a minor part of the company's sustainable activity while overshadowing the negative impact on the environment and society that it causes, intending to present itself as more environmentally and socially responsible than it actually is.

Herzig and Schaltegger (2011) characterize communication of brands about sustainability and information as asymmetric since the consumers have limited access to the operations and data of the companies. Since the facts that the firm states cannot be proved or checked, this

mysteriousness often leads to low trust and credibility. Thus, companies can create an image of a highly responsible and sustainable organization if the stakeholders rely on the trustworthiness of the brands' communication. However, often the company's statement can be easily destroyed. For example, Procter and Gamble announced in 2018 that they created the first ever natural diaper and wipe collection, which keeps up with quality to its non-natural competitors (Procter & Gamble, 2018). However, as Reilly (2020) admitted, calling disposable pampers clean, pure, and natural is misleading because producing these hygiene products requires a lot of energy and creates waste. Moreover, diapers and wipes always finish their lifecycle in landfill.

Generation Climate Europe (2021) highlights other characteristics of greenwashing. They say that one of the displays of greenwashing is when an organization claims they have become sustainable, even though they improved only one production process or launched only one truly sustainable collection or product. Furthermore, what is typical for the fashion industry is that companies do not focus on fiber-to-fiber recycling, transforming textile waste into new clothes. Instead, they only downcycle the clothing waste. Another characteristic, typical for fashion retailers, is doing take-back programs to decrease the consumers' sense of guilt and incentivize new purchases. For example, in 2013, H&M launched the "H&M Conscious" line of clothing and started collecting second-hand textiles in their stores, giving vouchers for future purchases instead (Dwyer, 2019, para. 2). Any proof of good deeds never supported the campaign. Hence, the Norwegian Consumer Authority state that the campaign should be considered illegal because of the extent to which the company misleads people.

Adamkiewicz et al. (2022) point out that eco-labeling and certification are considered greenwashing narratives. According to (Shahrin et al., 2017) eco-labeling is a sign or a symbol on products to demonstrate environmental and social responsibility, while eco-certification is a proof of assessment of the level of environmental friendliness. These two options are excellent instruments to increase credibility and gain the consumer's trust. According to Zaidi et al. (2019), eco-labeling and certification signify first-class quality and superior value. Thus, eco-labeling and certification are often the final influencing factors in decision-making, which often revolves around consumers' willingness to pay higher prices for ordinary products. Franco et al. (2019) claim that eco-labeling serves as an official guarantee of a clueless perceived brand reputation which induces more positive purchase decisions in the luxury segment. Mandarić et al. confirm this (2022), stating that the sustainability of fashion brands influences consumer attitudes and purchase decisions. However, according to. Shahrin et al. (2017) many eco products have this label without providing any proof or evidence which would back their status. Furthermore,

according to Changing Markets Foundation (2021), an analysis of fifty major European fashion brands found that almost 60% of brands publish misleading sustainability claims. In addition, many of the most spread eco-certifications in the fashion industry (e.g. Cradle to Cradle, Textile Exchange, Ellen MacArthur Foundation) enable greenwashing through giving our certificates and labels with lack of transparency, independence and accountability throughout the process of certification. Another report by Changing Markets Foundation (2022b) demonstrates that many brands even manipulate with vague terms such as eco, organic, sustainable creating untruthful marketing messages. Thus, there are two main problems associated with greenwashing. First, consumers often misinterpret green terms and get a false sense of sustainable awareness (Shahrin, 2021). Second, besides the problem that fake eco-labeling does not ensure the promised quality and attributes such as environmental friendliness, greenwashing practices undermine the value, reputation, and effort of genuinely sustainable brands (Peattie & Crane, 2005). Hence, companies mislead people into acting unsustainably to sake additional profit through motivating consumers to buy inferior goods.

Even though greenwashing is not a rare occurrence, sustainability remains an influencing factor while making purchase decisions. However, it is worth noticing that the hierarchy of choice-effecting features is far lower than price, quality, value, appearance, the convenience of the product, appearance and presentation in stores and online (KPMG, 2019). Even though conventional apparel attributes listed before are the prior focus of consumers, they still consider the garment's durability, fair wages, healthy working conditions and environmentally friendly production process important decision-making factors while purchasing sustainable apparel (Rausch et al., 2021). Furthermore, the sustainability and size of packaging are also important to consumers which purchase sustainable goods online.

To conclude, one of the critical aims of greenwashing is creating an image that a particular company acts to reduce environmental harm. While in reality, they mostly thrive for cost saving, market expansion, and increase in sales through sustainable marketing campaigns (Becker-Olsen & Potucek, 2013). Greenwashing is intolerable from environmental, social, economic, ethical, and moral sides; however, it can prompt consumers to look for more sustainable solutions among fashion retailers. Nevertheless, consumers and companies should cooperate to make the fashion industry more sustainable, enhancing transparency through requests and serving as examples of conscientiousness.

2.4 Consumer Responses

The needs and wants of today's customer are not always straightforward since many factors influence consumers and their behavior, whether rational or irrational. Hence, factors influencing purchase decision should be discussed to get a deeper understanding of the decision-making process and to answer the research questions of this thesis. Hence, four main domains influence consumer responses – the psychological core, the decision-making process, the consumer's culture, and behavioral outcomes (Hoyer et al., 2012). The psychological core states the personal parameters of the consumers - their motivation, comprehension, knowledge, memory, attitude formation, and change (Schiffman et al., 2013). The decision-making process follows the psychological core, which consists of problem recognition and searches for information on its resolution, the judgment on the product, and the purchase decision. The outcomes of the two previous domains depend on the adoption, resistance, and diffusion of innovations, marketing, ethics, and social responsibility. Moreover, as Joy and Li state (2012), consumer culture is the most diverse and complex domain, including social influences, household and social class influences, psychographics (values, lifestyles, beliefs, personality), and consumer diversity.

In addition, scholars often consider the consumer response model developed by Holbrook and Hirschman (1982), which consists of affective, cognitive, and behavioral responses. Affective responses are based on attitudes and preferences and information processing disregard experiential responses (Javornik, 2016). Cognitive responses root from memories, thoughts, and structured knowledge (Lavidge & Steiner, 1961). Furthermore, subconscious elements like images and fantasies can be a forming factor of cognitive responses too. Lastly, behavioral responses are driven by the consumers' desire to experience mental events which occur during the purchase process or because of consumption (Holbrook & Hirschman, 1982).

Krestyanpol (2023) identifies three consequence of constructs impacting behavioral response, as illustrated in Figure 5, starting with thoughts and feelings. Under feeling, the author summarizes irrational behavior based on logically unmotivated actions completed under the influence of emotions. The consumer who makes choices based on their self-interest and maximizes the consumer's utility is characteristic of rational behavior, and in the flow, it is represented under thoughts (Hall, 1990). Either the rational or irrational formulates consumer attitude. Either the rational or irrational formulates consumer attitude. According to Krestyanpol (2022), the consumer attitude formulates the final purchase intention, which later induces the consumer to conduct a particular behavior. In addition, Zheng and Chi (2015)

researched several factors influencing sustainable apparel purchase intention and established that attitude has a strong effect purchase intention. Hence, consumer attitude as one of the most relevant influencing factors of purchase intention is discussed in detail in the next section.

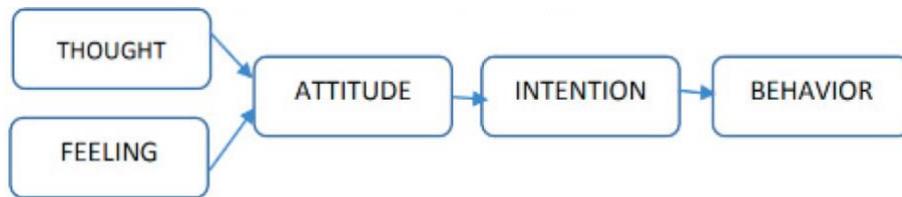


FIGURE 5: CONSEQUENCE OF CONSTRUCTS PRECEDING BEHAVIOR

Source: Source: Krestyanpol (2023)

2.4.1 Consumer Attitude

The primary responsibility of marketers is to promote brands and their products by creating marketing strategies that would incline customers to purchase. However, to create effective marketing strategies, companies must know how to influence consumers. According to Argyriou & Melewar (2011), *consumer attitude* is one of the key metrics which can influence consumer preferences and tendencies to conduct a desired behavior, so this term should be defined first. According to Kapoor (2012), an attitude is a durable evaluation of people, in this case, consumers, of an object, person, advertisement, or problem. An attitude is lasting because it holds on and accumulates with obtaining more information and can develop positive and negative thoughts.

Furthermore, attitudes help to create hierarchies of preference and make choices easier. Thus, they affect our intentions and behavior as such. Kotler and Armstrong (2004) define consumer attitude as a thought that describes a product in a few choice criteria. Furthermore, marketers and researchers are curious about consumers' beliefs about the product since it creates the brand image. If the attitude evokes a feeling of unfavorableness and holds the customers back from a purchase, companies launch campaigns that correct the brand image. Berkowitz et al. (2000, as cited in Argyriou & Melewar, 2011) describe consumer attitude as the consumers' subjective perception of a product and its performance. The researchers find subjective perception vital because it is the main factor creating a favorable or unfavorable attitude, which stimulates or reverses buying decisions. Solomon et al. (2013) state that consumer attitudes are positive or negative feelings toward brands and their products, which always have a direction, strength, and degree.

Moreover, favorable to describe the components attitude to get a deeper and more structured understanding of how consumers form attitude. According to Mucha et al. (2022), there are three components of consumer attitude – cognitive, affective, and conative. The cognitive component covers the knowledge, experience, and beliefs about the product or service. However, it should be mentioned that the knowledge obtained is not objective and it can be incomplete. Thus, the cognitive part instead refers to beliefs and subjective knowledge and opinion. According to Ajzen (2006), the affective part is responsible for the feeling and emotion that the product provokes. At the same time, conative represents the intention to consume (Fabrigar et al., 2005). However, there three components often contradict. As a result, consumers feel uncomfortable and cognitive dissonance appears. Nevertheless, a change in one of the components allows consumers to find a compromise, which is the aim of marketers and the foundation of marketing strategy (Grimm, 2005).

For a successful analysis of consumer attitude, researchers and marketers should consider all three components and solve the cognitive dissonance if there is any. As Hawkins and Motherbaugh state (2015), it is essential to achieve consistency between the cognitive, affective, and conative components to create a favorable consumer attitude, which may result in a higher chance of product interest and purchase. It is important to mention that consumer attitude can be formed about brands, products, services, and other objects. In this thesis *brand attitude* is examined, which can be defined as “consumer’s overall evaluation of a brand,” which is a stable predisposition of behavior (Olson & Mirchell, 2000).

In addition, producing sustainable products and engaging in sustainable marketing appeals influences brand attitude – an “individual's internal evaluation of the brand” (Mitchell & Olson, 1981, p. 318). According to Olsen et al. (2014), introducing new green products and communicating their sustainable value positively influences consumers' attitudes toward the brand and increases credibility. Davis (1993) states that sustainability advertising positively changes brand attitude. Furthermore, the author found that brand attitude is enhanced if the marketing appeal uses strong claims. Studies show that presenting sustainable attributes of a product in an advertisement has a direct positive effect on brand attitudes and purchase intention (Hartmann & Apaolaza-Ibáñez, 2009). Lastly, according to Schmuck et al. (2018), in contrast to conventional ads, all types of sustainability ads (rational, emotional, and combined) lead to increased purchase intention, which is mediated by brand attitude.

Therefore, the first hypothesis could be derived from the findings mentioned above:

H₁: Sustainable marketing appeals have a greater positive impact on brand attitude as compared non-sustainable marketing appeals.

Another topic of discussion among marketing researchers is how consumers percept social and environmental dimensions of sustainability in advertisements. Catlin et al. (2017, p.245) determined that the application of the social pillar is associated with “effective, short-term, and local factors.” At the same time, advertisements focusing on the environmental pillar seem more analytical, aimed at accomplishing long-term goals and addressing global issues. Simpson and Radford (2014) studied which sustainable dimension is more critical in consumption choices. The researchers concluded that the environmental pillar is more relevant and influential than the social and economic for self-focused, trend-motivated, and reality-driven segments of customers. Another research revealed that involving the environmental sustainability pillar in advertising appeals has a more significant impact on consumer attitude than presenting the social sustainability pillar attributes (Sander et al., 2021). The study suggests that the focus on the environmental aspects in advertising creates more substantial influencing content for promoting the brand as a sustainably responsible organization. The prevalence of the assumption that environmental pillar’s is the most effective lies in the higher awareness of the consumers about the environmental challenges since this topic is better communicated in the media (Hosta & Žabkar, 2021). Moreover, consumers find environmentally sustainable products more relevant for some exceptional cases and are better connected to regular purchases.

The three pillars of the sustainability model include the economic dimension as well; however, it does not contribute directly to customer value as the social and environmental dimensions do (Sander et al., 2021). That is why applying the economic dimension of sustainability in advertising appeals is not a common practice among marketers. Thus, the economic pillar of sustainability is not considered while developing the following hypotheses. Hence, as the literature suggests that the environmental dimension of sustainability has a higher impact on consumers than the social dimension, the following hypothesis has been formulated:

H₂: The environmental dimension of sustainability has a greater positive impact on brand attitude than the social dimension.

2.4.2 Self-Efficacy

Self-efficacy is a significant influencer of the daily flow of thought in people's minds determining their decision-making processes. Self-efficacy is a often an object of marketing research, so the

term should be defined first. Bandura was the first to propose the term of self-efficacy in 1977 and defined it as one's belief that one can complete a task or required behavior. In other words, it concerns knowing how well one can conduct specific actions to reach a particular goal. Gilg et al. (2010) refer to the concept as a variable potentially influencing green consumerism. Regarding consumer behavior and purchasing, self-efficacy can be adopted as the level to which consumers manage, control, and overcome trials and tasks regarding their buying habits and consumption goals (Sharma & Dayal, 2016). Hence, the level of self-efficacy influences whether a consumer will try to accomplish a certain activity (Balau, 2017).

Since consumption and purchases also include a decision-making process, the effect of self-efficacy is also present in this case. According to Sharma and Dayal (2016), an established positive correlation between consumer attitude and self-efficacy leads to increased sustainable consumerism. Furthermore, Lawson (2001) states that self-efficacy is a component of influence in many fields of interest, just like consumers' preferences in activities, including decision making and information processing in the context of sustainable consumption. Thus, it is beneficial to analyze the impact of self-efficacy on consumer responses.

According to Tawde et al. (2022), although many consumers have sustainable intentions, only some eventually make sustainable purchasing decisions. The author states there is a gap between green intentions and green actions. Webb and Sheeran (2006) say that self-efficacy has a regulating role between intention and behavior. For instance, while conducting the intentions, some obstructive conditions like some unpredicted external factors may influence the course of actions and prevent the enation of intended plans. Di Maio et al. (2021) state that in such cases, self-efficacy can inspire consumers to resist hindrances and motivate themselves to keep up with their intentions and planned actions for the sake of sustainability.

Furthermore, Rainisio et al. (2022) emphasize that the role of self-efficacy in green behaviors is under-researched, and there is a perspective of a deeper understanding of the sustainable intention-behavior gap by analyzing it through the lens of self-efficacy. Munerah et al. (2021), at the same time, indicate that perceived self-efficacy can decrease anxiety and drive-up confidence. This finding helps to plan awareness campaigns about sustainable products and demonstrate ecological responsibility to create consumer engagement. Cannon and Rucker (2022) suggest that self-efficacy positively influences the final product of self-improvement in many fields, including social responsibility. For example, higher self-efficacy held up self-regulation, important in constraining harmful choices. Furthermore, self-efficacy links to the successful execution of long-term goals and the achievement of goals connected to the

consumer's personal values. For instance, White et al. (2019) state that self-efficacy can enhance adopting new habits and behaviors, such as recycling intentions.

During the purchasing process, including the pre- and post-purchase period, consumers must make several decisions to pursue their goals. This process does not require much cognitive effort while carrying out daily shopping (e.g. grocery shopping); consumers instead carry out automatic routine actions. However, there are times when consumers face extraordinary decisions when their knowledge and abilities are challenged (Garlin & McGuiggan, 2002). People with higher self-efficacy are more motivated to try something unusual with a belief in a successful result, while others stay with traditional choices. Thus, it is vital to understand the sources of self-efficacy to formulate marketing appeals that aim to improve sustainable behavior correctly.

Bandura (1977) defined four primary sources of self-efficacy – mastery experiences, vicarious experiences, social persuasion, and affective state. The author states that the most potent and common source is mastery experiences, in other words, firsthand experience. An experience of success drives self-efficacy up, while failure has a negative impact. For example, managing to recycle waste while living alone would give one confidence that they would manage it in the future, too, doing it while having a family or after moving to a different place. Self-efficacy arises from vicarious experiences too. Achterkamp et al. (2016) define vicarious experience as observing someone else performing the desired behavior and succeeding. In other words, it refers to gaining confidence from someone like you successfully performing a behavior or model learning. For example, seeing a friend avoiding purchasing leather and fur fashion items persuades one that they can go without those materials too. Verbal or social persuasion, which is self-explanatory, are also sources of self-efficacy. Verbally expressed faith and support from “significant others” or other reliable sources strengthens self-efficacy and confidence in one's capabilities (Bandura, 1997, p. 101). Lastly, affective states or psychological arousal also enhances self-efficacy development. This source refers to the state of the body and mind since physical and mental health, emotions, and mood influence one's self-confidence (He & Wong, 2022). For example, depression or frustration significantly decreases energy levels and motivation to act, and belief in the successful performance of the desired behavior goes down. All in all, self-efficacy is an essential factor to consider while planning a marketing campaign and analyzing consumer intention and purchase drivers because, as Ben-Ami et al. (2014) proved, increased self-efficacy pushes consumers to purchase products they never did before and demonstrating a behavior they were not confident about yet.

According to Tagkaloglou and Kasser (2018), self-efficacy is one of the most critical factors influencing pro-environmental behavior. Furthermore, Han and Hyun (2017) determined a direct relationship between self-efficacy and the green purchasing intentions of the customers. Since an increase in self-efficacy can positively influence purchase intentions, marketers can see self-efficacy as a variable to manipulate to increase purchase intentions and sales. As Rummel et al. (1990) state, advertisements can influence self-efficacy, if advertisements are perceived as vicarious experiences. For instance, Berry and Howe (2005) demonstrated that self-efficacy mediates between exercise-promoting advertisements and executed intended behavior.

Moreover, Bandura (1986) explains that relevant modeling can influence self-efficacy when people do not have extensive previous experience to evaluate their abilities and competence. Thus, consumers rely on modeled examples to engage with the desired behavior when they lack prior experience and cannot estimate competence. Since advertisements can enhance self-efficacy as sources of modeled behavior or vicarious experience, a sustainability advertisement can motivate sustainable behavior. Since self-efficacy has a mediating role between advertisements and desired behavior, the following hypothesis can be formulated based on previous research:

H₃: Sustainable marketing appeals have a greater positive impact on self-efficacy as compared non-sustainable marketing appeals.

Moreover, as discussed in the previous chapter, several researchers found that the environmental dimension of sustainability has a stronger effect on consumers than the social dimension (Hosta & Žabkar, 2021; Sander et al., 2021; Simpson & Radford, 2014). The result of these research enables the postulation of the following:

H₄: The environmental dimension of sustainability has greater positive impact on self-efficacy than the social dimension.

2.4.3 Purchase Intention

Purchase intentions is an essential concept in marketing. Results of consumer purchase intention measurement represent valuable information for managers, marketers, and companies as such. The term intention is comprehensively defined by Ajzen (1991), describing it as a parameter that indicates the extent to which the consumer is ready to conduct specific actions, namely purchases in marketing research. According to Dadwal et al. (2020), this concept covers the mix of affective, behavioral, and cognitive factors regarding adopting

innovations, purchasing, and using a product. Furthermore, it serves as a tool for decisions regarding improving existing products and developing new products, creating approximate predictions about future sales. Bergkvist et al. (2016) refer to purchase intention as consumers' future attitudes that can be transferred into behavior.

In comparison, Dodds et al. (1991) define purchase intention as the perceptual reaction of consumers toward a product. Furthermore, scholars define *purchase intention* as decision-making that studies why a consumer would buy from a particular brand and as a situation where the consumer tends to buy a product under set circumstances (Morwitz et al., 2007; Shah et al., 2012). Moreover, Morwitz et al. (2007) highlight the usefulness of the concept – measuring purchase intention can enhance the implementation not only of new products but also new distribution channels. Furthermore, measuring purchase intention helps to determine whether it is worth developing and financing projects and decide which consumer segments and geographic markets are the most attractive and promising. Having an idea of the level of consumers' willingness to purchase a product can help to design the final version of the marketing activities, make corrections in determining the target audience and create a higher consumer involvement by learning from the predictions based on the purchase intentions (Morwitz, 2012). In addition, measuring purchase decisions for marketers is crucial because there is a strong link between behavioral intentions and actual behavior so that they can have an insight into the future behavior of consumers regarding the brand's new products (Montaño & Kasprzyk, 2008). However, it should be noted that the correlation between purchase intention and purchase is higher for durable goods, for short-term horizons, when specific brands and models are indicated in the measurement, and when the purchase intentions are collected in a comparative mode with other options (Morwitz et al., 2007).

Furthermore, the correlation between consumer attitude and purchase decisions should be mentioned. According to Wang et al. (2019), a positive consumer attitude toward a company and its products increases the positive effect on the purchase intention, meaning that a favorable attitude increases the chance of actual purchase. Furthermore, Peña-García et al. (2020) found several factors that have moderating roles between consumer attitude and purchase intention: customer awareness, subjective norms, country of origin, and price sensitivity create a positive correlation between purchase intention and consumer attitude. Thus, brand attitude influence purchase intention; however, while analyzing the results of the measurement many influencing factors should be considered to avoid misinterpretation.

According to Ajzen (1991), intentions to perform a particular behavior can be foreseen through several predictors – perceived behavioral control, subjective norms, and attitudes. Woo and Kim (2019) researched the link between purchase intention and foreseen or planned actions and the mediation role of purchase intention between consumer attitude and actual behavior. Furthermore, they found that attitude is the most significant determinant of buying intention in the context of green food. Foroudi et al. (2018) contributed to the knowledge of consumer responses by establishing a positive relationship between brand attitude and purchase intention. Moreover, Keller and Lehmann (2006) established that a positive brand attitude significantly increases buying intention and willingness to pay a premium price. Considering this background, it can be hypothesized that:

H₅: Brand attitude has a positive impact on purchase intention.

Since self-efficacy is often applied in consumer behavior analysis and marketing research, it also has an implication in sustainable marketing. Wu and Mweeba (2010, p.736) defined *environmental self-efficacy* as “beliefs concerning their capability to act in order to limit environmental degradation.” Research shows that self-efficacy influences consumer motivation and attitude toward green consumerism (Sharma & Dayal, 2016). Potentially, increased motivation and positive attitude toward green products may positively influence purchase intention. Han and Hyun (2017) conducted a study that proved the positive relationship between self-efficacy and green purchasing intention. Furthermore, Sharma and Dayal (2016) established that the higher the efficacy level, the higher the green purchasing intention will be. Based on these findings, the following hypothesis is developed:

H₆: Self-efficacy has a positive impact on purchase intention.

2.5 Hypotheses summary

This chapter reviewed the most relevant theories and research essential for formulating hypotheses, analyzing data, and correctly interpreting the results. First, sustainability and its dimensions were conceptualized, followed by the introduction of weak and strong sustainable consumption with a focus on the apparel industry. Second, the concept of advertising appeals was explained with a closer look at emotional and rational appeals. Furthermore, research on sustainability advertising appeals' impact on consumers was also reviewed. The last subchapter explained consumer responses, namely brand attitude and purchase intentions. The research on the impact of sustainability advertising appeals on self-efficacy is limited, so this concept was

discussed too. Hence, the relationship between sustainability advertisements, self-efficacy, and purchase intention can be tested.

The above-presented literature about sustainability, advertising appeals, their classification, brand attitude, self-efficacy as well as purchase intention, and its influencing factors is fundamental for the formation of the following research hypotheses, summarized in Table 1 and conceptual framework, visualized with Figure 6:

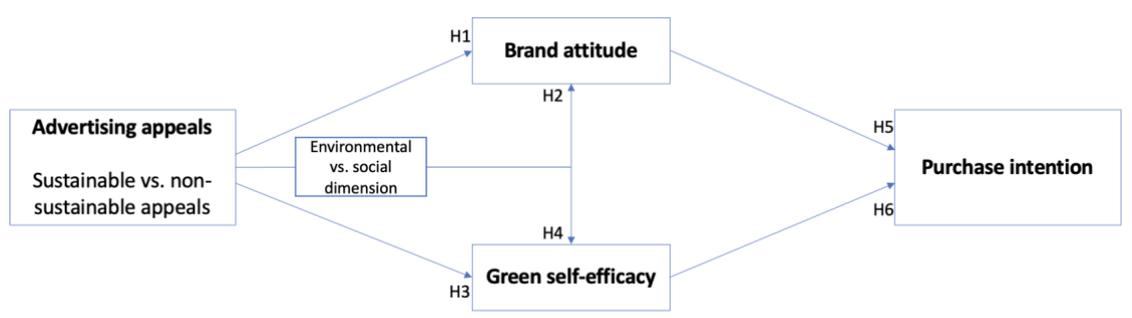


FIGURE 6: CONCEPTUAL FRAMEWORK

H₁	Sustainable marketing appeals have a greater positive impact on brand attitude as compared non-sustainable marketing appeals.
H₂	The environmental dimension of sustainability has a greater positive impact on brand attitude than the social dimension.
H₃	Sustainable marketing appeals have a greater positive impact on self-efficacy as compared non-sustainable marketing appeals.
H₄	The environmental dimension of sustainability has greater positive impact on self-efficacy than the social dimension.
H₅	Brand attitude has a positive impact on purchase intention.
H₆	Self-efficacy has a positive impact on purchase intention.

TABLE 1: HYPOTHESES SUMMARY

The formulated hypothesis and developed conceptual framework are followed by the methodology chapter, which elaborates on the research design applied in this thesis. Furthermore, the next chapter explains the chosen methodology, research instruments, sampling procedures, and the steps of data analysis.

3 METHODOLOGY

This chapter elaborates on the research method of this thesis, which is applied to study the impact of sustainability advertising appeals on brand attitude, self-efficacy, and purchase intention. In addition, the chapter describes the research design and approach, the formation of which helps to identify the most suitable method of data collection. The details of the sampling method, participant selection, stimulus materials, and data analysis procedure are also explained.

3.1 Research Design

According to Kumar et al. (2018), a *research design* is a strategy or framework of research techniques and instruments which leads the research to its primary goal – answering the research questions. Since there are many ways of formulating research questions and the research aims to vary, Sreejesh et al. (2013) worked out a classification of research in business. The author concluded three major research design types – exploratory, descriptive, and casual. The first type, exploratory, is used mainly for studying research topics not previously examined in detail (Elman et al., 2020). Furthermore, exploratory research aims not to provide conclusive evidence but to provide more comprehension of a problem and leave space for further research. The second type, descriptive research, aims to accurately describe a population, situation, product, and other subjects of research (Nassaji, 2015).

Moreover, the observation and data collection on the subject of research help to get a deeper insight into a particular problem and provide valuable information for future research (Sreejesh et al., 2013). Lastly, causal or explanatory research examines if there is a cause-effect relationship between two variables. In other words, explanatory research aims to determine whether one variable affects the other. A quantitative research approach was applied to examine the effect of sustainability advertising appeals on brand attitude, self-efficacy, and purchase intention since it focuses on predefined components and their relationship with other factors. Namely, an experimental or, in other words, a causal design was selected to study the cause-effect relationship between the variables and test the hypothesis summarized in Table 1.

A quantitative method was selected because it looks for the relationship between variables to explain the causal relationship and make accurate predictions (Morse & Field, 1996). Furthermore, quantitative research enables establishing a theory by identifying operational constructs, concepts, and hypotheses, so the former can be tested. In addition, quantitative

research provides space for the generalization of the result to specific demographics, such as age, nationality, gender, and occupation, so that hands-on insights can be provided for specialists in the marketing field (Creswell, 2014). With a quantitative research method, it is also possible to collect new data, analyze it through statistical tools to help summarize the findings and gain knowledge beyond existing scientific evidence capturing unconscious characteristics of consumer behavior.

3.2 Experiment

As seen in Figure 6, an experiment as a research instrument was selected for this thesis to test the research framework. The experiment is considered a standard instrument when the research aims to establish causal relationships and test theories (Webster, 2014). According to Loewen and Plonsky (2016), the experimental research design is applied when there is a cause-effect relationship between dependent and independent variables, where the first is the variable being influenced and the second is the variable of influence. Experiments enable the comparison of answers of control and experimental groups, which increases the validity of the results (Rogers & Révész, 2020).

Furthermore, when choosing an experiment as a research instrument, it is crucial to consider the selection method of participants (Creswell, 2014). The selection of the experiment participants and their assignment to control and experimental conditions can be random, representing actual experiments, or nonrandom – defined as quasi-experiments (Berk et al., 2010). Since the experiment in this research aims to establish a cause-effect relationship between dependent and factor variables, a research design that would provide substantial backing to the established relationship is favorable, along with increased internal validity and decreased bias. Hence, a true experiment method was chosen for this research.

In the data collection phase, ensuring that the participants are randomly assigned to groups is crucial. In other words, all samples should have the same probability of being assigned to all experimental groups (José et al., 2014). Randomization is necessary to avoid assigning the researcher the ablest and most practical subjects to the experimental conditions and to eliminate individual differences among participants. The random assignment of respondents to experimental groups provides equality among every group before exposing them to the stimulus (José et al., 2014). Suppose no association between the experimental conditions is found in tests for differentiating characteristics or demographics in the case of this research. In that case, the sample is considered distributed equally and randomly. Hence, for this experiment, the

participants were assigned randomly to the experimental conditions to ensure a similar number of samples in every group and an approximately equal distribution of demographics.

In this between-subject study experiment design, three treatment groups were created and exposed to three different kinds of stimuli. The first group saw a conventional advertisement composed to fit the brand Burberry, while the other two groups were exposed to environmental and socially responsible stimuli as advertising appeals, respectively. Furthermore, four variations were used per group to avoid response bias. Thus, altogether 12 advertising materials were created for this experiment.

The data was collected by asking several questions, most of which could have been answered using a scale of agreement or multiple-choice answers. The survey and its contents stayed the same for every participant of the online experiment, except the stimuli represented by twelve different composed advertisements. The experiment can be found in Appendix 4. The experiment was conducted online to reach a broader audience, decrease response time, and increase sample diversity (Duffy et al., 2005). The questions were pretested regarding their quality and fluidity to ensure a high rate of completed surveys.

Furthermore, the questionnaire link was shareable, enabling samples to share with others and hence involve more participants. The experiment was conducted using SoSci Survey online research platform to study the causal relationship between sustainability advertising appeals and brand attitude, self-efficacy, and, consequently, purchase intention. According to SoSci Survey, it provides an instrument that adheres to the General Data Protection Regulation and provides SSL-encrypted data transmission. The experiment used fictional advertising for Burberry as stimulus material to investigate the impact of sustainability advertising appeals on brand attitude, self-efficacy, and purchase intention.

Moreover, the online format of the experiment enhanced the anonymity, speed, and convenience of answering the questions. Besides the listed advantages, since the experiment could have been accessed from anywhere worldwide, the location diversity was not limited to one place. The experiment's structure was divided into four main sections, which are discussed next. First, the potential participants of the online experiment were acknowledged with the experiment, the subject of the experiment, its aim, length, and conditions. Furthermore, they were informed that their responses are anonymous and are used exclusively for scientific purposes. Following the introduction page, the participants had to indicate whether they were familiar with Burberry. A positive answer was necessary since participants not familiar with the

brand assumingly could not make a valid contribution to the study, unlike the participants who have been acquainted with the brand one way or another. The question in part one was followed by showing the stimulus to the participant, which was composed for this study. Altogether twelve advertisements were created, four of which did not contain a sustainability advertising appeal. The participants could proceed to the next part after having a 20-second look at the picture, which was controlled by a timer.

After the exposure to the stimuli, the participants were asked to answer the question of part two. This section started with conducting a manipulation check by asking whether the sample noticed a sustainable appeal in the advertisement. After the manipulation check, the participants were asked to answer a question on their opinion about the brand Burberry after seeing the advertisement, their belief in them successfully contributing to sustainability, and their purchase intention regarding this brand. A seven-point rating scale was applied for these questions to measure the variables, ranging from "strongly disagree" to "strongly agree." Between these questions, an attention check was incorporated. Next, some control items were added to the questionnaire, asking the participants to reveal their opinion on sustainable practices, frequency of fashion product purchases, and their possible shopping experience at Burberry. Lastly, in section four, the samples were asked about their gender, age, nationality, and level of education.

3.2.1 Stimulus Material

As mentioned above, twelve advertisements were created and served as treatments for this research. The stimulus materials were randomly allocated to participants after they were asked to look at the advertisement for twenty seconds, which was controlled by a timer to ensure that the participant noticed every detail of the picture. The advertisements are composed in the way that they represent Burberry. This widely-known luxury fashion brand designs and sells ready-to-wear apparel, bags, shoes, and accessories for both men and women. A luxury brand was chosen for the experiment since, according to Joy et al. (2012), luxury brands are associated with high quality, long product life, and, consequently, sustainability.

For the advertisement creation, images of Phillips (2015), Tuche (2021), Escrig (2021), and Janbyrbayev (2020) were used, augmented with the brand Burberry logo and advertising messages. The advertisements in Appendix 1 represent typical advertisements that fit the Burberry brand. The advertisements in Appendix 2 have an environmentally sustainable advertising appeal incorporated by having the logo extended to "Burberry," where "Re"

embodies the three Rs of sustainability, which states to reduce, reuse, and recycle, and represents many pro-environmental programs and campaigns (Leslie et al., 2021). Furthermore, a statement was added, serving as a slogan – “for sustainable fashion.” Besides the additional elements, photos were chosen, which reflect the commitment to the environment and nature – models and a couple posing with fields, mountains, and plants in the background. The advertisements in Appendix 3 are alike to conventional advertising having the Burberry logo, though a slogan was added to incorporate another marketing appeal– “for responsible fashion” – pointing at the social dimension of sustainability.

3.2.2 Measurement Scales

As mentioned before, the first part of the survey was set up to filter out consumers unfamiliar with the brand Burberry. After demonstrating the advertisement to the participants, they were asked whether they saw any sustainable appeals in the advertisement to check if the manipulation of a random assignment of stimuli worked as expected. Participants had to express their opinion on the Burberry brand in the next section. To measure consumers' attitudes toward the brand, five seven-point semantic differential scales ranging from "strongly disagree" to "strongly agree" were used adopted from Spears and Singh (2004). The participants were asked to indicate to which extent they agreed or disagreed with the statement that the brand is appealing, good, pleasant, favorable, and likable. A measurement scale from Guo et al. (2019) was adopted to measure consumers' self-efficacy. On the same seven-point scale of agreement, they had to reveal to what extent they feel that they can succeed with environmental protection or fostering pro-social behavior based on this ad, can deal with environmental or societal issues, overcome environmental or societal problems, find creative solutions to them and fulfill the mission of environmental protection or societal equality with research. The initial wording was adjusted so that every statement was related to environmental and societal issues and that the answer option aligned with the demonstrated stimulus's sustainable appeal.

For measuring purchase intention, two scales were applied. In the first question, the experiment participants had to indicate on a 7-point Likert scale the survey participants had to indicate how likely, probable, specific, and likely their purchases from the brand Burberry in the future are. At the same time, the second question asked for rating three statements adopted from Spears and Singh (2004) measuring the will to buy from this brand, purchase interest, and purchase intention.

3.2.3 Sampling Procedures

In this section, the sampling procedure is discussed. Furthermore, the number and characteristics of the sample are highlighted and summarized in tables.

3.2.3.1 Sampling

According to Lenth (2001), it is essential to address sampling while conducting an experiment carefully. The study should involve an adequate sample size relative to the aim of the study so the results are scientifically and statistically significant and resources are not wasted. It should not be exorbitant so that statistical tools can still detect the effect of minimal scientific importance. However, it should not be undersized either, so the impossibility of obtaining valuable results does not waste resources. Islam (2018) suggests that in order to satisfy the requirements of the Central Limit Theorem, the sample should consist of at least thirty observations to keep the distribution normal, meaning that the mean of the sample is similar to the mean of the population. At the same time, VanVoorhis and Morgan (2007) interpret the 50+8 observation number resulting from the rule of thumb for determining sample size as an absolute minimum. Green (1991) recommends collecting nearly 50 observations and states that 50+8 participants are an accurate minimum number of records for a regression study in social sciences. Simmons et al. (2013) also recommend collecting 50 responses per condition unless significant effects are studied. Hence, this study's desired number of observations is fifty for each group.

The target population of this study did not have any specific demographical requirements. The only prerequisite for completing the survey was familiarity with Burberry. The convenience sampling method was chosen for this study, along with snowball sampling, to reach as many respondents as possible. Convenient or possibility sampling is a data collection method where the researcher involves easily accessible participants – friends, family, colleagues, and other contacts (Etikan et al., 2016). This method requires minimum resources and is the least time-consuming technique; however, the sample might not be representative, and selection bias may also occur (Malhotra et al., 2017). Applying the snowball sampling technique, the researcher shares the survey with people who share access to the questionnaire with their social contacts (Bhattacharjee, 2012). The online experiment link was shared on the author's social media platforms, namely Instagram, Facebook, and LinkedIn, with an encouraging message to participate and send to their friends and family, representing the snowballing method. To minimize the risk of collecting data from similar social groups which possibly have a similar

lifestyle, the survey was extensively spread on LinkedIn, where the majority of the contacts of the author belong to Generation X and Y, unlike Instagram, where the vast majority of the audience of the author are Generation Z representatives. Moreover, to avoid the "bubble effect," the survey was also shared in research- and sustainability-related groups on Facebook. Considering the circumstance and the available resources for this research, the sample was also examined for over and under-representation, for instance, in age and nationality.

The data collection process took place from the 17th of May until the 30th of May, 2023. Within this period, a total of 181 responses were collected.

3.2.3.2 Participants

Overall, 181 people participated in the experiment, from which 156 cases were valid. The only criteria for participating in the experiment was that the participant is familiar with the brand Burberry so that they can provide valid answers to questions regarding the brand. As shown in Table 3, the mean age of the participants was 26.5 years, whereas the youngest participant was 17 years old, and the oldest was 71 years old. The sample was represented by 62.8% of female participants, 36.5% male, and 0.6% preferred not to indicate their gender. 89.2% of the participants had a scientific degree: namely, 51.3% had a Bachelor's degree, 35.3% - had a Master's degree, and 2.6% had a Ph.D. title. Moreover, 1.9% were still attending high school, and 9% were not attending higher educational institutions or were pursuing their first academic degree. Furthermore, a quarter of the sample identified themselves by nationality as Ukrainian, 17.9% as Hungarian, 6.4% as Austrian, and 5.8% as Turkish. Smaller groups were represented by Slovenian, Azerbaijani, Italian, and Slovak participants, while the nationalities not mentioned before all together weighted 28.4%

<i>Sample</i>	156
<i>Mean Age</i>	26.5
<i>Gender (%)</i>	
Female	62.8
Male	36.5
Prefer not to say	.6
<i>Education (%)</i>	
Less than high school	19
High School	9
BSc	51.3
MSc	35.3
PhD	2.6
<i>Nationality (%)</i>	
Ukrainian	25.6
Hungarian	17.9
Austrian	6.4
Turkish	5.8
Slovenian	4.5
Azerbaijani	3.8
Italian	3.8
Slovak	3.8
Other	28.4%

TABLE 2: SAMPLE DEMOGRAPHICS

Since random allocation to experimental groups was chosen, the participants' number and demographics should be similar or almost similar. As shown in Table 3, the experimental groups' sizes were approximately equal, namely 47, 53, and 56 participants per condition. Furthermore, the demographical characteristics of the three experimental conditions were well balanced, which confirms the equal treatment of groups before stimuli exposure.

Experimental Condition	Neutral Stimulus	Environmental Stimulus	Social Stimulus
<i>Sample</i>	47	53	56
<i>Age</i>			
Mean	25.13	26.15	27.96
Minimum	19	17	18
Maximum	58	60	71
<i>Gender</i>			
Female	29	34	35
Male	17	19	21

TABLE 3: DEMOGRAPHICS DISTRIBUTION AMONG EXPERIMENTAL CONDITIONS

3.3 Data Analysis Steps

The following subchapter gives a detailed explanation of data preparation, preliminary analysis and main analysis of data retrieved from the experiment. Furthermore, the subchapter discusses the tools used for analysis and hypothesis testing.

3.3.1 Data Preparation

After the experiment was finished, the data was downloaded from SoSciSurvey.de in CSV format, excluding all the pre-test interviews done for randomizer and timer serviceability and mistakes in the text. Next, the dataset was uploaded to IBM SPSS, one of the most widely used statistical software for advanced data analysis. First, the variables were appropriately coded and named for more straightforward navigation. Information unnecessary for analysis, such as when the interview started and time spent on each page, was deleted. Furthermore, 25 cases that included missing data were removed, resulting in sample reduction. Although the number of data points decreased from 181 to 156 cases, all the cases were now valid and ready for the preliminary and main analysis. Second, the conditional groups were also renamed for convenience, so 0 referred to the neutral stimulus, 1 – environmentally sustainable, and 2 – socially sustainable.

3.3.2 Preliminary Analysis

The following section describes the process of the reliability analysis of data. Furthermore, the steps of the manipulation check of this experiment are also discussed.

3.3.2.1 Reliability Analysis

According to Field (2009), the reliability of questionnaire scales must be tested and confirmed to ensure data validity for analysis. Computing Cronbach's alpha is one of the most spread methods of examining scale reliability in statistics and internal consistency of the survey items. Furthermore, the test includes a measure called "Scales if item deleted," which shows the value of one of the items which measure the same construct was deleted. The questionnaire is considered reliable and consistent if the deletion of one item does not cause a significant change to α -values. Cronbach's alpha was conducted for all constructs used in the survey, namely Brand Attitude, Self-Efficacy, and Purchase intention.

After the reliability test was finished and the results were satisfying, composite scores were created for the dependent variables to decrease the number of several data points to one per construct. The minimum and maximum scores were also checked for correspondence with the measurement scale to identify errors in the dataset. Since the successful reliability test allowed to proceed with analysis and there were no errors in the measurement scales, the manipulation check should have checked if it worked as expected and how strong its effect was.

3.3.2.2 Manipulation Check

A manipulation check was needed in the preliminary analysis to understand if the manipulation worked, meaning that the participants could recognize that the advertising appeal was environmentally or socially sustainable or that there was no sustainable appeal. This procedure was carried out through Analysis of Variance (ANOVA). For this test, the experimental conditions were chosen as the factor variable, and the variable which reflected the question on the type of appeal detected in the advertisement shown to the participant was the responding variable. For this analysis, the significance level was set to 5% for every applicable test since Grove & Fisher (1930) set this value as an approximate guide for rejecting the null hypothesis, and it has been accepted as a fundamental value for identifying statistically significant results. Furthermore, since the data set contained an ordinal scale as a dependent variable, a Pearson's chi-square test was conducted to determine the effect size of the stimuli on the experimental groups.

4 RESULTS AND DISCUSSION

This chapter contains four subchapters, which discuss the results of the preliminary data analysis, which included the reliability examination and a manipulation check, and the primary analysis, which reviewed the results of the hypothesis testing conducted with MANCOVA and regression analysis. After the main analysis, the research questions of the thesis are answered. Lastly, the results of the analysis are summarized and discussed.

4.1 Preliminary Data Analysis

This subchapter reveals the observations collected during the preparation of the dataset. Furthermore, the results of the preliminary analysis of the data retrieved are presented along with result interpretations.

4.1.1 Reliability examination

In order to draw precise and truthful conclusions from the analysis of collected data and provide managerial implications, the survey quality and integrity should be proved by a test for data reliability. According to Taber (2018), Cronbach's alpha reliability test measures the survey items' internal consistency and helps to decide whether several items are consistent in measuring the exact attributes. According to Field (2009), computing Cronbach's alpha should give a result of a minimum of .7 to consider the measurement scale's integrity and consistency satisfactory. In the case that Cronbach's alpha value is less than .7, the survey item does not prove to be reliable. The Cronbach's Alpha analysis was conducted for scales that measured brand attitude and self-efficacy, as well as for two purchase intention measuring scales. The test results were excellent for all constructs with Cronbach's alpha values of more than .9. The measurement scale for the brand attitude variable scored $\alpha = .905$, and the self-efficacy items turned out to have $\alpha = .947$. Both measurement scales for purchase intention were also satisfactory since Cronbach's alpha results were high at $\alpha = .931$ and $\alpha = .905$. The summary of the reliability test results can be found below in Table 4.

<i>Measures</i>	Cronbach's Alpha	Cronbach's Alpha if item deleted
Brand Attitude <i>What are your overall feelings about the brand presented in the advertisement?</i>	.905	
The brand is appealing.		.884
The brand is good.		.897
The brand pleasant.		.879
The brand favorable.		.895
The brand likable.		.868
Self-efficacy <i>Please indicate your opinion on purchasing sustainable apparel.</i>	.947	
I think I can succeed in environmental protection and/or fostering pro-social behavior.		.929
I think I have the ability to deal with the environment problem and/or societal problems effectively.		.936
I think I can overcome the environmental and/or societal problems.		.938
I feel that my scientific research is actually fulfilling the mission of environmental protection and/or societal equality.		.932
I think I can find creative solutions to environmental and/or societal problems.		.937
Purchase Intention 1 <i>What is your purchase intention from the brand presented to you in the advertisement?</i>	.931	
I would definitely buy from this brand.		.879
I would definitely intend to buy from this brand.		.904
I have very high purchase interest.		.917
Purchase Intention 2 <i>What is your opinion on purchasing sustainable apparel</i>	.905	
I can make the decision to purchase sustainable apparel.		.922
I do believe that I have the resources and ability to buy sustainable apparel.		.844
I would like to consider purchasing sustainable apparel first.		.847
I would like to buy sustainable apparel as soon as I run out of my old apparel.		.884

TABLE 4: RELIABILITY TEST - CRONBACH'S ALPHA

4.1.2 Manipulation Check

For the manipulation check, an ANOVA test was conducted for three experimental groups, namely group 0, which was exposed to a neutral stimulus ($M_0 = 2.32$, $SD_0 = .635$, $n_0 = 47$), group 1, exposed to an environmental stimulus ($M_1 = 1.94$, $SD_1 = .602$, $n_1 = 53$), and group 2, which were affected by a socially responsible stimulus ($M_2 = 1.86$, $SD_2 = .645$, $n_2 = 56$). The the assumption of Homogeneity of Variances was previously evaluated with Levene's test, which identifies if the values were spread equally in all groups (Field, 2009). The author emphasizes that if the Levene's test p-value is less than .5, the assumption of Homogeneity of Variances is violated. However, the result of the test showed that for the present analysis, the assumption was found tenable, $F(2, 147) = .487$, $p = .724$. The ANOVA test showed that the p-value is less than .05 ($F = (2, 153) = 8.38$, $p = <.001$, $\eta^2 = .099$), meaning that a statistically significant effect was observed and the factor variable had an effect on the dependent variable (Grove & Fisher, 1930). Nevertheless, the eta-squared value less than .01 in the ANOVA Effect Sizes test indicates that the effect of the stimuli was weak (Cohen, 1988). However, since this dataset has an ordinal scale as a dependent variable, a Chi-Square (χ^2) test needs to be conducted additionally to determine if there is a relationship between the two variables and compare the answers of the three experimental conditions. The results of the test, $X^2(1, N = 156) = 17.28$, $p = .002$, confirmed that the results are statistically significant and that there is a significant difference between the experimental conditions and the answers on the identification of the type of appeal. In order to determine the effect size of the independent variable, the Phi Coefficient in the Symmetric Measures test should be interpreted. According to Kotrlik et al. (2011), the results ($\phi = .33$, $p = .02$) indicate that the effect of the stimuli was moderate since ϕ is less than 0.4. Furthermore, after analyzing the crosstabulation of the factor and dependent variable, which can be observed in Figure 4, a conclusion can be made that only in experimental group 1, which was exposed to the environmental appeal stimuli, did the manipulation demonstrated a strong effect. In groups 0 and 2 the sceneries were also interpreted as environmental appeals instead of the identification of socially responsible appeal or absence of a sustainable appeal. Hence, for hypothesis testing, the dataset was edited and the invalid cases were removed to create the required conditions for establishing causal relationships between the variables.

4.2 Main Data Analysis

In this subchapter, the process of hypothesis testing is described, and the results are interpreted. However, since the manipulation with the stimuli material was not as strong as expected, the responses that failed the manipulation check were first deleted from the data set. After the manual selection, the sample shrank to 66 cases: group 0 had 17 cases, group 1 – 33, and group 2 – had 16. A Multivariate Analysis of Covariance (MANCOVA) was chosen to test hypotheses H_1 , H_2 , H_3 , and H_4 . For testing hypothesis H_1 , the experimental conditions were chosen as the factor variable, while the brand attitude composite score was defined as the responding variable. The independent variable stayed the same for hypothesis H_2 , while for hypotheses H_3 and H_4 , it was changed to the composite score of self-efficacy measurement items. Furthermore, for hypotheses H_1 , H_2 , H_3 , and H_4 , a covariate was added as a control variable – control question 1, which asked how important sustainable practices are for the experiment participants. First, Levene's test was conducted for brand attitude ($M_0 = 4.77$, $SD_0 = 1.2$, $n_0 = 17$; $M_1 = 5.2$, $SD_1 = .74$, $n_1 = 33$; $M_2 = 4.9$, $SD_2 = 1.28$, $n_2 = 16$;) $p = .46$, and self-efficacy ($M_0 = 2.4$, $SD_0 = 1.3$, $n_0 = 17$; $M_1 = 3.99$, $SD_1 = 1.4$, $n_1 = 33$; $M_2 = 3.6$, $SD_2 = 1.8$, $n_2 = 16$) $p = .174$, meaning that the assumption of Homogeneity of Variances was not violated in the case of testing self-efficacy, but the assumption was not met when the brand attitude was used as a dependent variable.

The MANCOVA Multivariate Test demonstrated, that there was a statistically significant difference between groups as their brand attitude and self-efficacy were tested $F(4, 122) = 4.43$, $p = 0.02$, $\eta^2 = .127$, and the null hypothesis which says that there is no significant difference between groups, can be rejected. Nevertheless, tests of between-subjects effects revealed that there is a significant difference between groups when examining the effect of advertisement on self-efficacy $F(2, 62) = 8.21$, $p = <.001$, $\eta^2 = .209$. In the contrary, in case of brand attitude no significant difference was observed $F(2, 62) = 1.34$, $p = .269$, $\eta^2 = .041$. As visualized in Figure 7, there is a slight difference among the means of the groups, which cannot be considered significant – 0,2 between groups which were exposed to neutral and socially responsible stimuli, and 0,5 the neutral stimuli and environmental stimuli groups. Hence, hypothesis H_1 , which states that sustainable marketing appeals have a greater positive impact on brand attitude as compared non-sustainable marketing appeals, is rejected. Consequently, so is rejected hypothesis H_2 , which assumes that environmental appeals have a stronger effect than socially responsible appeals, because sustainable advertising appeals have almost the same effect as the non-sustainable advertising appeals.

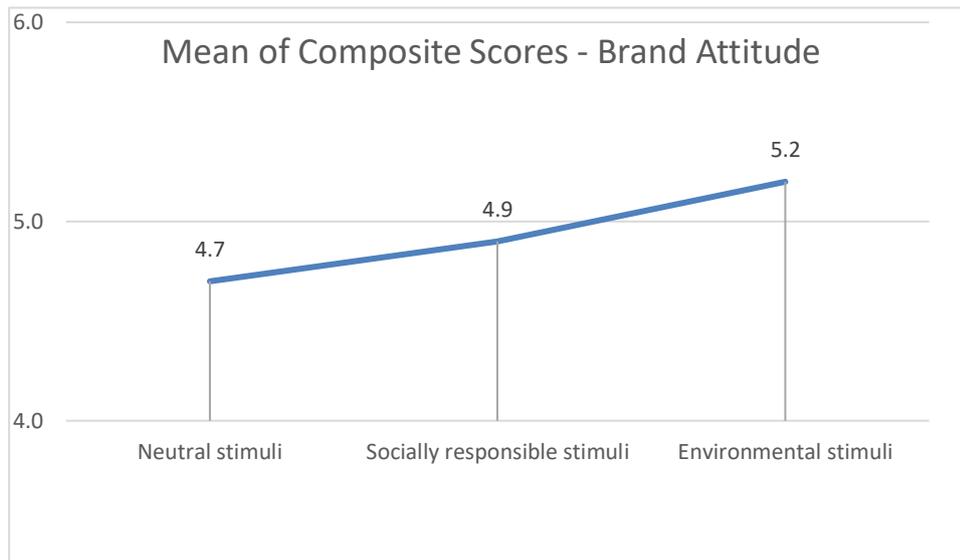


FIGURE 7: MEAN OF COMPOSITE SCORES – BRAND-ATTITUDE MEANS FOR GROUPS

In order to conclude hypotheses H_3 and H_4 , further analysis is needed to evaluate the exact difference among groups. To observe how the different sustainable advertisements impacted the self-efficacy of the experiment participants, a contrast test was run for MANCOVA. The contrast results revealed that there is a difference between group 0 and group 1 since $p = <.001$ indicates that there is a statistically significant difference among groups. Furthermore, there is also a statistical significance between groups 0 and 2, since $p = .01$. However, the p-value equals .337 for groups 1 and 2, directing to a conclusion that there is no significant difference between the groups stimulated by advertisements with environmental and socially responsible appeals. Furthermore, as shown in Figure 8, the mean of composite scores of self-efficacy estimates for every group also underpin the contrast test results – the difference between groups 1 and 2 is hardly detectible because the difference in means is 0,41. In contrast, the mean of group 1 is 1,66 more than that of group 0.



FIGURE 8: COMPOSITE SCORE – SELF-EFFICACY MEAN FOR GROUPS

Hence, hypothesis H₃, which states that sustainable marketing appeals have a more significant positive impact on self-efficacy as compared to non-sustainable marketing appeals, is supported. However, since the observed difference between groups 1 and 2 was insignificant, hypothesis H₄, which assumes that the environmental dimension of sustainability has a more substantial positive impact on self-efficacy than the social dimension, is rejected.

In order to test hypotheses H₅ and H₆, a multiple regression analysis was conducted. For the regression model, composite scores of brand attitude ($M_{ba} = 5.02$, $SD_{ba} = 1.02$, $n_{ba} = 66$) and self-efficacy ($M_{se} = 3.47$, $SD_{se} = 1.61$, $n_{se} = 66$) were chosen as factor variables, and purchase intention ($M_{pi} = 3.78$, $SD_{pi} = 1.68$, $n_{pi} = 66$) as responding variable. Furthermore, two measurement scales were used for purchase intention, and the multiple regression model was executed with both variables corresponding to the measurement of purchase intention. The results of the model indicated that correlation is statistically significant both for measuring the effect of brand attitude $R^2 = .47$, $F(2, 63) = 28.37$, $p < .001$ and self-efficacy $R^2 = .42$, $F(1, 64) = 46.31$, $p < .001$, meaning that 47% and 42% changes in purchase intention can be explained by brand attitude and self-efficacy.

Considering the Pearson's correlation, the relationship would be deemed strong should the Pearson correlation coefficient (r) exceed .5 (Benesty et al., 2009). Otherwise, if the r value is in the range of .3 and .5, the effect size is considered moderate. In the case that the r value falls under .3 and does not reach 0, the correlation is weak. The Pearson correlation test revealed that the effect of brand attitude on purchase intention is strong $r = .589$ because it goes above 50%. Hence, hypothesis H₅, which assumes that brand attitude positively impacts purchase

intention, can be accepted. Moreover, since $r = .648$, which exceeds $.5$, measuring the effect size of self-efficacy on purchase intention disclosed that the relationship between the factor and dependent variables is strong. Thus, hypothesis H_6 , which supposes that self-efficacy has a positive impact on purchase intention, is also accepted.

Since the questionnaire included another variable that measured purchase intention, another multiple regression model was applied. Now, composite scores of brand attitude ($M_{ba} = 5.02$, $SD_{ba} = 1.02$, $n_{ba} = 66$) and self-efficacy ($M_{se} = 3.47$, $SD_{se} = 1.61$, $n_{se} = 66$) were chosen as independent variables. The second purchase intention variable ($M_{pi2} = 4.67$, $SD_{pi2} = 1.43$, $n_{pi2} = 66$) was positioned as the dependent variable. After analyzing the results of the multiple regression model, a conclusion can be made that the relationship established between the factor and responding variables is statistically significant. Regarding the correlation of brand attitude and purchase intention, $F(1, 64) = 34.72$, $p < .001$, brand attitude turned out to have a significant effect on purchase intention at a level of less than 5%. The impact of self-efficacy $F(1, 64) = 22.97$, $p < .001$ on the second purchase intention variable also turned out to be statistically significant. In addition, Pearson's correlation results showed that brand attitude strongly impacted purchase intention, having a result of $r = .594$. Concerning self-efficacy, its influence on purchase intention turned out to be very similar to the effect of brand attitude at the level of $.514$. Thus, applying another measurement scale of purchase intention to analyze the positive effect of brand attitude and self-efficacy only confirmed that hypotheses H_5 and H_6 should be accepted.

4.3 Additional Insights

After participating in the central part of the experiment, which included the manipulation check and question regarding the participant's brand attitude, self-efficacy, and purchase intention, they were also asked to answer three control questions which provided the space for further analysis of the general profile of an average fashion items consumer. The data was analyzed with the help of descriptive statistical tools to gain additional insights about the participants. First, the participants were asked about their opinion on sustainable practices. As seen in Table 5, which summarizes the results of the control questions, out of 156 respondents, 52.2% of the participants strongly agreed that sustainable practices are essential for our society, 18.6% agreed, and 16% reported that they somewhat agreed with the statement. Hence, the vast majority accept the fact that sustainability is essential. Nevertheless, one-eighth of the respondents still feel neutral about sustainable practices or reject its vitality.

<i>Importance of Sustainable Practices</i>	Frequency	Percentage (%)
Strongly Agree	83	52.2
Agree	29	18.6
Somewhat Agree	25	16
Neutral	12	7.7
Somewhat Disagree	4	2.6
Disagree	2	1.3
Strongly Disagree	1	.6
Total	156	100
<i>Frequency of Apparel Purchasing</i>		
At least once per week	6	4
At least once per month	71	45
At least once per every six months	56	36
At least once per year	23	15
Total	156	100
<i>Previous Shopping Experience at Burberry</i>		
Yes	47	30
No	109	70
Total	156	100

TABLE 5: SUMMARY OF RESPONSES TO CONTROL QUESTIONS

Second, the participants were asked how often they purchase apparel. As shown in Figure 9, 71 respondents, or 45% of the sample, said they buy new clothing at least once a month. Another 56 participants stated that 36% of the sample reported making a new purchase in the fashion industry at least once every semiannual. In addition, six people said they make weekly purchases. In contrast, 23 update their wardrobe once a year. In addition, the percentage of respondents who buy new clothing once a month or more often accumulates for almost half of the sample.

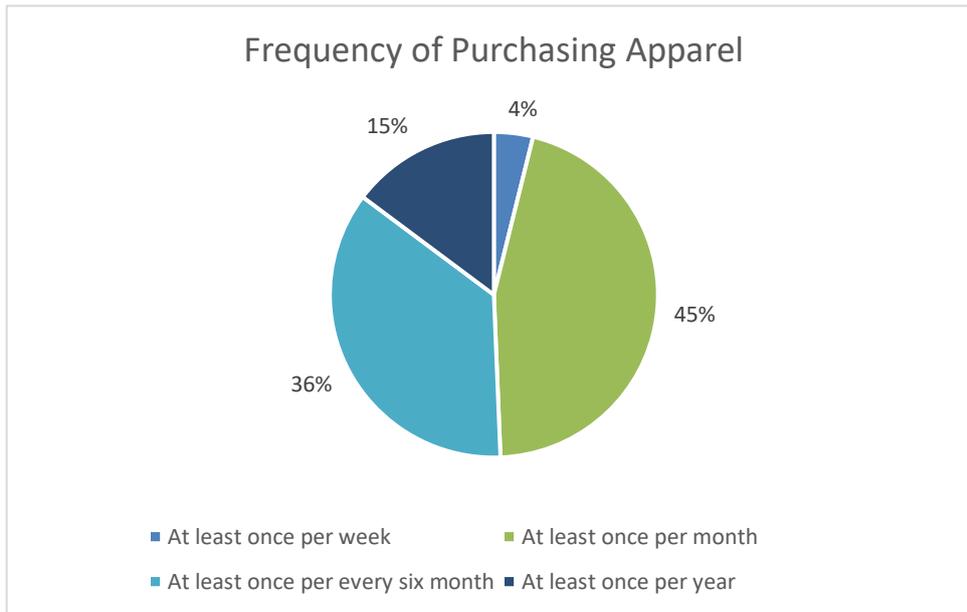


FIGURE 9: FREQUENCY OF PURCHASING APPAREL

Lastly, the experiment participants were asked to reveal whether they had previous shopping experiences at Burberry. The vast majority, 70% of the sample, stated that they had not shopped at Burberry before.

Furthermore, some additional information can be retrieved from the means of composite scores of brand attitude and self-efficacy. As seen in Figure 7 above, the mean of composite scores of brand attitude was 4,7 for the neutral stimuli group, 4,9 for the socially responsible stimuli, and 5,2 for the environmental stimuli. On the 7-point measurement scale, which was used for measuring brand attitude, it would mean that, on average, the sample somewhat agreed that the brand was appealing to them. Referring to Figure 8, the means of the composite scores of measuring self-efficacy, group 0 scored 2,35, group 1 – 3,99, and group 2 – 3,58. In other words, participants who were exposed to neutral stimuli disagreed that they think that they have the ability to deal with environmental or societal problems after seeing the advertisement. At the same time, groups 1 and 2 were neutral about this statement. Regarding purchase intention, the non-sustainable stimuli group ($M_0 = 3.97$) revealed that it feels neutral about the statement that they intend to buy from Burberry in the future. In contrast, groups 1 ($M_1 = 4.86$) and 2 ($M_2 = 5.02$) somewhat agreed that they have a very high purchase interest.

4.4 Discussion

In this subchapter, the results of the data analysis were presented, interpreted and explained in terms of the topic of the thesis. Since the stimuli materials were misinterpreted in two groups, the manipulation check in the experiment was only partially successful. Hence, invalid cases were manually deleted from the data set to provide the fundament for establishing a causal relationship between the variables. Unfortunately, these caused a shrink in the number of data collected. Despite the small sample size, a causal relationship was found between sustainable advertising appeals and self-efficacy. Moreover, the analysis results also directed at the correlation between brand attitude and purchase intention, and self-efficacy and purchase intention. Should the sample size be larger, there might have been found a significant difference among groups regarding the effect of brand attitude. The results of the hypotheses testing can be found in Table 6.

<i>Hypothesis</i>	<i>Tess conducted</i>	<i>Result</i>
H₁ : Sustainable marketing appeals have a greater positive impact on brand attitude as compared non-sustainable marketing appeals.	MANCOVA	Rejected
H₂ : The environmental dimension of sustainability has a greater positive impact on brand attitude than the social dimension.	MANCOVA	Rejected
H₃ : Sustainable marketing appeals have a greater positive impact on self-efficacy as compared non-sustainable marketing appeals.	MANCOVA	Accepted
H₄ : The environmental dimension of sustainability has greater positive impact on self-efficacy than the social dimension.	MANCOVA	Rejected
H₅ : Brand attitude has a positive impact on purchase intention.	Multiple Regression Analysis	Accepted
H₆ : Self-efficacy has a positive impact on purchase intention.	Multiple Regression Analysis	Accepted

TABLE 6: HYPOTHESES TESTING SUMMARY

5 CONCLUSION

This chapter summarizes and concludes the observations and results of the online experiment. Namely, it summarizes the testing of the hypotheses and answers the research questions set before the quantitative study. Furthermore, it includes a subchapter on the managerial implications of the findings of the study is provided. The implementations for relevant stakeholders subchapter is followed by the explanation of the research limitations and recommendations for further studies closing the conclusion chapter.

5.1 Discussion and conclusion of findings

In recent years, the apparel industry has been the center of attention concerning sustainable production and consumption because of the enormously destructive production processes and even more destructive consumption waste. Consumers' increasing interest in sustainability is leading companies worldwide to implement policies and practices which would drive companies to a more ecologically neutral functioning and socially responsible operation to contribute. Hence, companies slowly started to improve their production technologies, implementing corporate social responsibility on specific societal and ethical issues and creating sustainable products. Moreover, as this business area changes, so does the population's perception of the trends. Some studies previously examined the effect of including sustainable elements in advertisements on brand attitude, purchase intention, and other factors of consumer responses but environmental and socially responsible advertising appeals were rarely presented as separate influencing factors. Thus, to cover the gap in research, this thesis aimed to investigate how different types of sustainable advertising appeals impact consumer responses in the fashion industry context. More precisely, the goal was to find the type of sustainable advertising appeal, namely environmental or socially responsible, with the most substantial effect on the consumers. The study's main interests were consumer brand attitude, self-efficacy, and purchase intention.

Hence, a quantitative research method was chosen, and an online experiment with three experimental conditions was conducted to answer the research questions formulated before the study. As a result, 186 individuals participated in the experiment providing data for further analysis, though only 66 cases were considered valid for the main analysis. Based on the answers of the participants of the experiment, six hypotheses were tested with MANCOVA and Multiple

Regression texts using the IBM SPSS statistical tool, and some additional findings about consumers' sustainable shopping habits were revealed.

To start with, the manipulation check should be discussed since the results of the manipulation check may explain some findings of this study. The preliminary analysis of the data indicated that the effect of the manipulation check on the participants was not as strong as expected before the analysis. More precisely, it scored less than .01 in the ANOVA Effect Sizes test, corresponding to a weak stimuli effect, according to Cohen (1988). The unsatisfactory manipulation check results were reflected in the fact that not only the majority of the experimental group exposed to the environmentally sustainable stimuli said they saw an environmentally sustainable appeal, but also the two other experimental conditions chose the same answer in the questionnaire.

Two reasons can explain the weak effect of the manipulation check. First, the same pictures were used for non-sustainable, environmental, and social advertisements. As can be observed in Appendices 1, 2, and 3, the images used can be described similarly - a model or a couple posing in nature. Hence, the nature in the background could have misled the participants and directed them to interpret the advertising appeal as environmentally sustainable. The second reason can be connected to the general interpretation of sustainability as environmental protection or nature preservation. According to Hosta & Žabkar (2021), since the development of the concept of sustainability, there has been limited attention to it as a multi-dimensional model. Recently, scholars started to distinguish between sustainable and environmentally conscious behavior, though, in the media, these two concepts are still used interchangeably. Consequently, because environmental sustainability is more densely covered in the media and because the concept of eco-friendly, environmental, and sustainable are used in a substitutable way, consumers might have associated the term sustainable appeal in the manipulation check question with environmental sustainability without considering the contents of the advertisement they observed. Furthermore, the stimuli might have been misinterpreted due to a lack of media coverage of the social dimension of sustainability.

Hence, 90 invalid responses should have been deleted from the dataset, significantly decreasing the sample size. According to Faber and Fonseca (2014), a small sample size diminishes statistical significance and limits the effect size's flexibility, meaning statistically significant results are more difficult to identify. Thus, it can be assumed that some correlations were impossible to establish because the statistical power of the effect size was decreased due to the small sample size.

Before defining which dimension of sustainability has the strongest appeal on consumer responses, a causal relationship should have been established between sustainable advertising appeals and brand attitude, which was the first responsive variable to undergo the test; hence, hypothesis H₁ assumes that the sustainable marketing appeals have a more significant positive effect on brand attitude compared to non-sustainable marketing appeals. The results of the MANCOVA test did not discover a statistically significant relationship between sustainable advertising appeals. Hence, a conclusion can be made that sustainable and non-sustainable marketing appeals had the same or approximately the same effect on brand attitude. Even though the research was done by Gidaković et al. (2022), Sander et al. (2021), Lee and Lin (2021), Olsen et al. (2014), Davis (1993), Hartmann & Apaolaza-Ibáñez (2009), Schmuck et al. (2018), and other scholars found a positive correlation between advertisements with sustainable messages and brand attitude, this research did not manage to prove the relationship between sustainable advertising appeals and brand attitude. Hereafter, hypothesis H₁ was rejected.

Nevertheless, the insignificant p-value ($p = .269$) of MANCOVA might have been caused by the fact that the sample size was drastically reduced due to plenty of invalid cases. Consequently, the sample size was inappropriate and not benefitting for an experiment with three experimental conditions. Thus, under the condition of a bigger sample size, the results of MANCOVA could have shown a positive relationship, and the hypothesis could have been analyzed further. Hence, since there is room for further analysis, suggestions for further researching the correlation between sustainable advertising appeals and brand attitude are provided in Subchapter 5.4.

Hypothesis H₂, which assumes that the environmental dimension of sustainability has a greater positive impact on brand attitude than the social dimension, could not have been supported. Since no significant difference was identified between the experimental groups while examining the effect of sustainable and conventional advertising on brand attitude, a significant positive correlation between the two experimental conditions does not exist either. Nevertheless, the p-value of the contrast test results was significantly lower when comparing groups 0 and 1 ($p = 0.128$) than for the comparison of groups 0 and 2 ($p = .792$) and groups 1 and 2 ($p = .311$). Hence, under the condition that the sample size is bigger and the effect size is not weakened due to the decrease in the number of responses, it is likely that a significant difference between the groups with neutral and environmentally sustainable stimuli could have been observed, namely having the environmentally sustainable advertising appeal as of the strongest impact on consumer's brand attitude. However, although other scholars like Sander et al. (2021) proved in their studies

that the environmental dimension of sustainability in advertising form a more positive attitude towards the advertisement and the brand than the social sustainability dimension, hypothesis H₂ was rejected. Thus, the sustainability dimension with the most significant effect could not have been determined.

In the investigation of hypothesis H₃, which anticipated that sustainable marketing appeals have a greater positive impact on self-efficacy as compared to non-sustainable marketing appeals, a statistically significant difference among groups was determined with the help of MANCOVA. Contrast tests were conducted for MANCOVA to define which groups differ from each other and the effect size of the sustainable advertisements. The results of the tests revealed that there is a statistically significant difference between groups 0 and 1 ($p = <.001$) and 0 and 2 ($p = .01$), meaning that the positive effect of the stimuli on self-efficacy was weaker in group 0 as compared to groups 1 and 2 based on the assessed means shown in Figure 8. In contrast, the test for groups 1 and 2 did not show any significant difference ($p = .337$), meaning that the groups exposed to environmental and socially responsible marketing appeals had approximately the same effect on the self-efficacy of the consumers. Hence, a conclusion can be made that there is a significant difference between groups exposed to sustainable and non-sustainable advertisements. Thus, hypothesis H₃ was accepted, meaning sustainable advertising appeals have a more substantial effect on self-efficacy than conventional marketing appeals. This difference between the groups can be explained by exposure to stimuli, and using a multiplicity of cognitive processes might affect consumers' opinions about themselves, their knowledge, and their skills (Macakova & Wood, 2022).

Furthermore, as Bandura (1977) suggested, people who had the basic knowledge of sustainability to recognize the environmentally or socially sustainable appeal might have learned something about sustainability before to understand the importance of the topic better, enhancing this way their mastery experiences, which is one of the effecting factors of self-efficacy. Furthermore, it can also be explained by the fact that verbal persuasion and affirmation from friends and family or different influential bodies, such as the brand in the case of this research, also positively influence self-efficacy. Therefore, the statements regarding sustainability and its elements might have a favorable influence on self-efficacy as a form of verbal persuasion. However, researchers express different opinions on the effect of advertisements on self-efficacy. For instance, Berry and Howe (2005) reported that exercise advertising negatively impacted self-efficacy, while Agha (2003) investigated the effect of a mass

media campaign on self-efficacy and other behavioral predictors and found a positive relationship.

Furthermore, research on factors that influence self-efficacy is limited. At the same time, it is absent concerning green self-efficacy or sustainable advertising, so the results of this study cannot be compared to similar research. However, this gap in literature represents an excellent opportunity for further research.

With reference to the results of testing hypothesis H₃, they allowed rejecting hypothesis H₄, which said that the environmental dimension of sustainability has a more significant positive impact on self-efficacy than the social dimension. The contrast test for MANCOVA demonstrated no significant difference between groups 1 and 2, which refer to the groups exposed to environmentally and socially sustainable stimuli, meaning that the advertisements with the environmental appeal did not have a stronger influence than the socially responsible appeal.

Regarding hypothesis H₅, which assumed that brand attitude positively impacts purchase intention, a significant correlation between the variables was indicated. The causal relationship was determined with the help of a regression test, in which Pearson's correlation test indicated that the effect of brand attitude on purchase intention was strong. Therefore, hypothesis H₅ was supported. Many researchers, such as Woo and Kim (2019), Foroudi et al. (2018), and Keller and Lehmann (2006), in their studies also managed to establish a positive relationship between brand attitude and purchase intention in different contexts and provided additional insights too, just as that consumer are ready to pay a higher price if the brand attitude is strongly positive. This effect can be explained by the finding of Teng and Laroche (2007) the consumers' brand attitude has a primary role in the formation of positive purchase intention. What is more, brand attitude initiates brand cognition and the formation of consumers' decisions and behaviors (Lee et al., 2020). Furthermore, Woo and Kim (2019) reported that consumers' attitudes toward environmentally friendly products often have a mediating role between responsible consumption values and purchase intention (Lee et al., 2020).

With testing hypothesis H₆, which postulated that self-efficacy positively impacts purchase intention, a statistically significant correlation was identified between the variables. Hypothesis H₆ was tested together with H₅ through multiple regression analysis. In Pearson's correlation test, the result for the r-value scored .648, which was interpreted as a strong relationship between the factor and dependent variable, meaning that self-efficacy has a significant effect on purchase intention. Thus, hypothesis H₆ was accepted. The positive result of the analysis can

be explained by the findings of Yi and Gong (2008) that high self-efficacy enhances the ability of consumers to control their actions and the willingness to try better to make the required purchase. In the case of this study, consumers with the increase of self-efficacy, which was initiated with a sustainable advertisement, increased the consumer's belief in inner power to change their buying behavior and purchase sustainable apparel.

Furthermore, authors like Han and Hyun (2017) and Sharma and Dayal (2016) also researched the effect of self-efficacy on purchases. They concluded that self-efficacy heavily influences green purchase intention. Furthermore, Sharma and Dayal (2016) explained the observed effect with the fact that self-efficacy influences the motivation and brand attitude of consumers, which eventually leads to increased green consumerism. Hence, applying this explanation to the context of this thesis would mean that self-efficacy improves brand attitude and enhances consumers' motivation to purchase sustainable apparel.

Overall, this thesis investigated the impact of sustainable advertising on brand attitude, self-efficacy, and, consequently, purchase intention. The study succeeded in finding a positive correlation between sustainable advertising appeals and self-efficacy. Moreover, the quantitative study revealed that self-efficacy positively influences purchase intention. However, there was no significant result for effects on brand attitude, which is associated with a small sample size. Answering the first research question, sustainable advertising has a strong impact on consumers' self-efficacy and, consequently, purchase intention, while no effect on brand attitude was observed. Regarding the second research question, it could not have been determined which sustainable advertising appeal was the most effective since no significant difference was observed between the effect of environmental and socially responsible advertising appeals. Nevertheless, there was a tendency in the means for brand attitude and self-efficacy that environmentally sustainable advertising had more positive results, which might have been statistically proved under a larger sample.

5.2 Contribution to knowledge

This study contributed to the research on the impact of sustainable advertising on three different consumer responses: brand attitude, self-efficacy, and purchase intention. In contrast to other studies, this research failed to support the previous finding on the positive effect of sustainable advertising on brand attitude. Nevertheless, despite the small sample size, this research partially closed the gap in the literature regarding the effect of sustainable advertising on self-efficacy, specifically in the context of fashion apparel. In addition, it must be mentioned

that previous research on the effect of advertisements on self-efficacy reported different and controversial results on the causal relationship between the mentioned subjects of study and did not support a unanimous assumption of the positive effect of advertisements on self-efficacy. Furthermore, this research revealed that there is no significant difference in perception of environmental and socially responsible advertising appeals since they have the same effect on consumer responses. In addition, the research found that even though sustainable advertising positively influences self-efficacy, the mean of the responses refers to a neutral opinion about the statement that the respondent can deal with environmental or societal problems after seeing a sustainable advertising appeal. Moreover, the assumptions of other scholars that brand attitude and self-efficacy have a positive impact on purchase intention were validated. Besides, after analyzing the literature available on the effects of sustainable advertising appeals, it can be assumed that this thesis belongs to the limited number of studies which investigates the impact of sustainable advertising appeals on consumer responses and differentiate between different types of sustainability advertising in the context of apparel consumption and the only, which explore the effect of sustainable advertising appeals on self-efficacy.

5.3 Implication for Relevant Stakeholders

As stated before, the market demand for sustainable products keeps growing with the graduate degradation of the environment and the aggravation of related social and economic problems (Petro, 2022). However, retailers often underestimate consumers' preferences for sustainable purchasing and do not meet the expectation of consumers or do not communicate their strategy in the right way directing the wrong response factors. Still, as the significance of sustainability grows within the strategies of fashion companies, it is crucial to prioritize the effective transmission of sustainable initiatives to consumers in order to establish positive relationships between consumers and brands (Keller, 2003; Lewittes & Forbes Vetted, 2018). Hence, one of the goals of this thesis is to provide valuable information and recommendations based on the study results for managers, business administrators, marketing specialists, and other relevant stakeholders to sustainable advertisement. Applying the following recommendations can help develop and improve marketing strategies. Furthermore, since the factors which influence purchase intention were also investigated, potentially the implications can also lead to an increased interest in the brand and purchase intention, which can help to predict sales in some cases, such as for existing products in the case of durable products for short-term horizons (Morwitz et al., 2007).

The results of the data analysis revealed that both brand attitude and self-efficacy could positively influence purchase intention in the context of sustainable products, though sustainable advertisements did not affect consumers' brand attitudes. Furthermore, different dimensions of sustainability did not show different side effects, so the implication of any dimensions of sustainability is beneficial for brands, and recourses can be directed toward a holistic campaign focusing on sustainability as one unit. Hence, self-efficacy and brand attitude should be enhanced to boost purchase intention and interest in the brand's sustainable strategies and products. Lee et al. (2017) suggest that the self-efficacy of consumers in terms of sustainable purchase behavior can be improved through sustainability advocacy advertisement, awareness-raising advertising, and commercials that encourage sustainable behavior by introducing simple ways of conduct, such as buying timeless and high-quality in the context of sustainable fashion. Besides, Kong et al. (2021) emphasize that brands should not create one-size-fits-all sustainability advertising campaigns since different age groups and countries have different levels of awareness and knowledge about the subject matter, so much sustainability advertisement might have a socially beneficial effect, though incoherent with purchase intentions.

Lastly, it should be emphasized that 86.8% of the experiment participants ranged from somewhat agree to strongly agree while answering the question of to what extent sustainability is essential for society, which only strengthens that brands should develop and enhance their sustainable strategies addressing the corresponding consumer responses.

5.4 Limitations & Future Research

Even though this study agreed with previous research in the field in many aspects and partially closed a gap in the literature, some limitations occurred during different process steps and should be discussed. First, the online experiment conducted for this study concentrated solely on one brand, namely Burberry. The majority of the participants, more precisely 70%, reported that they had never shopped at Burberry. There can be many reasons why the participants never had direct contact with the brand, including subjective grounds such as dislike of the style, unavailability of the brand in specific locations, mismatch of price category, and many others, which might have affected specific variable scores. Future studies can focus on different brands and compare the results to this research and between the brands examined. Second, the manipulation did not have the desired effect size since the stimuli material was misinterpreted in many cases. Hence, the sample size drastically decreased because of removing the invalid cases to test the sample for causal relationships. Even though such a small sample size of 66

participants demonstrated some significant correlations, it still decreased the effect strength, some causal relationships could not have been determined, and the null hypothesis was accepted falsely, such as might happen with testing hypotheses H_1 , H_2 , and H_3 .

Furthermore, due to the limited number of participants, it is not feasible to generalize the findings to the population. Therefore, future researchers may consider conducting a comparative study with a larger sample size. Fourth, the distribution among nationalities was unequal, which is associated with convenience and snowball sampling. The distribution could have been enhanced since most valid cases came from Ukraine and Hungary. Furthermore, the sample was overrepresented with female participants. For future studies, it is recommended to focus on a more diverse sample to improve the validity and generalizability of the findings. Furthermore, brand and sustainability awareness, self-efficacy, brand attitude, and purchase intention may change over time, so that a longitudinal study can reveal additional findings.

Besides the recommendation for further research based on the improvement of the study's current limitations, there are other suggestions on the direction of further study. For example, since this study has proved that sustainable advertising appeals positively impact self-efficacy and, consequently, purchase intention, the contents of the advertisements can be studied in more detail to determine the most attention-catching and effective type of information presentation in the advertisement. Furthermore, the ways of endorsement of green self-efficacy also represent a gap in the literature. However, hands-on knowledge of green self-efficacy-increasing instruments would be beneficial for marketing specialists and sustainability experts. Furthermore, research is necessary on the effect of the levels of sustainability awareness on consumer responses to sustainable advertising appeals.

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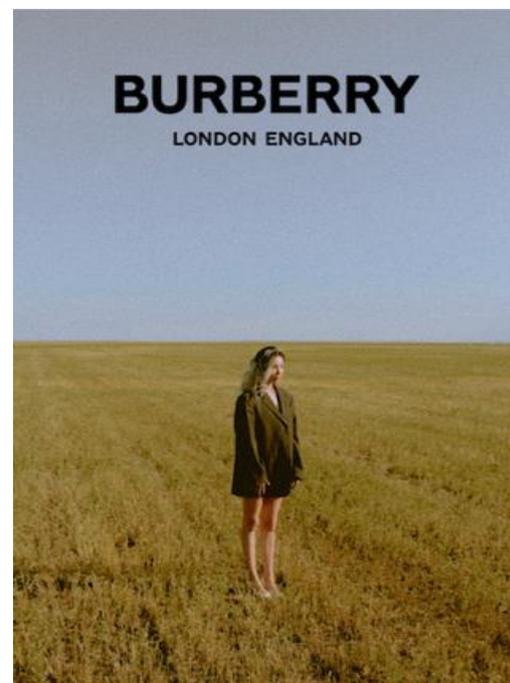
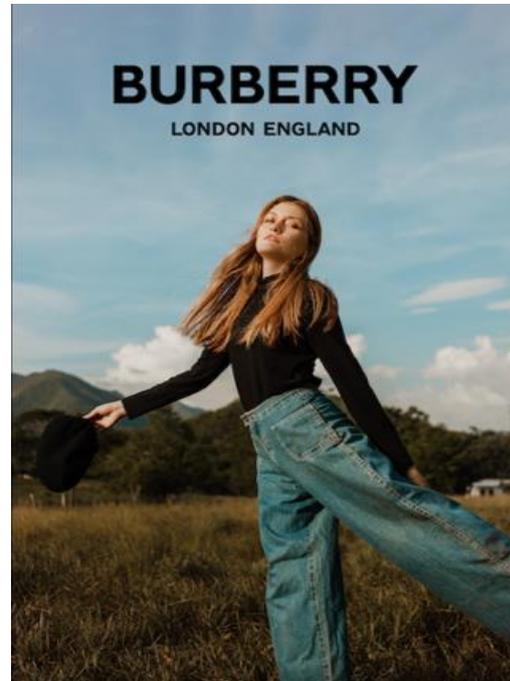
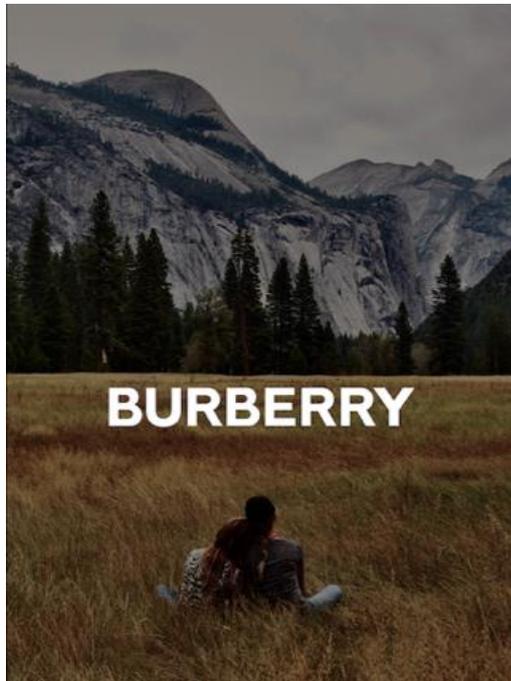
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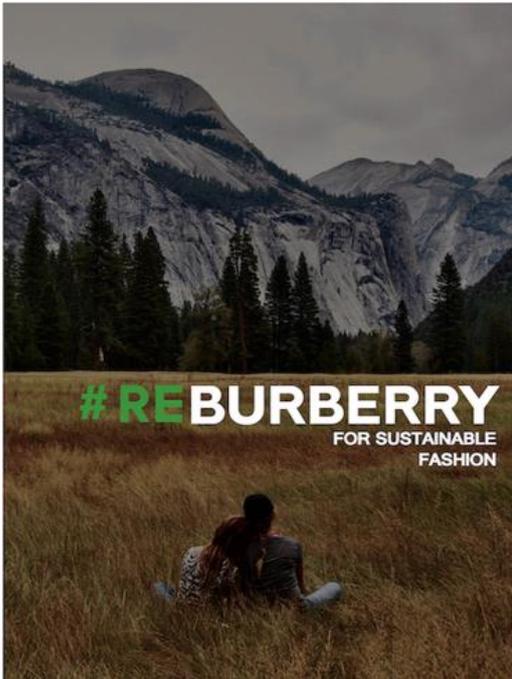
APPENDICES

Appendix 1: Conventional Advertising Appeal



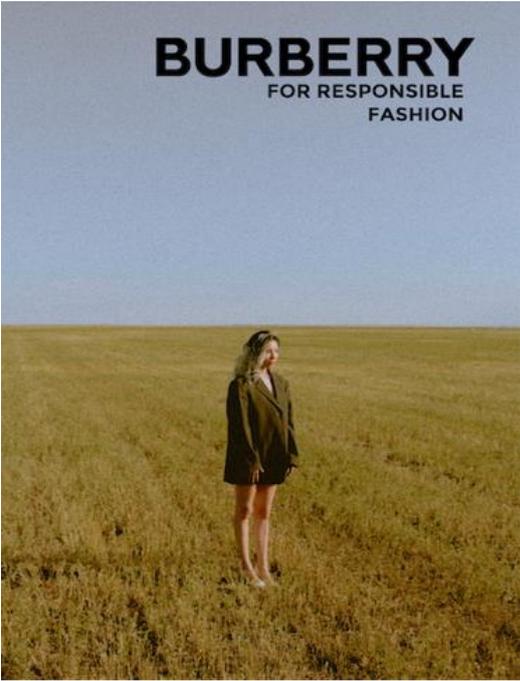
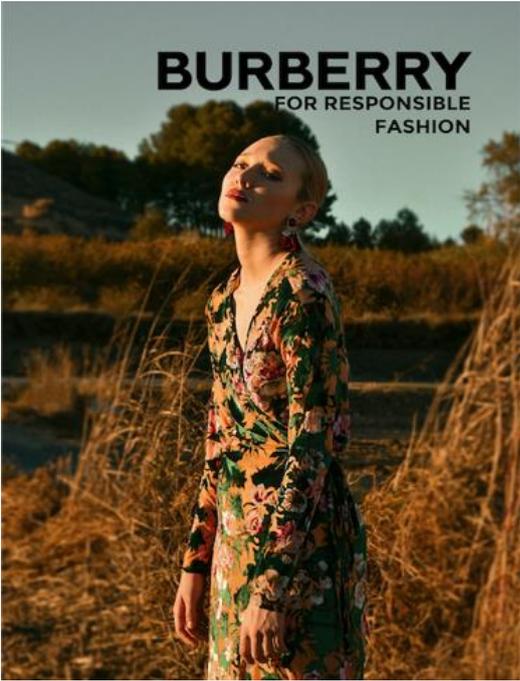
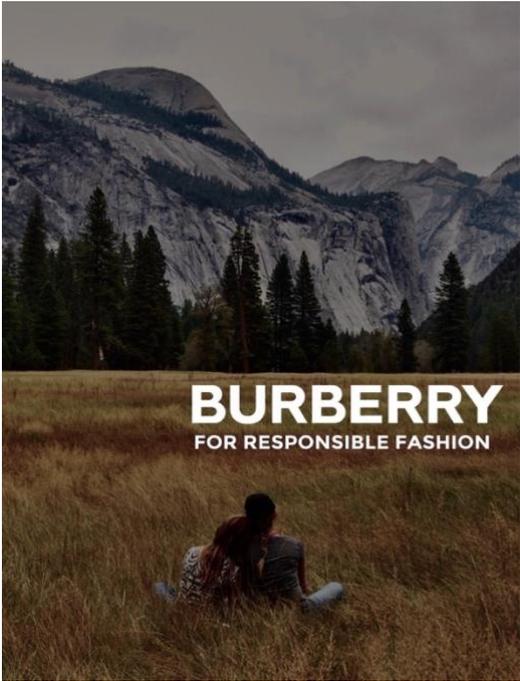
SOURCE: PHILLIPS (2015), TUCHEZ (2021), ESCRIG (2021) AND JANBYRBAYEV (2020)

Appendix 2: Environmentally Sustainable Appeal



SOURCE: PHILLIPS (2015), TUCHEZ (2021), ESCRIG (2021) AND JANBYRBAYEV (2020)

Appendix 3: Socially Sustainable Appeal



SOURCE: PHILLIPS (2015), TUCHEZ (2021), ESCRIG (2021) AND JANBYRBAYEV (2020)

Appendix 4: Online Experiment Questionnaire

Galley-proof ES1 (sustainableadvertising) 16.06.2023, 19:24

16.06.2023, 19:24



sustainableadvertising → ES1

16.06.2023, 19:24

Page 01



Dear participant,

I am a Master's student at Modul University, and I am currently working on my thesis, which aims to examine the impact of sustainable marketing appeals on brand evaluations. I would be grateful if you could participate in this survey by answering some questions, which would take at most 5 minutes.

I guarantee that all responses are anonymous, used exclusively for scientific purposes, and not disclosed to anyone. Please note that your answers should reflect your personal opinion.

Your input and participation are highly appreciated!

Clicking on the "Next" button below indicates that you have read the information above and voluntarily agree to participate and allow to store the data for scientific purposes. You can withdraw from the survey anytime.

Page 02

1. Do you know the fashion brand Burberry?

M001

Please choose from the options below

- Yes
- No

<https://www.socisurvey.de/sustainableadvertising/?s2preview=JzuO7HlwXktr5jKiSFBISj1AURmL10Md&questionnaire=ES1&csrf>

Page 1 of 7

Please have a look at this advertisement. The following questions are related to this advertisement.
PLEASE NOTE: The "Next" Button will appear after 20 seconds.

M002



Page 04

2. Did you notice any sustainability appeal in the advertisement?

MC01

Please choose from the options below

- Yes, a social responsibility appeal
- Yes, an environmental appeal
- No

Page 05

3. Please describe your overall feelings about the brand presented in the advertisement just demonstrated to you.

BA01

Please rate the statements from 1 to 7 (use the scale to indicate your level of agreement)

	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
The brand is appealing.	<input type="radio"/>						
The brand is good.	<input type="radio"/>						
The brand pleasant.	<input type="radio"/>						
The brand favorable.	<input type="radio"/>						
The brand likable	<input type="radio"/>						

BA04

4. Please indicate your opinion on purchasing sustainable apparel.

Please rate the statement from 1 to 7 (use the scale to indicate your level of agreement)

	Strongly disagree							Strongly agree
	1	2	3	4	5	6	7	
After seeing this ad, I feel that my scientific research is actually fulfilling the mission of environmental protection and/or societal equality.	<input type="radio"/>							
After seeing this ad, I think I can succeed in environmental protection and/or fostering pro-social behavior.	<input type="radio"/>							
After seeing this ad, I think I can find creative solutions to environmental and/or societal problems	<input type="radio"/>							
After seeing this ad, I think I can overcome the environmental and/or societal problems	<input type="radio"/>							
After seeing this ad, I think I have the ability to deal with the environment problem and/or societal problems effectively	<input type="radio"/>							

Page 06**5. Please tick the exact middle point on this scale:****CH01**

1	2	3	4	5
<input type="radio"/>				
.

1 Active Filter(s)**Filter CH01/F1**If any of the following options is selected: **1, 2, 4, 5, -9**Then display the text **CH02** and finish the interview, after the next button was clicked

6. Please rate the following statement:

PN01

I intend to buy products from this brand in the future...

	-3	-2	-1	0	1	2	3	
Unlikely	<input type="radio"/>	Likely						
Uncertain	<input type="radio"/>	Certain						
Impossible	<input type="radio"/>	Possible						
Improbable	<input type="radio"/>	Probable						

7. Please indicate your purchase intention from the brand presented to you in the advertisement

BA02

Please rate the statement from 1 to 7 (use the scale to indicate your level of agreement)

		Strongly disagree										Strongly agree
			1	2	3	4	5	6	7			
I would definitely buy from this brand.			<input type="radio"/>									
I have very high purchase interest.			<input type="radio"/>									
I would definitely intend to buy from this brand.			<input type="radio"/>									

Page 04

2. Did you notice any sustainability appeal in the advertisement?

MC01

Please choose from the options below

- Yes, a social responsibility appeal
- Yes, an environmental appeal
- No

Page 05

3. Please describe your overall feelings about the brand presented in the advertisement just demonstrated to you.

BA01

Please rate the statements from 1 to 7 (use the scale to indicate your level of agreement)

	Strongly disagree					Strongly agree	
	1	2	3	4	5	6	7
The brand is appealing.	<input type="radio"/>						
The brand is good.	<input type="radio"/>						
The brand pleasant.	<input type="radio"/>						
The brand favorable.	<input type="radio"/>						
The brand likable	<input type="radio"/>						

BA04

Page 09**11. What is your gender?****C101**

- Female
- Male
- Prefer not to say
- Other

12. How old are you?**C102**

Age

13. What is your nationality?**C104****14. What is your highest level of completed education?****C103**

- Less than high school
- High school
- Bachelor's degree
- Master's degree
- Doctoral degree

Last Page

Thank you for completing this survey! I am very grateful that you found a few minutes to help.

Your answers were transmitted; you may now close the browser window or tab. Disclaimer: The survey you participated in and the advertisement you have just viewed has no association to Burberry. The advertisement was designed for the purpose of this study using a stock image by Vince Fleming. Source: unsplash.com

[B.Sc. Alexandra Lipej](#), Modul University – 2023