



**THE EFFECTS OF MESSAGE FRAMING AND GREEN
LOGO USAGE ON PURCHASING INTENTION IN
SUSTAINABLE FASHION CONSUMPTION**

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ETHICAL DECLARATION

I hereby declare that I am the sole author of this thesis and that I have conducted my work in accordance with academic rules and ethical behaviour at every stage from the planning of the thesis to its defence. I confirm that I have cited all ideas, information and findings that are not specific to my study, as required by the code of ethical behaviour, and that all statements not cited are my own.

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ABSTRACT

THE EFFECTS OF MESSAGE FRAMING AND GREEN LOGO USAGE ON PURCHASING INTENTION IN SUSTAINABLE FASHION CONSUMPTION

Kalkan, Gamze

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Sustainable fashion is relatively a recent concept that has emerged as a solution to the problems of excessive consumption and environmental pollution caused by fashion industry. This research aims to provide insight into how to promote sustainable fashion consumption. Specifically, the effects of gain-loss message frames and presence-absence of a green logo on consumers' overall brand evaluations and brand purchasing intentions were examined. 2 (message framing: gain vs. loss) X 2 (green logo: presence vs absence) between-subject experimental design was employed. The results demonstrate that gain-framed environmental brand messages lead to more favorable brand attitude and higher sustainable fashion brand purchase intention than loss-framed messages. The findings show that the use of green logo framing moderates the relationship between message framing and brand purchase intention. Managerial implications and recommendations for future research are discussed for developing

effective sustainable advertising messages and promoting sustainable fashion consumption.

Keywords: Sustainable fashion consumption, message framing, green logo, brand attitude, brand purchase intention



ÖZET

SÜRDÜRÜLEBİLİR MODA TÜKETİMİNDE MESAJ ÇERÇEVELEMENİN VE YEŞİL LOGO KULLANIMININ SATIN ALMA NİYETİNE ETKİLERİ

Kalkan, Gamze

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Sürdürülebilir moda, moda endüstrisinin neden olduğu aşırı tüketim ve çevre kirliliği sorunlarına çözüm olarak ortaya çıkan nispeten yeni bir kavramdır. Bu araştırma, sürdürülebilir moda tüketimini nasıl teşvik edileceğine dair bir fikir sunmayı amaçlamaktadır. Özellikle, kazanç-kayıp mesaj çerçevelerinin ve bir yeşil logonun varlığının-yokluğunun tüketicilerin genel marka değerlendirmeleri ve marka satın alma niyetleri üzerindeki etkileri incelenmiştir. 2 (mesaj çerçeveleme: kazanca karşı kayıp) X 2 (yeşil logo: varlığa karşı yokluk) denekler-arası deneysel araştırma tasarımı kullanılmıştır. Sonuçlar, kazanç çerçeveli çevresel marka mesajların, kayıp çerçeveli mesajlardan daha olumlu marka tutumuna ve daha yüksek sürdürülebilir moda markası satın alma niyetine yol açtığını göstermektedir. Bulgular, yeşil logo çerçevesi

kullanımının mesaj çerçeveleme ile marka satın alma niyeti arasındaki ilişkiyi düzenlediğini göstermektedir. Etkili sürdürülebilir reklam mesajları geliştirmek ve sürdürülebilir moda tüketimini teşvik etmek için yönetsel çıkarımlar ve gelecekteki arařtırmalar için öneriler tartıřılmıştır.

Anahtar Kelimeler: Sürdürülebilir moda tüketimi, mesaj çerçevelemesi, yeřil logo, marka tutumu, marka satın alma niyeti



To my family,

Yurdagül ŐEN

Ahmet KALKAN

Özge KALKAN

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CHAPTER 1: INTRODUCTION

1.1. Significance of the Study

Fashion industry, which is perceived as one of the major contributors to global pollution (Connell and Kozar, 2014; Grazzini, Acuti and Aiello, 2021; Moon et al., 2015), exerts immense pressure on the environment by depleting resources to keep pace with the continual evolution of trends. For instance, the industry is responsible for approximately 10% of the global carbon emissions (European Parliament, 2021). Due to the ongoing high levels of pollution, the sector has been identified as the most prominent source of environmental pollution, following the oil and gas industry (Qutab, 2017). The cotton used in clothing causes tons of water consumption during the production phase, and the toxic dyes used, various chemicals and pesticides cause harm to the environment (Hasbullah, Sulaiman and Mas'od, 2020). The use of excess energy and natural resources to produce clothing causes excessive carbon dioxide gas production (Shafie et al., 2021). Sustainable fashion has been promoted as the solution to climate change, aiming to tackle the prevailing problems of excessive consumption and pollution (Kim, Tomfohrde and Bye, 2022). With global warming and Covid-19, environmental and ethical problems in the production and consumption of clothing in the fashion sector have become an important topic. The measures taken to prevent the spread of the pandemic caused alterations in individuals' way of life and everyday activities, resulting in changes in consumption behaviors such as frequency of purchase and willingness to spend an extra amount (Dangelico, Schiaroli and Fraccascia, 2022). This change may be due to the expansion and diversification of existential threats to consumers in the age of climate change (Iran et al., 2022). The increasing awareness of sustainability is progressively molding the consumption behaviors of contemporary society (Wojtun, 2022). It is obvious that the fashion industry should prioritize sustainability and improve its sustainability due to the environmental and social problems it creates. For this reason, studies have stated that radical changes are required in the fashion industry (Mukendi et al., 2020; Musova et al., 2021; Park and Lin, 2020).

Even with the increasing interest in more sustainable fashion consumption, there is still an ongoing debate on effective communication strategies to motivate consumer

participation in sustainable practices (Grappi et al., 2024). With the rising popularity of environmentally friendly products, brands are incorporating green advertising strategies to attract eco-conscious consumers (Chwialkowska, 2018). To promote sustainable fashion, there is a necessity to enhance advertising strategies and gain a more profound understanding of consumer behavior so more work is needed to better understand the target audience (Guedes, Paillard-Bardey and Schat, 2018). According to Amatulli et al. (2019), companies frequently face challenges in devising successful communication tactics that motivate consumers to buy environmentally friendly products or adopt other eco-conscious behaviors. To clarify this situation, some researchers are investigating the potential effects of using eco-labels/logos (e.g., Hyllegard et al., 2012; Lee et al., 2020) and others are examining message framing effects (e.g., Amatulli et al., 2019; Baek and Yoon, 2017; Chen et al., 2022; Cheng, Woon and Lynes, 2011; Dai, Chen and Jin, 2022; Florence et al., 2022; Grappi et al., 2024; Guedes, Paillard-Bardey and Schat, 2018; Segev et al., 2015) on sustainable clothing consumption to promote sustainable, environmentally friendly consumer attitudes. To date, a limited number of studies have jointly analyzed the impacts of eco-labels/green logos and framed messaging methods on consumers, such as attitude toward the advertisement and brand (e.g., Lee and Watchravesringkan, 2022). Hence, this research addresses this gap by examining the effects of message framing and green logo usage on consumers' brand attitude and brand purchasing intention in a sustainable fashion consumption context.

1.2.Aim of the Study

The purpose of the study is to examine the effect of message framing and green logo usage on brand attitude and purchase intention in the context of sustainable fashion consumption. Specifically, the effects of loss versus gain message frames and presence versus absence of a green logo on consumers' overall brand evaluations and brand purchasing intentions were examined. Thus, this research enriches to the literature by revealing how factors, namely loss-gain framing and green logo usage affect consumers' responses to sustainable fashion brand communications. Another objective of this research is to provide practical suggestions to fashion brands in pursuing the aim of making fashion industry more sustainable and promoting sustainable fashion consumption.

1.3. Structure of Thesis

This research comprises five main chapters. Chapter 2 presents a literature review on message framing, green logo framing, brand purchasing intention, and brand attitude variables. Gain/loss message frames and green logo usage are discussed in encouraging sustainable behaviors. Chapter 3 portrays the methodological background of the thesis in depth. Conceptual model and research hypotheses are stated. Samples' characteristics, variables' operationalization, general procedure and stimulus ads are presented. In Chapter 4, results of different analyses are provided, including manipulation checks, matching samples and hypothesis testing. Then, the results related to brand attitude and brand purchase intention are explained in detail. The final chapter of the thesis starts with a discussion of the findings on and the elaboration of the managerial results. Finally, recommendations for future research were shared.

CHAPTER 2: LITERATURE REVIEW

2.1. Sustainable Fashion Consumption

Sustainable fashion emerged as a concept that is less harmful to the environment, people and the planet seeking to mitigate the damage caused during the production of fashion products (Dory, 2018). McLaren (2007) elucidates that the notion of sustainable consumption encompasses the integration of both sustainable production and consumption activities. Terms such as ‘ecological’, ‘ethical’, ‘slow’, ‘green’, ‘organic’, ‘fair-trade’, ‘eco-friendly’, ‘sustainable’ and ‘recycled’ in sustainable fashion terminology are used interchangeably (Cervellon et al., 2010; Fletcher, 2014), which may cause confusion for researchers and consumers. Therefore, sustainable fashion campaigns should convey a straightforward message about “why” we need to change, rather than explaining “what” sustainability is (Lee et al., 2020). The fashion industry also needs a clear sustainable fashion story that will help consumers understand the aspects of sustainable fashion (Lai, Henninger and Alevizou, 2017). In general, consumers are not fully aware of the negative environmental impacts that occur during the production and consumption phase of fashion products. The question marks among consumers about sustainable fashion need to be eliminated. Sustainable fashion represents a recent paradigm shift in the fashion industry, aspiring to curtail textile waste and environmental exhaustion while concurrently elevating the equitable treatment of workforce. For instance, research conducted by Blazquez et al. (2020) concluded that consumers' expression of ethical fashion encourages higher behavioral intention than environmentally friendly fashion in Spain.

Sustainable clothing has been defined as “clothing that incorporates one or more aspects of social and environmental sustainability, such as fair-trade production or fabric containing organically grown raw materials” (Goworek et al., 2012, p. 938). With an increasing interest in sustainability in the fashion industry, many articles have been written in the field of “sustainable fashion consumption” (e.g., Bly, Gwozdz and Reisch, 2015; Dabas and Whang, 2022; Dangelico, Alvino and Fraccascia, 2022; Lundblad and Davies, 2016; Mukendi et al., 2020). Recent studies show that consumers have a heightened awareness of the issues within the fashion industry

(Mukendi et al., 2020). In addition, there is a potential for a permanent shift of consumers towards more sustainable consumption models such as minimalism, conscious mindset, grateful mindset and decreased fashion desire (Iran et al., 2022). The fashion industry needs to reply to this change in consumer attitudes and establish more sustainable business plans and processes. In today's world, brands and marketers strive to develop influential marketing strategies to shape consumers' purchasing behavior.

As the fashion cycle and trends continue to accelerate, certain segments of the fashion industry have embraced progressively non-sustainable production methods to meet growing demand and enhance profit margins (McNeill and Moore, 2015). Sustainable fashion, slow fashion, eco-fashion, and ethical fashion practices are concepts that have emerged as a challenge to today's fast fashion understanding and suggest that fast fashion understanding should decelerate (Dory, 2018). Sustainable fashion concepts such as slow fashion (Bläse et al., 2023), which is formed against the fast fashion concept common in the global fashion industry, are becoming increasingly common. Slow fashion, in direct contrast to fast fashion, represents a sustainable fashion movement that advocates for a deceleration in consumption. The overarching aim is to decelerate the global production and consumption processes, fostering the creation of an industry that sustains itself in the long run (Kutsenkova, 2017). Ecologically conscious fashion can be defined as a style that engages in a comprehensive process aimed at optimizing benefits for all while minimizing the environmental impact, particularly reducing carbon footprints (Joergens, 2006). The expanding interest in sustainable fashion and the idea of preventing damage to the environment are encouraging fashion houses, retailers, government and consumers to take action on sustainability: e.g. H&M (Shen, 2014). This shift is gradually reshaping the practices of the fashion industry. Organizations have been transitioning towards more sustainable business models, and concurrently, consumers have been embracing more sustainable fashion consumption. It is argued that consumers who embrace the concept of sustainability do not want monotony of trends and consumption pressures that promotes thoughtless consumption (Bly, Gwozdz and Reisch, 2015). For example, in 2007, a Swiss non-governmental organization developed an "ethical shopping map" that shows stores where ethical clothes can be purchased (Balsiger, 2014). Many

companies across diverse sectors are increasingly striving to produce and market environmentally sustainable products (Amatulli et al., 2019). With becoming aware of the environmental damage caused by some products, consumers expect more transparency and responsibility from manufacturers (Cardoso, 2022). Research on sustainable fashion has focused on different target groups which are consumers, companies and fashion designers (Hur and Cassidy, 2019).

Today, the younger generation of consumers is actively expressing concerns regarding the unsustainable condition of the fashion industry system (Hur and Faragher-Siddall, 2022) and this generation is believed to form the primary market of sustainable fashion consumption in the future (Cherradi and Tetik, 2020). However, their current spending power may not be as substantial as that of the older generation in now (Halldórsdóttir, 2021).

Most of the research conducted on sustainable fashion consumption has concentrated on the supply chain area (Aboelmaged et al., 2023; Cervellon and Wernerfelt, 2012; Chan and Wong, 2012; Henninger et al., 2015; Karaosman, Morales-Alonso and Brun, 2016; Köksal et al., 2017; Shen, 2014; Strähle and Müller, 2017). Cervellon and Wernerfelt (2012) believe that the supply chain is the biggest concern for consumers and that many of the benefits of buying sustainable/eco are connected to the supply chain being ethical and green. The raw materials utilized in the production of recycled clothing can be sourced through the gathering of supply chain leftovers and methods for collecting from consumers after use (Leonas, 2017).

Limited research in the literature explores the main values and motivations underlying sustainable fashion consumption (e.g., Bly, Gwozdz and Reisch, 2015; Chwialkowska, 2018; Kim and Kim, 2022; Linh, 2020; Lundblad and Davies, 2016) which aiming to establish it as a habitual form of consumption in the market. Lundblad and Davies study's (2016) argue that to understand how to positively influence the motivation to consume sustainably, consumers who actively engaged in sustainable consumption needs to be explored. It has been revealed that the Covid-19 pandemic has created a

motivation that affects attitudes and behaviors that support sustainable fashion consumption (Iran et al., 2022; Kim and Kim, 2022).

There are driving forces and barrier factors affecting sustainable fashion consumption (Mukendi et al., 2020). The limited knowledge about sustainable fashion is one of the important factors preventing sustainable fashion consumption from becoming widespread (Moon et al., 2015). In addition, there is a lack of a universal criterion to measure and evaluate sustainability of apparel products. Supply sources are another barrier for sustainable fashion because it is difficult to find sustainable materials and suppliers in the market since it is costly to produce recycled materials. There are a limited number of sustainable yarn suppliers on the market, so it is becoming difficult to supply organic cotton yarn (Moon et al., 2015). Harris, Roby and Dibb (2016) identified some obstacles in front of sustainable fashion consumption, including the complexity of sustainability of clothing and the diversity in consumers' ethical concerns. Previous research has stated that sustainable fashion is not easily accessible and therefore prevents consumers from easily buying or experiencing it (e.g., Crane, 2016; Han, Seo and Ko, 2017; Harris, Roby and Dibb, 2016; Lai, Henninger and Alevizou, 2017; Ritch and Schröder, 2012). It can be challenging for consumers to put extra effort to find sustainable fashion products (Perry and Chung, 2016). Price factor also remains a crucial factor influencing purchasing sustainable products and leads to prefer fast fashion stores (Riesgo, Lavanga and Codina, 2020). Moreover, the idea that sustainable clothing consumption is first-class, privileged and unattainable causes misconceptions among consumers (Crane, 2016; Ertekin and Atik, 2015; Gam, 2011; Harris, Roby and Dibb, 2016; Henninger, Alevizou and Oates, 2016; Lai, Henninger and Alevizou, 2017; McLaren and Goworek, 2017; Moon et al., 2015; Pookulangara and Shephard, 2013). Furthermore, since many sustainable fashion brands are sold online, consumers who have restricted access to online platforms or time constraints are an obstacle to access to sustainable products (Mukendi et al., 2020).

Studies (e.g., Bly, Gwozdz and Reisch, 2015; Armstrong et al., 2016) suggest that among the factors driving sustainable fashion consumption are consumers' aspirations to evade mindless consumption patterns and break away from prevailing consumption

trends. Kim et al. (2013) highlight several driving forces, such as consumers actively avoiding fast fashion due to issues like subpar product quality, a preference for supporting local brands, and dissatisfaction with the lack of creativity and originality in clothing choices. According to the research of Wojtun (2022), influencers have turned out to be influential on the sustainable fashion consumption behaviors of young adults, so it can be said that influencers are the driving force in terms of sustainable fashion consumption. Therefore, since factors such as reliability, accuracy and reputation are among the main driving forces affecting consumers' consumption behaviors, the same situation can be mentioned for companies that draw this image. Figure 1 shows consumer characteristics that affect purchase intention of sustainable fashion (Mukendi et al., 2020).

Characteristic	Reference
Environmental attitudes/values	Wong and Taylor (2001), Lee (2011), Yan <i>et al.</i> (2012), Cowan and Kinley (2014), Diddi and Niehm (2016) and Nam <i>et al.</i> (2017)
Environmental concern	Gam (2011), Yan <i>et al.</i> (2012), Cowan and Kinley (2014), Thompson and Tong (2016) and Razzaq <i>et al.</i> (2018)
Environmental Compassion	Geiger and Keller (2017)
Environmental knowledge	Cowan and Kinley (2014), Diddi and Niehm (2016), Sadachar <i>et al.</i> (2016) and Kong <i>et al.</i> (2016)
Social pressure/influence	Kang <i>et al.</i> (2013), Cowan and Kinley (2014) and Ciasullo <i>et al.</i> (2017)
Environmental guilt	Cowan and Kinley (2014)
Perceived environmental impact	Cowan and Kinley (2014)
Previous environmentally friendly purchases/behaviour	Gam (2011), Ellis <i>et al.</i> (2012) and Cowan and Kinley (2014)
Normative judgements of varying types	Yan <i>et al.</i> (2012), Manchiraju and Sadachar (2014), Kim <i>et al.</i> (2016), Diddi and Niehm (2016), Kong <i>et al.</i> (2016), Diddi and Niehm (2017), Nam <i>et al.</i> (2017) and de Lenne and Vandenbosch (2017)
Self-image	Kang <i>et al.</i> (2013), Lundblad and Davies (2016) and Wei and Jung (2017)
Desire to be well dressed, individual and stylish/fashion involvement	Gam (2011), Cho <i>et al.</i> (2015), Jung and Jin (2016), Thompson and Tong (2016) and Razzaq <i>et al.</i> (2018)
Race	Ellis <i>et al.</i> (2012)
Prefer to shop in high end specialty stores	Ellis <i>et al.</i> (2012)
Pay for their own clothing	Ellis <i>et al.</i> (2012)
Moral obligation	Hwang <i>et al.</i> (2015)
Religiosity	Razzaq <i>et al.</i> (2018)
Perceived risk	Su <i>et al.</i> (2018)

Figure 1. Examples of characteristics leading to purchase intention (Reference: Mukendi et al., 2020)

2.2. Message Framing

2.2.1. Gain/ Loss Message Frames

The key to achieving the ambitious sustainable fashion goals set around the world is to promote green consumption, and emphasizing the green message has been shown to be useful in encouraging sustainable behavior more broadly (Chen et al., 2022). Recently, due to the customers' interest in sustainability and environmentally friendly products, researchers and companies have been investigating what strategies should be developed to make their product more sustainable and to promote the consumption of sustainable products (Chen et al., 2022; Dai, Chen and Jin, 2022; Guedes, Paillard-Bardey and Schat, 2018; Shen, 2014; White, Habib and Hardisty, 2019). A considerable amount of research has been done in the field to promote sustainable fashion consumption (Chan and Wong, 2012; Linh, 2020; Moon et al., 2015; Mukendi et al., 2020; Okur and Sarıcam, 2018).

Since message framing plays an effective role in advertising strategies (Zubair et al., 2020), it is a topic that should be investigated. The influence of message framing on consumer behavior is commonly denoted as the framing effect, and the foundation of message framing is rooted in the principles of Prospect Theory (Kahneman and Tversky, 1979). Framing refers to the emphasis of certain points in a message to direct the audience's attention toward aspects compared to others in the decision-making process (Chong and Druckman, 2007). Message framing theory encompasses how individuals' reactions or emotional responses to a particular message are shaped by its presentation or delivery (Kahneman, 2011).

If a brand wants to move the attitude of consumers from awareness to advocacy, it should create sustainable fashion messages by using the leveraging the most impactful and understandable keywords in brand messages (Peirson-Smith and Evans, 2017). Right messages enhance willingness to engage in green consumption behavior (Dai, Chen and Jin, 2022). Green message framing promotes environmental behaviors (Chen et al., 2022). Moreover, Florence et al. (2022) discussed that message frames are effective if used in a combination (e.g., sociological and psychological).

There are a wide variety of ways to frame a message, such as positive–negative, gain-loss, self–other, sociological-psychological, and abstract–concrete. This also has led to the inability to find a precise way of how to encourage consumers' sustainable fashion behavior and how/where to frame messages (Florence et al., 2022). Van den Broek, Bolderdijk and Steg (2017) concluded that there will be no one-size-fits-all marketing message for sustainable consumer behavior.

The influence of framing green messages on individual environmental behavior has been confirmed, but it has not yet been determined which framing is more effective. In this context, the most used one is gain and loss framing (Chen et al., 2022). When manipulating a positive and negative framework, also known as a gain-loss framework, studies often present participants with an expression that focuses on the gains or benefits of taking environmentally friendly actions against the harms or costs of not doing so (Florence et al., 2022). However, according to the findings of Chen et al. (2022), participants in different varying stages of sustainable consumption behavior of fashion perceive positive or negative green messages differently.

The results concerning the impact of a positive–negative framework on sustainable consumer behavior have shown inconsistency. Some studies reported no significant differences between positive and negative framing (Baek and Yoon, 2017; Olsen, Slotegraaf and Chandukala, 2014). Some others argue that positive framed messages are more effective in encouraging consumers to participate in sustainable fashion consumption (Grappi et al., 2024; Guedes, Paillard-Bardey and Schat, 2018; Lee and Watchravesringkan 2022; Mir et al., 2016; Shen et al., 2020). For example, Dai, Chen and Jin (2022) show that gain framing (versus loss framing) message expressions lead to green consumption behavior for interdependent individuals. Similarly, Chi, Denton and Gursoy (2021) investigate the impacts of framing messages and presenting information on tourists' carbon offsetting behavior and found that a gain-framed messaging leads to significantly more positive effects on changes in carbon offsetting purchase intentions and increases the willingness to pay for carbon.

On the other hand, several of studies have concluded that negatively (loss) framed messages are more impactful than positively framed messages in motivating consumers to participate in sustainable fashion consumption (e.g., Amatulli et al., 2019; Avineri and Waygood, 2013; Chen et al., 2022; Grazzini et al., 2018; Moon et al., 2016; Spence and Pidgeon, 2010). The research of Chen et al., (2022) proves that green messages based on loss framing respond more positively to sustainable consumption behavior of fashion with more perceived threats in pre-intention and intent stages, while green messages based on gain framing can encourage positive behaviors towards sustainable consumption behavior of fashion with more perceived threats. For example, Dai, Chen and Jin (2022) argues that the loss framing statement (versus gain framing) can better stimulate the desire for green consumption for independent individuals. Emotions were considered as a mediator and their role between message frames and sustainable consumer behavior was investigated (Adams, Hurt and Sintov 2020; Amatulli et al., 2019; Carmi and Kimhi, 2015; Stadlthanner et al., 2022). Amatulli et al. (2019) concluded that negatively framed messages are exceedingly efficient in encouraging pro-environmental behavior as they evoke negative emotions. In the research of Baek and Yoon (2017), it was found that the presence of expressions that evoke negative emotions such as fear, guilt, shame in sentences that encourage thinking about helping the environment is effective in adopting responsible behaviors. Homer and Yoon's (1992) show that when viewers are exposed to negative message framing, they are more likely to respond cognitively and which causes attitude and behavior changes. According to Spence and Pidgeon (2010), messages framed in a negative manner heightened the level of fear and intensified participants' perceptions of the severity of the negative consequences associated with climate change. It is very important to implement sustainable behaviors in the tourism sector, and for this, hoteliers need to develop convincing messages to encourage guests to sustainable behaviors. The message with a lost/gain frame has an impact on hotel guests' recycling, and that hotel guests are more inclined to recycle when a specific message is coupled with a loss-framed message. (Grazzini et al., 2018).

Pervan and Vocino (2008) argued that there is a discrepancy between marketing practices and academic insights because, as opposed to academic recommendations, advertisers used positive framing in nearly all their advertising messages. Further

research is needed on the effects of message framing in the context of sustainable fashion consumption (Chen et al., 2022; Guedes, Paillard-Bardey and Schat, 2018) due to the current uncertainty about which messaging framework is most appropriate for sustainable consumer behavior.

2.2.2. Logo Framing

It is observed that customers' inclination towards sustainable fashion products rises when they encounter environmental priming messages while shopping for a fashion product (Lee et al., 2020). Eco-friendly colors and eco-logos are used in green messaging. For example, green color used in brand logos and product labels lead to a highly environmentally friendly perception (Ranaweera and Wasala, 2020). Similarly, Hur and Faragher-Siddal (2022) suggest that when using eco-labeling, it is more effective to present it on visible labels or extra labels and in visible places such as store signs, rather than hiding it inside the garment. Goswami (2008) states that eco-labels not only provide assurance to consumers making green product purchases but also serve as guidance, helping consumers make informed and environmentally responsible choices.

Previous studies (Xue, 2014; Xue and Muralidharan, 2015) showed that the use of green images creates more positive perceptions of the brand's environmental efforts and more positive attitudes towards the advertisement, compared to advertisements without any environmental appeal. D'Souza (2000) states that the use of eco-labels conveys the message that the product is environmentally friendly. It is posited that attaching eco-labels to products can instill positive attitudes towards environmentally friendly products among consumers (Atkinson and Rosenthal, 2014). It is suggested that consumer assessments of brand value could be improved when green products are equipped with an eco-label (Reinders and Bartels, 2017). Larceneux, Benoit-Moreau and Renaudin (2012) discovered that the presence of eco-labels enhances the attributes of environmentally friendly products and positively influences brand equity, including perceived quality. Similarly, D'souza et al. (2007) revealed that consumers tend to display more favorable attitudes towards green products that feature an environmental label compared to those without any identification information. Eco-labels also exhibit

a moderating effect, showcasing an interaction between green product knowledge and label awareness concerning green purchase intention (Rashid, 2009).

The inclusion of eco-fashion and fair labor content messages, along with corresponding logos, on apparel companies' hang tags has been observed to generate favorable reviews for the hang tags and cultivate positive attitudes towards the respective apparel brand (Kim and Oh, 2020). These positive perceptions, in turn, have demonstrated a correlation with increased purchase intentions among consumers. (Hyllegard et al., 2012).

Researchers have studied consumer neuroscience to measure consumer responses and behaviors to advertising stimuli and have evaluated neuroimaging methods such as fMRI (Lee et al., 2020; Sánchez-Fernández, Casado-Aranda and Bastidas-Manzano, 2021). Using functional magnetic resonance imaging (fMRI), Lee et al. (2020) investigated the brain's responses to a green logo representing environmentally friendly organically grown textiles. This study shows that consumers' preferences for sustainable fashion products increase when environmental preparedness messages are received, and green logos are used before shopping for a product. In addition, Lee et al. (2020) believe that consumers' attitudes towards green logos may differ between luxury fashion brands and mass-market fashion brands. Cardoso's (2022) study shows that logo recognition exhibited a positive effect on purchasing intention, and pro-environmental attitude proved the relationship of eco-labels on purchasing desire. The study by Cadete (2021) unveiled that cruelty-free logos result in increased purchase intentions, and the visual impact of the logo positively influences the brand image. According to Nguyen-Viet's (2022) research, eco-labels and green advertising have a positive and significant impact on green purchase intent through direct and adaptive green brand equity dimensions.

Studies examining the effects of green logo on consumers' purchase intention in sustainable food products context are there (e.g., Bashir, 2019; Lian, 2017; Lian and Rajadurai, 2020; Phuah et al., 2018; Sosianika and Amalia, 2020), while in sustainable

clothing products context is limited (e.g., Hyllegard et al., 2012; Lee et al., 2020). D'Souza (2000) conducted examined the impact of environmentally friendly labels using the dolphin-safe symbol on the tuna brands. It was concluded that consumers are positively affected by the existence of these labels, irrespective of the product type, and thus endorse an emotional assessment process. Consumer perceptions of the two top-selling brands were perceived as more environmentally friendly than other brands, thereby revealing the impact and significance of brand attitude. The presence of many types of eco-labels on the market and in the literature causes confusion in terminology (Hur and Faragher- Siddal, 2022), for example, green, cruelty-free, vegan, organic. There are not enough comprehensive studies in the sustainable fashion literature that fully explain the consumer's purchasing intention for sustainable fashion products with a green logo (Fraccascia, Ceccarelli and Dangelico, 2023). Based on the above discussion, current study suggested that the use of green logo positively affects both sustainable fashion purchase intention and brand attitude.

2.3. Brand Attitude and Brand Purchase Intention

Gam's study (2011) reveals that the apparel industry needs to provide a pleasant retail environment to attract young eco-friendly clothing consumers. Fashion retailers bear a crucial role and responsibility in ensuring sustainability throughout the entire fashion supply chain, spanning from its initiation to its end (Strähle and Müller, 2017). Fashion companies should not only develop, design, and produce fashion clothes with sustainable and recyclable materials for sustainable fashion compliance, but also develop eco-fashion related features in their stores (Chan and Wong, 2012).

Environmental concern and perceived knowledge about the environment significantly influence consumers' attitudes, resulting in an increasing intention to buy sustainable clothing with the goal of minimizing environmental impact (Leclercq-Machado et al., 2022). Suki (2016) shows that green brand knowledge is the most important determinant of green product purchasing intention and influences consumers' attitude towards green brands. The concept that plays a mediating role between consumers' environmental knowledge and purchasing intentions is attitude (Chi et al., 2021). Dangelico, Alvino and Fraccascia (2022) explained that regardless of the eco-materials

utilized in products, both environmental concern and perceived value exert a positive influence on purchase intention.

In the sustainable fashion sector, which directly affects consumers' attitudes towards fashion brands, the following are consumer perceptions of social responsibility (Neumann, Martinez (L.M.) and Martinez (L.F.), 2020), corporate social responsibility communication of the brand (Wang and Anderson, 2011), consumer's emotions (Homer and Yoon, 1992), green new product introductions (Olsen, Slotegraaf and Chandukala, 2014), green brand knowledge (Huang, Yang and Wang, 2014). It has been revealed that attitudes and subjective norms can have a positive impact on purchase intentions when it comes to buying environmentally sustainable fashion products (Aprianingsih et al., 2023; Harris, Roby and Dibb, 2016; Kang, Liu and Kim, 2013; Kaur, Gupta and Singh, 2023; Kim et al., 2016; Kumar, Garg and Singh, 2022). It is known that the consumer's awareness of sustainable consumption also has a positive effect on purchasing behavior (Lähdesmäki, 2022; Riesgo, Lavanga and Codina, 2020; Zheng and Chen, 2020).

Chen, Fan and Fan (2020) proposed that as companies strive to boost their customers' green purchasing intentions, they should concurrently work on enhancing their green brand relationships, cultivating positive green brand attitudes, and increasing their overall green brand impact. Rausch and Kopplin (2021) show that attitudes towards sustainable clothing exert the greatest impact on purchasing intention. However, it also reveals a noteworthy aspect: consumers' concerns about greenwashing have a negative influence on this relationship. As indicated by Chen, Fan and Fan (2020) reveals that companies engaging in greenwashing not only have an adverse impact on the green purchasing behavior of consumers but also result in detrimental consequences for the green brand image and green brand loyalty within their consumer base. Greenwashing refers to when an organization misleads consumers about environmental impacts and presents themselves as environmentally friendly, using advertising and public messaging to try to appear more environmentally friendly than they are. It involves making unfounded or exaggerated claims about sustainability or environmental

friendliness, often with the aim of expanding market share or gaining a competitive advantage (Dahl, 2010).

Okur and Sarıcam (2018) revealed that the motivation of environmental responsibility is strongly related to the attitude of consumers towards the green brand. It has been found that consumers' knowledge about environmental issues has a significant impact on their purchasing intention (Linh, 2020; Morais et al., 2023; Okur and Sarıcam, 2018), but knowledge about social issues has a negligible impact on consumers' intention to buy sustainable clothing (Okur and Sarıcam, 2018). As companies increasingly produce environmentally sustainable products, researchers are assessing brand-level impacts by examining how the introduction of these products change attitudes toward the brand (Olsen, Slotegraaf and Chandukala, 2014).

Consumers' attitudes and behaviors towards sustainable fashion differ between retail and fast fashion brands and luxury fashion brands (Grazzini, Acuti and Aiello, 2021; Han, Seo and Ko, 2017; Lee et al., 2020; Sahin, Baloglu and Topcuoglu, 2020). For example, according to research by Lee et al. (2020) it is possible that consumers' attitudes towards green logos may differ between luxury fashion brands and mass-market fashion brands. Sustainable product features, pairing sustainability with luxury, and high perceived warmth positively affect purchase intentions (Grazzini, Acuti and Aiello, 2021). Lim, Youn and Eom (2021) also reveals that green advertising, showcasing a firm's environmental commitment, can effectively influence consumers, particularly in luxury markets, when brands are employed to endorse eco-friendly products.

Consumers express that their mistrust in companies and their sustainability claims is the primary factor hindering them from purchasing sustainable products or doing so more frequently (Riesgo, Lavanga and Codina, 2020). Consumer's trust in the brand is one of the determining factors in purchasing intention (Cuesta-Valiño et al., 2023; Huo et al., 2022; Neumann, Martinez and Martinez, 2020; Tan et al., 2022) and purchasing behavior and attitude (Atkinson and Rosenthal, 2014; Cherradi and Tetik, 2020; Wang,

2010; Wojtun, 2022). In addition, skepticism towards the sustainability activities of fashion companies has a negative impact on purchasing intention. (Bly, Gwozdz and Reisch, 2015; Kim and Oh, 2020).

At times, consumers struggle to synchronize their actions with their favorable attitudes towards sustainable consumption (Kong and Ko, 2017). The difficulties of incorporating sustainability into the fashion design process have been revealed, for example, lack of knowledge about sustainable fashion design, costs, fashion trends, insufficient consumer demand, and attitude and behavioral gaps in consumer purchasing decisions (Hur and Cassidy, 2019). Even though many consumers hold positive attitudes toward purchasing sustainable brands, their actual behavior often contradicts their attitude (Ceylan, 2019), and this is a phenomenon called attitude-behavior gap (Bocti, El Zein and Giannini, 2021). Zhang, Zhang and Zhou (2021) suggest that while consumer exhibit heightened cognitive and emotional awareness regarding sustainability, this increased awareness does not necessarily lead to changes in purchasing behavior automatically. The fact that there is a gap between consumers' actual consumption decisions and behaviors has been studied academically by many researchers (Bocti, El Zein and Giannini, 2021; Cairns, Ritch and Bereziat, 2022; Cherradi and Tetik, 2020; Halldórsdóttir, 2021; Han, Seo and Ko, 2017; Hur and Cassidy, 2019; Perry and Chung, 2016).

Even though consumers are showing a growing concern for ethical factors when shaping their opinions about products and deciding on purchases, recent research has emphasized noteworthy distinctions between consumers' intentions to prioritize ethical consumption and their actual behavior when making purchases. This difference is called the 'ethical purchasing gap'. (Bray, Johns and Kilburn, 2011).

Women who are in generation Y have significantly higher moral obligations and attitudes towards purchasing apparel made from organic materials, fair trade label and recycled materials (Hwang, Lee and Diddi, 2015).

According to Huang, Yang and Wang (2014), there exists a significant relationship between consumers' green brand attitudes and their inclination to make environmentally conscious purchases. Therefore, strategically leveraging this connection can serve as an effective brand marketing strategy. Enhancing consumers' knowledge about a green brand and cultivating positive green brand attitudes are integral components of this approach, ultimately contributing to an improvement in their intention to engage in green purchasing.



CHAPTER 3: METHODOLOGY

3.1. Conceptual Model and Hypotheses

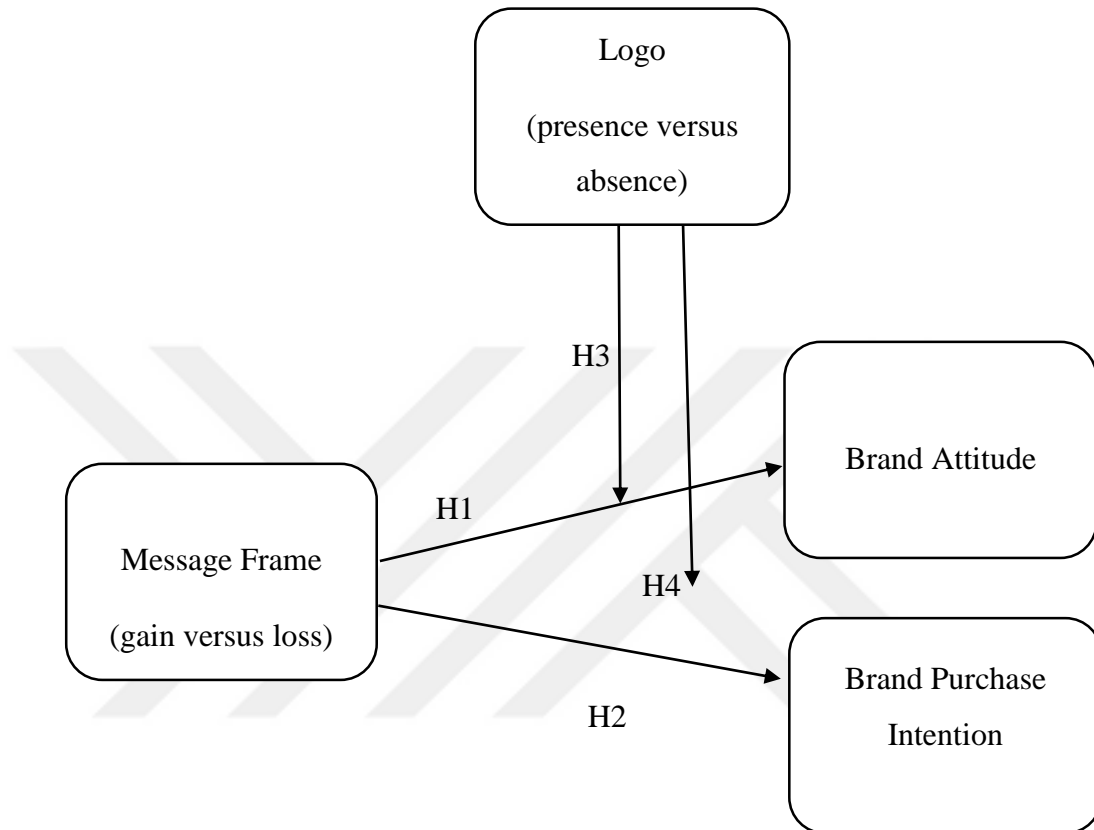


Figure 2. Conceptual Model

As shown in Figure 2 the research model, it is suggested that message framing effects consumers' attitudes towards brands and purchase intentions. In addition, green logo usage moderates the effects of message framing on brand attitude and purchase intention. As discussed before, recent research on green marketing has shown that negative message framing is more effective than positive message framing in promoting responsible green consumption behavior (e.g., Amatulli et al., 2019; Chen et al., 2022; Grazzini et al., 2018). Therefore, the present study predicts that employing loss framing is more likely to result in an increased brand attitude and brand purchase intention. In addition, previous studies have concluded that the use of green/eco logos positively affects brand attitude (e.g., Atkinson and Rosenthal, 2014; Hyllegard et al., 2012) and green purchasing intentions (e.g., Cadete 2021; Cardoso, 2022; Lee et al.,

2020; Nguyen-Viet, 2022; Sahin, Baloglu and Topcuoglu, 2020). Thus, it is predicted that the use of green logo is likely to increase the effects of loss framing message on brand attitude and brand purchase intention. To sum it up, the following four hypotheses are tested in this study.

H1: Compared to gain framing, loss message will lead to higher brand attitude.

H2: Compared to gain framing, loss message will lead to higher brand purchase intention.

H3: The use of green logo framing will moderate the relationship between message framing and brand attitude.

H4: The use of green logo framing will moderate the relationship between message framing and brand purchase intention.

3.2. Sample and Design

Data was collected by conducting an online survey via the Google Form platform (See Appendix A). The survey links were shared through WhatsApp, Instagram and X between 4 November and 8 November 2023. The study employed a 2 (message framing: gain vs. loss) X 2 (logo: presence vs absence) between subject experimental design. Participants were randomly assigned to one of four experimental conditions.

A sample of 143 participants participated in the study. 72 % (n=103) were female, 28 % (n= 40) were male. 0 % (n= 0) had primary school, 0.7 % (n= 1) had secondary school, and 31.5 % (n= 45) had high school education levels. 15.4 % (n= 22) had associate degrees, 46.2 % (n= 66) were university graduates and 6.3 % (n= 9) had graduate degrees. While 68.5 % (n= 98) were between the ages of 18 and 25, 25.2 % (n= 36) were between the ages of 26 and 33, 1.4 % (n= 2) were between the ages of 34 and 41 and 2.8 % (n= 4) were between the ages of 42 and 49. A total of 2.1 % respondents (n=3) were 50 and above years old. 45.5 % (n= 65) of the respondents had income levels per month 8500 TL and below. 23.8% (n= 34) were in the 8501-15000 TL and 11.2 % (n=16) were in the 15001-21500 TL income level ranges. 19.6 %

(n=28) had 21501 TL and above income levels. Table 1 presents a summary of the demographics of the respondents.

Table 1. Demographic Characteristics of Sample

		n	%
Gender	Male	40	28
	Female	103	72
Education level	High school or less	46	32.2
	Associate degree	22	15.4
	Bachelor's degree	66	46.2
	Graduate degree	9	6.3
Age	18-25	98	68.5
	26-33	36	25.2
	34-41	2	1.4
	42-49	4	2.8
	50 or more	3	2.1
Net Income Level	8.500 TL and below	65	45.5
	8.501 TL -15.000 TL	34	23.8
	15.001 TL -21.500 TL	16	11.2
	21.501 TL and more	28	19.6

Reference: Author

3.3. Procedure and Stimulus Ads

Participants were first asked to read and approve the consent form (see Appendix A) and provide demographic information, including gender, age, education, and income. Then, participants completed questions measuring attitudes towards sustainable fashion and intentions to purchase sustainable fashion. After that, participants were asked to view one of the four framed ads including a textual message. It is suggested that relevant visuals should be added to the framing section to influence participants more directly (Mir et al., 2016). Thus, four priming ads were designed: (a) gain frame and logo presence, (b) gain frame and logo absence, (c) loss frame and logo presence, and (d) loss frame and logo absence. Gain-loss message frames manipulate results to emphasize the benefits or costs of behavior (Tversky and Kahneman, 1981). The gain-framed message read: "If you choose clothing products made with recycled or organic fabrics, you will reduce the damage to the environment, benefit future generations and your pocket". The loss-framed message read: "If you do not prefer clothing products made with recycled or organic fabrics, you will harm the environment, future generations and your pocket". In addition, the global organic textile standard (GOTS) logo was used to create logo priming. Following this, participants were asked to

describe brand attitudes and brand purchase intentions regarding the fictitious XYZ brand presented in all the priming ads. Finally, participants were asked to fill a 7-point three-item gain/loss message framing scale adapted from Baek and Yoon (2017). Adjective pairs on a 7-point scale were costs vs. benefits, losses vs. gains, and negative vs. positive outcomes ($\alpha = .96$).

3.4. Measures

3.4.1 Attitude toward sustainable fashion

The attitude of the consumer affects the purchasing behavior. Consumers' attitudes towards sustainable fashion have a high impact on their purchasing behavior (Rausch and Kopplin, 2021). Attitude plays a mediating role between consumers' environmental information and their purchasing intentions (Chi et al., 2021). It is observed that consumers who have positive attitudes towards sustainability are able to reflect these attitudes more in their behaviors (Ceylan, 2019; Kaur, Gupta and Singh, 2023).

ATSF was measured using a three-item scale adapted from Rausch and Kopplin (2021). Participants were asked to indicate whether they have an overall positive attitude towards sustainable versions of clothing, buying second-hand clothes, and the idea of buying sustainable clothes instead of traditional clothes to contribute to environmental protection. In the current study, the three-item scale used to measure attitude toward sustainable fashion yielded a coefficient alpha of .63. The reliability of this measure is lower than .70, but since it has few scale elements and can be considered close to 0.70, it is considered weak but acceptable reliability (DeVellis, 2003).

3.4.2. Sustainable Fashion Purchase Intention

Sustainable Fashion Purchase Intention (SFPI) refers to consumer's desire to choose products with environmentally friendly features (Rashid, 2019). SFPI was measured using a four-item scale adapted from Rausch and Kopplin (2021). Participants were

asked to indicate their intentions to buy sustainable clothes instead of traditional clothes in the future, their likelihood of buying sustainable clothes, to consider the purchase and whether they would prefer it if they saw it in an online store. In the current study, the four-item scale used to measure sustainable fashion purchase intention yielded a coefficient alpha of .91, proving support for measurement reliability.

3.4.3. Brand Attitude

Brand attitude (BA) is defined as emotional response of consumers to a positive attitude towards a particular brand (Aaker, 1991). BA was measured using a three-item scale adapted from Muehling and Laczniak (1988). The five-point, semantic-differential scale included the following items: bad/good, unfavorable/favorable, and negative / positive. In this study, the items related to brand attitude provided acceptable reliability ($\alpha = .91$).

3.4.4. Brand Purchase Intention

Brand purchase intention (BPI) is defined as the consumer's decision and desire to purchase a brand by comparing it in a market where there are many brands. BPI was measured using a four-item scale adapted from Foroudi et al. (2018). Participants were asked to indicate whether they would plan to buy X and would prefer it if there were other brands that were as good as X, and whether they would definitely choose X if they had to choose between brands and they were also asked to indicate whether they would make the choice to buy fashion products based on the brand name they liked, regardless of the price. In the current study, the four-item scale used to measure brand purchase intention had a coefficient alpha of .81.

All constructs were measured by using a five-item Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Table 2 present the coefficient alpha values.

Table 2. Cronbach's alpha scores for multiple-item indexes (see Appendix B).

Constructs	N of Items	Cronbach's Alpha	Composite Mean
Attitude Toward Sustainable Fashion (ATSF)	3	,634	3,562
Sustainable Fashion Purchase Intention (SFPI)	4	,908	3,729
Brand Attitude (BA)	3	,912	5,709
Brand Purchase Intention (BPI)	4	,807	3,159

CHAPTER 4: ANALYSES AND RESULTS

4.1. Manipulation Check Results

An independent samples t-test was performed to check for the manipulation effect. The results showed that participants who viewed the gained-framed ads perceived the message to be more gain-oriented than the participants who viewed the loss framed ads ($M_{\text{Gain}} = 6.09$ versus $M_{\text{Loss}} = 2.84$; $t = 12.51$, $p = .00$) (See Table 3 and Table 4). Thus, gain/loss framing manipulation was successful.

Table 3. Descriptive Statistics for Gain/Loss Framing Manipulation

	Gain & Loss Framing	N	Mean	Std. Deviation	Std. Error Mean
Framing Average	Gain	71	6.0939	.81296	.09648
	Loss	72	2.8426	2.04639	.24117

Table 4. Independent Samples Test Results for Gain / Loss Framing Manipulation

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Gain / Loss Framing Average	Equal variances assumed	71.453	.000	12.453	141	.000	3.25130	.26109	2.73516	3.76745

Table 4 (Continued).Independent Samples Test Results for Gain / Loss Framing Manipulation

Gain / Loss Framing Average	Equal variances not assumed			12.517	93.125	.000	3.25130	.25975	2.73550	3.76711
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4.2. Matched Group Check Results

To reduce error variability by controlling extraneous variables, four experimental groups were tested by using Analysis of variance (ANOVA). As shown in Table 5, there was no statistically significant differences in the mean ATSF ($F(1, 141) = .505, p = .478$) and SFPI ($F(1, 141) = .323, p = .571$) scores between the gain-loss framing groups. Similarly, logo framing groups were identical regarding these factors ($F(1, 141) = .002, p = .962; F(1, 141) = 2.288, p = .133$) (See Appendix C).

Table 5. One-Way ANOVA results for sample matching

	F	df	df2	P
Logo Framing Groups* ATSF	.002	1	141	.962
Gain-Loss Framing Groups* ATSF	.505	1	141	.478
Logo Framing Groups* SFPI	2.288	1	141	.133
Gain-Loss Framing Groups* SFPI	.323	1	141	.571

4.3. Hypothesis Testing

A series of between subjects ANOVA analyses were conducted for hypothesis testing. To proceed with the analysis, homoscedasticity (homogeneity of variances), and normality assumptions were checked. Results indicated that although the data was normally distributed, the assumption of the homogeneity of variances were fulfilled,

while the gain-loss framing groups for brand attitude were violated. The homogeneity of variances was tested using Levene's test, which revealed a significant result (Levene's test statistic (1, 141) = 28.325, $p = .00$). Therefore, ANOVA analysis was conducted to analyze the gain-loss framing effects on brand attitude by using the bootstrapping method. For the other dependent variable, brand purchase intention, Levene's test result was insignificant ($p = .62$), therefore no assumption was violated. Normality assumption checks revealed normal distribution across all variables.

4.4. Results

4.4.1. Results for Brand Attitude

The results of a one-way ANOVA revealed that the main effect of the gain-loss message framing had significant impact on consumers' brand attitude ($F(1, 141) = 15.22, p = .00, \eta^2 = .097$) (see Tables 6 and 7). Consumers viewed gain-framed ads ($M_{\text{gain}}: 6.11, SD = .782$) had more favorable attitudes toward the brand than consumers viewed loss-framed ads ($M_{\text{loss}}: 5.31, SD = 1.527$). Thus, H1 was supported.

Table 6. Homogeneity of Variances Test Statistics for H1

Levene Statistic	df1	df2	Sig.
28.325	1	141	.000

Table 7. ANOVA Test Statistics for H1

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	22.490	1	22.490	15.218	.000
Within Groups	208.370	141	1.478		
Total	230.859	142			

A two-way ANOVA test was conducted to analyze the effects gain - loss framing and logo presence - absence framing on brand attitude. According to Levene's Test of Homogeneity of Error Variances (see Tables 8 and 9), equality of variances

assumption was not provided ($p=.00$). The interaction effect was not statistically significant ($F(3,139) = .532, p = .467$). Thus, H3 was not supported.

Table 8. Homogeneity of Variances Test Statistics for H3

F	df1	df2	Sig.
9.573	3	139	.000

Table 9. ANOVA Test Statistics for H3

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	24.293 ^a	3	8.098	5.449	.001
Intercept	4655.200	1	4655.200	3132.515	.000
Gain_Loss	22.732	1	22.732	15.297	.000
Logo_Framing	.999	1	.999	.673	.414
Gain_Loss * Logo_Framing	.790	1	.790	.532	.467
Error	206.567	139	1.486		
Total	4891.000	143			
Corrected Total	230.859	142			

a. R Squared = ,105 (Adjusted R Squared = ,086)

Table 10. Descriptive Statistics

Descriptive Statistics

Gain & Loss Framing	Logo Framing	Statistic	Bias	Bootstrap ^a			
				Std. Error	BCa 95% Confidence Interval		Upper
		Mean			Lower	Upper	
Gain	Logo Presence	Mean	6.10	.01	.13	5.81	6.36
		Std. Deviation	.797	-.018	.083	.641	.907
		N	37	0	5	28	46

Table 10 (Continued). Descriptive Statistics

Gain	Logo Absence	Mean	6.12	.00	.13	5.84	6.36
		Std. Deviation	.778	-.025	.146	.532	.999
		N	34	0	5	25	43
	Total	Mean	6.11	.00	.09	5.92	6.28
		Std. Deviation	.782	-.011	.082	.631	.918
		N	71	0	6	59	82
Loss	Logo Presence	Mean	5.15	.00	.27	4.59	5.66
		Std. Deviation	1.583	-.026	.188	1.204	1.865
		N	35	0	5	26	44
	Logo Absence	Mean	5.47	.00	.24	4.97	5.93
		Std. Deviation	1.477	-.020	.146	1.180	1.692
		N	37	0	5	28	46
Total	Mean	5.31	.00	.18	4.95	5.65	
	Std. Deviation	1.527	-.008	.119	1.282	1.736	
	N	72	0	6	62	83	
Total	Logo Presence	Mean	5.64	.00	.15	5.33	5.93
		Std. Deviation	1.322	-.011	.146	1.028	1.565
		N	72	0	6	61	83
	Logo Absence	Mean	5.78	.00	.14	5.48	6.05
		Std. Deviation	1.230	-.012	.120	.999	1.423
		N	71	0	6	60	82
Total	Mean	5.71	.00	.10	5.50	5.91	
	Std. Deviation	1.275	-.003	.094	1.087	1.449	
	N	143	0	0	.	.	

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

4.4.2. Results for Brand Purchase Intention

The results of one-way ANOVA revealed that the main effect of the gain-loss message framing had significant impact on consumers' brand purchase intention ($F(1, 141) = 11.20, p = .001, \eta^2 = .074$) (see Tables 11 and 12). Consumers viewed gain-framed ads ($M_{\text{gain}}: 3.39, SD = .845$) were more inclined to purchase products from the brand than consumers viewed loss-framed ads ($M_{\text{loss}}: 2.93, SD = .774$). Thus, H2 was supported.

Table 11. Homogeneity of Variances Test Result for H2

Levene Statistic	df1	df2	Sig.
.242	1	141	.623

Table 12. ANOVA Test Result for H2

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	7.345	1	7.345	11.200	.001
Within Groups	92.473	141	.656		
Total	99.818	142			

A two-way ANOVA analysis was conducted to test the interaction effect between the gain-loss framing and logo presence - absence framing. The results revealed a significant interaction framing on brand purchase intention ($F(3, 139) = 6.61, p = .011, \eta^2 = .002$) (see Tables 13 and 14). This significant interaction effect suggests that the impact of gain-loss framing on brand purchase intention is contingent upon whether the logo is present or absent, and vice versa. Thus, H4 was supported.

Table 13. Homogeneity of Variances Test Statistics for H4

F	df1	df2	Sig.
.590	3	139	.623

Table 14. ANOVA Test Statistics for H4

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	15.246 ^a	3	5.082	8.352	.000
Intercept	1433.045	1	1433.045	2355.292	.000
Gain_Loss	7.798	1	7.798	12.817	.000
Logo_Framing	3.941	1	3.941	6.476	.012
Gain_Loss * Logo_Framing	4.019	1	4.019	6.605	.011
Error	84.573	139	.608		
Total	1526.938	143			
Corrected Total	99.818	142			

a. R Squared = ,153 (Adjusted R Squared = ,134)

Hypothesis testing results are given in Table 15.

Table 15. Hypothesis Testing Results

H1	Compared to gain framing, loss message will lead to higher brand attitude.	Supported
H2	Compared to gain framing, loss message will lead to higher sustainable fashion brand purchase intention.	Supported
H3	The use of green logo framing will moderate the relationship between message framing and brand attitude.	Not Supported
H4	The use of green logo framing will moderate the relationship between message framing and brand purchase intention.	Supported

CHAPTER 5: CONCLUSION

5.1. Discussions and Managerial Implications

Despite growing interest in more sustainable forms of fashion consumption, debate continues over which communication strategies are most effective for encouraging consumers to act sustainably (Grappi et al., 2024). Promoting sustainable fashion consumption seems to be a key factor to alleviate the negative consequences of the fashion industry. In this regard, the use of message framing is an important factor to encourage sustainable consumer behavior (Amatulli et al., 2019; Chen et al., 2022; Dai, Chen and Jin, 2022; Florence et al., 2022; Guedes, Paillard-Bardey and Schat, 2018; Lee and Watchravesringkan, 2022; Li et al., 2021).

The literature on message framing necessitates further research to comprehensively understand its effects on consumers (Chen et al., 2022; Guedes, Paillard-Bardey and Schat, 2018). This research aims to contribute to the literature of marketing and sustainable fashion by explaining how the usage of message framing and green logos affects consumer attitudes and purchase intentions towards brands.

The results revealed that the gain/loss message framing significantly affects brand attitude (e.g., Homer and Yoon, 1992; Hyllegard et al., 2012; Olsen, Slotegraaf and Chandukala, 2014; Stadlthanner et al., 2022) and brand purchase intention (e.g., Chi et al., 2021; Hwang, Lee and Diddi, 2015). Specifically, current study revealed that the loss framing message is more effective than the positive framed message. This finding is incompatible with previous studies arguing that gain-framed messages are more effective than loss-framed ones (e.g., Grappi et al., 2024; Guedes, Paillard-Bardey and Schat, 2018; Lee and Watchravesringkan, 2022; Mir et al., 2016; Shen et al., 2020).

This present study revealed that green messages are important tools for spreading green ideas. In addition, being exposed to green messages can enhance consumers' understanding of environmental issues, rectify misconceptions about fashion consumption, and then stimulate their determination to realize sustainable

consumption. This research suggests that the study has important implications for researchers, brands, marketers, and consumers, as it provides insights that can help encourage consumers to adopt sustainable clothing practices. This, in turn, contributes to the broader goal of transitioning towards a more sustainable society. The conducted research results are useful for textile fashion and clothing enterprises to create a favorable brand image and overall evaluations in the context of sustainability. In light of findings, it can be claimed that framing message is critical in promoting consumer awareness and the adoption of sustainability practices (Vidal et al., 2022).

In addition, current study shows that logo framing moderated the relationship between message framing and brand purchase intention, whereas the moderating effect was not significant for brand attitude. This in parallel to conflicting findings of logo framing effect in the literature. For example, Lee and Watchravesringkan's (2022) study showed that eco-label/logo does not significantly affect attitude towards eco-fashion brands, while others argued the opposite (e.g., Hyllegard et al., 2012; Lee et al., 2020; Ranaweera and Wasala, 2020).

This observation may be attributed to the fact that most previous studies, such as those conducted by Bashir (2019), Lian (2017), Lian and Rajadurai (2020), Sosianika and Amalia (2020), have predominantly concentrated on the food sector. Consequently, there has been a limited examination of the effects of logo utilization on sustainable clothing consumption in the existing body of research.

It was determined that there was a lack of research on the theme of sustainability in the fields of clothing, textile and fashion sectors compared to fields such as cosmetics, food and tourism. Nevertheless, the conclusion in this study that the use of green logos is significant in purchase intention aligns with existing research (Cadete 2021; Cardoso, 2022; Nguyen-Viet, 2022; Sahin, Baloglu and Topcuoglu, 2020). Halldórsdóttir (2021) claims that positive attitudes towards sustainable fashion do not always translate into consumers' purchasing behaviors. A growing number of manufacturers in the fashion industry are endeavoring to redefine the perception of

sustainability. However, the successful implementation of these changes in the long run heavily depends on consumer support for sustainable fashion through their purchasing choices (McNeill and Moore, 2015).

5.2. Recommendations for Future Research

This research proposes a guiding framework for future research exploring message framing and logo framing for the promotion of sustainability. The presented findings are limited to Turkish market. It should be noted that studies on sustainable fashion consumption have been conducted mostly in America (Kim, Tomfohrde and Bye, 2022; Pervan and Vocino, 2008; Ruppert-Stroescu et al., 2015; Weiss, Trevenen and White, 2014), Europe (Bocti, El Zein and Giannini, 2021; Henninger, Alevizou and Oates, 2016; Hur and Faragher-Siddall, 2022; Riesgo, Lavanga and Codina, 2020; Zhang B., Zhang Y. and Zhou, 2021) and the Far East (Chan and Wong, 2012; Kong and Ko, 2017; Moon et al., 2015; Wang, 2010). To explore the impact of cross-cultural differences on perceptions of sustainability, replicating the study in various countries would be essential. This approach would enable a comparison of consumers' intentions toward sustainability across different cultural contexts. Consumers' sustainable fashion understanding, behavior, attitudes, and knowledge may vary according to culture (Iran, Geiger and Schrader, 2019). For example, it was shown that Americans have more environmentally conscious values than Indians (Gaur et al., 2015). Future studies might explore the utilization of theories and frameworks, such as Hofstede's (2001) cultural dimensions, to identify culturally distinct market segments.

Considering that participant profile of current study, predominantly young and female, they are likely to be more environmentally conscious. Younger generations constitute the main market for sustainable fashion consumption (Cherradi and Tetik, 2020). Therefore, future studies can be conducted with a sample of different consumer characteristics (Rolling et al., 2020).

Fashion retailers and brands need to understand the meaning of sustainability, implement it and clearly communicate their response to sustainability to consumers

and they should develop effective communication strategies that clearly emphasize efforts to become more sustainable (Blazquez et al., 2020). On the other hand, research shows that using green words in sustainable fashion marketing campaigns can lead to mixed reviews among consumers, potentially leading to a lack of impact on consumption and post-consumption sustainable behaviors (Evans and Peirson-Smith, 2018). The suggestion for future research is that there are many terms used in the sustainable fashion literature, such as eco, green, organic, fair-trade, recycled, environmentally friendly, which makes it difficult for researchers conducting research to be looked at from a single perspective and creates difficulties in research. The term 'sustainable fashion' continues to be poorly defined and paradoxical, causing confusion among both researchers in the field and consumers (Bly, Gwozdz and Reisch, 2015). It makes it difficult to create a complete and precise definition in the consumer's mind, which means it causes confusion. For this reason, researchers who will conduct research in this field in the future should conduct separate studies on all these expressions. It would be much more useful for producers, consumers, researchers, and marketers if there was one clear and precise statement.

Additionally, previous research has shown that CSR-related news and the way companies communicate corporate social responsibility messages (by emphasizing a company's ethical, ecological, environmental benefits or charitable responsibilities) impact brand attitudes and consumer purchase intentions (e.g., Chaisurivirat, 2009; Huo et al., 2022; Kang and Sung, 2022; Kim and Chon, 2022; Lee and Lin, 2022; Sikorski and Müller, 2018). There is not much research on the examination of the relationship between brand CSR image, message framing and purchase intention, especially in terms of sustainable clothing consumption (Huo et al., 2022). Specifically, CSR image of a brand may moderate the relationship between message framing and purchase intention.

As a result of the literature review, there are studies on message framing in the field of sustainable fashion consumption, but the number of studies on the use of green logos is very minority. More research is needed on green logo effect in the context of sustainable fashion consumption.

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APPENDICES

Appendix A Questionnaire in Turkish

BİLGİLENDİRME FORMU

Öncelikle arařtırmamıza katılıp destek verdiđiniz için teřekkür ederiz.

Bu arařtırma İzmir Ekonomi Üniversitesi, İřletme Bölümü Yüksek Lisans Tezi kapsamında yapılmaktadır. Arařtırma sürdürülebilir moda mesajlarının tüketiciler üzerindeki etkisi hakkındadır. Bu çalıřma yaklaşık 5 dakika sürmektedir. Çalıřma esnasında sizden alınan bilgiler tüm gizlilik kořullarınca arařtırmacılar tarafından sadece bilimsel çalıřma için kullanılacaktır. Çalıřmanın sonuçları bilimsel kongrelerde veya dergilerde yayınlanabilir. Yayınlarda tamamen anonim bir anlatım olacaktır. Çalıřmaya katılmak tamamen gönüllülük esasına dayanmaktadır. Çalıřmaya katılmama veya katıldıktan sonra herhangi bir anda gerekçe bildirmeden çekilme hakkına sahiptir. Lütfen tüm soruları gerçek düşüncelerinizi belirterek yanıtlayınız. Soruların doğru ya da yanlış yanıtları yoktur. Bizim için önemli olan sizin gerçek düşünce ve duygularınızı yansıtan yanıtlar vermenizdir. Sorulara vereceđiniz cevaplar gizli tutulacak ve sadece bu arařtırma için kullanılacaktır. Bilgileriniz anonim olarak saklanacaklardır.

İlginiz ve desteđiniz için teřekkür ederiz.

Arařtırma hakkında bilgi almak için ařađıdaki iletiřim adreslerinden arařtırmacılara ulaşabilirsiniz:

ONAM FORMU

Bilgilendirme formunu okudum ve katılmam istenen çalışmanın kapsamını ve amacını, gönüllü olarak üzerime düşen sorumlulukları tamamen anladım. Bu çalışmayı istediğim zaman ve herhangi bir neden belirtmek zorunda kalmadan bırakabileceğimi ve bıraktığım takdirde herhangi bir olumsuzluk ile karşılaşmayacağımı anladım.

Bu koşullarda söz konusu araştırmaya kendi isteğimle, hiçbir baskı ve zorlama olmaksızın

Katılmayı kabul ediyorum. (Devam edebilmek için işaretlemek zorunlu)

1. Cinsiyetiniz nedir?

Kadın

Erkek

2. Yaşınız

18-25

26-33

34-41

42-49

50 ve üzeri

3. Eğitim Durumunuz (tamamladığınız)

İlköğretim

Ortaokul

Lise

Önlisans

Lisans

Lisansüstü

4. Aylık geliriniz

8.500 TL ve altı

8.501 TL - 15.000 TL

15.001 TL - 21.500 TL

21.501 TL ve üzeri

Lütfen aşağıda yer alan ifadelere ne ölçüde katıldığınızı, ifadenin altında yer alan ve size uygun cevabı temsil eden şıkkı işaretleyerek belirtiniz.

1. Genel olarak, giysilerin sürdürülebilir versiyonuna karşı olumlu bir tutumum var.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

2. İkinci el kıyafet almaya olumlu bakıyorum.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

3. Çevrenin korunmasına katkıda bulunmak için geleneksel giysiler yerine sürdürülebilir giysiler satın alma fikrini seviyorum.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

4. Sürdürülebilir kıyafetler satın almayı düşünüyorum.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

5. Gelecekte normal kıyafetler yerine sürdürülebilir kıyafetler satın alma niyetindeyim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

6. Gelecekte muhtemelen sürdürülebilir kıyafetler satın alabilirim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

7. Bir mağazada rastlarsam sürdürülebilir kıyafetler almayı düşünürüm.

Kesinlikle katılmıyorum

Katılmıyorum

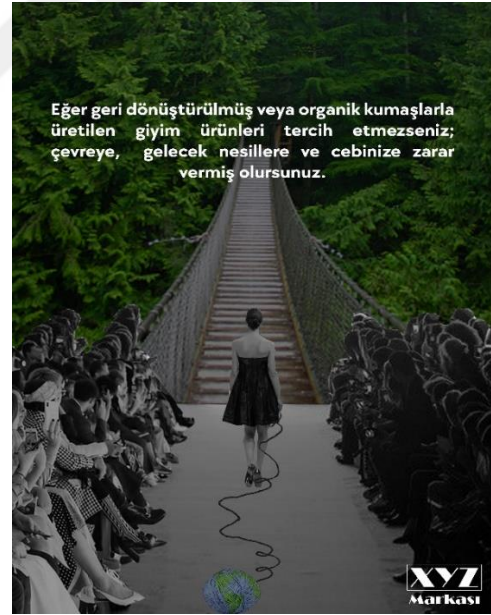
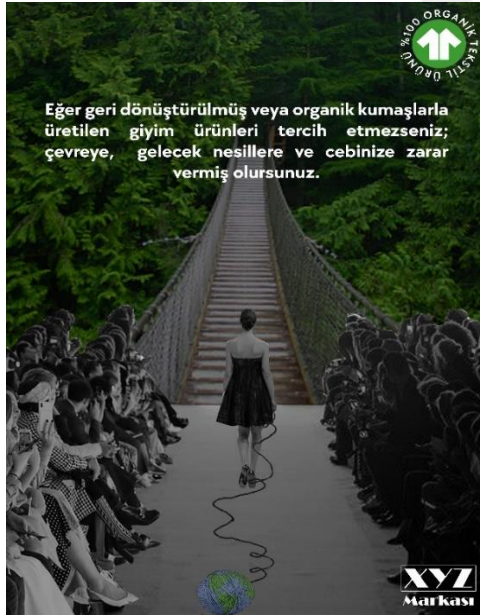
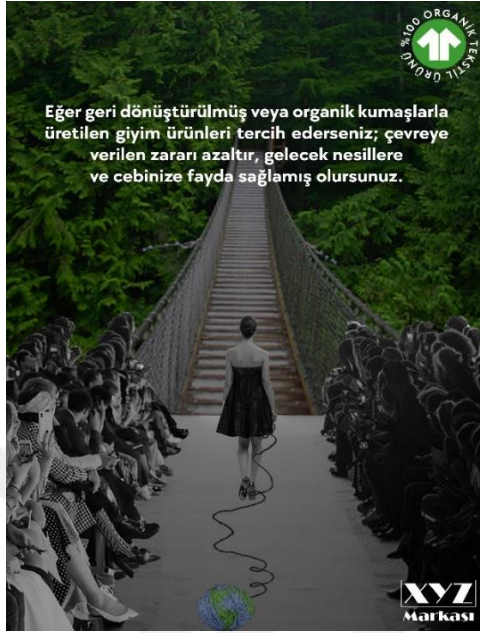
Kararsızım

Katılıyorum

Kesinlikle katılıyorum

Lütfen aşağıda bulunan afişi dikkatlice inceleyiniz.

(Bu afişlerden her biri ayrı bir gruba yönelik yapılan ankette yer aldı.)



1. Afişteki XYZ markasına yönelik genel değerlendirmem

Kötü 1 2 3 4 5 6 7 İyi

2. Afişteki XYZ markasına yönelik genel değerlendirmem

Alehte 1 2 3 4 5 6 7 Lehte

3. Afişteki XYZ markasına yönelik genel değerlendirmem

Olumsuz 1 2 3 4 5 6 7 Olumlu

Lütfen aşağıda yer alan ifadelere ne ölçüde katıldığınızı, ifadenin altında yer alan ve size uygun cevabı temsil eden şıkkı işaretleyerek belirtiniz.

1. Markalar arasında seçim yapmam gerekirse, XYZ markası kesinlikle tercihimdir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

2. Bir moda ürünü almam gerekirse, XYZ markası kadar iyi başka markalar olmasına rağmen XYZ markasından almayı planlıyorum.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

3. XYZ markası kadar iyi başka bir marka varsa bile XYZ markasından almayı tercih ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

4. Moda ürünleri satın alırken fiyatı ne olursa olsun favori markama göre seçim yaparım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

Lütfen afişte verilmek istenen mesajı aşağıdaki ölçek üzerinde değerlendiriniz.

Maliyetler 1 2 3 4 5 6 7 Faydalar

Lütfen afişte verilmek istenen mesajı aşağıdaki ölçek üzerinde değerlendiriniz.

Kayıplar 1 2 3 4 5 6 7 Kazançlar

Lütfen afişte verilmek istenen mesajı aşağıdaki ölçek üzerinde değerlendiriniz.

Olumsuz 1 2 3 4 5 6 7 Olumlu
Sonuçlar Sonuçlar

Appendix B: Reliability Analysis Results

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.634	.646	3

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.562	3.035	3.860	.825	1.272	.209	3

Attitude toward sustainable fashion Cronbach alpha reliability analysis

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.908	4

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.729	3.636	3.797	.161	1.044	.005	4

Sustainable fashion purchase intention Cronbach alpha reliability analysis

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.912	3

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.709	5.622	5.755	.133	1.024	.006	3

Brand attitude cronbach alpha reliability analysis

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.821	4

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.159	2.629	3.559	.930	1.354	.151	4

Brand purchase intention Cronbach alpha reliability analysis

Appendix C: Sample Matching Results

ANOVA

IV_attitude towards sust. fashion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.001	1	.001	.002	.962
Within Groups	81.203	141	.576		
Total	81.204	142			

Matched group check: Attitude Toward Sustainable Fashion Group*Logo Framing

ANOVA

IV_attitude towards sust. fashion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.290	1	.290	.505	.478
Within Groups	80.914	141	.574		
Total	81.204	142			

Matched group check: Attitude Toward Sustainable Fashion Group* Gain-Loss Framing

ANOVA

IV_attitude towards sust. fashion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.290	1	.290	.505	.478
Within Groups	80.914	141	.574		
Total	81.204	142			

Matched group check: Sustainable Fashion Purchase Intention Group* Gain-Loss Framing



ANOVA

DV_sustainable purchase intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.210	1	.210	.323	.571
Within Groups	91.602	141	.650		
Total	91.812	142			

Matched group check: Sustainable Fashion Purchase Intention Group*Logo Framing