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„Positive and negative appeals in green fashion advertising“

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Abstract

With increasing popularity of „green“ lifestyle, many companies want to follow this trend. Being environmentally friendly as a brand/company plays an important role in building marketing and advertising strategies. In response to the research gap, this study investigates fashion green advertising, with a special focus on the visual aspects of advertising: environmental backgrounds with different appeals (positive vs. negative). Hypotheses based on the literature were developed and tested via an online experiment survey. The results from the online survey - experiment (N=184) indicated that a higher level of one's eco-friendliness leads to a higher perception of a brand's eco-friendliness. Moreover, positive appeals have a greater influence on attitude towards the brand for lower involved people, and for high-involved people negative appeals have a big influence on attitude towards the brand. Furthermore, the viewer's perception of the brand's eco-friendliness is higher with a negative appeal than with positive appeal of the background.

These results allow us to infer that eco-friendliness is one of the main factors influencing people's attitude towards the brand or perception of brand's eco-friendliness or emotional feelings.

Keywords: *green advertising, fashion advertising, green involvement, environmental concern, background, brand attitude, attitude towards the brand, attitude towards the ad, positive appeals, negative appeals*

Zusammenfassung

Aufgrund der zunehmenden Beliebtheit des "grünen" Lebensstils wollen viele Unternehmen diesem Trend folgen. Als Marke / Unternehmen umweltfreundlich zu sein, spielt eine wichtige Rolle beim Aufbau von Marketing- und Werbestrategien. Als Antwort auf die Forschungslücke wurde in dieser Studie die „grüne“ Werbung in der Modebranche untersucht, insbesondere der visuelle Aspekt in der Werbung: es wurden verschiedene Hintergründe getestet, in denen die Umwelt mit unterschiedlichen Szenarien (positiv vs. negativ) gezeigt wird. Die Hypothesen wurden auf Grundlage von bestehender Literatur entwickelt und durch eine online Umfrage mit experimentellen Gruppen getestet. Die Ergebnisse der online Umfrage (N = 184) zeigten, dass Probanden, die im Vergleich zu anderen Testpersonen umweltfreundlicher sind, eine höhere Wahrnehmung der Umweltfreundlichkeit der Marke haben. Darüber hinaus beeinflussen positive Szenarien stärker die Einstellung gegenüber der Marke für weniger involvierte Testpersonen, und für hoch involvierte Testpersonen haben negative Aufrufe einen großen Einfluss auf die Einstellung gegenüber der Marke. Darüber hinaus ist die Wahrnehmung der Umweltfreundlichkeit der Marke durch den Betrachter bei negativen Szenarien höher als bei positiven Szenarien.

Aus diesen Ergebnissen lässt sich ableiten, dass die Umweltfreundlichkeit von Personen ein Haupteinflussfaktor auf die generelle Einstellung zur Marke, auf die Wahrnehmung der Umweltfreundlichkeit der Marke und auf die emotionalen Gefühle ist.

Schlüsselwörter: grüne Werbung, Modewerbung, grüne Einstellung, Umweltbewusstsein, Hintergrund, Markenhaltung, Einstellung zur Marke, Einstellung zur Werbung, positive Appelle, negative Appelle

Introduction

Over the last decade, society endorsement for environmental protection has been slightly decreased (Hundal & Kumar, 2015). Despite the difference of concern, the global market of „environmentally friendly“ products and services is growing gradually. The market is planned to increase media attention, grow consumer awareness of environmental and social issues (Lipson, 2008). As Tony (2016) suggests in his article: „Consumers, especially Millennials, are increasingly adopting a “buy less, but buy better” mentality, which involves purchasing fewer, but higher quality goods“. The ecological consumption market is developing dynamically. One of the main representatives of ecological consumption market is eco fashion industry. Green retailing is big and fast developing field, which most retailers seem to follow enthusiastically to fulfill their environmental responsibilities (Lai et al., 2010). Green retailing comprises two parts: green product sales and eco-friendliness of other activity mixes.

The current fashion trends are the most reliable and accessible, because they are tested in the models of clothing, they are presented by media, in Fashion Weeks or other presentation events (Gardabchadze, 2012). There is also another event, called Eco Fashion Week, which focuses on bringing to light sustainable eco fashion.

Many fashion companies and brands use a range of different promoting tools to create and improve their „green“ image. The most straightforward instrument to draw consumers' attention to the environmental problems is „green“ advertising. Advertising helps people to broaden their knowledge about a company/brand and about a product's characteristics (Buda & Zhang, 2000). There are several aims of green advertising. One, for example, is the purpose of education, which increases consumers' knowledge and understanding about environmental

issues. Another is commercial, which aims to enhance sales, brand-awareness, and brand loyalty of a product. (Banerjee et al., 1995; Menon, et al., 1999).

As Kotler & Armstrong (1991) stated: „An appeal is the basic idea that advertisers want to communicate with the audience - the basic reason why audience should act” (p.54). In green advertising, appeals play an important role because they can attract people’s attention and persuade them (Chahal et al., 2015). There are several classifications of appeals: rational and emotional appeals, fear and guilt appeals, positive and negative appeals, green and non-green appeals, and so on. In this study, positive and negative appeals were explored.

Taking into account the Elaboration Likelihood (ELM) model as a theoretical background (Petty & Cacioppo, 1986), this paper interprets the attitude towards advertising and product by negative and positive appeals used in green fashion advertising, especially ones in the background. The stimulus materials involved manipulating the background of the advertising.

According to this information, this research contributed towards the study of background influences on peoples’ attitudes towards the advertising, as well as their attitudes towards the brand. As a method for this paper, an online survey - experiment was conducted. There are several fashion advertisements, which were chosen as instruments for the experiment. Backgrounds were manipulated. Online survey - experiment with 1 (environmental) x 2 (positive vs. negative appeals) between-subjects design with a control group (non environmental background) was conducted. Attitude towards brand/ advertising, positive and negative effect are dependent variables, which are affected by positive vs. negative appeals of the background (independent variables). The sample size was young people, studying or working in the

University of Vienna. The participants were randomly assigned to one of the three experimental groups.

Literature review

Green advertising

Green advertising is the element of promotional complex of ecologically oriented products. There are some steps of promoting eco-friendly products/services. First of all, it includes a comprehensive informing of potential consumers about the environmental characteristics of the product. Secondly, green advertising creates brand loyalty to the eco-product. And finally green advertising builds an environmental „green“ image of the company (Gorshkov, 2004). The most noticeable difference between green and non-green advertising is a demonstration of social and environmental responsibilities by the company/brand.

The literature review of past research in the green advertising field, carried out in the middle of 1990s, shows that most researchers looked into the descriptive analysis of „green“ advertising and explored different classifications and new theories. Aims of green advertising can be varied in the extension to environmental issues: from clear and single resort to the eco-friendliness of the products/services to the building of „green“ image by big corporations and companies (Hartmann & Apaolaza-Ibañez, 2009).

Green fashion advertising and Eco-fashion week

Consumers receive a huge flow of advertising information every day, so advertising increasingly penetrates people's lives, especially advertising of fashion brand/companies and events. Nowadays there are many international fashion companies, such as H&M, Zara, Marc

Jacobs, Stella McCartney and others, which are occupying a big business segment in the eco fashion industry (Sarker, 2016). According to Fineman (2001): "Ironically, supply seems to precede demand in the Eco-fashion industry" (p.22). There are two types of brands, which involve environmental concern in their business policy. Firstly, there are brands that add an eco collection, which usually costs more, to their normal collection. The second type includes brands that change their business strategy and policy and produce only eco products. These brands have strong attitudes towards environmental issues. They produce not only eco friendly products, but they also make sure and control the process in which consumers understand and give importance to the aesthetic value of buying eco friendly products. (Ali, 2015)

According to Mintel (2009), there are some basic characteristics of eco clothing/products. First of all, it should be made from organic and biological textile or sustainable materials, such as bamboo, organic cotton or recycled plastic bottles. Moreover, it is also possible to produce eco clothing/products from recycled clothes.

One of the most important events and promotion tools in the fashion sphere is Fashion Week, wherein fashion designers, brands and „fashion houses" display their latest collections in runway fashion show to buyers and to the media. Turning to the „green“ fashion, there is also another event, called Eco Fashion Week (EFW), which is focusing on bringing sustainable eco fashion to light. Eco Fashion Week was established in Vancouver, Canada, in 2010. It is a new and fast developing event in the fashion sphere, in which 150 designers from all over the world take part every year (Eco Fashion Week, 2010). Eco Fashion Week takes place annually in different countries and cities, and it helps people to be involved not only in fashion, but also in the environmental aspects of life and fashion. Eco Fashion Week presents solutions and innovations working to develop an „eco“, „healthier“, „green“ fashion industry.

Appeals in advertising

There are many scholars who inspected the effects of green advertising appeals. There are many debates on using verbal and visual elements in green advertising. Some researchers, including Hartmann and Ibanez (2009), found that a combination of visual and verbal appeals are the most effective way to advertise. At the same time, Xue (2014) found out that visual information has a greater influence and stronger effect on consumers. Pictures in advertising are very important for a number of reasons. They generate a more applicable product attitude and increase decisive information (Babin & Burns, 1997). Moreover, Kim, Song and Yeo (2016) examined the role of mental constructs that pictures in advertising backgrounds generate.

Several studies deliver evidence that nature imagery on the background of green advertising is more influential for consumers. Nature scenery is a very common element in green advertising (Matthes & Wonneberger, 2014). A background with nature in green advertising points at features of eco-friendly products/services, thereby making an influence on consumers' cognitive understanding. „The emotional experience based on an exposure to a green advertising comes close to the emotions experienced in contact with real nature“ (p.725) (Hartmann and Apaolaza-Ibañez, 2009).

Turning to another classification of advertising appeals, Lucas and Benson (1929) described positive and negative appeals. Positive appeals can be classified as a stimulus for consumers to the achievement of something desired, while negative appeals try to distract consumers' attention from an unsettling situation. Many advertisements combine both positive and negative appeals.

According to Miller (1948) and Mowrer (1939), it was found that negative appeals which cause anxiety and fear creates a secondary drive and the fall of fear and anxiety thus created is meant to be an effective way of power (Wheatley & Oshikawa, 1970).

The present study examines positive and negative appeals in green fashion advertising, especially different backgrounds with one object (See Appendix B). Study reveals attitude toward advertising and attitude towards brand.

H1: The viewer's perception of the brand's eco-friendliness is higher with a negative appeal than with a positive appeal in the background.

Theories of consumers/ Green consumers

One of the first steps of marketers' work is to select tactics for future work in terms of appeals by taking into account consumers' environmental concern level. Marketers should fulfill the desired needs of the consumer regarding the brand/product (Keller, 1993). According to this, it is very important to know your potential consumers.

A more specific classification was arranged by Cotte J. and Ritchie R. in 2005. They identified three broad types of consumers: desensitized consumer, sophisticated consumer, and tribal consumer. „Desensitized consumer describes consumer, who pay little attention to advertising. Sophisticated consumer - who is conscious to advertisers' intentions and tribal consumer - who is driven by a fundamental need to be accepted as part of a larger group“ (Cotte & Ritchie, 2005).

Consumers' trust in green advertising depends on many different individual factors. Some people are focused on their individual benefits, while others are considering benefits for

the overall society (Chahal et al., 2015). In academic research, there are many different types of consumers. In this study, positive and negative appeals are explored with taking into account consumers' differences in environmental concern. There will be two types of participants: highly involved in the environment or less involved in the environment (Schuhwerk & Lefkoff-Hagius, 1995).

There is also one more factor that can influence people's attitude towards the advertisement, attitude towards the brand, and perceived brand's eco-friendliness. The factor is skepticism about green advertising and advertising in general. Shrum et al. (1995) showed in their study that „the green consumer is rather skeptical of advertising“. They also made a parallel between buying decision and level of skepticism to the advertising, using the gender differences. Shrum et al. (1995) described the differences between men's and women's level of skepticism: „Women who tend to buy green products are more skeptical of advertising than women who do not. In contrast, men's skepticism toward advertising appears to be unrelated to their green buying behavior“ (p.75).

The next important criterion in green consumers' segmentation is „age“ (D'Souza C. et al., 2006). On the report of several studies, the age of "green" and "non-green" consumers is worth noting. There is one study (Jain & Kaur, 2006), in which the participants were divided into 2 age groups (under 30 years old and above 30 years old). This paper showed a greater insertion of „young“ consumers to purchase „green“ products. Results revealed the desire of young people to follow modern trends, such as green lifestyle and willingness to experiment with new products. In this case the „senior“ consumers have more traditional views on purchasing intention and they are less inclined to experimenting. When elder people buy products, environmental concern is not their priority, economic well-being of the family is more important

factor for them. Moreover, many studies show that women dominate among the „green“ consumers (Gil J.M. et al., 2000, Jain S.K. & Kaur G., 2006), while men pay less attention to solving environmental problems (Honkanen P. & Olsen S.O., 2009). There is one more criteria for „green“ consumers' segmentation: level of education (Honkanen P. & Olsen S.O., 2009, Bernabeu R. et al., 2008).

Passing to another criteria, consumption behavior was noticed in many studies. Due to the worsening of the global environmental situation, consumers are gradually changing their attitude, behavior and approach in response to consumption issues (Biswas A. & Roy M., 2014). Often, behavioral variables are used as factors for segmentation. "Green" consumers pay more attention to some product characteristics, such as brand, value and quality (Gan C. et al., 2008). There is another important role, which was found in previous researches. This factor is quality of products, because mostly consumers are not ready to overpay for "green" goods, if they are less functional than conventional products (D'Souza C. et al., 2006). By purchasing "green" goods, consumers with low and middle income primarily care about their health (Ottman J.A. et al., 2006). For them, caring about the environment is an important criterion in consumption behavior.

RQ1.1: On which type of consumers do positive appeals have a higher influence on attitude towards the brand?

RQ1.2: On which type of consumers do positive appeals have a higher influence on attitude towards the advertising?

RQ2.1: On which type of consumers do negative appeals have a higher influence on attitude towards the brand?

RQ2.2: On which type of consumers do negative appeals have a higher influence on attitude towards the advertising?

RQ3: How does the consumer's perception of brand's eco-friendliness differ depending on the level of the eco-friendliness of the person?

ELM model

Based on motivation and level of understanding, consumers follow the central or peripheral route of Elaboration Likelihood Model (ELM) (Appendix A, Fig.1). The Elaboration Likelihood Model was developed in 1986 by Petty R. and Cacioppo J. The model describes the influence of convincing messages on consumers in terms of their attitude towards the subject of messages. This model is one of the most famous in the field of media effects research. ELM is based on two types of message handling, which lead to successful persuasion: the central route and peripheral route, depending on the consumer's motivation and ability to process information (Chahal et al., 2015). The central route expects from consumers very strong cognitive efforts because it provides very deep and clear argued understanding of information, presenting in the message. In the peripheral route, arguments do not play an important role; consumers receive clues, which stimulate the message acceptance without strong cognitive interpretation. The peripheral route is characterized by weak motivation and low priority of the message topic.

According to different levels of consumer's environmental involvement (high or low), many scholars evaluate environmental claims that contain some kinds of arguments. In this paper, positive and negative appeals were considered. Environmental involvement can moderate the effect of emotional appeals. According to the Elaboration Likelihood Model, emotional appeals bear the stronger effect for low-involved individuals than for high-involved people.

People with low involvement can make their opinion and build their attitude according to their impression and feelings. High-involved individuals base their opinion on arguments rather than on emotional images (Matthes et al., 2014). In this study, only emotional images were presented.

H2: The effect of emotional green fashion advertising is stronger for low-involved people than for people high in green involvement.

Method part

In this study, an online survey - experiment was conducted with a 1 (environmental background) x 2 (positive vs. negative appeals) between-subjects design with a control group, with neutral, non-environmental background. Attitude towards brand/advertisement, positive and negative effects were used as dependent variables, which were affected by positive vs. negative appeals in environmental background (independent variables) (Fig.2 Research design). The sample size was young people studying or working in the University of Vienna. The participants were randomly assigned to one of the three experimental groups.

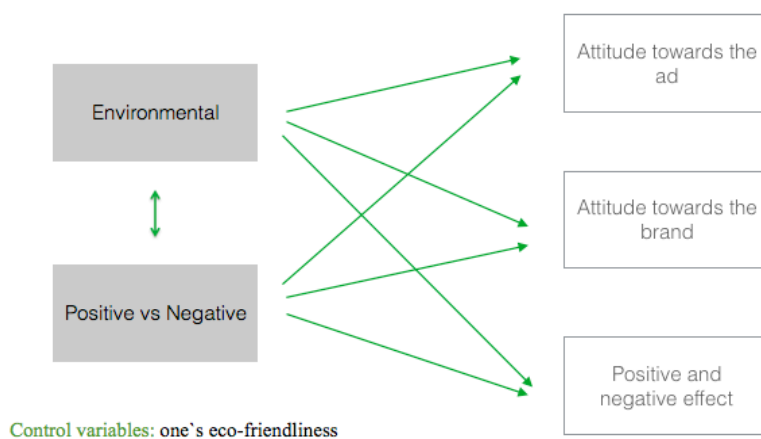


Figure 2. Research design

Stimulus materials

In collaboration with a professional graphic designer, stimulus materials were created. For the environmental advertising, natural scenery was chosen. Also, there were some non-environmental examples of advertising (for control group), in which urban or non-natural scenery was chosen as a background (Appendix B). Fashion advertising is the central point of this paper, so in every advertisement there is a woman with different backgrounds. Every advertisement was included one slogan: „FASHION FOR LIFE NOT FOR WASTE“. This slogan was taken from advertising for Eco Fashion Week in 2013.

The aim of this online survey - experiment was to manipulate with appeals of the background: positive and negative appeals. The ads are displayed in Appendix B.

Participants and data collection

The online survey - experiment was conducted in March/April 2018 using random sampling, consisting of students and employees from University of Vienna. The language of this study was English. The aim was to reach 40 participants per group. Participants were approached by social networks, for example student groups on Facebook dedicated to University of Vienna (e.g. “Publizistik- und Kommunikationswissenschaft - Uni Wien”, “Uni Wien Studentinnen und Studenten”) and by using snowball sampling. Additionally, participants were also approached at the University campus on Währinger Straße. In total, 184 participants took part in this online survey - experiment, in which 76% of participants were female and 24% were male. Participants consisted of 43% people who have a bachelor’s degree and 14% who have a master’s degree.

Procedure

Participants received a link for the online survey - experiment, which was created with the SoSciSurvey survey platform with random assignment of conditions (Appendix C). First of all, participants read a cover story, convincing them that they were taking part in an evaluation of a new fashion green advertisement. In this way, they did not understand the real purpose of the study. Secondly, they were randomly assigned to one of the three groups, where all advertisements were shown only for 5 seconds. This short period of time helped simulate advertisement consumption in real life. After seeing the advertisement, participants received a set of questions. Some questions were related with the aim of this study, but some of them helped create an impression that participants were evaluating the advertisement, for example questions about general opinion or purchase intention. These filler questions were not important for this research.

Operationalization

Perceived eco-friendliness of the brand. Participants were asked for their level of agreement with the following statements using seven point scale, where 1 means „strongly disagree“ and 7 - „strongly agree“ : “This brand deserves to be labeled „environmentally friendly,”” “Purchasing products from this brand is a good environmental choice,” “A person who cares about the environment would be likely to buy products from this brand.” (Gershoff & Frels, 2015) and „This brand is healthy for the environment.“ (Schuhwerk & Lefkoff, 1995) There was one more question: “How environmentally friendly do you find this brand?”. This question also includes 7 point scale from 1 „not at all“ to 7 „extremely“. All items were added

into one single index (Cronbach's $\alpha = .934$; $p = .004$; for positive appeal: $M = 3.9$; $SD = 1.5$; for negative appeal: $M = 4.7$; $SD = 1.2$).

One's eco-friendliness was measured using self-evaluation based on 17 statements, which were introduced in previous research papers. Participants were asked to indicate their level of agreement about environmental concern using 10 point scale, where 1 means no agreement and 10- high agreement: „I am concerned about the environment.“, „The condition of the environment affects the quality of my life.“, „I am willing to make sacrifices to protect the environment.“, „My actions impact the environment.“ (Matthes & Wonnenberger, 2014), „I recycle regularly“, „I am concerned about polluting the environment“, „I am not environmentally conscious.“, „I don't really take the environment into account when buying products“, „I consider myself to be an environmentalist“, „I try to buy products that are environmentally friendly“ (Schuhwerk & Lefkoff, 1995). Moreover, there were questions about green products in general: „I like green products.“, „I feel positive toward green products.“, „Green products are good for the environment.“ and „I feel proud when I buy/use green products.“ (Matthes & Wonnenberger, 2014), „I am educated in environmental issues“, „I am often exposed to green advertisements“ and „I find environmental issues complex and confusing“ (Richards, 2013). These questions applied a 5 point scale, where 1 means „strongly disagree“ and 5 means „strongly agree“. After all recording and transformation processes, two items: „I find environmental issues complex and confusing“ and „I am not environmentally conscious“ were deleted to improve the Cronbach's Alpha (Cronbach's $\alpha = .886$; for positive appeal: $M = 3.5$; $SD = .7$; for negative appeal: $M = 3.6$; $SD = .7$).

Attitude towards the ad. Respondents were asked about their attitude towards ad and green ads based on previous scholars: „How skeptical are you of green advertisements?“ , „How

skeptical are you of advertisements in general?“ (Very skeptical, Skeptical, Neutral, Trusting, Very trusting) (Richards, 2013) and using 5 point scale where 1 means „strongly disagree“ and 5 „strongly agree“ (Cronbach's $\alpha = .792$; for positive appeal: $M = 3.6$; $SD = 1.2$; for negative appeal: $M = 3.8$; $SD = 1.3$). Moreover, according to Matthes et al. 2014 there was a scale from 1 to 5 for evaluating attitude towards our advertisements: „bad–good“; „unpleasant–pleasant“; „unfavorable–favorable“; „unconvincing–convincing“; „incredible–credible“ (Cronbach's $\alpha = .882$; $p = .007$; for positive appeal: $M = 2.9$; $SD = .9$; for negative appeal: $M = 3.3$; $SD = .9$).

Attitude towards the product/ brand was measured with scale from 1 to 5: „bad–good“; „unpleasant–pleasant“; „unfavorable–favorable“; „unconvincing–convincing“; „incredible–credible“ (Matthes et al., 2014) (Cronbach's $\alpha = .921$; $p = .005$; for positive appeal: $M = 2.9$; $SD = .9$; for negative appeal: $M = 3.4$; $SD = .7$).

Positive and negative effect was evaluated using questions with 5 point scale (1 means „strongly disagree“ and 5 means „strongly agree“): „The ad was clear“ (Schuhwerk & Lefkoff, 1995), „These ads speak to my feelings“, „When I see these ads, I feel emotionally aroused“ (Matthes et al., 2014) (Cronbach's $\alpha = .767$; $p = .000$; for positive appeal: $M = 2.5$; $SD = .9$; for negative appeal: $M = 3.3$; $SD = 1.1$), „When I see these, ads I have positive feelings“ and „When I see these, ads I have negative feelings“.

English language skill was used to check the participant's level of English and if a case reported low English levels, it was cleared from the data. There were several answers: „Beginner, A1“ (0%), „Elementary, A2“ (.5%), „Intermediate, B1“ (8%), „Upper-intermediate, B2“ (35%), „Advanced, C1“ (37.5%) and „Proficiency, C2“ (19%) (Nimehchisalem et al., 2014).

Results

The main aim of this study was to test emotional green fashion advertising, especially the visual aspect of the advertisements. Emotional appeals (negative vs positive) were manipulated with an environmental background on the green fashion advertisement. Moderated regression (PROCESS by Andrew F. Hayes) was conducted to answer the research questions, which demonstrated the relationships between positive/negative appeals and attitude towards the brand/attitude towards the advertisement and brand's eco-friendliness. The first four models included positive/negative appeals as independent variables, attitude towards the brand and attitude towards the advertising as dependent variables and one's eco-friendliness as a moderator. The subsequent two moderated regression models involved consumers' perceptions of the brand's eco-friendliness as a dependent variable, positive/negative appeals as independent variables and one's eco-friendliness as a moderator. For the next step, testing the hypothesis, OLS regression was conducted. One model included viewers' perception of the brand's eco-friendliness and positive/negative appeals. Another model contained the effect of emotional green advertising (dependent variable), which was predicted by one's eco-friendliness (independent variable).

According to the ANOVA test (see Table. 1), most participants have a high level of eco-friendliness ($M = 3.5$). Turning to perceived brand's eco-friendliness ($M = 4.7$; $SD = 1.2$) and emotional feeling/effect ($M = 3.3$; $SD = 1.1$), the highest level was noticed with the negative background, the indicators are very close to the maximum score (5). It also supported the Wheatley & Ishikawa (1970) finding that negative appeals and negative emotions have a more effective power in advertising than positive appeals.

ANOVA test (Table. 1)

Dependent list	Positive background		Negative background		Control group	
	M	SD	M	SD	M	SD
Emotional feeling	2.5	.9	3.3	1.1	2.8	1
One's eco-friendliness	3.5	.7	3.6	.7	3.5	.8
Attitude towards the brand	2.9	.9	3.4	.7	3.3	.9
Attitude towards the advertising	2.9	.9	3.6	.7	3.3	1
Brand's eco-friendliness	3.9	1.5	4.7	1.2	4	1.4

For further analysis, dummy variables of positive and negative appeals were created. For the first four research questions (RQ1.1, RQ1.2, RQ2.1, RQ2.2) moderated regression models were built. The first research question (RQ1.1: On which type of consumers do positive appeals have a higher influence on attitude towards the brand?) was concerned with the relationship between positive appeals and attitude towards the brand, using one's eco-friendliness as a moderator and dummy_negative as a covariate. The R-square of this model is .1267, which means that the regression without further controls explains 13% of the variance in the data. Moreover, there is a significant interaction effect of this model ($p = .0188$). Turning to the conditional effects of the predictor at the value of the moderator, all of them are significant (low, middle and high level of eco-friendliness). For people with low level of eco-friendliness there is a positive and significant relationship between positive appeals and attitude towards the brand ($b = .0641$; $p = .0470$). This means that for low involved people, positive appeals have a greater influence on their attitude towards the brand. In this model, there were other findings related to people who have middle and high levels of eco-friendliness. For people with middle and high level of eco-friendliness, there is a negative and significant effect ($b = -.4021$, $p = .0077$; $b = -$

.7282, $p = .0007$). This information is related to the second research question RQ2.1 and it means that for people with middle or high level of eco-friendliness negative appeals influence more on attitude towards the brand.

Moving to the second research question (RQ2.1: On which type of consumers do negative appeals have a higher influence on attitude towards the brand?), a separate moderated regression model was run, where the independent variable was the negative appeal, the dependent variable was attitude towards the brand, moderated by one's eco-friendliness and the co-variate was *dummy_positive*. The R-square of this model is .1163, meaning that the regression model explains 12% of variance. There is a significant interaction effect in this model ($p = .0450$). According to the relationship between one's eco-friendliness and attitude towards the brand in terms of negative appeals, our results from first moderated regression model can be confirmed. Here, there is a positive and significant connection for middle and high involved people in eco-friendliness ($b = .0612$ $p = .0489$; $b = .3209$ $p = .0120$). It means that for people with a middle or high level of eco-friendliness, negative appeals influence their attitude towards the brand more. Taking into account low involved people from this regression model, a negative and significant relationship appeared ($b = -.2079$; $p = .0328$). Our previous findings from RQ1.1 are also proven, that for lower involved people, positive appeals influence their attitude towards the brand more.

Turning to the second dependent variable in the first block of research questions (RQ1.2 and RQ2.2): attitude towards the advertising, a moderated regression model was run. Answering RQ1.2 (On which type of consumers do positive appeals have a higher influence on attitude towards the advertising?), the positive appeals acted as the independent variable, attitude towards the advertising - dependent variable, one's eco-friendliness was used as a moderator, and

dummy_negative as a covariate. The R-square of this model is .0844, which means that the linear regression without further controls explains 8% of the variance in the data. However, there is no significant relationship in our model ($p = .1101$). Due to non-significant results, the RQ1.2 cannot be answered. Variable attitude towards the ad was also used to answer the RQ2.2 (On which type of consumers do negative appeals have a higher influence on attitude towards the advertising?). The moderated regression model measuring the connection between one's eco-friendliness and attitude towards the advertising in negative appeals is not significant (R-square = .0739; $p = .4733$). RQ2.2 cannot be answered either. After looking through the data, there is one phenomenon, which can explain the non-significant findings about attitude towards the advertisement. There was another block of variables, which measured attitude towards the ad, especially skepticism. Respondents in this study have a high level of skepticism about advertising and about green advertising (for positive appeal: $M = 3.6$; $SD = 1.2$; for negative appeal: $M = 3.8$; $SD = 1.3$). This skeptical attitude may be a reason why there is no significant relationship between appeals (positive and negative) and attitude towards the advertisement, moderated by one's eco-friendliness.

The third research question (RQ3: How does the consumer's perception of the brand's eco-friendliness differ depending on the level of the eco-friendliness of the person?) addressed the relationship between brand's eco-friendliness and appeals (positive/negative), moderated by one's eco-friendliness. Two different models were created, one for positive appeals and one for negative appeals. The model for positive appeals did not show significant results (R-square = .0805; $p = .1766$). Turning to the moderated regression model for negative appeals, 12% of the variance in the data was explained (R-square = .1244) and there was a significant interaction effect observed ($p = .0012$). Moving to the conditional effects of the predictor, a brand's eco-

friendliness, at values of the moderator, one's eco-friendliness, a positive and significant effect was found for people moderately and highly involved in eco-friendliness ($b = .6480$ $p = .0003$; $b = 1.3815$ $p = .0000$). For low involved people, there is a negative and not significant result ($b = -.1121$ $p = .7397$). This means that a consumer's perception of the brand's eco-friendliness differs depending on their level of eco-friendliness. A higher level of one's eco-friendliness assumes a higher perception of the brand's eco-friendliness, starting from the average level of one's eco-friendliness.

Moderated Regression Model (Table.2)

Moderator	Independent variables	Dependent variables								
		Attitude towards the brand			Attitude towards the ad			Brand's eco-friendliness		
		R-sq	b	p	R-sq	b	p	R-sq	b	p
One's eco-friendliness	Dummy positive	.1267			.0844	.1101		.0805		.1766
	low level		.0641	.0470						
	middle level		-.4021	.0077						
	high level		-.7282	.0007						
	Dummy negative	.1163			.0739	.4733		.1244		
	low level		-.2079	.0328					-.1121	.7397
	middle level		.0612	.0489					.6480	.0003
	high level		.3290	.0120					1.3815	.0000

Consistent with our expectations (H1: The viewer's perception of the brand's eco-friendliness is higher with negative appeal than with positive appeal of the background.), two linear regression models were run, one for positive appeals and one for negative appeals. There was a negative and significant effect between positive appeals and viewer's perceptions of brand

eco-friendliness ($R\text{-square} = .020$; $b = -.409$; $p = .046$). Therefore, using more positive appeals in advertising predicts lower perceptions of brand eco-friendliness. The results obtained in OLS regression, in which negative appeal was an independent variable, showed the positive and significant relationship between negative appeals and a brand's eco-friendliness ($R\text{-square} = .058$; $b = .711$; $p = .001$). These numbers illustrate that using more negative appeals leads to higher perceptions of brand eco-friendliness. In summary, the first hypothesis (H1) was empirically supported: „The viewer's perception of the brand's eco-friendliness is higher with negative appeal than with positive appeal of the background.“

To further explore the emotional green fashion advertising, especially the relationship between emotional feelings and one's eco-friendliness, a linear regression model was created (H2: The effect of emotional green fashion ad is stronger for low-involved people than for people high in green involvement.). It revealed that 6% of variance in the data was explained by the predictors (one's eco-friendliness) ($R\text{-square} = .064$; $p = .001$). Results showed that one's eco-friendliness has a significant and positive influence on emotional feeling in the condition in which negative appeals were introduced ($b = .363$; $p = .001$). This means that the effect of an emotional green fashion ad is stronger for high-involved people than for people with low level of eco-friendliness. H2 is therefore rejected.

Conclusion

The goal of this paper was to investigate emotional green fashion advertising, especially to explore differences between using negative and positive appeals in the ad's background and their influence on attitude towards the brand, attitude towards the advertisement, brand's eco-friendliness, and emotional feelings. This study considered appeals from the background in

emotional green fashion advertisements, while most previous works have focused on differences between functional and emotional advertising (Matthes et al., 2014), positive and negative appeals in general (Wheatley & Oshikawa, 1970) or visual and textual elements in advertising (Xue, 2014). As the foundation of this article, work such as that of Matthes et al. (2014) and Hartmann & Apaolaza-Ibáñez (2009), where researchers found that „emotional advertisements play a key role in shaping consumers' brand attitudes“ (p.1890), was considered. „The emotional experience based on an exposure to a green advertising comes close to the emotions experienced in contact with real nature“ (p.725) (Hartmann and Apaolaza-Ibáñez, 2009). This paper advances the literature by focusing on green fashion advertising with several dimensions of background: environmental positive, environmental negative, and non-environmental control backgrounds. An online experiment survey revealed the main significant effect of negative appeals. At the same time, positive appeals indicated only a barely significant effect. Using ELM (Elaboration Likelihood Model) as a main theory, there was a range of consumers - starting with low involved people and finishing with people with high level of eco-friendliness.

The results from different moderated regression analyses showed that negative emotional appeals in an ad's background have a stronger influence on attitude towards the brand for people with average and high levels of eco-friendliness. At the same time, positive appeals more strongly influence attitude towards the brand for people with a low involvement in eco-friendliness. It was supported two times through two different moderated regression models (one was with the positive appeal as an independent variable, the other was with the negative appeal as an independent variable). As the next step, the relationship between emotional appeals and attitude towards the advertising was explored through a moderated regression model. Unfortunately, the results were not significant, perhaps because most respondents in the online

experiment survey were very skeptical about green advertising and advertising in general. Shrum et al. (1995) found that „the green consumer is rather skeptical of advertising“ (p.75). It could be a reason why there is no significant effect of emotional appeals on a person's attitude towards the advertising, with people's eco-friendliness as a moderator.

This study also contributed to the larger discussion on fashion advertising, especially green fashion advertising. Previous studies revealed the main classifications of fashion companies and their marketing or advertising strategies (Ali, 2015; Sarker, 2016; Fineman 2001). Advertising from Eco Fashion Week was chosen as the main foundation of stimulus materials for this paper and were manipulated according to our criteria: environmental background with different emotional appeals (positive and negative). Moreover, the slogan: „FASHION FOR LIFE NOT FOR WASTE“ was taken from this advertising campaign (Eco Fashion Week). First, this study found that negative appeals promoted a higher perception of a brand's eco-friendliness. It was supported, that the viewer's perception of a brand's eco-friendliness is higher with a negative background appeal than with positive background appeal. Secondly, these findings were built on with the moderated regression model. Using one's eco-friendliness as a moderator, the higher level of one's eco-friendliness assumes to a higher perception of the brand's eco-friendliness, starting from the average level of one's eco-friendliness.

Turning to the last finding in this study, emotional feelings were evaluated regarding the viewer's level of eco-friendliness. We expected that the effect of emotional green fashion ad will be stronger for low-involved people than for people high in green involvement. However, results from the OLS regression showed the opposite, especially that the effect of the emotional green

fashion ad is stronger for high-involved people than for people with low level of eco-friendliness.

Practical implications

For marketers and advertisers, the findings from this paper are of utmost importance and have considerable practical implications for a number of reasons. Using emotional appeals in fashion advertising can be a powerful tool in marketing, especially when having green consumers as a target audience. There are many manipulation tools that can be used by marketers. Moreover, some marketers often disregard non-green consumers as their potential target audience of their green advertising. This paper revealed that positive emotional appeals have a great influence on attitude towards the brand for low involved people. This can help to include non-green consumers or people with low level of eco-friendliness in the target audience of the advertisement.

Limitations and future research

There are several limitations of this study that may decrease the significance level and generalizability of the findings. First of all, the sample size should be bigger ($N = 184$). Most respondents were students and they had high level of education that can also influence the results. In this case, future researchers should conduct a study, using a more diverse sample size, including different age groups, different educational levels, and different income levels. Secondly, in this study, the design or concept of the advertisements was very similar in each instance. Future researches should create different styles of advertisements and use different stimulus materials. In this paper, only natural scenery was used, both for positive and negative appeals. Thirdly, because of the non-significant results between appeals and attitude towards the

advertising, moderated by one's eco-friendliness, future works should think more deeply about skepticism in green advertising and in advertising in general and find out how to analyze attitude towards advertisement, excluding skeptical attitudes. Moreover, future researchers can pay more attention to the visual aspects of advertising to make advertisements look more realistic. Furthermore, future works should include different measures of emotional reactions and hidden green attitudes. And finally, future research design should include expected and real purchase behavior to understand the gap between attitude and behavior. Such research could improve previous findings, that emotional appeals in green advertising are a universal and powerful instrument for creating brand attitude.

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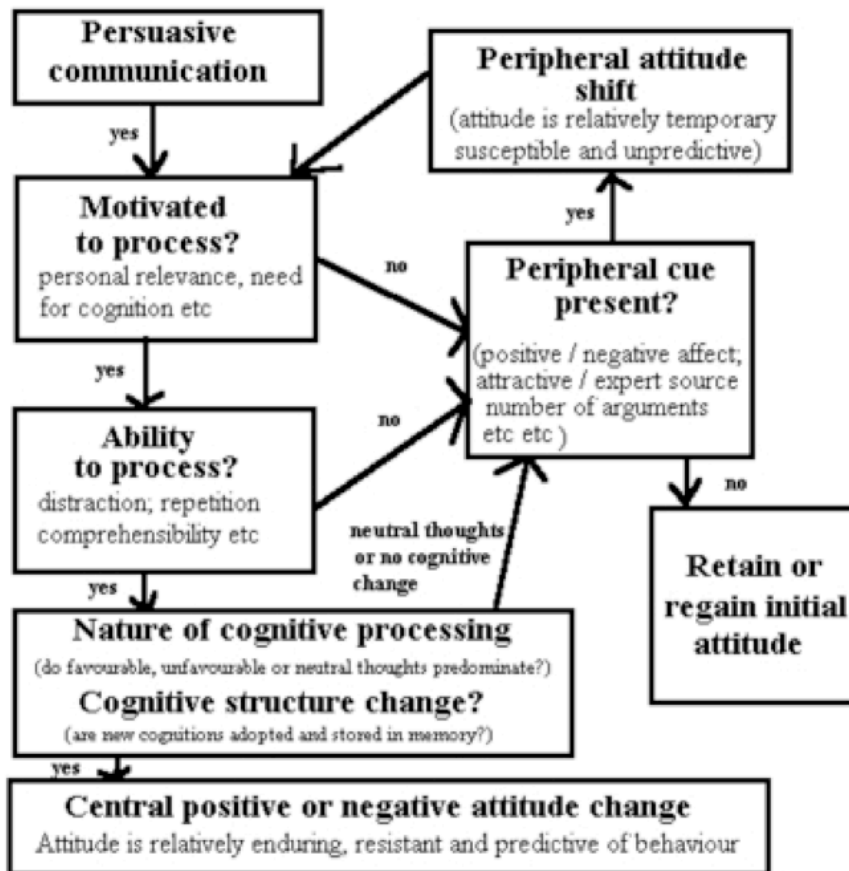
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Appendix A

Fig. 1 Elaboration Likelihood Model (Petty, Cacioppo, 1986)



Appendix B

Stimulus materials

Group 1 (Environmental + positive)



Group 2 (Environmental + negative)



Group 3 (Non environmental)



Appendix C

Questionnaire

Dear participant,

thank you for agreeing to take part in this survey! The aim is to evaluate the advertisement of a new fashion brand on the market. There is no right or wrong, don't worry too much about your answers and just tell us spontaneously what you think.

Firstly, you will be exposed to an advertising for 5 seconds. After that you will receive a list of questions about the advertising. Completing them will take you approximately 5 minutes. Answering the questions honestly and fully will help us to obtain the most reliable data.

This survey is a part of Master thesis at the University of Vienna. Your responses to this survey will be kept confidential and anonymous. If you have any questions regarding the project, please feel free to contact us.

Best regards,

Exposure (5 seconds) to the advertisement (according to the randomization: 3 conditions)

1. What do you think about the advertisement? Please indicate on the scales:

bad	1 - 2 - 3 - 4 - 5	good
unpleasant	1 - 2 - 3 - 4 - 5	pleasant
unfavourable	1 - 2 - 3 - 4 - 5	favourable
incredible	1 - 2 - 3 - 4 - 5	credible.
unconvincing	1 - 2 - 3 - 4 - 5	convincing;

2. Please indicate your level of agreement.

From 1 to 5, where 1 is strongly disagree and 5 strongly agree.

„The ad was clear“

3. Please indicate your level of agreement.

From 1 to 5, where 1 is strongly disagree and 5 strongly agree.

„This ad speaks to my feelings“

„When I see this ad, I feel emotionally aroused“

„When I see this ad, I have positive feelings“

„When I see this ad, I have negative feelings“

4. What do you think about the brand? Please indicate on the scales:

bad	1 - 2 - 3 - 4 - 5	good
unpleasant	1 - 2 - 3 - 4 - 5	pleasant
unfavourable	1 - 2 - 3 - 4 - 5	favourable

incredible	1 - 2 - 3 - 4 - 5	credible
unconvincing	1 - 2 - 3 - 4 - 5	convincing

5. Please indicate your level of agreement.
 “How environmentally friendly do you find this brand?”
 not at all 1 - 2 - 3 - 4 - 5 - 6 - 7 extremely

6. What do you think about the brand? Please indicate on the scale from 1 to 7, where 1 means strong disagreement and 7 strong agreement.

„This brand deserves to be labeled „environmentally friendly“

“Purchasing products from this brand is a good environmental choice”

“A person who cares about the environment would be likely to buy products from this brand”

„This brand is healthy for the environment.

8. Answer on further questions: (Very skeptical, Skeptical, Neutral, Trusting, Very trusting)

„How skeptical are you of green advertisements?“

„How skeptical are you of advertisements in general?“

9. Please indicate your level of agreement.
 From 1 to 5, where 1 is strongly disagree and 5 strongly agree.

“I like green products.“

„I feel positive toward green products.“

„Green products are good for the environment.“

„I feel proud when I buy/use green products.“

„I am educated in environmental issues.“

„I am often exposed to green advertisements.“

„I find environmental issues complex and confusing

10. Please indicate your level of agreement.
 From 1 to 10, where 1 is strongly disagree and 10 strongly agree.

„I am concerned about the environment.“

„The condition of the environment affects the quality of my life.“

„I am willing to make sacrifices to protect the environment.“

„My actions impact the environment.“

„I recycle regularly“

“I am concerned about polluting the environment”

„I am not environmentally conscious.“

“I don’t really take the environment into account when buying products”

“I consider myself to be an environmentalist”

“I try to buy products that are environmentally friendly”

11. Demographics.

11.1 Gender

0- Male

1- Female

11.2. Age

How old are you?

11.3. What is the highest degree or level of school you have completed? (dropdown)

No schooling completed

Elementary school

Middle school

High school with diploma

Bachelor’s degree

Master’s degree

Doctorate degree

11.4 Please provide your affiliation to the University of Vienna (dropdown):

Undergraduate student

Graduate Student

Academic faculty member

Non-academic faculty member

11.5 Please rate your overall English language skills.

Beginner (A1)

Elementary (A2)

Intermediate (B1)

Upper-Intermediate (B2)

Advanced (C1)

Proficiency (C2)