T.R.
GEBZE TECHNICAL UNIVERSITY
GRADUATE SCHOOL

THE IMPACT OF SYMBOLIC MEANINGS ON CONSUMERS' ATTITUDES TOWARD GREEN CLOTHING AND THEIR PURCHASE INTENTION

SELEN BAKIŞ

A THESIS OF DOCTORATE
DEPARTMENT OF BUSINESS ADMINISTRATION

ADVISOR: PROF. DR. HAKAN KİTAPÇI

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GEBZE TEKNİK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

SEMBOLİK ANLAMLARIN YEŞİL GİYİME KARŞI TÜKETİCİ TUTUMLARI VE SATIN ALMA NİYETLERİ ÜZERİNDEKİ ETKİSİ

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SIGNATURE/SEAL

To my beloved family;

my mom Gültekin,

my lovely children

Melis and Yağız,

my significant other,

Oğuz…

ABSTRACT

Besides the benefits of textiles and clothing industry to economic development, it has a huge impact on environmental degradation and climate change through its production of fiber, its consumption and disposal. Green/ sustainable clothing consumption is a prominent solution to fast fashion nowadays, since green clothing is produced with recycled materials or materials that are produced with environmentally friendly methods, save natural resources, do not harm human or animal health, and avoid the use of toxic ingredients. European Green Deal aims to transform all economic sectors to be more competitive and resource-efficient by ensuring climate neutrality with zero greenhouse gas emissions by 2050. Therefore, exporters of the European Union like Turkish firms are obliged to make several improvements in their production processes. This thesis aims to investigate factors that drive or inhibit consumers' attitudes and purchase intentions in the green consumption context. In the literature review section, green marketing, green consumption, and green clothing consumption concepts are discussed, and factors that drive or inhibit consumption are classified. Moreover, symbolic meanings are discussed by mentioning signaling theory, theory of consumption values, symbolic consumption research, and conspicuous consumption research. Based upon the values and benefits clothing provides to consumers, green clothing is also a socially visible and symbolic product that provides consumers with self-expressive benefits of displaying their desirable personal characteristics such as social status beyond the function of protecting the body. Researchers have mainly investigated the role of symbolism but have mostly discussed symbolic attributes/meanings in terms of social status only. This thesis investigates the impact of four perceived symbolic meanings of green clothing (status, environmentalism, innovation, and fashion symbols) on consumers' purchase intention of green clothing through their attitude toward it. Besides, the moderating role of a consumer mindset in the indirect relationship between symbolic attributes and the purchase intention of green products through consumer attitude is examined. The data were collected through a survey from a sample of 325 respondents in Turkey, especially younger ones. The data were analyzed via confirmatory factor analysis and hypothesized relationships were tested with multiple and simple regression analyses and PROCESS macros in SPSS. All symbolic meanings of green clothing impact purchase intention positively and indirectly through consumers' attitudes toward it. The results of moderated mediation analyses showed that the consumer mindset significantly moderated the impact of symbolic meanings, except for environmentalism symbol, on purchase intention through consumer attitude. This research contributes to the under-researched areas of the impact of various symbolic attributes/meanings of green clothing on consumers' purchase intention. Besides, this study advances the role of consumer mindset in consumer behaviour research in such a way that it connects mindsets of personality, consumers' attitudes toward green products, and their green purchase intention. Furthermore, this study addresses the gap regarding the role of mindsets of personality on sustainable/ environmental behaviours. This study will provide implications for fashion marketing managers to develop appropriate targeting, positioning, and communication strategies for consumers' mindsets.

Keywords: Consumer Attitudes, Purchase Intention, Sustainable Fashion, Green Clothing, Symbolic Meanings, Consumer Mindset

ÖZET

Tekstil ve giyim endüstrisinin ekonomik kalkınmaya olan faydalarının yanı sıra, lif üretimi, ürünün tüketimi ve imhası yoluyla çevresel bozulma ve iklim değişikliği üzerinde bu endüstrinin büyük etkisi bulunmaktadır. Çevre ve iklim değişikliği üzerinde yiyecek, konut ve ulaşım endüstilerinden sonra dördüncü en yüksek etkiye sahip endüstridir. Ayrıca, su ve arazi tüketiminde üçüncü, temel hammadde tüketiminde de beşinci en yüksek etkiye sahip endüstridir. Günümüzde Avrupa Birliği iklim değişikliğine çözüm getirmek için bir adım atarak, Paris Anlaşması altında bir yükümlülük olarak Avrupa Yeşil Anlaşması'nı yürürlüğe koymuştur. Avrupa Yeşil Anlaşması, 2050 yılına kadar sıfır sera gazı emisyonuyla iklim nötrlüğünü sağlayarak tüm ekonomik sektörleri daha rekabetçi ve kaynak verimli hale getirmeyi hedeflemektedir. Bu nedenle, Türk firmaları gibi Avrupa Birliği ihracatçılarının da üretim süreçlerinde iyileştirmeler yapmaları gerekmektedir. Karbon emisyonu miktarını hesaplayıp azaltarak, enerjiyi ve suyu etkin bir şekilde kullanarak, atıksuları üretimde kullanarak, daha sürdürülebilir ve geri dönüştürülmüş ham maddeler kullanarak ve zararlı kimyasalların kullanımını azaltarak bunu başarmaya çalışmışlardır. Yeşil giysiler geri dönüştürülmüş malzemelerle veya çevre dostu yöntemlerle üretilen malzemelerle üretildiği, doğal kaynakları koruduğu, insan veya hayvan sağlığına zarar vermediği, yeşil giysilerin üretiminde toksik maddelerin kullanımından kaçınıldığı için yeşil/ sürdürülebilir giyim tüketimi günümüzde oldukça popüler olan hızlı moda tüketiminin azaltılmasına katkı sağlayacaktır. Yeşil giyim, giyimin tüketicilere sağladığı değer ve faydalardan yola çıkarak, bedeni koruma işlevinin ötesinde, tüketicilere sosyal statü gibi arzu edilen kişisel özellikleri sergileme gibi kendini ifade etme yararları sağlayan, sosyal olarak görünür ve sembolik bir üründür. Bu tez, yeşil giyim tüketimi bağlamında tüketicilerin yeşil giyime karşı tutumlarını ve satın alma niyetlerini pozitif yönde etkileyen faktörlerden biri olan yeşil giyimin sembolik anlamlarını/ niteliklerini araştırmayı amaçlamaktadır. Temel olarak sembolizmin tüketici tutumları ve satın alma niyetleri üzerindeki rolü araştırılmış olmasına rağmen, sembolik anlamlar çoğunlukla sadece sosyal statü açısından ele alınmıştır. Bu tez, yeşil giyimin algılanan dört sembolik anlamının (statü, çevrecilik, yenilikçilik ve moda sembolleri) tüketicilerin yeşil giysileri satın alma niyetleri üzerindeki etkisini, yeşil giysilere karşı tutumları yoluyla araştırmayı amaçlamaktadır. Araştırmacılar, tüketicilerin yeşil giyimin şık ve estetik görünümlü olmasını ve günümüzün moda stilini yansıtmasını istediklerini ortaya koymuştur. Bu nedenle, bu tezde moda sembolü kavramı geliştirilmiştir. Geçmiş yeşil giyim araştırmalarında sembolik anlamların satın alma niyetine etkisinin kanıtlanamaması nedeniyle, tüketici satın alma niyetine etki eden en önemli öncüllerden biri olan giysilere karşı tüketici tutumları aracı değişken olarak eklenmiştir. Ayrıca, gelişme ve sabitlenmiş olarak ikiye ayrılan tüketici düşünce tarzlarının tüketici tutumları aracılığıyla sembolik anlamlar ile yeşil ürünleri satın alma niyeti arasındaki dolaylı ilişkideki düzenleyici rolü incelenmektedir. Veriler, Türkiye'de özellikle genç olanlar olmak üzere 325 katılımcıdan oluşan bir örneklemden anket yoluyla toplanmıştır. Veriler doğrulayıcı faktör analizi ile analiz edilmiş ve hipotez kurulan ilişkiler SPSS'de çoklu ve basit regresyon analizleri ve PROCESS makroları ile test edilmiştir. Yeşil giyimin tüm sembolik anlamları, tüketicilerin yeşil giyime karşı tutumları aracılığıyla satın alma niyetini dolaylı olarak ve pozitif yönde etkilemektedir. Ilımlaştırılmış aracılık analizlerinin sonuçları, çevrecilik sembolü dışındaki sembolik anlamların, tüketici tutumu aracılığıyla satın alma niyeti üzerindeki etkisinin, tüketici düşünce tarzı tarafından önemli ölçüde düzenlendiğini göstermiştir. Bu araştırma, yeterince araştırılmamış alanlar olan yeşil giyimin çeşitli sembolik anlamlarının tüketicilerin

satın alma niyeti üzerindeki etkisine katkıda bulunmaktadır. Bununla birlikte, yeşil giyimin stil, estetik ve moda yönlerini yansıtan bir sembolik anlam geliştirerek, yeşil giyim tüketimi araştırmasına katkı sağlamaktadır. Ayrıca bu çalışma, tüketici davranışı araştırmalarında kişilik tüketici düşünce tarzının rolünü, tüketicilerin yeşil ürünlere karşı tutumlarını ve yeşil satın alma niyetlerini birbirine bağlayacak şekilde ilerletmektedir. Bununla birlikte, sürdürülebilir davranışlarda kişilik düşünce tarzlarının rolüne ilişkin boşluğu doldurmaktadır. Bu çalışma, moda pazarlama yöneticilerine tüketicilerin düşünce tarzları için uygun hedefleme, konumlandırma ve iletişim stratejileri geliştirmeleri için çıkarımlar sağlayacaktır.

Anahtar Kelimeler: Tüketici Tutumları, Satın Alma Niyeti, Sürdürülebilir Moda, Yeşil Giyim, Sembolik Anlamlar, Tüketici Düşünce Tarzı

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LIST OF SYMBOLS AND ABBREVIATIONS

AVE	:	Average variance extracted
CFA	:	Confirmatory factor analysis
CFI	:	Comparative fit index
CI	:	Confidence interval
CR	:	Composite reliability
Df	:	degrees of freedom
ECCB	:	Environmentally conscious consumer behaviour
EU	:	European Union
GFI	:	The goodness of fit index
IFI	:	Incremental fit index
Int.	:	Interaction
LLCI	:	Lower limit confidence interval
NFI	:	Normed fit index
O/I	:	Output/Input
RMSEA	:	Root mean square of error approximation
SD	:	Standard deviation
SE	:	Standard error
SHIFT	:	Social influence, habit formation, individual self, feelings and cognition, and tangibility
SPSS	:	Software package for social sciences
TRA	:	Theory of reasoned action
TPB	:	Theory of planned behaviour
ULCI	:	Upper limit confidence interval
US	:	United States
US$	:	US dollar
VIF	:	Variance inflation factor

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1. INTRODUCTION

According to the Republic of Türkiye, Ministry of Trade (2021) report, textiles, and clothing were among the most important sectors of the Turkish economy and foreign trade since clothing exports had a total value of US$18.3bn, constituting 16% share in total export volume in 2021. According to this report, the Turkish clothing industry was the sixth-largest supplier in the world and the third-largest supplier of the European Union. In 2023, in spite of the shrinkage in global trade, the export of textiles reached US$19,2 bn with an increase (Türkiye Exporters Assembly, 2024). Besides the benefits of this industry to economic development, it has a huge impact on the environment and climate change which grows day by day because of using toxic chemicals, generating waste, and running out of natural resources; especially water (European Commission, 2024). Nowadays, the European Union has taken a concrete step to address climate change by bringing into force the European Green Deal which is a commitment under the Paris Agreement. European Green Deal is a process for transforming all economic sectors to be more competitive and resource-efficient that aims for climate neutrality with zero greenhouse gas emissions by 2050 (Republic of Türkiye, Directorate for EU Affairs, 2024). Besides, the European Commission announced the "EU strategy for sustainable and circular textiles" as it aimed primarily to deal with the textile industry for implementing European Green Deal commitments (European Commission, 2024). Several reasons were reported to primarily deal with the textile industry. First, the textile industry's impact on the environment is huge and needs a solution. It has the fourth-highest impact on the environment and climate change after food, housing, and transportation, the third-highest impact on water and land consumption, and the fifth-highest impact on primary raw material consumption. Moreover, an increase in fast fashion consumption and exploitation of worker rights requires an urgent change. By 2030, this strategy aims to ensure that all textile products that will be exported to the EU market will be durable, repairable, and recyclable, and produced with recycled fibers to a great extent, in a way that does not violate social rights and will not contain environmentally harmful chemicals (Republic of Türkiye, Ministry of Trade, 2024). Furthermore, it aims to make "fast fashion is out of fashion" and produce green textile with high quality but affordable prices. Besides, facilities

that can present reused clothing and mend existing clothing should be available. Another aim is to make textile firms responsible for their products throughout the value chain, especially in the disposal process, recycling should be increased and landfilling decreased. According to these actions, exporters of the European Union like Turkish firms are making several improvements in their production processes. Calculating and then decreasing the number of their carbon emissions, using energy and water efficiently, using wastewater in production, using more sustainable and recycled raw materials, and decreasing the use of harmful chemicals are some examples (Istanbul Chamber of Industry, 2021). Besides, consumers worldwide are ever demanding more sustainable products after encountering the COVID-19 pandemic (Severo et al., 2021). Therefore, many local green brands in Turkey, such as Restore Jeans, One Square Meter, Away Denim, KNITSS, ASSEZ, A Hidden Bee, and Turkish supplier firms of global fast fashion brands, such as H&M, Inditex, Gucci, Calvin Klein, Hugo Boss, and Stella McCartney, are offering green alternatives which are produced with recycled materials or sustainable fibers developed with the cutting-edge technology.

Researchers used various terms to conceptualize the green clothing concept such as green (Bielawska and Grębosz-Krawczyk, 2021; Khare, 2020; Khare and Kautish, 2022; Kumar and Yadav, 2021; Song and Kim, 2019; Tewari et al., 2022), sustainable (Bianchi and Gonzalez, 2021; Bly et al., 2015; Diddi et al., 2019; Harris et al., 2016; McNeill and Moore, 2015; Mukendi et al., 2020; Rausch and Kopplin, 2021), environmentally or eco-friendly (Gam, 2011; Zheng and Chi, 2015), organic and/or ethical (Jägel et al., 2012; Joergens, 2006; Magnuson et al., 2017; Niinimäki, 2010; Reimers et al., 2016) clothing, apparel and/or fashion. We define green clothing as clothing made of innovative clothing materials such as recycled or produced by methods that do not lead to environmental problems, save natural resources, do not harm human or animal health, and avoid the use of toxic ingredients (Eifler, 2014; Magnuson et al., 2017; Tung et al., 2017; Reimers et al., 2016). Researchers have made an effort to discover several barriers to green clothing consumption. Consumers' perceptions of green clothing have an inferior design (Eifler, 2014; Khare and Kautish, 2022; Meyer, 2001; McNeill and Moore, 2015; Öztürk and Engizek, 2017; Wiederhold and Martinez, 2018), it has premium price compared to conventional clothing (Hustvedt and Dickson, 2009; Joergens, 2006; Meyer, 2001; Öztürk and Engizek, 2017; Wiederhold and Martinez, 2018), and the fact that the sector has limited choices

(Meyer, 2001; Wiederhold and Martinez, 2018) result in low consumer interest in green clothing.

"For many consumers, drivers to be fashionable often outweigh drivers to be ethical or sustainable consumption" (McNeill and Moore, 2015, p. 212). Besides, cheaper fast fashion consumption is so widespread around the world, especially among younger consumers such as Generation Y and Z, that fashion consumers cannot be unconcerned about it and seem reluctant to change their clothing consumption habits and preferences (Carey and Cervellon, 2014; Diddi et al., 2019; McNeill and Moore, 2015). However, the fashion industry is one of the major contributors to environmental degradation and climate change starting from its production of fiber and ending with its consumption and disposal since it contributes to carbon emissions in large quantities through its supply chain (Istanbul Chamber of Industry, 2021). Since the impact of the consumption and disposal of fast fashion is more prominent nowadays rather than the impact of production, investigating the factors that impact green clothing consumption is vital.

1.1. The Objective of the Research

Clothing or fashion consumption has various symbolic meanings for consumers, and people express themselves by means of wearing clothing (Belk, 1988; Berger and Heath, 2007; Meyer, 2001; Niinimäki, 2010; Piacentini and Mailer, 2004; Solomon, 1999; Sudbury and Böltner, 2011). From consumer values perspective, Wagner (1999) suggests that fashion objects like clothing inholds several values that are both intrinsic and extrinsic, both self- and other-oriented, and both reactive and active. Besides, beauty depends on a consumer's perception of a form that not only is attractive, but that also meets some set of utilitarian and social needs or wants. Fashion has an aesthetic value because of its product design which provides a good appearance, efficiency, and quality value because of its function of covering the body, status, and esteem value because of enabling the building of reputation and public image (Holbrook, 1999). Besides, it is found that young consumers are more likely to realize the signals that clothing choices have and consume conspicuously (Piacentini and Mailer, 2004).

Likewise, green clothing is a socially visible and symbolic product that provides consumers with self-expressive benefits of displaying their social status, environmental consciousness, innovativeness, and fashion consciousness beyond the function of protecting the body. Symbolic attributes/meanings of green clothing as means of self-expression and signaling status are stated as one of the motivators of purchasing green clothing among Generation Y and Z consumers (Abrar et al., 2021; Öztürk and Engizek, 2017). However, the impact of various symbolic meanings unlike status symbol which are perceived especially by younger consumers on their attitudes and purchase intentions are studied by only a few researchers in the context of electric/hybrid vehicles (for example, Han et al., 2017; Liu et al., 2021; White and Sintov, 2017). Therefore, in the green clothing context, much research is required to understand which symbolic meanings impact consumer purchase intention. Besides, researchers have revealed that consumers want green clothing to reflect today's fashionable style and not to be unfashionable (Carey and Cervellon, 2014; Harris et al., 2016; McNeill and Moore, 2015; Wiederhold and Martinez, 2018). Therefore, this research aims to contribute to green clothing consumption research by developing a symbolic meaning that reflects green clothing's style, aesthetic, and fashion aspects. As follows, this research investigates the impact of four perceived symbolic meanings of green clothing (status, environmentalism, innovation, and fashion symbols) on consumers' attitudes and purchase intentions.

Implicit self-theories or consumer mindsets are described as the lay beliefs of individuals about the malleability of their personality characteristics (Dweck and Leggett, 1988; Dweck et al., 1995a). Implicit self-theories or consumer mindset literature propound that individuals are chronically disposed to fixed or growth mindsets that represent two ends in a continuum. In the literature, personality mindsets about the general personality characteritics of individuals, or mindsets related to specific personality characteristics such as intelligence, sports ability, etc., mindsets about the malleability of other people's characteristics, brand's characteristics, and the World are described. Fixed mindset individuals believe that personality characteristics are relatively fixed and cannot be changed by personal effort such as learning new things and having new experiences (Dweck et al., 1995a). On the contrary, growth mindsets believe that personality characteristics are relatively malleable and can be

improved if they make enough effort. Mindsets shape people's motivations, goals, and behaviours (Dweck and Leggett, 1988; Murphy and Dweck, 2016).

Although mindset is a concept that originated in educational psychology, researchers have been studying the role of mindsets in consumer behaviour (Japutra and Song, 2020; Kwon et al., 2016; McManus et al., 2020; Murphy and Dweck, 2016; Park and John, 2010, 2012; Rahnama and Leszczyc, 2022; Rai and Lin, 2019). Regarding symbolic meanings of brands, fixed mindsets are found to prefer using brands that have desirable personality traits to signal that they themselves possess these desirable characteristics to other people (Park and John, 2010; 2012). Besides, fixed mindsets are reported to have a more positive attitude toward a brand when signaling and symbolic value advertising appeals are used (Kwon et al., 2016; Park and John, 2012). Moreover, it is supported that fixed and growth mindset consumers differ in which benefits they seek in particular products and which product information in advertising they are persuaded more because they seek different goals (Kwon et al., 2016; Murphy and Dweck, 2016; Park and John, 2012; Seo et al., 2021). Fixed and growth mindset individuals both aim to enhance their self, but they pursue different ways (Dweck and Leggett, 1998; Mathur et al., 2016). While fixed mindsets pursue opportunities to signal their positive characteristics to others and themselves, growth mindsets pursue self-improvement opportunities (Mathur et al., 2016). In the prosocial behaviour context, it is proposed that fixed mindsets see an opportunity to signal their desirable qualities by engaging in prosocial or environmental behaviours, because these behaviors create a positive judgment by others and by themselves (Mathur et al, 2016). Signaling opportunity to indicate that they are good citizens motivates fixed mindsets rather than growth mindsets. In contrast, growth mindsets will focus on self-enhancement through effortful learning and may be interested in signaling to the self rather than others. The underlying reason is that fixed mindsets believe that their personality traits are fixed and cannot be enhanced by their personal efforts, they develop more positive self perceptions when signalling their positive traits to others by using the brands with attractive personalities that they wish to have (Park and John, 2010). However, growth mindsets believe that they do not need to make use of the symbolic meanings of brands, instead they believe that personal effort is required to enhance their personal characteristics and there is no need to signal these characteristics to others (Park and John, 2010; 2012).

There are a few studies that investigate the role of consumer mindsets on sustainable behaviours such as purchasing green products (for example, Soliman and Wilson, 2017; Duchi et al., 2020; Rahnama and Leszczyc, 2022) and researchers mainly have discussed the impact of mindsets in terms of consumers' lay beliefs of the general world order. Besides, Mathur et al. (2016) suggested future research on the effects of consumer mindsets on pro-social behaviors. They conveyed that fixed mindset individuals may feel pride after engaging in prosocial behaviors compared to growth mindsets because they have higher motivation to signal their positive characteristics and gain positive judgments by others and by themselves. With reference to previous research, fixed mindset consumers should be more likely to be influenced by self-expressive benefits, symbolic meanings of green products, or nonfunctional consumption values compared to growth mindsets. Therefore, to address the gap in the green clothing consumption context, this research intends to show that the consumer mindset is a significant boundary condition for green clothing's symbolic meanings' impact on consumers' purchase intention of green clothing via their attitude toward it.

1.2. Value/ Originality of the Research

This research contributes to the under-researched areas of the impact of various symbolic attributes/meanings of green clothing on consumers' purchase intention. Besides, this study advances the role of consumer mindset in consumer behaviour research in such a way that it connects mindsets of personality, consumers' attitudes toward green products, and their green purchase intention. Furthermore, this study addresses the gap in regard to the role of mindsets of personality on sustainable/ environmental behaviours. It will provide implications for fashion marketing managers to develop appropriate targeting, positioning, and communication strategies for consumers' mindsets.

1.3. Outline of the Thesis

This thesis consists of six sections starting from the introduction section; literature review, conceptual framework and hypotheses, research methodology, results, and discussion and conclusion sections respectively. In the literature review section, the definition of green marketing, the evolution of environmental concern from 1970 until

today, and four types of green marketing strategies will be discussed. Next, green marketing thought and practices will be explained. Then, the green consumption concept will be reviewed including green consumer classifications and characteristics. Attitude-behaviour gap in sustainable consumption and factors that impact green consumer behaviour will be debated. Thereupon, green clothing consumption including the attitude-behaviour gap, models of barriers, and classification of barriers to it will be conferred. Afterward, green purchase behaviour and purchase intention concepts will be discussed with relevant theories. Then, theories and related research on symbolic meanings will be explained. The conceptual framework and hypotheses section will describe the reasoning behind hypothesized relationships. The theory of reasoned action (TRA), theory of planned behavior (TPB), and symbolic meanings literature that covers signaling theory, conspicuous consumption research, symbolic consumption research, and consumption value theory that provide a theoretical basis for this thesis will be clarified. In the research methodology section, the demographic characteristics of the study sample, how the data is collected, how the hypothesized relationships are tested, how variables of the study are measured, and how these measurements are assessed will be provided. Afterwards, the results of the hypotheses testing will be given and they will be discussed based on the literature. Finally, the theoretical contributions of the thesis, its managerial implications, and its limitations and recommendations for future research will be clarified.

2. LITERATURE REVIEW

In this section, the definition of green marketing, the evolution of environmental concern from 1970 until today, and four types of green marketing strategies will be discussed. Next, green marketing thought and practices will be explained. Then, the green consumption concept will be reviewed including green consumer classifications and characteristics. Attitude-behaviour gap in sustainable consumption and factors that impact green consumer behaviour will be debated. Thereupon, green clothing consumption including the attitude-behaviour gap, models of barriers, and classification of barriers to it will be conferred. Afterward, green purchase behaviour and purchase intention concepts will be discussed with relevant theories. Then, theories and related research in symbolic meanings will be explained.

2.1. Green Marketing

Green, environmental, or green marketing is a form of marketing that represents progress towards sustainability (Peattie and Crane, 2005). Green marketing and management are seen as vital tools to address environmental problems, as they are used to generalize green consumer lifestyles, infuse environmental friendliness into corporate culture, and promote a firm's environmental friendliness (Leonidou and Leonidou, 2011). Green marketing is defined as "the holistic management process responsible for identifying, anticipating, and satisfying the needs of customers and society, in a profitable and sustainable way" (Peattie and Charter, 2003; p. 727). After the 1992 Rio Earth Summit, firms encountered several challenges to continue delivering customer satisfaction at a profit and respond to the call for the sustainability policy goal of governments (Peattie and Charter, 2003). Firms had to satisfy the changing needs of their customers as their social and ecological concerns had increased. They had to balance ethics and profitability by producing green products that caused minimum harm to the environment, animals, or humans (Hiller Connell, 2010). Besides, all departments in firms had to develop new management strategies to decrease their environmental impact (Peattie and Charter, 2003). The green marketing concept harmonizes ideas related to ecological and societal marketing concepts as a response to the green movement. Therefore, green marketing should appeal to

consumers' existing lifestyles and daily habits along with purchasing patterns and sustainability (Gilg et al., 2004; Peattie and Crane, 2005).

2.1.1. The Evolution of Environmental Concern

According to Peattie and Charter (2003), in the 1970s environmental concern was local, such as concern about pollution in individuals' geographic areas while in the 1990s it was about global issues such as global warming or climate change. In the 1970s the emphasis of environmental concern was on environmental problems while in the 1990s it was on the underlying problems with the social, economic, or legal systems. In the time 1970s, the intellectual elite was environmentally concerned mostly, while in the 1990s environmental concern had broader participation. Businesses were seen as a source of environmental degradation and they were accused of their activities in the 1970s, however in the 1990s businesses were seen as a part of the solution, and their dynamic interrelationship with society and the environment was recognized.

Beginning in the 1980s and later on, firms started to show environmental responsiveness which was seen as a key to provide competitive advantage and opportunity to provide innovation as the environmental concern of their stakeholders were growing (Leonidou and Leonidou, 2011; Makower, 2009; Peattie and Charter, 2003). Therefore marketers' growing interest in sustainable marketing led firms to improve their eco-performance which represented their firms' and product's impact on the human and natural environment (Peattie and Charter, 2003). However, Peattie and Crane (2005) stated that in the 1990s firms' green marketing activities were not successful, therefore consumers' stated environmental concerns did not end up with purchasing green products. Peattie and Crane (2005) stressed that there were two types of firm approaches to engage in green marketing. One had a "green selling" focus which promoted their existing products' environmental characteristics to increase their short-term sales, not having a long-term environmental strategy (Peattie and Crane, 2005). Another approach was an "enviropreneurship" which was defined as the process of designing marketing activities which utilize both entrepreneurship and green marketing to make a profit and address environmental problems (Menon and Menon, 1997). According to Peattie and Crane (2005) enviropreneurship was referred to developing innovative green products with a production orientation mostly without

recognizing consumer readiness, ability, and willingness to purchase them. In both approaches, firms nor interacted with their stakeholders and neither conducted market research in order to find out what consumers really want for the sake of green products. Firms that adopted the former approach focused on persuading customers that their existing products have environmental characteristics and promoting their firms' green reputation by advertising that emphasizes the greenness of products, and public relations activities such as press releases and brochures (Peattie and Crane, 2005). Firms that adopted latter approach focused on developing various green innovative products to address different various environmental problems, assuming consumers would value all of them. However, all consumers might not realize or believe that purchasing those green products would address specific environmental problem such as environmental pollution or climate change. For example, consumers might purchase cold water detergents or organic foods but not purchase electric cars or green clothing. Producing green products acting upon consumers' environmental concerns might end up with low consumer interest in specific green products unless firms conduct market research into customers' wants, needs, attitudes, beliefs, and knowledge (Makower, 2009; Peattie and Crane, 2005). Consumers need information about the green product's performance to make sure that it will provide tangible benefits for them and how the product will provide a solution to environmental problems (Makower, 2009). Therefore, firms have to explain how these greener products perform better than the conventional ones, such as green detergents without brightener additives or washing-up liquids without less soap bubbles to prevent misunderstandings of under-performing and educate consumers about their products (Peattie and Crane, 2005). Besides educating the consumers, green marketing should be adopted as a corporate value and strategy and it needs to be marketed (Peattie and Crane, 2012).

2.1.2. Green Marketing Strategies

Not every firm can adopt a holistic green marketing depending on their market type and firm capabilities to invest in sustainability of their businesses. Ginsberg and Bloom (2004) state that, firms should choose one from four green marketing strategies in the green marketing strategy matrix which depend on the potential profit awaiting in the market, in another words; the size of the green market segment and their relative ability to differentiate their products on greenness compared to their competitors (see Figure

2.1). Therefore, every firm can choose the most suitable green marketing strategy and do their bit in terms of becoming more sustainable firm.

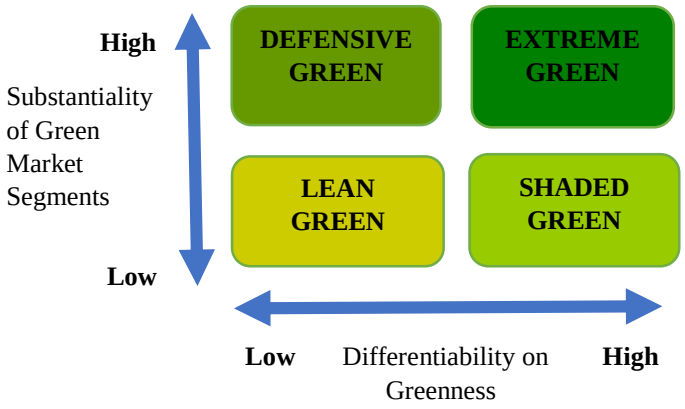


Figure 2.1: The Green Marketing Strategy Matrix (Ginsberg and Bloom, 2004)

First green marketing strategy, lean greens have both lower potential green market size and lower firm capabilities. As their greening efforts are not profitable enough which worth to the costs to them and they are not able to differentiate their products to beat their competitors, they are not investing in promoting their green product attributes or activities (Ginsberg and Bloom, 2004). Instead, they are interested in creating a competitive advantage depending on lower costs and improved efficiency thanks to pro-environmental activities. The second green marketing strategy, defensive greens lean greens have higher potential green market size but lower firm capabilities. Since they do not have the ability to compete with other firms on greenness, they use green marketing in times of protests by activists or to defend their environmental records against the public, regulators, and competitors (Ginsberg and Bloom, 2004). They do not run a green campaign or advertise, only engage in sponsoring green events and programs. The third strategy, shaded greens have a lower potential green market size but higher firm capabilities to differentiate on greenness and create competitive advantage. They use green marketing in innovative product development and emphasizing their products' tangible benefits to the consumers rather than environmental benefits (Ginsberg and Bloom, 2004). Fourth strategy is extreme greens which have both higher potential green market size and firm capabilities to differentiate on greennes. They devote their business to sustainability in a holistic way, integrating sustainability in every activities of the firm and adopting environmental

values (Ginsberg and Bloom, 2004). They use green marketing in product development and promoting their products' environmental benefits.

2.1.3. Green Marketing Thought and Practices

Researchers reveal that some existing marketing thoughts and practices should be updated when make a mention of sustainable marketing in terms of product management, pricing, packaging, labeling, promotion, and logistics (Peattite and Charter, 2003; Peattie and Crane, 2005). In terms of product management, firms should use innovative clean technology in their production processes and increase the eco-performance of their products (Peattie and Charter, 2003). They mentioned that there were two general green product attribute categories. Firstly, the products' social and environmental impact such as their' reuse, repair, reconditioning, and re-manufacturing opportunities and recyclability after use should be ensured. Second, the total product concept which means improved eco-performance of the product in terms of its' production processes and the sustainable image of the firms along with the similar functionality and price to their competitors' products (Peattie and Charter, 2003) should be adopted. Green marketing should become a corporate culture and develop a holistic perspective, which means it should be reflected in all actions and policies of the firm; including the product, the production method, its supply chain, consumption, and the disposal of the product (Peattie and Crane, 2005). As Peattie and Charter (2003) convey, green marketing should adopt a "cradle-to-grave" point of view for their products which means their products' performance in terms of durability is over a period of years including production, distribution, use, and disposal. Moreover, different than conventional marketing, sustainable marketing should focus on the bundle of needs and wants of their customers and should offer other options rather than only selling products (Hiller Connell, 2010; Peattie, 2001; Peattie and Charter, 2003). These options include decreasing or limiting purchasing behaviour and supporting non-purchase behaviours such as sharing, renting, repairing, maintenance, disposal and even demarketing if the product is produced and consumed in an unsustainable way (Peattie and Charter, 2003; Peattie and Crane, 2005; White et al., 2019). Instead focusing on developing innvoative green products and persuading consumers to purchase them, firms should ensure product longevity by providing service and maintenance and if it is suitable, provide renting rather than selling only

for sustainability purposes (Peattie and Crane, 2005). By adding environmental and social benefits to their products, firms both respond to customer needs and wants and gain a competitive advantage in the market (Makower, 2009; Peattie, 2001; Peattie and Charter, 2003). In addition, firms should take into consideration future stakeholder needs rather than current customer needs only (Makower, 2009). Besides, firms should take responsibility for increasing social welfare by encouraging more sustainable consumer behaviour.

Pursuing sustainability is a costly process for firms that include developing new sustainable raw material sources, investing in capital for green technology and producing with clean technology in line with the government's rules and other legislations (Peattie and Charter, 2003). However, these investments in the long run will decrease the overall cost of the firm because of reducing raw materials, energy inputs, packaging, waste disposal costs, etc. and sustainability will become profitable. Based on pricing, firms should give complete information about the social and environmental costs attached to the product (Peattie and Charter, 2003). The price focus of customers should be changed with the focus on the cost of the product. Therefore, customers will be willing to change their existing behaviour and pay premium prices since they know that the pricing of the product is higher but in the long-term like low-energy light bulbs, it will provide lower overall running cost for them due to its longevity.

In terms of packaging which is the main reason for environmental pollution, firms focus on reducing their products' packaging or producing the packaging with recycled or recyclable materials to decrease their environmental impact in an easy way without changing their production processes and their core products (Peattie and Charter, 2003). Green labels are certifications for particular industries or products which are used for promotion or logistics purposes, are placed directly on the product or in the packaging of the product, and show the product's environmental or social characteristics such as Fair Trade mark, EU organic logo, or ECOMark (Peattie and Charter, 2003). As a promotion purpose, green labels give information about environmental and social credentials of the product. As a logistics purpose green labels give information about recycling process. Firms should educate customers about how to read green labels and how to reuse or recycle packaging materials of their products and enable infrastructure for recycling (Peattie and Charter, 2003).

Providing advertising messages on environmental protection, adopting environmental responsibility as a firm, having environmental certifications and labels, and providing more information about the environment friendliness of their products and production methods via social media are vital elements in green marketing communication strategies of firms (Correia et al., 2023). They showed that consumers' attention to firms' green marketing communication explained a 45% variation in green purchasing behaviour. Environmental literacy should be developed by marketing communications that aim to inform consumers rather than only to impress. Greenwashing which means providing misleading or wrong information about their environmental attributes or activities to impress consumers, should be abandoned (Ginsberg and Bloom, 2004). Besides, rather than appealing to environmentally concerned consumers only for the sake of narrowly defined green promotion, sustainable communications at the corporate level should appeal to the mass market (Peattie and Charter, 2003). In summary, the sustainable image of the firms and their eco-performance depend on the integrated marketing communications for educating, informing, and promoting their sustainable activities and protecting themselves in relation to social and environmental issues for several actors such as customers, competitors, non-governmental organizations, the media and regulators (Peattie and Charter, 2003).

In terms of logistics, firms try to decrease their product's carbon footprint by decreasing their fuel consumption, taking back end-of-life products and waste, and making transportation more efficient (Peattie and Charter, 2003). Besides, to rake back products and discarded packaging, distribution channels and reverse logistics activities of firms should be redesigned.

2.2. Green Consumption

"Green or sustainable consumption" referring to over-consumption in the world leads to unsustainability entered the international policy arena in 1992 Rio Earth Summit (Seyfang, 2005). In this summit, governments and major corporations adopted sustainability as a goal in their international policy (Peattie and Charter, 2003). Green, or sustainable consumption is defined as the private consumption decision of individuals in consideration of social, political, and environmental concerns (Seyfang, 2005). Sustainability and green consumption concepts are discussed as a governmental policy, a marketing strategy, and a research subject (Peattie, 2010). Green, or

sustainable consumer behaviour seems as a contradictory concept similar to green marketing that includes both conservation of resources and promoting consumption (Peattie, 2010; Peattie and Charter, 2003; White et al., 2019). In fact, a sustainable approach to consumption and production is a simple concept comprising two parts: it uses renewable natural resources or non-renewable resources which can be substituted and produces minimal pollution and waste which can be absorbed by environmental systems (Peattie and Charter, 2003).

Production activities of firms, their environmental technology use, and policies of governments about sustainability have an important role in attaining sustainability, however, a sustainable future can not be achieved without changing individuals' consumption patterns and behaviours (Peattie, 2010). Consumers should be involved in the process of being more sustainable firm, and they should be encouraged to consume eco-consciously (Hiller Connell, 2010). Sustainable consumption is seen as a way to act as ecological citizens which shows individuals' and households' daily actions such as their consumption patterns and lifestyles (Gilg et al., 2004; Seyfang, 2005). It requires individuals to change their consumption behaviours such as reducing some aspects of consumption, purchasing recycled products and greener alternatives in their private consumption decisions, managing waste in consumption, and reducing the material and energy intensity of some consumption behaviours (Autio and Heinonen, 2004; Gilg et al., 2004; Peattie, 2010; Seyfang, 2005).

2.2.1. Green Consumer Classifications

Consumers are ever more demanding products that cause less pollution, decrease waste, enable recycling, and are produced from renewable sources (Ay and Ecevit, 2005). Since consumers are becoming more "green" and is more conscious of protecting the environment, firms are required to determine a green market segment to target green consumers as a part of their green marketing activities (Ay and Ecevit, 2005). Green consumers are defined as people who aim to protect themselves and the environment by using their purchasing power (Odabaşı, 1992, as cited in Ay and Ecevit, 2005). Shrum et al. (1995) defined green consumers as any individuals who make purchase decision based on their environmental concerns. Researchers attempted to classify green consumers in order to help firms or non-governmental organizations, and governments as policy makers to promote green consumption (Gilg et al., 2004;

Ottman et al., 2006). They provided the most detailed and popular green consumer market segmentation based on the environmental attitudes employed by Roper Starch Worldwide which classifies US consumers. True-blue greens and greenback greens were active environmentalists corresponding to 10% and 5% of all consumers respectively. True-blue greens believed that they could contribute to addressing environmental problems through individual activities and they invest effort and time in these kinds of activities. They were mostly women, had a higher education than other groups, and had executive and professional jobs. Greenback greens were stated to be willing to pay 22% more for environmental products. Since they were environmentally concerned, they supported environmental activities but did not devote themselves to these kinds of activities like true-blue greens. They were reported to be mostly male, had median incomes, were 37 years old on average, and had white-collar jobs. Sprouts represented 33% of consumers and had inconsistent attitudes about environmental activities. The basic environmental activity they engaged in was recycling which did not require too much effort, and they occasionally engaged in other environmental activities since their environmental concern was lower than greenback greens and true-blue greens. Their income level was median, but they reported that they were willing to pay only 4% more for environmental products. They had the highest average age among the group and were mostly married women. Grousers and basic browns were non-active environmentalists which represented 15% and 37% of the group respectively. Grousers believe that their environmental activities could not help to address environmental problems, they encumbered governments and firms to do so. 45% of grousers were reported to recycle in order to comply with legal legislations, rather than to protect the environment. They perceived that environmental products were expensive and not useful like conventional products. Basic browns had the largest part in the group and were not concerned neither environment nor environmental activities. They believed that environmental problems were not so serious to act on, so they did not feel responsible to protect the environment. They had the lowest income and education level among the group.

Gilg et al. (2004) classified green consumers according to their lifestyles and environmental behaviours such as purchasing a different kind of green products (high-efficiency light bulbs, organic foods, fair trade goods, less harmful detergents, etc.), daily environmental habits (look for less packaging, use own bag when shopping, reuse

paper, etc.) and engaging in recycling (compost kitchen waste, etc.). First group, committed environmentalists were reported to be usually purchasing green products and the most probable to engage in composting their waste. The second group, mainstream environmentalists were found to engage in a range of environmental behaviours like the first group but were less probable to compost their waste. They revealed that the third group, occasional environmentalists were more probable never or rarely engage in purchasing green products and the majority of the fourth group, non-environmentalists were reported to accurately never enagage in any kind of environmental behaviours.

2.2.2. Green Consumer Characteristics

Kilbourne and Beckman (1998) reported the research between 1971-1997 attempted to characterize green or environmentally conscious consumers and stated that researchers investigated if these consumers were more prone to purchase green products. As market segmentation criteria and to plan mass communications strategies, demographic variables such as age, gender, income, and education and psychographic variables such as perceived consumer effectiveness and environmental concern were mostly used to identify "green consumers" (Ay and Ecevit, 2005; Kilbourne and Beckman, 1998; Peattie, 2001; Roberts, 1996; Straughan and Roberts, 1999). Researchers tried to establish a relationship between social consciousness, environmental concern, and environmentally related behaviours, intentions, or attitudes (Kilbourne and Beckman, 1998; Peattie, 2001). Demographics show who are the purchasers of green products while psychographics show why green products are purchased (Ay and Ecevit, 2005; Wagner, 2003). Demographic segmentation is an easy way to divide consumers who are similar to each other but different from others into groups, but psychographic segmentation is a better tool that provides a deeper understanding of the targeted consumers (Shrum et al., 1994).

In the 1970s, research that tried to distinguish consumers with social and environmental consciousness examining both demographic and psychographic/ attitudinal variables produced mixed results (Kassarjian, 1971; Anderson and Cunningham, 1972). For example, Kassarjian (1971) stated that demographic variables such as political opinion, education, and social class were not claimed to predict consumer concern over environmental pollution. Both high and low concerned

consumers about environmental pollution claimed to be willing to try the greener products at premium prices and pay more for a product that decreases pollution (Kassarjian, 1971). On the other hand, Anderson and Cunningham (1972) concluded that variables such as socioeconomic status, occupation, age, dogmatism, conservatism, cosmopolitanism, and status concern were successful at segmenting the market for products, services, or other corporate actions that promote social and environmental well-being. According to their study, socially conscious consumers were pre-middle age adults of relatively high occupational attainment and socioeconomic status. Besides, they were more cosmopolitan, but less dogmatic, less conservative, and less status conscious.

In the 1980s, research focused on more specific environmental attitudes, behaviours, or intentions such as energy conservation, and packaging laws, and failed to develop a link between environmental attitudes and behaviours (Kilbourne and Beckman, 1998). Liere and Dunlap (1980) investigated if past research supported the relationship between demographic variables and environmental concerns. Regarding age, education, and political ideology; they concluded that the majority of the research supported that there was a relationship; younger, more educated, and politically liberal people tended to be more environmentally concerned. However, income, occupational prestige, urban residence, and gender were found not to be related to environmental concerns (Liere and Dunlap, 1980). Besides, it was seen that demographics were not strong predictors of environmental concern, many of the studies mentioned in the study explained only 10 to 15% of the variance in environmental concern (Liere and Dunlap, 1980).

Attempts to demographically profile socially or ecologically responsible consumers in the 1990s produced incompatible results, similar to previous years (Roberts, 1996; Shrum et al., 1994). In the 1990s, green consumer research expanded and continued to investigate consumer motivations and psychographic variables behind green consumption behaviours (Kilbourne and Beckman, 1998; Peattie, 2010; Shrum et al., 1994; 1995). Marketers in those years assumed that green or ecologically conscious consumers were older, had high income, more education, and had good occupations, however, this high profile was not good enough to target this potentially valuable segment and this issue required more research (Roberts, 1996). Many studies failed to find a relationship between demographic characteristics and environmental attitudes

and behaviours (Shrum et al., 1994; 1995). However, psychographic or attitudinal variables have been found to explain environmentally conscious consumer behaviour (ECCB) better than demographics (Roberts, 1996; Shrum et al., 1995; Straughan and Roberts, 1999). Roberts (1996) showed that psychographic variables explained 45% of ECCB while demographics only explained 6%. Similarly, Straughan and Roberts (1999) testing the usefulness of demographics and psychographics as green segmentation criteria verified that altruism, perceived consumer effectiveness, and environmental concern as psychographic variables predicted ECCB better than demographics. Besides, Roberts' (1996) study revealed that the positive relationship between demographics (age, gender, income, education) and ECCB is very weak and it questioned the use of demographics as predictors of ECCB. Therefore, green purchase behaviour as ECCB should be seen as a behaviour-specific pattern rather than a general behavioural pattern, for example, consumers who may purchase cold water detergent may not purchase recycled paper products (Roberts, 1996). Shrum et al. (1995) investigated the impact of gender and psychographic variables on green purchase behaviours. They found that gender did not impact green behaviours; opinion leaders, people who were interested in new products and sought information, who were non-impulsive buyers and had careful shopping habits, and who were price sensitive engaged in special efforts to buy green products (Shrum et al., 1995). Research in the 1990s concluded that environmentally conscious consumer behaviour can be best predicted by the combination of demographic and psychographic variables (Ay and Ecevit, 2005; Roberts, 1996; Straughan and Roberts, 1999; Wagner, 2003).

In the 2000s, Gilg et al. (2004) classified green consumers and found that with regards to demographic factors, committed and mainstream environmentalists were older, had higher incomes, and were more involved in community groups. Non-environmentalists were reported to be younger, male, had lower incomes, had less education, and not involved in the community. In relation to psychographic factors, perceived consumer effectivess, personalization of responsibility, price sensitivity, and health and safety concerns were found to influence the sustainable lifestyles of consumers (Gilg et al., 2004). They declared that were clear differences in psychographic variables with respect to different green consumers (committed, mainstream, occasional, and non-environmentalists). For example, committed environmentalists were reported to be the most predisposed to have faith that environmental actions would lead to a positive

outcome, believing that it was their responsibility to address environmental problems rather than government, believing in the information related to environmental issues, purchasing green products based on their environmental characteristics by ignoring their higher price, believing that green consumption would help the environment while non-environmentalists were reported to be the least predisposed to have these characteristics (Gilg et al., 2004). Çabuk et al. (2008) investigated demographic factors that impact consumers' green purchase behaviour and found out that women, married people, young people, and people with high income and education levels had higher green purchase behaviour. Çabuk and Nakıboğlu (2003) found out that consumers' environmental concern as a psychological variable impacted their green purchase behaviour positively. Çabuk et al. (2014) revealed that motivating factors of environmental concern, health consciousness, and food safety had a positive effect on attitude towards organic food and purchase intention of it. Correia et al. (2023) contended that women and people with higher education had higher attention to green marketing communication strategies of firms and therefore higher purchase behaviour.

2.2.3. Attitude-Behaviour Gap in Green Consumption

Despite consumers' increased environmental consciousness and therefore positive attitudes nowadays, mostly they do not have an intention to engage or engage in environmental behaviours (Chang and Watchravesringkan, 2018). This issue is referred to as "attitude-behaviour gap". In a sustainability context, it is described as consumers' awareness of environmental problems and concern for the environment, and their intention to behave in a sustainable way does not end up with environmental behaviours such as purchasing.

Blake (1999) referred to attitude-behaviour gap as the value-action gap. In this study, three barriers or reasons that restrain individuals to engage in environmental behaviours in spite of their environmental concern identified: individuality, responsibility, and practicality (see Figure 2.2). Individuality was a kind of internal barrier that included consumer attitudes, and consumer characteristics that resulted in reluctance to protect the environment such as laziness. Responsibility was related to how an individual evaluated the impact of external and social factors on their environmental actions which included what individuals think about the responsibilities of themselves and institutions about environmental behaviours. This barrier is very

close to "locus of control" and "self-efficacy" concepts in psychology, individuals may think that their actions are not significant enough to bring about change unlike powerful others (governments or institutions) (Kollmus and Agyeman, 2002). Individuals may perceive that they do not have responsibility because either they do not think their individual behaviour will make an impact or ascribe responsibility to governments and institutions whose actions they believe will be more effective should take action to address environmental problems. Besides, a lack of trust in institutions or government may hinder individuals to follow what they suggest (Blake, 1999). Practicality was related to the external or physical barrier which physically refrained individuals from behaving environmentally. These barriers include a lack of money, time, information, or facilities regarding to engage in specific environmental behaviour such as recycling bins nearby the neighbourhood to recycle.

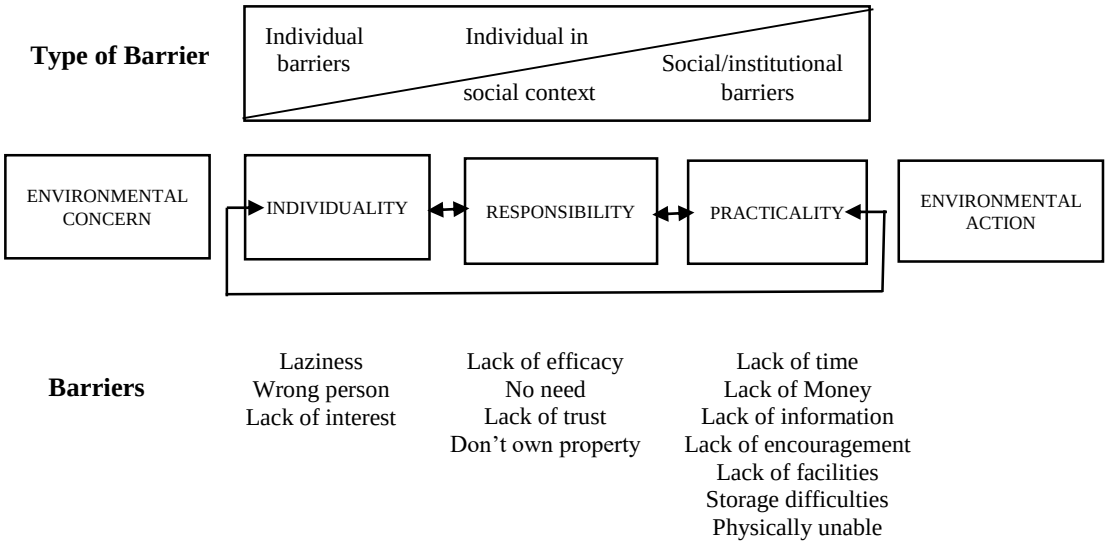


Figure 2.2: Barriers Between Environmental Concern and Action (Blake, 1999)

Based on the review of several different models developed by researchers to explain the attitude–behaviour gap, Kollmuss and Agyeman (2002) developed a model of pro-environmental behaviour in general and classified barriers to environmental behaviour into three groups: demographic, internal and external factors (Figure 2.3). Demographic factors were found to be gender and years of education. External factors were compiled as institutional, economic, social, and cultural factors. Institutional factors referred to services that must be provided by the government or institutions for individuals to engage in environmental behaviours. For example, recycling facilities

and public transportation should be provided. Economic factors were related to whether the cost of the product worthed its' benefits, therefore its price. An individual would prefer to purchase an energy-efficient light bulb if its' additional cost compared to a normal light bulb was met by its' energy-saving quality. Social and cultural factors determined the characteristics of individuals to behave pro-environmentally. Internal factors were motivation, environmental knowledge, values, attitudes, environmental awareness, emotional involvement, locus of control, and responsibility and priorities. Motivation included lack of environmental, altruistic, or social values as a kind of intrinsic motive which led individuals to engage in environmental behaviours in a sincere way, or immediate, personal motives such as individual's comfort, saving money that overcame environmental values (Kollmuss and Agyeman, 2002). Environmental knowledge and awareness were another internal barriers, but their impact were found to be small (Kollmuss and Agyeman, 2002). These concepts meant that individuals knew their behaviour had a negative impact on the environment. Emotional involvement was another internal factor, which referred to an individual's affinity towards nature (Kollmuss and Agyeman, 2002). Individuals' environmental values, attitudes, beliefs are in line with their emotional involvement with the environment (Kollmuss and Agyeman, 2002). It requires to have environmental awareness and knowledge to have emotional involvement. Values that provided intrinsic motivation to an individual were shaped by both internal (family, friends, etc.) and external environment (culture, media, institutions, etc.). Attitudes which meant permanent positive or negative feelings that were hard to change could be towards the product or the environment. But past research showed that environmental attitude did not positively affect much environmental behaviour (Kollmuss and Agyeman, 2002). Locus of control means that individual's thinking about the extent to have an impact on an issue such as harming the environment. Internal locus of control in environmental protection means the perception of every individual is capable of bringing about a change in environmental problems; while external locus of control means the perception of only powerful others can be impactful (Kollmuss and Agyeman, 2002). Lastly, responsibility and priorities referring to an individual's feelings of what has the precedence in life (family, children, work etc.) which take shape according to his/her values, attitudes, and locus of control. In conclusion, lack of these internal and external factors would pose barriers to pro-environmental behaviour. As it is known, environmental attitude, environmental value, or

environmental awareness by oneself is not enough for consumers to behave environmentally. This model provided a base for many different models in green clothing context. Models of barriers to green clothing consumption will be discussed on following sections.

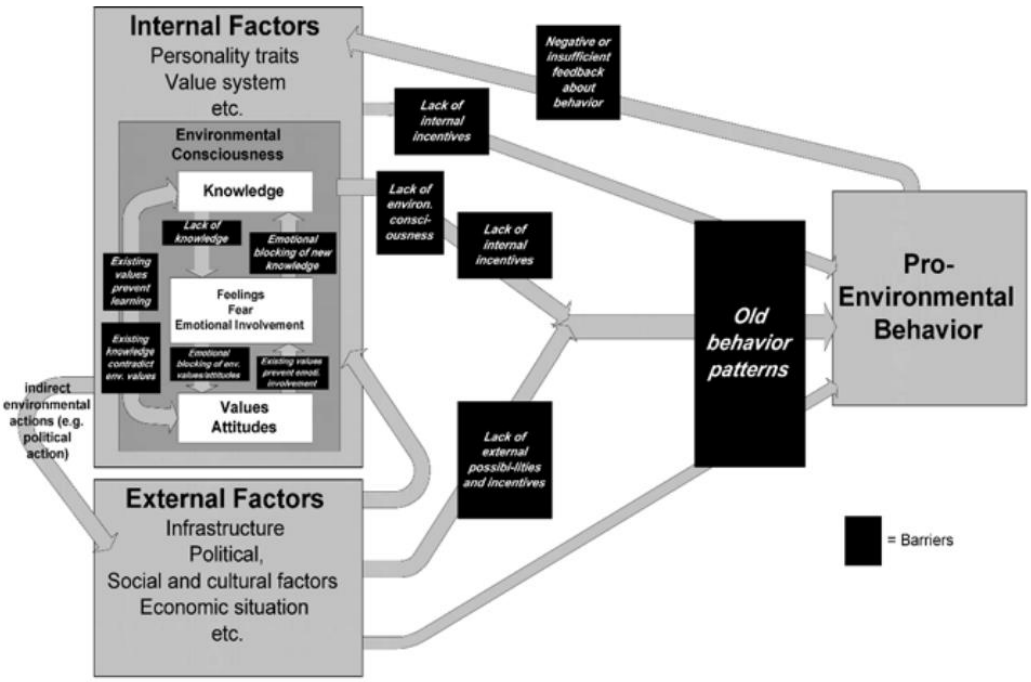


Figure 2.3: Model of Pro-Environmental Behaviour (Kollmuss and Agyeman, 2002)

2.2.4. Factors that Drive or Impede Green Consumer Behaviour

Several quantitative studies tried to explain the gap between attitudes and purchase intentions by providing moderating variables that impede or drive sustainable behaviours (Berger and Corbin, 1992; Chaihanchanchai and Anantachart, 2023; Gupta and Ogden, 2006; Jung et al. 2020). The same factor may drive environmental consumer behaviour and the absence of it may pose a barrier to the behaviour. According to Berger and Corbin (1992), attitudes would not always predict environmental behaviours, and possible moderators that might strengthen or hinder the impact of attitudes should have been investigated. Researchers stated that environmental knowledge (Chaihanchanchai and Anantachart, 2023); level of consumer involvement (Gupta and Ogden, 2006), perceived consumer effectiveness (Berger and Corbin, 1992; Gupta and Ogden, 2006), and faith in the effectiveness of

others (Berger and Corbin, 1992) were important drivers and barriers that led to attitude-behavioural intention gap.

White et al. (2019) identified marketing's role in eliminating the barriers to sustainable consumption and five drivers of sustainable consumer behaviour change based on marketing and behavioural science literature. They presented a conceptual framework for changing consumer behaviours to more sustainable ones with the acronym SHIFT (social influence, habit formation, individual self, feelings and cognition, and tangibility). According to White et al. (2019), the SHIFT framework can address attitude-behaviour gap in the sustainability context by providing a tool for marketers to encourage a change in consumers' unsustainable behaviours. The first factor, social influence including social norms, social identities, and social desirability refers to social factors; the presence, behaviours, and expectations of others. In TPB, subjective norms are one of the antecedents to intention and behavior along with the attitude, and perceived behavioral control (Ajzen, 1991). Norms are a source of information to manage consumers' impressions of others (Green and Peloza, 2014). What other people are doing, what behaviours are approved or disapproved, what one's social identity means to self, and what is socially desirable can be used as a tool to overcome social barriers to sustainable consumer behaviours (Peattie, 2010; White et al., 2019). Making sustainable consumer behaviour socially desirable, highlighting that the behaviour is observable to others, and relating the behaviour with an ingroup that the consumer belongs to or wants to belong to are some ways to use social influence to encourage sustainable behaviours (Berger and Heath, 2007; Green and Peloza, 2014; Griskevicius et al., 2010; White et al., 2019). When sustainable behaviors are visible to others, based on the social norm they live in consumers will intend to enhance their social status and engage in impression management and other-benefits rather than self-benefits will drive their environmental behavior (Green and Peloza, 2014; Griskevicius et al., 2010).

Secondly, habit formation referring to changing existing unsustainable habits and making a repeated sustainable behaviour a habit by the use of intrinsic incentives such as rewards, penalties suh as tax and tariffs, using feedback, and making sustainable actions easy to do is another driver of sustainable consumer behaviour (White et al., 2019). Thirdly, the individual self including the self-concept, self-consistency, self-interest, self-efficacy, and individual differences refers to associating sustainable

behaviours to the self in order to see the self in a positive light (White et al., 2019). Linking sustainable product or behaviour to the self-concept, increasing self-efficacy, and appealing to self-interest, targeting to individuals that have relevant individual difference characteristics are successful strategies to overcome barriers related to the individual self (White et al., 2019). Highlighting immediate self-benefits of green products or behaviours such as being healthy, saving costs, or feeling proud and happy, etc. in marketing communications such as advertising appeals is a successful strategy (Green and Peloza, 2014; Tih et al., 2016; White and Peloza, 2009; Yang et al., 2015). In order to motivate environmental consumption, compared to other-benefits advertising appeals self-benefit appeals of sustainable consumption should be highlighted in a private manner to be more effective (Green and Peloza, 2014). The reason is that the consumer may not receive positive social approval if he/she believes that his/her sustainable behavior is driven by self-benefits rather than other-benefits (White and Peloza, 2009).

Next, feelings which are comprised of negative feelings resulting from not engaging or engaging in sustainable behaviours such as fear, shame, guilt, and sadness, positive emotions derived from sustainable behaviours such as the feeling of warm glow, joy, pride, affinity towards nature, and hope (White et al., 2019). Negative feelings such as guilt must be aroused in conjunction with self-efficacy beliefs. Negative feelings are used in advertising appeals to drive the environmental behaviors of consumers (Baek and Yoon, 2017; Hartmann et al., 2017; Li and Song, 2011; Wang et al., 2017). Positive feelings such as a warm glow and affinity towards nature (Hartmann et al., 2005; Hartmann and Apaolaza-Ibáñez, 2009; 2012; Hartmann et al., 2017; Matthes et al., 2014; Sarkar et al., 2019), feeling of proud (Wang et al. 2017) are studied as emotional advertising appeals (Hartmann et al., 2005; Hartmann and Apaolaza-Ibáñez, 2009; 2012; Matthes et al., 2014; Sarkar et al., 2019). Besides, it was proved that the most influential advertising appeal to drive environmental behaviors was combined ad appeal which combined functional and emotional advertising appeals (Matthes et al., 2014; Schmuck et al., 2018). Cognition which refers to understanding and learning (Wagner, 2003) consists of understanding the information related to desired and undesired sustainable behaviours and their consequences, eco-labeling that conveys information regarding sustainable attributes of products, and utilizing message framing to encourage sustainable behaviours (White et al., 2019). Lastly, tangibility

refers to making consequences of sustainable behaviours more concrete and related to self by matching temporal focus (future-focus rather than present-focus), communicating local and proximal impacts, making concrete communications, and encouraging the consumer desire for intangible (White et al., 2019). The impact of engaging in environmental behaviors in the present is not visible, for example, health benefits, or cost savings will be visible in the future. Therefore, making consumers think more abstractly and recognizing and waiting for future benefits is possible by making consumers more future-focused rather than present-focused (Chang et al., 2015). Besides, designing advertising messages based on the construal level theory by using low construal levels in advertising messages can help to overcome tangibility problem (Jäger and Weber, 2020). Since environmental problems seem psychologically distant, less relevant to them in the present and abstract to individuals, utilizing low construal levels in environmental advertising messages may help to decrease this distance (Jäger and Weber, 2020).

This SHIFT framework addresses the challenges of sustainable consumption which include different characteristics from typical consumer behaviours such as the self-other trade-off, the long time horizon, the requirement of collective action, the problem of abstractness, and the need to replace automatic with controlled processes. In the following paragraphs, those sustainable consumption behaviour characteristics and how can tools in the SHIFT framework can be utilized to change behaviour will be explained in more detail. Firstly, the self-other trade-off means that consumers perceive that sustainable consumption means putting away their wants for the sake of other people's, the environment's or future generations' well-being (White et al., 2019). For example, under the social influence, signaling identity with positioning green product that has symbolic attributes can encourage consumers to purchase them because of their symbolic meaning to them and make green product's benefits outweigh their costs (Berger and Heath, 2007; Griskevicius et al., 2010; White et al., 2019). Another way to address self-other trade-offs by considering the individual self is associating sustainable product design with innovative and out-of-box thinking design that arouses positive feelings (White et al., 2019). Second, the long-time horizon challenge of sustainable consumption means that the consequences of sustainable behaviours are not realized by consumers immediately in their lifetime, only future generations will be able to realize them (White et al., 2019). Similar to self-

other trade-off, consumers may feel that the consequences of their sustainable behaviours require putting away their present hedonic benefits in that time for future generations' or the environment's well-being (Jäger and Weber, 2020). Therefore, related to the feelings tool in the SHIFT framework, highlighting the immediate experience of the warm glow benefit of sustainable behaviours which is a positive feeling stemming from helping others may help to overcome this problem (Grimmer and Woolley, 2014; Hartmann et al., 2005; Hartmann and Apaolaza-Ibáñez, 2012; White et al., 2019). Then, the challenge of collective action means that the success of attaining sustainability benefits depends on the collective behaviours of a large group of people (White et al., 2019). Social influence in the SHIFT framework provides a solution to this problem. Bandura (1997) conveys that witnessing other people in sustainable behaviours evokes perceptions of collective efficacy which refers to believing that a group he/she belongs to is capable of engaging in required behaviours to reach the end result (as cited in White et al., 2019). Knowing that everyone does their part to protect the environment awakens the inner individual responsibility to consume sustainably. Besides, framing the collective impact by advertising with tangible information may help to encourage sustainable behaviours. Another barrier to consuming sustainably is the need to replace automatic with controlled processes which refers to the need for effort in engaging sustainable actions rather than behaving impulsively (White et al., 2019). Habit formation from the SHIFT framework is a useful tool to solve this problem, and White et al. (2019) recommended to activate fresh start mindset to change habitual consumption because these individuals have more positive attitudes towards products that enable a fresh start (Price et al. 2017). A fresh start mindset is a belief that everyone can make a new start and choose a new path in their life in spite of what has happened in the past or present (Price et al. 2017). The last problem behind sustainable consumption behaviours is the abstractness of outcomes derived from these behaviours (White et al., 2019). Considering the individual self from SHIFT framework, developing an understanding of the outcomes of environmental behaviours directly impact the self may be helpful (Jäger and Weber, 2020; White et al., 2019). Another tool presented for addressing the problem of abstractness is highlighting positive feelings related to sustainable behaviours such as sharing the joy of a bike ride to the office in social media (White et al., 2019).

2.3. Green Clothing Consumption

Green clothing is defined as a clothing that is made from recycled fiber or innovative, eco-friendly materials produced by methods that do not lead to environmental problems, do not harm human or animal health, and save natural resources (Eifler, 2014; Magnuson et al., 2017; Tung et al., 2017; Reimers et al., 2016). They are more durable than cheap fashion items since they are designed for long time use (Eifler, 2014). Hiller Connell (2010) conducted interviews to find out the perceived eco-conscious clothing acquisition behaviours of consumers. The first behaviour was limiting the number of clothing purchases by using a need basis and extending the technical (durability) and aesthetic (attractivity) lifetime of clothing by taking good care, repairing, or refashioning them. Another consumer behaviour mentioned was purchasing clothing which was produced with environmentally friendly attributes such as fiber content (organic cotton, hemp, or recycled-content fibers are examples of natural fibers). This behaviour included the acquisition of classic style clothing which was timeless, and aesthetically attractive for a long time and therefore it led to the reduction of the quantity of new clothing needed. Moreover, purchasing clothing that was produced locally, therefore elimination of environmental consequences of transportation, made the production of clothing more environmentally preferable was stated by consumers. The third mentioned eco-conscious clothing acquisition behaviour of consumers was related to the environmentally preferable sources of clothing acquisition. These include behaviours apart from purchasing such as borrowing from friends or family as a second-hand source, or sewing own clothing in the home. Also, purchasing from vintage stores, charity stores, eco-conscious firms, and local stores were other green clothing acquisition behaviours. Similarly, Diddi et al. (2019) found out that there were variety of green clothing consumption behaviours consumers would engage in. The most likely behaviours were reported to purchasing high quality and expensive green clothing, purchasing from firms that follow ethical business practices, and purchasing clothing which was made of organic or recycled materials. Then, buying second-hand clothing, decreasing the frequency of purchasing clothing, and repairing or upcycling old damaged clothing to wear it longer were expressed. As it was seen above, using old clothing for a long time instead of buying any clothing and buying second-hand clothing were also considered green clothing consumption (Chang and Watchravesringkan, 2018).

2.3.1. Attitude-Behaviour Gap in Green Clothing Consumption

The reasons for the gap as a means of barriers to sustainable behaviours in the fashion context were widely discussed by researchers (Chang and Watchravesringkan, 2018; Jung et al., 2020; Kollmus and Agyeman, 2010; Park and Lin, 2018; Peattie, 2010; Perry and Chung, 2016; Wagner, 2003). For example, Park and Lin's (2018) study showed that green purchase intention and behaviour gap existed since they found that 35% of consumers did not engage in purchasing green clothing product despite their reported high purchase intention. They found that different antecedents impact purchase intention and real purchase experience of recycled and upcycled fashion products. Utilitarian value, perceived consumer effectiveness, and demographic variables affected real purchase behaviour positively for both fashion products. While self-expressiveness value as a product characteristic had a positive impact on consumer intention to purchase these products, it did not affect real purchase behaviour. In the green clothing context, aesthetic consumption value (Jung et al., 2020), and perceived aesthetic risk (Rausch and Kopplin, 2021) positively and negatively moderated the gap between intentions and behaviours respectively.

Some research stated that the reason behind the gap may be related to the self-reporting of consumer attitudes and intentions to make themselves look like more environmentalists and giving socially acceptable answers (Peattie, 2001; Peattie, 2010). Besides, not using a narrowly targeted attitude may lead a gap; since attitude is a broader concept than behaviour which includes attitude toward the product, attitude toward the environment, and attitude toward purchasing behaviour (Kollmus and Agyeman, 2002; Perry and Chung, 2016). In addition, Peattie (2001) stated that consumers' confidence about the credibility of firms' green claims and the degree of compromise involved in the purchase such as the green premium, lower level product performance, and the cost of accessing green stores was neglected factors in the relationship between consumers' environmental concern and purchase behaviour.

Moreover, in the green clothing context, Perry and Chung (2016) stated that frequent changes in style based on trends in fashion contradicted the durability characteristic of green clothing. Thus, this contradiction might be a reason for the gap between consumers' environmental attitudes and fashion consumption behaviours. Perry and Chung (2016) employing interviews revealed that two different attitude-behaviour

gaps (the gap between environmental attitude and eco-apparel purchasing behaviour, and the gap between eco-apparel attitude and eco-apparel purchasing behaviour) and different reasons behind these gaps emerged. The reasons behind environmental attitude and eco-apparel purchasing behaviour gap were declared as being skeptical about purchasing eco apparel would help to save the environment, concerns about eco apparel's environmental friendliness, not feeling responsible for saving the environment, and believing that its' firms' responsibility to save the environment (Perry and Chung, 2016). Lack of benefits related to products, personal costs, and emotion were expressed by respondents as the reasons for the gap between eco apparel attitude and purchase behaviour. These benefits are very hard to make consumers sacrifice and purchase green products without them. Generally, green products include two of these benefits, for example, Hartmann et al. (2005) found that product and emotional benefits should be combined to develop the most influential green marketing strategy. The lack of product benefits was related to its' over-price, inferior design (unattractiveness), and aesthetic design qualities (Perry and Chung, 2016). Lack of personal cost benefits comprised of the availability of stores and individual's time and effort spent to reach the stores. Regarding emotional benefits, interviewers stated that they felt psychologically discomfortable, disgusted by wearing second-hand clothing especially if it was coming from unknown sources. Besides, there was a perception that individuals who wore second-hand clothing were poor and from a lower social class. Therefore, it seemed that consumers' emotional benefits such as well-being, happiness, satisfaction, etc.) were not met just as regular clothing (Diddi et al., 2019; Perry and Chung, 2016). Not fulfilling product, personal cost, and emotional benefits of consumers create a gap between consumers' attitude toward the environment and eco apparel and purchasing behaviour. Therefore, deficiencies in those benefits discussed above also constitute barriers to green clothing consumption. Those factors will also be discussed in the classification of barriers section.

2.3.2. Models of Barriers to Green Clothing Consumption

Researchers found out several barriers to consumers' green clothing behaviours. Some of them categorized them as internal and external barriers, some of them provided key themes and related concepts. Wiederhold and Martinez (2018) provided a model of factors impeding ethical apparel purchase behaviour based on interviews with young

consumers following Kollmuss and Agyeman's (2002) model (Figure 2.4). Price, transparency, image, lack of availability, inertia, consumption habits, and lack of knowledge were key themes provided by the study, were classified as inhibiting factors of sustainable apparel. These barriers with their first-order concepts and other barriers discussed by other researchers were compiled in the following section in more detail.

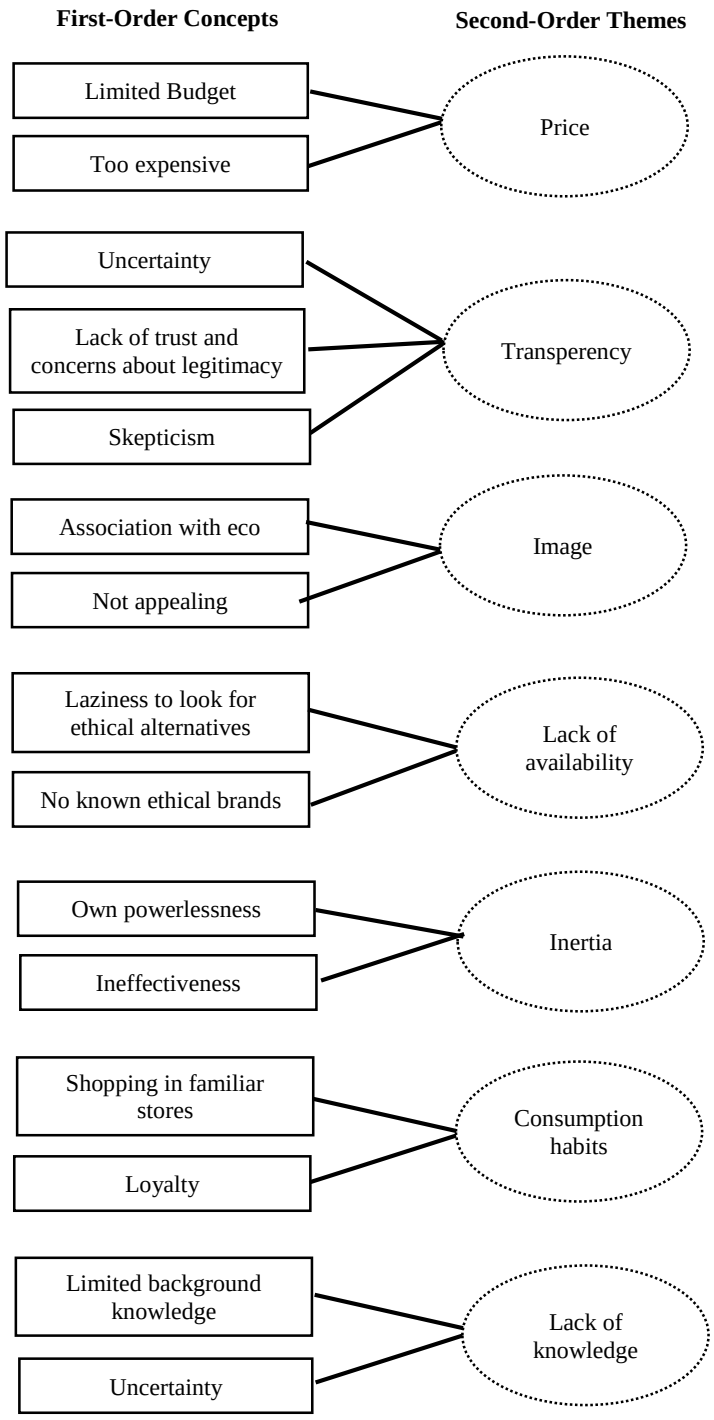


Figure 2.4: Model of Factors Impeding Ethical Purchase Behaviour (Wiederhold and Martinez, 2018)

Hiller Connell (2010) also categorized environmentally friendly apparel acquisition of interviewers into two groups: internal and external barriers. Internal barriers were grouped into two categories: individuals' lack of knowledge about the environmental consequences of apparel, environmentally friendly fiber types and where to find them, and individuals' negative attitudes about attributes of environmentally friendly apparel. External barriers were grouped into five categories: the limited availability of environmentally preferable apparel local stores to acquire, the limited availability of environmentally preferable apparel with the desired attributes, the expensiveness of it, and the perception of second-hand stores' bad shopping experience because of the retail environment, and social norms. In the next section, these categories will be explained.

2.3.3. Classification of Barriers to Green Clothing Consumption

Exploratory research that utilize interviews and focus groups investigated several barriers to green clothing consumption that induce attitude, purchase intention, and actual behaviour gap. Below, the author gathered these barriers, classified them into internal and external barriers, and discussed them in detail based on the framework of Hiller Connell (2010), Kollmus and Agyeman (2002), and Wiederhold and Martinez (2018).

2.3.3.1. External Barriers

The mostly discussed external barrier was the perceived higher price of green clothing compared to fast fashion items and budget constraints (Diddi et al., 2019; Hiller Connell, 2010; Joergens, 2006; Kollmus and Agyeman, 2002; Perry and Chung, 2016; Sudbury and Böltner, 2011; Wiederhold and Martinez, 2018). Since the price was one of the most important characteristics when selecting clothing items, interviewers said that green clothing with a higher price level was eliminated in the very beginning of the decision process (Wiederhold and Martinez, 2018). Consumers thought that their limited budget did not allow them consistently to pursue sustainable lifestyles (Hiller Connell, 2010) and they attributed green clothing to upper-class consumers with high-income and higher level of education (Wiederhold and Martinez, 2018).

Secondly, the limited availability of environmentally preferable apparel with the desired attributes such as limited options for some product categories: business wear, and footwear was mentioned by consumers (Hiller Connell, 2010). Third, the lack of available stores to purchase and time to search and reach for (Hiller Connell, 2010; Joergens, 2006; Perry and Chung, 2016; Wiederhold and Martinez, 2018) was another barrier mentioned. Interviewers stated that if there were available stores nearby, they would consider to purchase sustainable clothes (Wiederhold and Martinez, 2018). Since they could not recall sustainable brands or retailers, they did not know where the stores were (Wiederhold and Martinez, 2018). Diddi et al. (2019) also mentioned availability as a barrier for consumers to get their old clothes repaired by clothes-mending services or find second-hand clothing from their family that is suitable to their size or today's fashion trends.

Another external barrier was found to be the perception of second-hand stores' bad shopping experience because of the retail environment (Hiller Connell, 2010). Clothing in these second-hand stores was not organized properly and it was hard to find out what consumers might like. The final external barrier was related to society's expectations for others' appearance in business or some other occasions, that was social norms (Hiller Connell, 2010).

2.3.3.2. Internal Barriers

The mostly discussed internal barrier among younger consumers especially was perceived inferior design and poor aesthetic design qualities (not stylish or trendy) of green clothing (Diddi et al., 2019; Hiller Connell, 2010; Joergens, 2006; Kollmus and Agyeman, 2002; Perry and Chung, 2016; Wiederhold and Martinez, 2008). It was the second most important product characteristic according to young consumers after the price of the product (Wiederhold and Martinez, 2008). Since young consumers consider their fashion taste and individual style when making a purchase decision, perceiving green clothing as old-fashioned, and not interesting poses a barrier (Wiederhold and Martinez, 2018). They complained that it was very difficult to find clothing with stylish and trendy designs. This barrier also includes individuals' negative attitudes about attributes of environmentally friendly apparel compared to mainstream fashion such as not stylish, uncomfortable, and not fitting well (Hiller Connell, 2010).

Secondly, the lack of information about green clothing (Hiller Connell, 2010; Wiederhold and Martinez, 2018) was also stated as a barrier. Even though the majority of interviewees knew what green clothing is about, they lacked background information and could not identify its' characteristics precisely (Wiederhold and Martinez, 2018). Young interviewers confessed that they had little background knowledge of how clothing was produced and how the production process damaged the environment, and society (child labor, animal rights, etc.) (Hiller Connell, 2010). Furthermore, young interviewers stated that they did not have enough knowledge about green clothing brands or second-hand clothing and where to find them (Hiller Connell, 2010).

Consumer skepticism about issues related to brand characteristics or sustainability claims of brands and the credibility of the information they give was the third barrier that constrains purchase behaviours (Diddi et al., 2019; Perry and Chung, 2016; Sudbury and Böltner, 2011; Wiederhold and Martinez, 2018). Interviewers stated that they were skeptical about the entire business practices of ethical brands (Diddi et al., 2019; Wiederhold and Martinez, 2018) since greenwashing attempts of some firms led to distrust of their environmental claims. They had a suspicion that brands used ethical claims or fair trade labels for only marketing purposes and postulated that brands were more transparent in their production processes (Perry and Chung, 2016; Wiederhold and Martinez, 2018). Besides, participants declared skepticism about the higher price of green clothing really worthed its' quality (Diddi et al., 2019). Being skeptical that purchasing green clothing would help to save the environment (Sudbury and Böltner, 2011) was another barrier mentioned by consumers.

Some interviewers said that they did not feel personally responsible for environmental problems and it had to be the firms' responsibility to take environmental actions (Perry and Chung, 2016; Sudbury and Böltner, 2011) constituted another barrier. Two types of interviewers emerged: one type denied their responsibility for environmental and social problems, other type justified his/her purchasing of cheaper clothing by putting the blame on retailers for making products so cheap, and easily available while making green clothing so expensive (Sudbury and Böltner, 2011). Moreover, interviewers stated that the production process of green clothing had a wider part in wasting natural resources and damaging the environment, and it should be limited rather than asking consumers to purchase sustainable products (Perry and Chung, 2016).

Another barrier that was discussed was inertia resulted from thinking of purchasing green clothing would not have an impact on the protection of the environment (Diddi et al. 2019; Kollmuss and Agyeman, 2002; Wiederhold and Martinez, 2018). Some young consumers think that their individual sustainable behaviour is meaningless if other people do the same, thus they perceive that their power is not enough to change environmental problems. As mentioned before, "locus of control" and "self-efficacy" concepts in psychology were also related to inertia (Blake, 1999; Kollmus and Agyeman, 2002).

Another barrier mentioned was the emphasis on individualism and consumers' increased attention to design and style that enabled self-expression by their clothing (Diddi et al., 2019; Sudbury and Böltner, 2011) that induced consumers prioritize cheaper fashion items offering variety and not care neither ethical issues such as labor conditions, animal rights nor environmental issues. Especially young consumers notified that they prefer to purchase three t-shirts to purchase only one organic t-shirt, which shows a lower comparative price value of green clothing (Sudbury and Böltner, 2011). They reported that it was important to conform to their friends' purchasing preferences, so they wanted to purchase several clothing frequently and followed changing fashion trends (Diddi et al., 2019). Besides, Perry and Chung (2016) reported that interviewers did not prioritize the environment instead their own well-being in life when they made a purchase decision.

Consumption habits of purchasing from familiar brands and stores as consumers knew the quality and the fit of clothing and they were familiar with the shopping environment (Wiederhold and Martinez, 2018) were also inhibiting factor. Shopping is quite an indulging experience for consumers, providing immediate gratification by spending money and having materialistic possessions (Diddi et al., 2019). Because young consumers look for a positive shopping experience, they head for known stores nearby their neighbourhood habitually, not thinking of seeking sustainable brands (Wiederhold and Martinez, 2018). Related to consumption habits, consumers' self-indulgent behaviour related to cheap fashion (Diddi et al., 2019) was another barrier that caused them to purchase a variety of clothes rather than very few but quality ones. Young consumers appreciate materialistic possessions and it is hard for them to give up shopping for new clothes. Besides, since their need for uniqueness is high, they like

to express themselves by wearing a variety of different clothes that show their particular style.

Lastly, the lack of emotional benefits related to purchasing or getting second-hand clothing was mentioned as a barrier (Diddi et al., 2019; Perry and Chung, 2016). Second-hand clothing, especially if coming from unknown sources and in some product categories (underwear, socks, sleeping, or swimming wear) could arouse negative emotions such as psychological discomfort, or disgust since hygiene problems might exist (Perry and Chung, 2016). Diddi et al. (2019) also mentioned that, when purchasing or getting second-hand clothing, some positive emotions could not be felt and some negative emotions were felt. Since young consumers appreciated the positive experience that shopping provided, they could not feel as excited or happy when shopping for new clothes (Diddi et al., 2019). Another emotion they felt was embarrassment, since their friends might not confirm second-hand clothing and look down on them (Perry and Chung, 2016).

2.3.4. Drivers of Green Clothing Consumption

To explain factors that impact or drive green clothing consumption, Lundblad and Davies' (2016) research analyzed by means-end chain model constructed a hierarchical value map showing six perceptual patterns (less buying, the self, health, the environment, accomplishments, and social justice), values related to these patterns, consequences, and green product attributes based on the data gathered with in-depth interviews (see Figure 2.5). In this section, six patterns with their related consequences and product attributes will be discussed as factors that provide solutions for eliminating barriers to green clothing consumption discussed above. Consequences refer to functional, emotional, or psychological benefits of green clothing which are perceived by consumers. Values that drive green clothing consumption are self-expression, self-esteem, responsibility, protecting the planet, a sense of accomplishment, and social justice.

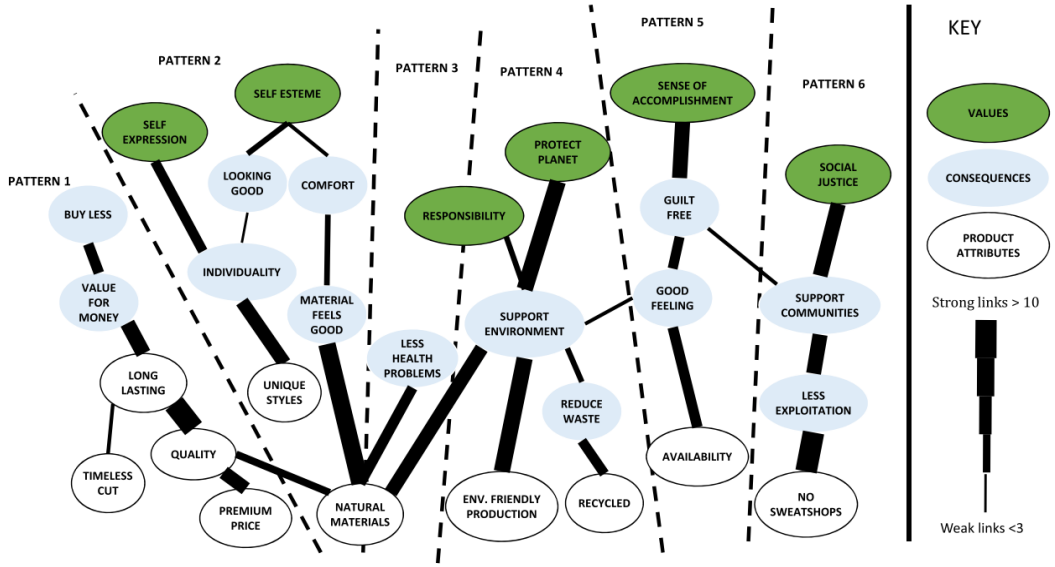


Figure 2.5: The Hierarchical Value Map for Eco-Clothing Consumption (Lundblad and Davies, 2016)

Both external and internal barriers against green clothing consumption including purchasing sustainable options and second-hand clothing can be eliminated by making it a more attractive option. Concerning eliminating the first internal barrier which is aesthetic deficiencies in design qualities, firms should focus on product attributes' quality, improve product attributes including different styles, sizes, and fabrics, and make sure that clothes are soft, comfortable, and fit better (Hiller Connell, 2010; Wiederhold and Martinez, 2018). Therefore, consumers' negative attitudes can be changed, their needs and wants can be satisfied, and more consumers are reached. Besides, firms' green clothing's perceived value referring to higher material quality and durability compared to fast fashion can be highlighted in the firm's communication strategies (Diddi, et al., 2019; Lundblad and Davies, 2016). Another solution is communicating the healthiness of green clothing made from organic cotton, bamboo, or hemp compared to fast fashion to persuade consumers to tolerate its' lack of style (Lundblad and Davies, 2016). As well, consumers should be educated about the environmental consequences of cheaper fast fashion production such as the exploitation of natural resources (Diddi et al., 2019).

Promoting to purchase or get second-hand or vintage clothing as sustainable consumer behaviour is another way to eliminate internal barriers concerning aesthetic deficiencies. Researchers showed that consumers perceive second-hand or vintage

clothes as having a different, unique, and cooler style than current fashion trends (Diddi et al., 2019; Perry and Chung, 2016). Emotional benefits related to experiencing positive feelings such as pride, happiness, and excitement for obtaining second-hand clothes due to their greater value for the money spent, the resemblance of searching second-hand or vintage clothing process to the treasure hunt, and drawing the attention of friends for cool and unique clothing were also reported as the reasons to purchase second-hand clothing by consumers (Diddi et al., 2019; Perry and Chung, 2016). Besides, the emotional benefit of psychological comfort is provided when getting second-hand clothing from family and friends, because it is a kind of relief to know where clothes are coming from as opposed to unknown sources (Diddi et al., 2019).

To eliminate the internal barrier of the absence of information about green clothing, information about the product characteristics, environmentally friendly fibers, how the production affects the environment, and where to purchase it should be provided by firms (Hiller Connell, 2010). Besides, using digital communication strategies such as media may help firms address consumers' lack of knowledge in these areas and alter negative attitudes about the attributes of green clothing (Wiederhold and Martinez, 2018). From a different point, a sense of accomplishment value arising from making the right choice when searching for green clothing brands and getting information with effort can be drivers of green clothing consumption (Lundblad and Davies, 2016). This effortful purchase process creates emotional attachment and psychological benefits. Concerning eliminating consumer skepticism, another internal barrier, firms must be responsible for providing accurate and not misleading product information on labels and abandon greenwashing (Wiederhold and Martinez, 2018).

Self-esteem and self-expression values were reported to be drivers of green consumption could eliminate consumers' preference for fast fashion concerning emphasis on individualism and expressing themselves by clothing (Lundblad and Davies, 2016). Therefore, consumers' perception of green clothing is inappropriate for self-expression should be changed. Lundblad and Davies (2016) reported that green clothing has product attributes of timeless, and good-looking designs that enable consumers to express their personality and unique style, and feel comfortable on the skin.

To eliminate the barrier of consumption habits of purchasing from familiar brands and stores, a sense of accomplishment, and social justice from higher order values might

motivate consumers (Lundblad and Davies, 2016). Sense of accomplishment value arising from green clothing consumption is characterized by feeling pride for doing the right thing for the environment, and not feeling guilty of purchasing fast fashion (Lundblad and Davies, 2016). Social justice value may also motivate consumers to change their consumption habits. Supporting the human rights of the workers, and protesting the exploitation of workers in the form of working hours or low wages are consequences of this value (Lundblad and Davies, 2016). Associating green clothing consumption with these higher values may encourage consumers to change their consumption habits. Lastly, having sustainable consumption habits is a process for consumers, in time social norms related to green clothing consumption will change in support of it (Hiller Connell, 2010).

Furthermore, experiencing emotional benefits regarding fulfilling sustainability commitment which means the feeling of well-being for doing the right thing by caring for the environment and caring for the well-being of people is another driver of green clothing consumption (Diddi et al., 2019). It is also a way to eliminate the internal barrier of lack of emotional benefits regarding green consumption. Besides, responsibility and protecting the planet are values that drive green clothing consumption (Lundblad and Davies, 2016). Perceiving responsibility to support the environment through sustainable activities such as mending existing clothing, preferring to purchase recycled clothing, or choosing less harmful washing detergent, etc. are depicted to be the consequences and product attributes of the environment pattern (Lundblad and Davies, 2016).

Regarding the elimination of the first external barrier, the expensiveness of green clothing, and limited consumer budget, acquiring green clothing from second-hand and vintage stores can be suggested rather than purchasing new clothing (Hiller Connell, 2010; Perry and Chung, 2016). As well, purchasing second-hand clothing provides perceived value for money, since they are cheaper or free and allow consumers to purchase less frequently (Diddi et al., 2019). Besides, Lundblad and Davies (2016) find that purchasing green clothing is expensive but is worth the premium price in the long-run, since it leads to less buying because of its' durability and quality. This characteristic of green clothing also discards another internal barrier of self-indulgent behaviour of consumers respecting to purchase of lower quality but higher variety clothing.

The second external barrier, the lack of product category should be ensured, so that there are more green clothing categories to purchase such as footwear, business wear, etc. (Hiller Connell, 2010; Perry and Chung, 2016). Especially new graduate students look for high-quality and durable clothing for both their professional careers and hobbies such as hiking and workout; so sustainable options are the right choice (Diddi et al., 2019). The third barrier, the lack of availability in terms of physical stores can be addressed by opening new stores close to conventional clothing shopping malls or streets, since consumers may prefer to touch and feel the physical texture of green clothing more (Wiederhold and Martinez, 2018). Besides, preferring second-hand or vintage clothing may be the right choice if consumers can not access green clothing brand stores. Getting second-hand clothing from family and friends is available to find, as follows it eliminates the time and effort required to reach the stores (Diddi et al., 2019). Furthermore, consumers can find green clothing that expresses their values and personality in online retailing, and they can have a sense of accomplishment arising from searching for these brands on the Internet and where they can be purchased online can motivate their purchase (Lundblad and Davies, 2016).

2.4. Green Purchase Behaviour and Green Purchase Intention

Consumers' green purchase intention was explained by several theories such as TRA (Magnuson et al., 2017; Rausch and Kopplin, 2021; Reimers et al., 2016, 2017; Vazifehdoust et al., 2013), TPB (Abrar et al., 2021; Bhutto et al., 2021; Kumar et al., 2022; Tewari et al., 2022; Zheng and Chi, 2015), personal value theory (Lundblad and Davies, 2016; Steg et al., 2014; Tewari et al., 2022; Van der Werff et al., 2013, 2014) and consumption value theory (Han et al., 2017; Bielawska and Grebosz-Krawczyk, 2021; Yoo et al., 2013). Besides, researchers extended these theories mentioned above by using several well-established constructs from green literature to explain green purchase behaviour such as environmental concern (Hartmann and Apaolaza-Ibáñez, 2012; Kumar et al., 2022; Park and Lin, 2020; Reimers et al., 2017; Vazifehdoust et al., 2013; Yoo et al., 2013), environmental knowledge (Abrar et al., 2021; Rausch and Kopplin, 2021; Vazifehdoust et al., 2013; Zheng and Chi, 2015), cognitive or affective involvement (Tung et al., 2017), perceived green brand benefits (Hartmann and Apaolaza-Ibáñez, 2012; Liao et al., 2020), perceived consumer effectiveness (Ellen et

al., 1991; Kim and Choi, 2005; Park and Lin, 2020; Reimers et al., 2017; Yoo et al., 2013; Zheng and Chi, 2015), shopping motivations (Kumar and Yadav, 2021), different aspects of self-identity (Liu et al., 2021; White and Sintov, 2017), green self-identity (Abrar et al., 2021; Tung et al., 2017) and general environmental self-identity (Reimers et al., 2017; Schuitema et al., 2013; Van Der Werf et al., 2013, 2014). Fashion-related factors (Gam, 2011; Magnuson et al., 2017; Reimers et al., 2016) and green apparel knowledge (Khare, 2020) were also studied to explain green clothing purchase behaviour.

2.4.1. The Theory of Reasoned Action and The Theory of Planned Behaviour

TRA and TPB are one of the theories to understand the motivation behind consumers' specific behaviour and explain the relationship between attitude toward specific behaviour, behavioural intention to perform it, and the behaviour itself (Ajzen, 1991; Fishbein and Ajzen, 1977). TRA postulates that behaviour can be determined by behavioural intention and behavioural intention can be determined by attitude toward that behaviour and subjective norm (Fishbein and Ajzen, 1977). TPB assumes that there are conceptually different factors that determine behavioural intention, namely, attitude toward the behaviour, perceived behavioural control, and subjective norm (Ajzen, 1991). Behavioural intention refers to a person's subjective possibility of performing a specific behaviour which is based on the belief that a person is willing or not willing to perform the behaviour (Ajzen, 1991; Fishbein and Ajzen, 1977). Attitude refers to a person's favorable or unfavorable affective assessment of an object or behaviour which is based on a person's beliefs about them (Ajzen, 1991; Fishbein and Ajzen, 1977). In the green clothing context, previous studies verified that attitude was one of the significant antecedents of purchase intention (Abrar et al., 2021; Kumar et al., 2022; Nam et al., 2017; Rausch and Kopplin, 2021; Tewari et al., 2022; Vazifehdoust et al., 2013; Zheng and Chi, 2015). Therefore, these theories provide a framework to explain how consumer perceptions of green products affect their attitude toward these products and their purchase intention (Hartmann and Apaolaza-Ibáñez, 2012; Peattie, 2010; Reimers et al., 2016).

2.5. Symbolic Meanings

Signaling theory and conspicuous consumption research (Berger, 2017; 2019; Griskevicius et al., 2010; Piacentini and Mailer, 2004; Reimers et al., 2017; Veblen, 1899), symbolic consumption research (Aaker, 1996; Belk, 1988; Holbrook and Hirschman, 1982; Holbrook, 1999), and theory of consumption values (Holbrook, 1999; Sheth et al., 1999) are referred to explain the psychological benefits derived from self-expression which is experienced from socially visibly consuming green products (Hartmann and Apaolaza-Ibáñez, 2008; 2012).

2.5.1. Signaling Theory

Signaling theory is a kind of communication process including the sender and receiver. The sender conveys asymmetric information about his/her unobserved quality by others to the receiver(s) to persuade them that the sender really has the desired quality (Berger, 2019). They have reciprocal benefits from this communication, since the sender achieves his/her purpose, gains the trust of the receiver, and engages in exchange with the receiver; while the receiver ends up enrolling the individual (the sender) in their community (Berger, 2019). The receiver will trust that the sender has high status if the sender shows his/her ability to bear the costs that the signal brings. It resembles the conspicuous consumption concept of Veblen (1899), which refers to the sender's conspicuously consuming expensive products rather than their cheaper alternatives acts as a signal of wealth to observers (Berger, 2019).

Signaling theory's perspective is suitable for the green consumption context since researchers assume that green products (rather than their cheaper alternatives) are consumed for their status signaling benefit. Consumers think that social status is not an observable trait by others, so social status must be signaled to enhance it by performing observable behaviours such as purchasing environmentally friendly products that are more expensive than conventional ones (Berger, 2017; 2019; Griskevicius et al., 2010).

2.5.2. Theory of Consumption Values

The theory of consumption values explains how consumers evaluate and choose to purchase or not to purchase, use or not to use specific products, and the reasons for choosing specific product types and brands. Consumer value is an interactive experience that includes a subject (consumer) and an object (product and/or brand). These values provide a basis for developing the marketing strategy of brands and product positioning as firms distinguish one value over another to satisfy the needs, and wants of the target segment (Holbrook, 1999). Brands can have a competitive advantage by occupying an optimal location in the market, which targets the unsatisfied needs, and wants of prospective customers by competitor brands.

Holbrook (1999) proposed a consumer value typology comprised of eight types of values (efficiency, excellence/quality, play, aesthetics, status, esteem, ethics, and spirituality) that explain consumption behaviours (see Table 2.1). This typology has three dimensions of consumer value: (1) Extrinsic versus intrinsic value; (2) self-oriented versus other-oriented value; and (3) active versus reactive value. The extrinsic/ intrinsic value dimension represents the fulfillment of instrumental or terminal needs, and it is a kind of means-end relationship (Holbrook, 1999; Wagner, 1999). Extrinsic value is related to a means to accomplish a goal, whereas intrinsic value is related to an end in or goal itself (Holbrook, 1999). The self-/ other-oriented value dimension represents the source of the related need or want, and shows whose needs are fulfilled; the consumer or other person (Holbrook, 1999; Wagner, 1999). The active/reactive value dimension is related to the physical and mental engagement or performance of the consumer with respect to the specific object representing the process or the outcome of value (Holbrook, 1999). Active value means something is done by the subject to the object, while reactive value means some responses to the object are given as a result of experiencing the object itself (Holbrook, 1999).

Table 2.1: A Typology of Consumer Value (Holbrook, 1999)

		Extrinsic	***Intrinsic***
Self-oriented	***Active***	**EFFICIENCY** (Output/Input-O/I, Convenience)	**PLAY** (Fun)
	Reactive	**EXCELLENCE** (Quality)	**AESTHETICS** (Beauty)
Other-oriented	***Active***	**STATUS** (Success, Impression Management)	**ETHICS** (Virtue, Justice, Morality)
	Reactive	**ESTEEM** (Reputation, Materialism, Possessions)	**SPIRITUALITY** (Faith, Ecstasy, Sacredness, Magic)

First consumer value, efficiency is self-oriented, has an extrinsic value because of helping to achieve a specific goal, and results from the active use or consumption experience. For example, a refrigerator helps consumers to purchase and keep several foods at once and saves their time in shopping, a key opens the door of the house (Holbrook, 1999). Second, excellence is self-oriented, has an extrinsic value because of helping to achieve a specific goal, and results from the reactive appreciation of an object or experience of its potential ability to help achieve a self-oriented specific goal. Therefore, appreciating the instrumental characteristics of an object is related to being satisfied by comparing consumer expectations, and product's performance, and its quality (Holbrook, 1999). Third, status value has an extrinsic, active, and other-oriented value, because consumers actively consume some products to attain the goal of evoking the admiration of other people (Holbrook, 1999). For example, consumer who is going to attend a job interview actively chooses his/her clothing, briefcase, perfume, etc. to impress the interviewer and express a suitable image to this specific organization, performing impression management (Holbrook, 1999). Status value is discussed in detail in the symbolic consumption research section. The next value, esteem is similar to status, but has a reactive value because esteem comes into the picture after the consumer is the owner of material possessions perceived as a way to build status among other people (Holbrook, 1999). The esteem value of an object is related to consumers appreciating and being pleased with their consumption behaviours or lifestyle because of their ability to improve their image. Esteem value is

debated in detail in the conspicuous consumption section. Another value is play which has a self-oriented, intrinsic, and active value because the consumer actively experiences the object for its' enjoyable and fun nature only for its own sake (Holbrook, 1999). Most leisure activities are pursued for their play value, for example, playing piano has a play value because the performer does not aim to impress anyone, but to bask in the moment, appreciating the enjoyability of this activity for its own sake. Another value, aesthetics has a self-oriented, intrinsic, and reactive value because it refers to reactively appreciating and enjoying the beauty of the object for its own sake without recognizing any instrumental purposes (Holbrook, 1999). For example, appreciation of art objects for their beauty has an aesthetic value. Next, ethics is an active and other-oriented value, because of actively engaging in activities that will help others' well-being. Besides, it has an intrinsic value because performing these activities is the goal itself and these activities are rewarding for the consumer such as providing positive feelings (pride, relief, etc.) (Holbrook, 1999). Finally, spirituality value is reactive, has an other-oriented and intrinsic value referring to appreciation of an "other" (cosmic force, mystical entity, etc.) for pursuing a rewarding self-motivated experience for itself (Holbrook, 1999).

According to Sheth et al. (1991), consumption values comprise five dimensions: functional, social, emotional, epistemic, and conditional values. All of them may independently impact consumer choices, and their impact may be differential. Functional value which is perceived as the main driver of consumer choice, refers to the product's functionality, utility, or physical attributes, such as price and durability. Social value is defined as the product's positive or negative relation to the social environment such as groups, which is especially inherent in socially visible products such as clothing, and jewelry. The social value concept is similar to Veblen's (1899) symbolic or conspicuous consumption concept (Sheth et al., 1991). Emotional value refers to a product's ability to unravel positive or negative feelings of individuals, and the product's association with specific feelings such as foods associated with comfort feeling. Epistemic value is defined as a product's ability to serve information to individuals, satisfy the curiosity of individuals, and present them with new things or experiences. Getting bored from using a specific brand and being excited about trying a different coffee brand may be given as an example of epistemic value (Sheth et al., 1991). Conditional value refers to the product's association with specific occasions

such as special days, or events. For example, a wedding gown has a conditional value, it is worn at wedding events only (Sheth et al., 1991).

In the context of electric vehicles, Han et al.'s (2017) study has considered attitude as a direct antecedent of electric vehicle purchase intention. Han et al. (2017) have proved the impact of nonfunctional motivations (emotional, social, and epistemic consumption values) to consume electric vehicles on consumers' attitudes directly and their purchase intention indirectly through attitude. In the bamboo apparel context, Yoo et al. (2013) investigated the impact of emotional, social, and epistemic values on consumers' purchase intention but did not find support for the effect of social, and epistemic values. In the green clothing context, Bielawska and Grębosz-Krawczyk (2021) analyzed the impact of emotional, social, and epistemic values on consumers' choice behaviour toward green clothing but failed to support social and epistemic values' effect.

2.5.3. Symbolic Consumption Research

In the green consumption context, researchers have approved the importance of green products' psychological benefits such as self-expression in forming positive attitudes and purchase intention (Hartmann and Apaolaza-Ibáñez, 2008; 2012). Besides utilitarian benefits green products have such as decelerating global warming, consumers experience satisfaction from displaying their environmental concern to their social community by symbolically consuming environmentally friendly products (Aaker, 1996; Hartmann et al., 2005; Hartmann and Ibanez, 2006; Hartmann and Apaolaza-Ibáñez, 2008; 2012; Park and Lin, 2020; Sarkar et al., 2019).

Among consumer values (Holbrook, 1999), especially status value, which has an extrinsic, active, and other-oriented value is relevant to symbolic consumption research. The status value is extrinsic because in impression management the product is consumed for the goal of creating the image the consumer wants to express, getting their positive response and admiration. To seek status, consumers actively adjust their consumption behaviours and seek consumption experiences by making use of symbolic products according to what is desirable by other people whom they wish to impress. This behaviour is known as the impression management concept, and insights from symbolic consumption are utilized for studying this concept (Holbrook, 1999).

Schlenker (1980) defined impression management as "any behaviour that has the purpose of controlling or manipulating the attributions and impressions formed of that (a) person by others" (as cited in Solomon, 1999). In symbolic consumption, products function as a determinant of consumers' social identity in the eyes of the consumer and others (Solomon, 1999). For example, motorcycle users' social identity and personalities are remembered with the motorcycles they ride; which is the reflection of symbolic consumption.

Solomon (1999) categorized the social status-seeking process into three groups with the help of Holbrook's (1999) dimensions of consumer value. The first consumption stage is the status definition, which belongs to the active typology dimension, focusing on which identity the consumer wants to develop and which strategies will be the most successful in this way (Solomon, 1999). It is active because consumers mentally evaluate their social identity, and their success in life with respect to professional careers or owning material possessions and compare them with others in order to determine their identity. The second consumption stage is the status acquisition, which belongs to the extrinsic typology dimension, focusing on the consumption of symbolic products to achieve the desired social identity (Solomon, 1999). It is extrinsic because consumption of symbolic products is instrumental to build the specific desired identity. Veblen's conspicuous consumption concept refers to the consumer's behaviour of showing his/her ability to purchase luxury products is also a kind of extrinsic behaviour (as cited in Solomon, 1999). The third stage is status validation, which belongs to the other-oriented typology dimension, focusing on the evaluation of the success of symbolic consumption choices (Solomon, 1999). It is other-oriented because the validation of status can only be evaluated by understanding other people's ideas.

Table 2.2: Stages of Status-Seeking and the Typology of Consumer Value (Solomon, 1999)

Consumption Stage	**Consumption Focus**	**Typology Dimension**
Status Definition	Identifying the social identity one can or should adopt and determining the optimal strategy to achieve that identity	ACTIVE
Status Acquisition	Performing consumption activities instrumental to attaining that identity	EXTRINSIC
Status Validation	Evaluating the impact of one's consumption choices in attaining desired identity	OTHER-ORIENTED

2.5.4. Conspicuous Consumption Research

Veblen (1899) has created the term conspicuous consumption that refers to the showing of visible expensive or luxury goods such as sports cars, luxury accessories, and clothing even though there are cheaper goods with the same function (Berger, 2017). Signaling theory explains this term, individuals' display of luxury goods signals the unobservable but desirable personal characteristics of being wealthy and having high social status (Berger, 2017). Purchasing green products requires bearing the additional cost and sacrificing quality compared to their counterparts since green products are more expensive, have inferior quality, or have lower performance (Griskevicius et al., 2010). Signaling theory is suggested to drive green product consumption and overcome the barrier of "green premium" (expensiveness of green products) since green products can provide a signaling benefit (signal desirable personal traits, such as social status or prosocial values) to consumers (Berger, 2019). Besides, neglecting personal interest and voluntarily purchasing green products for environmental concerns improves the social status of consumers (Berger, 2017; Griskevicius et al., 2010). It is found that consumers prefer green products to luxury products when their status motivation is activated to signal their environmental concern to others (Griskevicius et al., 2010). Furthermore, in situations where green products are consumed in public and not in private, it is shown that consumers choose green products over conventional ones (Berger, 2019; Green and Peloza, 2009; Griskevicius et al., 2010).

Self-esteem has several sources arising from important other people, in the form of social relationships, praise for their achievements, and how others behave (Richins, 1999). Possessions are also key to develop consumers' positive self-esteem. They think that consuming expensive, prestigious, luxury, or that is to say symbolic products (conspicuous consumption) will prove to others that they have a high social status (Richins, 1999). While consumers consume conspicuously to enhance their self-esteem, they tend to compare with others consciously or unconsciously their possessions if they are more prestigious than others (Richins, 1999). Then, they express their identity derived from consumption to others to validate it. More materialist consumers tend to have lower self-esteem, and tend to engage in conspicuous consumption more (Richins, 1999). Among consumer values, Holbrook (1999) states that esteem value is related to conspicuous consumption. Holbrook

(1999) distinguishes esteem value from status value in one dimension; esteem value is reactive because it is created as a result of owning material possessions, the consumer does not determine it. Richins (1999) referred to materialism to explain consumers' desire to own goods for several benefits they provide. Arising from materialism, possessions enhance self-esteem of consumers and they have a positive impact on building and expressing their identity (Richins, 1999).

3. CONCEPTUAL FRAMEWORK AND HYPOTHESES

Having acknowledged the importance of self-expressive benefits, symbolic attributes/ meanings, or nonfunctional consumption values, researchers have mainly elaborated on the impact of symbolism on consumer adoption of green products (Axsen and Kurani, 2013; Han et al., 2017; Heffner et al., 2007; Liu et al., 2021; Noppers et al., 2014, 2016; Schuitema et al., 2013; Skippon and Garwood, 2011; White and Sintov, 2017). However, only a few researchers from the context of electric/hybrid vehicles considered the impact of different symbolic meanings perceived by consumers or consumption values, unlike status symbol on consumers' purchase intention (for example; Han et al., 2017; Liu et al., 2021; White and Sintov, 2017). White and Sintov (2017) mentioned that the meaning of status and aspects of their self-identity that consumers want to express may differ among them. They defined symbolic attributes of green products as the reflection of self-identity's different meanings. Therefore, electric vehicle owners' self-identity was divided into three meanings: environmentalist's symbol which means caring for the environment, innovator's symbol which means supporting new technology and social responsibility symbol which means becoming concerned for general social welfare (White and Sintov, 2017). Likewise, Liu et al. (2021) categorized the symbolic meanings of electric vehicles into three dimensions (status, environmentalism, and innovation symbols) and studied their impact on innovation adoption intention.

Clothing is a product domain that is purchased for its symbolic meanings mostly, and it distinguishes consumers from others and expresses their identity through consumers' choices (Belk, 1988; Berger and Heath, 2007; Niinimäki, 2010; Sudbury and Böltner, 2011). Piacentini and Mailer (2004) have stated that young people are more likely to realize the signals presented in clothing choices; therefore, conspicuous consumption is relevant for them. They found that young people used their clothing preferences as a way of expressing their self-concept and judging people and situations. Green clothing is a socially visible product in which consumers experience the self-expressive benefits of displaying their environmental consciousness to others (Park and Lin, 2020). Therefore, green clothing purchase intention should be impacted by

consumer perceptions of various symbolic meanings that these products have. However, in the green/sustainable clothing context, hardly any studies about the impact of various symbolic meanings or nonfunctional consumption motives on consumers' attitudes toward green clothing and their purchase intention have been performed.

This study considered using consumers' attitudes toward green clothing as a direct antecedent of purchase intention. TRA, TPB, and symbolic meanings literature that covers signaling theory, conspicuous consumption research, symbolic consumption research, and consumption value theory provide a theoretical basis for the research. In the consumer purchase intention of green products context, this research investigates the impact of four perceived symbolic meanings of green clothing (status, environmentalism, innovation, and fashion symbols) on consumers' attitudes toward green clothing and their purchase intention. Moreover, the indirect effect of symbolic meanings on consumers' purchase intention through their attitude toward green clothing will be investigated. Besides, the moderating role of a consumer mindset in this indirect relationship will be discovered. The conceptual framework of the study is illustrated in Figure 3.1.

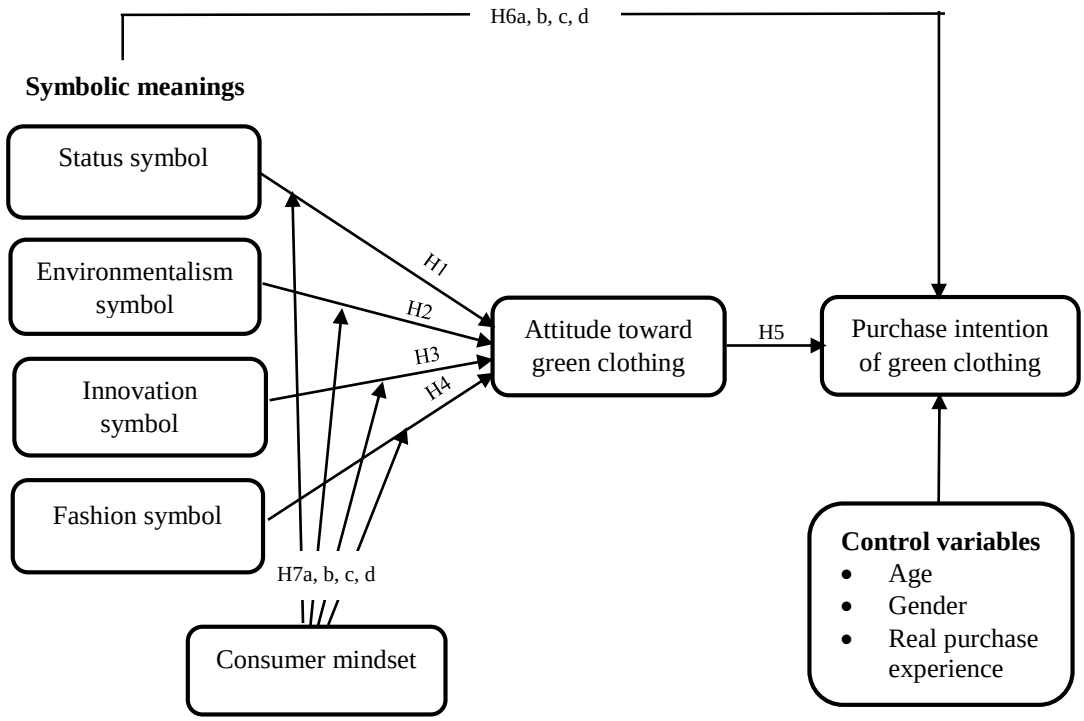


Figure 3.1: Conceptual Framework of the Study

3.1. The Status Symbol of Green Clothing and Consumers' Attitudes Toward Green Clothing

The status symbol is defined as the product's symbolic meaning indicating social status to others (Liu et al., 2021). Social value in the theory of consumption values (Sheth et al., 1991), which is related to green products' ability to express their users' identity, make their users have a good impression on others, and share common values of his/her social network (Han et al., 2017), is a similar concept to status symbol. Status value in the typology of consumer values (Holbrook, 1999) is also related to status symbol. In the context of electric vehicles, social identity value was found to positively influence attitude toward electric cars and then attitude positively affects adoption intention (Han et al., 2017). In the same context, Liu et al. (2021) reported that status symbol was positively related to adoption intention, as electric cars expressed identity, improved the social status of consumers, and made their drivers more unique. Besides, social value that is related to green products' ability to reflect its users' social status and image is a similar concept to the status symbol, since both are concerned with symbolism (Yoo et al., 2013). However, in the bamboo textiles context, Yoo et al.'s (2013) study failed to support the impact of social value on the purchase intention of consumers. Clothing satisfies several needs of consumers such as protection of the body, defining a role in the social group, expression of self-concept, and showing a lifestyle (Meyer, 2001). It becomes a part of a consumer's identity since it is very close not only to one's body but also to one's inner self and values (Eifler, 2014; Niinimäki, 2010). Besides, clothing or fashion has various symbolic meanings that enable both exhibiting individuality by building a unique identity and conformity to social groups and norms (Niinimäki, 2010). These symbolic meanings also apply to green clothing since researchers have stated that consumers purchase it beyond functional reasons such as identity construction, expression of status, and lifestyle (Niinimäki, 2010; Öztürk and Engizek, 2017). Reimers et al. (2017) have verified that status enhancement, which means a person's motivation to gain the admiration of others and enhance his/her reputation, positively affects the overall attitude toward environmentally responsible clothing. Extending the work of Reimers et al. (2017), Abrar et al. (2021) have called status enhancement and social status as self-presentation. They reported that social status as self-presentation had a positive effect on purchase intention of eco-friendly clothing through consumers' attitudes. Besides,

Midilli and Tolunay (2021) found that collective self-esteem, which referred to a person's self-esteem related to group membership that provided recognition of others, positively impacted purchase intention of green products through consumers' attitudes again. Thus, the following is proposed:

H1. *The status symbol has a positive effect on consumers' attitudes toward green clothing.*

3.2. The Environmentalism Symbol of Green Clothing and Consumers' Attitudes Toward Green Clothing

Environmentalism symbol is defined as the product's symbolic meaning indicating a pro-environmental image to others (Liu et al., 2021). Social responsibility value in the theory of consumption values (Sheth et al., 1991) which is related to green products' ability to make their users fulfill the responsibility of contributing to protecting the environment (Han et al., 2017) is a similar concept to environmentalism symbol. In the context of electric vehicles, it was supported that social responsibility value positively influenced attitude toward electric cars, and then this attitude positively affected adoption intention (Han et al., 2017). White and Sintov (2017) found that owners' environmentalist self-identity, which is referred to as one of the symbolic attributes of electric vehicles, had a positive influence on adoption intention. In the same context, the environmentalism symbol was found to be a strong predictor of the innovation adoption of electric cars (Liu et al., 2021). It was verified that emotional value had a positive impact on the purchase intention of consumers. In green consumption research, it was found that consumers purchased green products to experience a warm glow, which was one of the emotional benefits to users (Grimmer and Woolley, 2014; Hartmann et al., 2005; Hartmann and Apaolaza-Ibáñez, 2012). For consumers, purchasing a green product means doing the right thing for the environment, and avoiding feelings of guilt resulting from unethical purchases means its user is a pro-environmental person who is willing to take part in conserving natural resources and makes its user feel good and proud (Bianchi and Gonzalez, 2021; Bray, 2009; Jägel et al., 2012; Khare, 2020; Song and Kim, 2019; Valtanen, 2021). In the bamboo textiles context, the emotional value that is related to the green product's ability to arouse feelings of comfort and doing the right thing is also relevant to the environmentalism symbol of the green product (Yoo et al., 2013). In the green clothing

context, consumers stated that they felt a sense of satisfaction because of contributing to society's well-being by purchasing green clothing, and it was a way to show others contributing to reducing the environmental impact of the fashion industry (Bianchi and Gonzalez, 2021; Jägel et al., 2012; Lundblad and Davies, 2016). Hence, the following hypothesis is set forth:

H2. *The environmentalism symbol has a positive effect on consumers' attitudes toward green clothing.*

3.3. The Innovation Symbol of Green Clothing and Consumers' Attitudes Toward Green Clothing

An innovation symbol is defined as the product's symbolic meaning indicating an innovative and technological pioneer image to others (Heffner et al., 2007; Liu et al., 2021; White and Sintov, 2017). Epistemic value in the theory of consumption values (Sheth et al., 1991; Sweeney and Soutar, 2001) which is related to green products' novelty and ability to arouse curiosity is a similar concept to innovation symbol. In the electric vehicle context, epistemic value was found to have a positive impact on consumers' attitudes toward green products (Han et al., 2017). White and Sintov (2017) set forth that owners' social innovator self-identity, which referred to one of the symbolic attributes of electric vehicles, had a positive influence on adoption intention. In the bamboo apparel context, Yoo et al. (2013) found that epistemic value impacted consumers' purchase intention since they might have aroused a feeling of curiosity and novelty. In the green clothing research, Khare (2020) reported that some consumers perceive green clothing as having the benefit of catching up with new products on the market. However, in one study, 90% of the interviewees stated that they did not consider eco-fashion as a field of innovation and they were not aware of innovative clothing materials such as recycled or technologically produced ones (Eifler, 2014). In fact, clothing producers are seeking to develop clothing materials that are more durable and have higher quality because the processing of natural materials like cotton and wool leads to environmental problems (Eifler, 2014). They take advantage of the production methods that have the latest technology such as recycling old clothing and converting it into new clothing materials. Besides, nowadays new environmental fiber types which save the environment and energy and

do not harm human health are developed such as colored cotton fiber, bamboo fiber, soybean fiber, etc. Hence, the following hypothesis is introduced:

H3. *The innovation symbol has a positive effect on consumers' attitudes toward green clothing.*

3.4. The Fashion Symbol of Green Clothing and Consumers' Attitudes Toward Green Clothing

A fashion symbol is defined as the product's symbolic meaning indicating a stylish image and appearance to others. Clothing is a product that consumers purchase for aesthetic criteria which includes being fashionable, stylish, and having a good appearance apart from its functions (Holbrook, 1999; Khare, 2020). These attributes also apply to green clothing, since researchers have revealed that physical attributes are considered more important than ethical ones when purchasing clothing (Jägel et al., 2012; Joergens, 2006; Niinimäki, 2010). Because consumers do not want to compromise their desire for fashion when purchasing green clothing, it should have a good appearance and fashionable style similar to today's fashion and not be old-fashioned so that has potential in the clothing market (Carey and Cervellon, 2014; Hiller Connell, 2010; Gam, 2011; Harris et al., 2016; Joergens, 2006; McNeill and Moore, 2015; Niinimäki, 2010; Wiederhold and Martinez, 2018). Therefore, developing a construct that reflects green clothing's aesthetic value and fashion aspect would further green clothing consumption research. Physical attributes of clothing which were related to tangible qualities such as fashionable style, good appearance, and aesthetic appeal were found to influence consumers' attitudes toward green clothing, and attitudes were found to influence purchase intention (Dickson and Littrell, 1996; Magnuson et al., 2017). So, the hypothesis is presented as follows:

H4. *The fashion symbol has a positive effect on consumers' attitudes toward green clothing.*

3.5. Consumers' Attitudes Toward Green Clothing and Their Purchase Intention

Attitude toward green products means a person's positive or negative evaluation of green products based on his/her beliefs about them, while green purchase intention refers to a person's possibility of purchasing green products. The more a person has positive attitudes toward specific behaviour, the more he/she has a positive behavioural intention (Ajzen, 1991; Fishbein and Ajzen, 1977). Green purchase intention is explained by the direct effect of attitude most strongly among other TPB constructs (Lindenberg and Steg, 2007; Rausch and Kopplin, 2021). Besides, several researchers considered attitude as the sole direct antecedent of consumers' purchase intention and verified attitude's positive effect on purchase intention (Han et al., 2017; Hartmann and Apaolaza-Ibáñez, 2012; Magnuson et al., 2017; Reimers et al., 2016, 2017; Sarkar et al., 2019; Schmuck et al., 2018; Vazifehdoust et al., 2013). Also in the green clothing context, many studies that used TRA or TPB as a theoretical framework supported a positive impact of consumers' attitudes toward these products on their purchase intention (Abrar et al., 2021; Kumar et al., 2022; Nam et al., 2017; Rausch and Kopplin, 2021; Tewari et al., 2022; Vazifehdoust et al., 2013; Zheng and Chi, 2015). Likewise, based on TPB and the consumption value theory, Han et al. (2017) justified a positive effect of consumers' attitudes toward electric vehicles on their purchase intention. Therefore, consumers' purchase intention can be predicted by their attitudes toward green clothing. It is hypothesized that:

H5. *Consumers' attitudes toward green clothing have a positive effect on their purchase intention of green clothing.*

3.6. The Mediating Effect of Consumers' Attitudes

Several researchers in the green consumption context considered attitude as the sole direct antecedent of consumers' purchase intention and supported attitude's positive effect on purchase intention (Han et al., 2017; Hartmann and Apaolaza-Ibáñez, 2012; Magnuson et al., 2017; Reimers et al., 2016, 2017; Sarkar et al., 2019; Schmuck et al., 2018; Vazifehdoust et al., 2013). Also in the green clothing context, many studies that used TRA or TPB as a theoretical framework supported a positive impact of consumers' attitudes toward these products on their purchase intention (Abrar et al.,

2021; Kumar et al., 2022; Middili and Tolunay, 2021; Nam et al., 2017; Rausch and Kopplin, 2021; Tewari et al., 2022; Vazifehdoust et al., 2013; Zheng and Chi, 2015). Based on TPB and the consumption value theory, Han et al.'s (2017) study supported the mediating role of consumers' attitudes toward electric vehicles on the relationship between nonfunctional values (social identity, social responsibility, and epistemic values) and purchase intentions. In the bamboo apparel context, Yoo et al. (2013) failed to support the impacts of social and epistemic values on consumers' bamboo apparel purchase intention. The reason behind this may be not using consumers' attitudes toward apparel as a mediator in this relationship. Likewise, based on TPB, Abrar et al. (2021) found that consumers' attitudes toward eco-friendly clothing mediated the relationship between social status and their purchase intention. Besides, Midilli and Tolunay (2021) verified that consumers' attitudes toward green products mediated the relationship between collective self-esteem and their purchase intention. Regarding this information, attitude toward green clothing is supposed to be an antecedent of consumers' purchase intention of green clothing. Therefore, consumers' attitudes toward green clothing are expected to mediate the symbolic meanings of green clothing and their purchase intention. Thus, the hypotheses below are proposed:

H6a. *Consumers' attitudes toward green clothing mediate the relationship between the status symbol and their purchase intention of green clothing.*

H6b. *Consumers' attitudes toward green clothing mediate the relationship between the environmentalism symbol and their purchase intention of green clothing.*

H6c. *Consumers' attitudes toward green clothing mediate the relationship between the innovation symbol and their purchase intention of green clothing.*

H6d. *Consumers' attitudes toward green clothing mediate the relationship between the status symbol and their purchase intention of green clothing.*

3.7. The Moderating Effect of Consumer Mindset in Indirect Links Between Symbolic Meanings and Purchase Intention

Implicit self-theories or consumer mindsets are described as the beliefs of individuals about the nature of human characteristics (Dweck and Leggett, 1988; Dweck et al., 1995a). People differ based on their beliefs about the malleability of human

characteristics; therefore, two different mindsets representing two ends in a continuum are identified: fixed and growth mindsets. Individuals with fixed mindsets believe that human characteristics such as intelligence, personality in general, sports ability, etc., are relatively fixed and cannot be changed by personal effort such as learning new things and having new experiences (Dweck et al., 1995a). Conversely, individuals who endorse a growth mindset believe that their personal traits are relatively malleable and can be improved if they make enough effort. Researchers supported that individuals were chronically inclined to have a fixed or growth mindset, and they could be measured as an individual difference variable (Dweck et al., 1995b; Park and John, 2010; Kwon et al., 2016; Levy et al., 1998). Besides, mindsets were proved to be activated situationally with the use of persuasive scientific materials in experimental design studies (Chiu et al., 1997b; Kwon et al., 2016; Levy et al., 1998; Park and John, 2010; 2012).

The notion that consumers have a mindset related to the changeability of other people's characteristics, brand's characteristics, and the world leads to much research in marketing (Chiu et al., 1997b; Duchi et al., 2020; Jain et al., 2009; Levy et al., 1998; Park and John, 2010; Yorkston et al., 2010). Recently, the role of mindset about personality in consumer behaviours such as attitude and purchase intention of the advertised product (Kwon et al., 2016; Park and John, 2012; Seo et al., 2021), prosocial behaviours such as donation (Anisman-Razin and Levontin, 2020; Septianto, 2020) are investigated. Regarding symbolic meanings of brands, Park and John (2010) propounded that fixed mindsets were more likely to use brands that have attractive personality traits as a way of signaling their positive personality characteristics to others. Besides, they were found to perceive themselves in a more positive light in line with the brand's personality traits (Park and John, 2010). Park and John (2012) found that when signaling advertising appeal was used, fixed mindsets had more positive attitudes toward products with attractive brands. Signaling advertising appeals refers to an advertising strategy that uses content that the brand enables consumers to show others that they have the brand's positive personality characteristics. Kwon et al. (2016), another mindset study related to the symbolic meanings of brands, proved that fixed mindsets had more positive attitudes toward luxury brands when the symbolic value was highlighted in advertising appeals. Also, they were more sensitive to the

brand's signaling value as they were more prone to judging other people based on the brands they use (Park and John, 2017).

Recent mindset research reveals that fixed and growth mindset consumers should differ in which benefits they seek in particular products (Murphy and Dweck, 2016). For example, fixed mindsets should be more likely to be influenced by self-expressive benefits, symbolic attributes/meanings of green products, or nonfunctional consumption values compared to growth mindsets. In the environmental consumer behaviour context, two studies found that consumer mindset about the world's changeability (whether the world is stable vs changeable) might affect their beliefs about the effectiveness of environmental behaviours and intentions to engage in various environmental behaviours such as buying environmentally friendly products (Soliman and Wilson, 2017; Duchi et al., 2020). Besides, only one study investigated the relationship between mindsets about personality and buying sustainable foods (Rahnama and Leszczyc, 2022). The moderating role of mindset in the relationship between symbolic meanings of green products and consumers' attitudes toward green products is an under-researched area. With reference to this information, it is expected that compared to growth mindset consumers, fixed mindsets' green clothing adoption intention through their attitude toward green clothing will be higher when they perceive that the green product offers an opportunity to signal their social status, environmentalism, innovativeness, and fashion consciousness to others. Since fixed mindset individuals believe that their personality characteristics cannot be improved, they recognize symbolic meanings of products more than growth mindsets and have more positive attitudes and purchase intentions to signal that they have the positive and appealing personality characteristics of brands by using them. Howewer, growth mindsets are less prone to have a positive attitude and purchase intention, when they realize symbolic benefits of these brands provide. Thus, the following hypotheses are set forth:

H7a*. Consumer mindset moderates the strength of the indirect relationships between the status symbol and consumers' purchase intention of green clothing via their attitude toward it such that the path between symbolic meanings and attitude is stronger when consumers have a fixed mindset.*

H7b. *Consumer mindset moderates the strength of the indirect relationships between the environmentalism symbol and consumers' purchase intention of green clothing via their attitude toward it such that the path between symbolic meanings and attitude is stronger when consumers have a fixed mindset.*

H7c. *Consumer mindset moderates the strength of the indirect relationships between the innovation symbol and consumers' purchase intention of green clothing via their attitude toward it such that the path between symbolic meanings and attitude is stronger when consumers have a fixed mindset.*

H7d. *Consumer mindset moderates the strength of the indirect relationships between the fashion symbol and consumers' purchase intention of green clothing via their attitude toward it such that the path between symbolic meanings and attitude is stronger when consumers have a fixed mindset.*

4. RESEARCH METHODOLOGY

The demographic characteristics of the sample of the study, how the data is collected will be debated. Then, the information about how the hypothesized relationships are tested, how variables of the study are measured, and how these measurments are assessed will be provided. Afterwards, the results of the hypotheses testing will be given.

4.1. Sample and Data Collection

To test the research model and hypotheses, data were collected through 112 online (34.5%) and 213 face-to-face surveys from 325 respondents in Turkey. To check whether online and face-to-face survey participants' answers to the dependent variable were different due to survey mode, an independent samples t-test was conducted. The p-value of Levene's Test of equality of variances higher than 0.05 (0.676) indicated that the variances were equal. Based on equal variances results to explore respondents' answers on purchase intention measure, there was no difference between online and face-to-face survey results (*M*online = 3.54, SD (standard deviation) = 0.90; *M*face-to-face = 3.35, SD = 0.92; t (323) = 1.748, p = 0.08). Due to time and money limitations, convenience sampling is used. The online survey prepared with Google Forms was shared on the social media account of one author and various questionnaire-sharing platforms' websites. Participants were asked to share the survey with their friends. The face-to-face survey was collected from the Gebze Technical University undergraduate and graduate students before the courses began.

Hypothesized relationships were tested with hierarchical regression analyses using multiple regression and the bootstrap confidence interval method. The bootstrapping method has several advantages for researchers. It does not require large samples and any assumptions on the normal distribution of the sample, and compared to the normal theory approach (Sobel test), it provides inferences that are more likely to be accurate, and its tests are proved to have more power (Hayes, 2012). In addition, it is easier to use and more user-friendly compared to other programs. For example, PROCESS macro models testing moderation (for example, model 7) provide mean automatically centering all independent variables and spotlight analysis to further analyze the

moderators in three categories: −1 SD below the mean, at the mean, and +1 SD above the mean values. The direct effects of green clothing's symbolic meanings on consumers' attitudes were tested with multiple regression analysis **(*H1, H2, H3,*** and ***H4*)**. Then, ***H5*** which proposed a direct effect of consumers' attitudes on their purchase intention was tested with a simple regression. Afterwards, Hayes' (2017) PROCESS macro model 4 was used to test proposed indirect effects of symbolic meanings on consumers' purchase intention through their attitude **(*H6a, H6b, H6c,*** and ***H6d*)**, and PROCESS macro model 7 was used to test moderated indirect effects **(*H7a, H7b, H7c,*** and ***H7d*)**. All continuous variables were mean-centered before the analyses to reduce multicollinearity (Aiken et al., 1991).

4.2. Measurement of the Variables

All scales used in the analysis except for fashion symbol were adopted from previous studies and reworded for the green clothing context. Items in the survey were translated to Turkish, and their content and meaningfulness were assessed by 10 academics in a pilot study. After the pilot study, items were corrected accordingly and the final version of the questionnaire had face validity. All items were measured with a five-point Likert-type scale, with 1 indicating "strongly disagree" and 5 "strongly agree". The status symbol was adapted from Han et al. (2017) and Liu et al. (2021), the environmentalism symbol from White and Sintov (2017) and Liu et al. (2021), and the innovation symbol from Han et al. (2017), White and Sintov (2017), and Liu et al. (2021), respectively. Han et al. (2017), Liu et al. (2021), and White and Sintov (2017) were the ones that considered various perceived symbolic meanings of green products unlike status symbol in the context of electric vehicles. Therefore, following their lead and carrying out their point of view in the green clothing context, this study adapted status, environmentalism, and innovation symbols according to these studies and decided to add another symbolic meaning that was specific to the clothing context. So, drawing on clothing attributes research (Carey and Cervellon, 2014; Hiller Connell, 2010; Gam, 2011; Harris et al., 2016; Joergens, 2006; McNeill and Moore, 2015; Niinimäki, 2010; Wiederhold and Martinez, 2018) and symbolic product attributes of innovation adoption research (Noppers et al., 2014, 2016; Liu et al., 2021; Schuitema et al., 2013; White and Sintov, 2017), the authors developed the variable fashion symbol. For consumer mindset, the eight-item moderator variable developed in the

study by Levy et al. (1998) was used. The first four items measured the growth mindset of respondents, while the others captured the fixed mindset. As a mediator variable, the attitude toward green clothing that was adapted from Han et al. (2017) was used. The dependent variable was the purchase intention of green clothing, and it was measured through three items that were adapted from Hartmann and Apaolaza-Ibanez (2012) and Bhutto et al. (2021). Besides, age, gender, income and purchase experience of green clothing were added as control variables in all hypotheses tested because they shared a significant low correlation with this study's dependent variables: consumers' attitude and their purchase intention. Also, the impact of demographic information of consumers such as age, generation, gender, etc. on the green purchase intention of consumers set forth by many researchers (Bhutto et al., 2021; Kumar and Yadav, 2021; Midilli and Tolunay, 2021; Steg, 2005; White and Sintov, 2017). For example, Kumar and Yadav (2021) found that gender and income moderated the relationship between utilitarian and hedonic shopping motivations and the green apparel purchase intention of consumers. Since they are not the primary focus of this research, controlling their effects on dependent variables enables this research to discover the relationships between the variables of interest. Moreover, adding control variables increased the R^2 value by 6% in the multiple regression model. The measurement items are displayed in Table 4.1.

Table 4.1: Standardized Factor Loadings of Measures

Constructs and measurement items		**Standardized loadings**
Status symbol		
SS1	Green clothing can express my identity.	0.685
SS2	Green clothing can improve my social status.	0.708
SS4	For me, wearing green clothing would make a good impression on other people.	0.727
SS5	For me, wearing green clothing means I am sharing the common values of my social network.	0.748
Environmentalism symbol		
ES2	Wearing green clothing means I'm contributing to decreasing environmental pollution.	0.888
ES3	Wearing green clothing will lessen my impact on the environment.	0.901
ES4	Wearing green clothing means that I am doing the right thing.	0.939

Table 4.1: Standardized Factor Loadings of Measures (continued).

Constructs and measurement items		**Standardized loadings**
Innovation symbol		
IS1	Wearing green clothing can show others that I am at the forefront of innovation.	0.778
IS2	Wearing green clothing shows that I enjoy the benefits of innovation.	0.804
IS3	Wearing green clothing means that I am a trendsetter for environmentally friendly technologies.	0.748
IS4	Wearing green clothing characterizes me as a person who is a pioneer in the technological sphere.	0.775
Fashion symbol		
FS1	Wearing green clothing means that I have a great fashion sense.	0.750
FS2	Green clothing expresses my style.	0.836
FS3	Green clothing reflects my aesthetic values.	0.862
Consumer mindset		
M4	People can't really change their deepest attributes.	0.534
M5	People can change even their most basic qualities*.	0.769
M6	Everyone, no matter who they are, can significantly change their basic characteristics*.	0.843
M7	People can substantially change the kind of person who they are*.	0.856
M8	No matter what kind of person someone is, they can always change very much*.	0.858
Attitude		
A3	I am interested in green clothing.	0.794
A4	I would like to treat green clothing as one of my purchases.	0.836
A5	It gives me a positive feeling to buy green clothing.	0.852
Purchase intention		
PI2	When buying green clothing such as a t-shirt, dress, and shirt I will prefer green ones.	0.946
PI3	I will choose green clothing when I buy clothing.	0.934
PI4	I will probably buy green clothing in the future.	0.807
Note(s): *Cross coded; $\chi^2(253) = 518.09$; $p < 0.01$; $\chi^2/df = 2.048$; GFI = 0.883; IFI = 0.953; CFI = 0.953; NFI = 0.913 and RMSEA = 0.057.		

4.3. Measure Assessments

Confirmatory factor analysis (CFA) was performed with AMOS 22 to assess factor loadings of scales and the goodness of model fit. One item from status symbol and environmentalism symbol and two items from attitude were dropped because of high

modification index scores. The first three items of consumer mindset were dropped because of low factor loadings (below 0.50). The last four items of consumer mindset were reverse-coded, and five survived items (one fixed mindset and four growth mindset items) from CFA were combined into a scale. It was proved that disagreement with the fixed mindset items could be taken to represent agreement with the growth mindset items, since they lied at the opposite ends of the same continuum (Chiu et al., 1997a; Dweck et al., 1995a). One item from purchase intention was extracted to increase scale reliability. After elimination of problematic items using a step-by-step procedure, seven variables with 25 items produced a good model fit ($\chi^2(253) = 518.09$, $p < 0.01$; $\chi^2/df = 2.048$; GFI, goodness of fit index = 0.883, IFI, incremental fit index = 0.953; CFI, comparative fit index = 0.953; NFI, normed fit index = 0.913 and RMSEA, root mean square of error approximation = 0.057). Eventually, factor loadings of all scales were significant and ranged from 0.534 to 0.946 (see Table 4.2). Besides, all items loaded significantly onto their respective constructs which implied convergent validity. Since the data is self-reported in nature, common method bias which is a systematic error that occurs when the similar method is used to measure multiple variables in a study, may create a threat to findings' validity. In order to check common method bias, all variables in the study are extracted to one factor, and it is checked if the % of variance of one factor accounts for below %50. Harman's single factor test is conducted and results from the principal component factor analysis claim that the one factor accounts for medium variance (%45,2), which means there is no common method bias in these findings.

Table 4.2: Correlations, Descriptive Statistics, and Discriminant Analysis

Variables		1	2	3	4	5	6	7	8	9	10
1. Status symbol	**1**	**(0.717)**									
2. Environmentalism symbol	**2**	0.517**	**(0.909)**								
3. Innovation symbol	**3**	0.630**	0.644**	**(0.776)**							
4. Fashion symbol	**4**	0.466**	0.146**	0.503**	**(0.817)**						
5. Consumer mindset	**5**	0.133*	0.091	0.166**	0.188**	**(0.781)**					
6. Attitude	**6**	0.501**	0.348**	0.487**	0.457**	0.098	**(0.827)**				
7. Purchase intention	**7**	0.553**	0.485**	0.576**	0.411**	0.094	0.770**	**(0.897)**			
8. Age	**8**	-0.011	0.019	0.053	0.016	-0.104	0.085	0.179**	**(NA)**		
9. Gender	**9**	-0.199**	-0.146**	-0.195**	-0.068	0.021	-0.242**	-0.264**	-0.029	**(NA)**	
10. Real experience	**10**	-0.070	0.231**	0.113*	-0.012	0.094	-0.163**	-0.011	-0.042	0.027	**(NA)**
Cronbach's alpha		0.809	0.935	0.856	0.855	0.884	0.865	0.922	NA	NA	NA
Composite reliability (CR)		0.809	0.935	0.859	0.858	0.885	0.867	0.925	NA	NA	NA
The average variance extracted (AVE)		0.515	0.827	0.603	0.668	0.611	0.685	0.806	NA	NA	NA
Mean		3.077	3.595	3.107	2.724	3.281	3.494	3.417	2.509	1.45	4.22
Standard deviation		0.816	1.129	0.888	0.930	0.663	0.909	0.908	1.149	0.498	0.686

Note(s): N = 325; **$p < 0.01$; *$p < 0.05$

AVE square roots are shown in bold on the correlation matrix diagonal.

Table 4.2 shows the construct correlations, validity and reliability of the measures. Cronbach's alpha values and the composite reliability (CR) scores ranged from 0.809 to 0.935. This means items of the constructs are internally consistent and sufficiently reliable (Hair et al., 2014). Furthermore, average variance extracted (AVE) values were greater than 0.50, which implied constructs had discriminant validity. The square roots of AVE scores were calculated to further support the discriminant validity of the measures (Fornell and Larcker, 1981). All of them were higher than correlations between pairs of constructs.

5. RESULTS

According to data, the majority of the sample consists of females (55.4%) and are 20–29 years old (56.0%). As it is seen, nearly 80% of the respondents consist of Generation Y and Generation Z consumers. The majority of the respondents have a university education (72.9%) and have a US$ 501–1,000 income (37.5%). Besides, the majority of them have green clothing purchase experience (62.2%). In Table 5.1, the demographic characteristics of the sample are presented.

Table 5.1: Demographic Characteristics of the Sample (N=325)

Characteristics	**N**	**Valid %**
Gender		
Male	145	44.6
Female	180	55.4
Age		
Younger than 19	37	11.4
20-29	182	56.0
30-39	50	15.4
40-49	16	4.9
Older than 50	40	12.3
Education		
College and less	16	4.9
University	237	72.9
Graduate School	50	15.4
Income (US dollars)*		
280 US dollars and less	24	7.7
281-500 US dollars	92	28.3
501-1,000 US dollars	122	37.5
1,000 US dollars and more	87	26.8
Green clothing purchase experience		
Yes	202	62.2
No	123	37.8

Note(s): *Income was measured based on the Turkish liras and it was changed to US dollars. Based on that, per US dollar was 10 Turkish liras.

To test hypotheses ***H1, H2, H3,*** and ***H4***, a multiple regression model was created in which status, environmentalism, innovation, and fashion symbols were the independent variables, age, gender, and experience were the control variables and consumers' attitudes toward green clothing were the dependent variable. Table 5.2 displays the multiple regression analysis results. The tolerance values showing whether there is a multicollinearity problem among the independent variables are

greater than 0 and close to 1, and the variance inflation factor (VIF) values are less than 10. Accordingly, there is no multicollinearity problem between the variables (Hair et al., 2014). Besides, the regression model testing the ***H1***–***H4*** was significant ($F = 43.223$; $p < 0.001$), and according to the R^2 value, the symbolic meanings of green clothing explained 41% of the variance in consumers' purchase intention (see Table 5.2). Symbols of status ($\beta = 0.216$, $p < 0.001$), environmentalism ($\beta = 0.154$, $p < 0.05$) and fashion ($\beta = 0.263$, $p < 0.001$) positively affected consumers' attitudes toward green clothing; therefore, hypotheses ***H1, H2,*** and ***H4*** were supported. However, the innovation symbol did not positively affect consumers' attitudes toward green clothing ($\beta = 0.116$, $p = 0.100$), so ***H3*** was rejected. Then, ***H5*** was tested with a regression model in which consumers' attitudes were the independent variable; age, gender, and real purchase experience were covariates and purchase intention was the dependent variable. The simple regression model testing the ***H5*** was significant ($F = 449.182$; $p < 0.001$), and according to the R^2 value, consumers' attitudes explained 62% of the variance in their purchase intention. Results showed that consumers' attitudes positively affected their purchase intention ($\beta = 0.760$, $p < 0.001$); thus, ***H5*** was also supported. Based on the standardized coefficients, the fashion symbol of green clothing was the most influential variable, following the status symbol and the environmentalism symbol respectively. The results emphasized the importance of stylish, appealing, aesthetic, and fashionable designs in green clothing. Besides, gender as ($\beta = -0.129$, $p < 0.01$), and purchasing experience ($\beta = -0.217$, $p < 0.001$) as demographic characteristics had a negative influence on consumers' purchase intentions, while age ($\beta = 0.062$, $p = 0.100$) did not have any influence.

Table 5.2: Multiple Regression Analysis

	Unstandardized coefficients		Standardized coefficients	Collinearity statistics		
Control variables	**B**	**Std. Error**	**Beta (β)**	**t-value**	**Tolerance**	**VIF**
Age	.049	.034	.062	1.430	.991	1.009
Gender	-.235	.081	-.129	-2.903**	.946	1.057
Purchasing experience	-.406	.083	-.217	-4.873***	.938	1.066
Independent variables						
Status symbol	.241	.066	.216	3.628***	.570	1.754
Environmentalism symbol	.124	.050	.154	2.488*	.485	2.063
Innovation symbol	.118	.072	.116	1.649	.378	2.646
Fashion symbol	.257	.053	.263	4.846***	.632	1.582
Note(s): Dependent variable: Attitude, ***p < .001, **p < .01, *p < .05, R^2 = .410, F = 43.223						

To test ***H6a***, a regression model was created in which the status symbol was the independent variable; attitude was the mediator; age, gender, and real purchase experience were covariates and purchase intention was the dependent variable. It was discovered that the indirect effect of the status symbol on purchase intention via attitude was significant and positive (β = 0.354) since the 95% confidence interval (CI) = [0.258, 0.464] excluded zero. Table 5.3 displays the indirect effects of each symbolic meaning on purchase intention through attitude. Both the direct effects of the status symbol on attitude (β = 0.543; p < 0.01; 95% CI = [0.439, 0.647]) and attitude on purchase intention (β = 0.652; p < 0.01; 95% CI = [0.574, 0.730]) were significant and positive. Therefore, ***H6a*** was supported.

Table 5.3: Total, Direct, and Indirect Effects of Symbolic Meanings on Purchase Intention Through Attitude

Status symbol → Purchase intention (H6a)	**Total effect**	**Direct effect**	**Indirect effect**
Effect (β)	0.586	0.232	0.354
SE	0.051	0.043	0.052
[LLCI, ULCI]	[0.487, 0.686]	[0.147, 0.317]	[0.258, 0.464]
Environmentalism symbol → Purchase intention (H6b)			
β	0.386	0.182	0.204
SE	0.039	0.029	0.038
[LLCI, ULCI]	[0.310, 0.462]	[0.124, 0.239]	[0.132, 0.279]
Innovation symbol → Purchase intention (H6c)			
β	0.558	0.243	0.315
SE	0.046	0.039	0.044
[LLCI, ULCI]	[0.467, 0.649]	[0.166 0.320]	[0.230, 0.403]
Fashion symbol → Purchase intention (H6d)			
β	0.383	0.072	0.311
SE	0.047	0.038	0.043
[LLCI, ULCI]	[0.289, 0.475]	[-0.002, 0.145]	[0.231, 0.401]

Note(s): N = 325; Bootstrap sample size = 5,000; unstandardized β coefficients reported. SE = standard error; LLCI = lower limit 95% confidence interval, ULCI = upper limit 95% confidence interval.

Then, ***H6b*** was tested in the same way, creating a regression model in which the environmentalism symbol was the independent variable, and covariates, and dependent variables were the same as in the previous model. The indirect effect of the environmentalism symbol on purchase intention via attitude was significant and positive (β = 0.204) since the 95% CI = [0.132, 0.279] excluded zero (see Table 5.3). Both the direct effects of environmentalism symbol on attitude (β = 0.303; $p < 0.01$; 95% CI = [0.222, 0.385]) and attitude on purchase intention (β = 0.673; $p < 0.01$; 95% CI = [0.601, 0.745]) were significant and positive. Thus, ***H6b*** was supported.

Next, ***H6c*** was tested by designing a regression model in which the innovation symbol was the independent variable and other variables are the same as in the previous model. The indirect effect of the innovation symbol on purchase intention via attitude was significant and positive (β = 0.315) since the 95% CI = [0.230, 0.403] excluded zero (see Table 5.3). Both the direct effects of innovation symbol on attitude (β = 0.492; $p < 0.01$; 95% CI = [0.396, 0.589]) and attitude on purchase intention (β = 0.640; $p < 0.01$; 95% CI = [0.564, 0.717]) were significant and positive. So, ***H6c*** was supported.

Then, to test ***H6d***, a regression model was created in which the fashion symbol was the independent variable and other variables were the same as in the previous model. It was discovered that the indirect effect of fashion symbol on purchase intention via attitude was significant and positive (β = 0.311) since the 95% CI = [0.231, 0.401] excluded zero (see Table 5.3). The direct effects of fashion symbol on attitude (β = 0.430; $p < 0.01$; 95% CI = [0.338, 0.521]) and attitude on purchase intention (β = 0.724; $p < 0.01$; 95% CI = [0.645, 0.803]) were positive and significant. Therefore, ***H6d*** was also supported.

After confirming the mediating role of attitudes, four regression models were created for testing ***H7a, H7b, H7c,*** and ***H7d***. Firstly, the direct and indirect effects of a status symbol on purchase intention via attitude, the effect of a status symbol on attitude moderated by consumer mindset, and the effect of attitude on purchase intention were tested. The index of moderated mediation (Hayes, 2017) implied that ***H7a*** was supported with an index =0.132 and 95% CI = [0.029, 0.227] since the confidence interval for the index did not include zero (see Table 5.4). The results of mediation are reported above in Table 5.3. Therefore, the interaction effect was analyzed and found to be significant and positive (β = 0.203; $p < 0.01$; 95% CI = [0.072, 0.334]). Analyzing the interaction effect further with spotlight analysis at higher, moderate, and lower levels of consumer mindset was performed. The conditional indirect effects of the status symbol on purchase intention through attitude at a growth mindset (−1 SD: one standard deviation below the mean), moderate consumer mindset (at the mean), and a fixed mindset (+1 SD: one standard deviation above the mean) of consumers were examined. Figure 5.1, Figure 5.2, and Table 5.4 demonstrated that the conditional indirect effect of a status symbol on purchase intention via attitude was stronger and significant when they had a fixed mindset (β = 0.437; 95% CI = [0.329, 0.549]). The relationship became weaker and was still significant when they had a growth mindset (β = 0.261; 95% CI = [0.141, 0.395]).

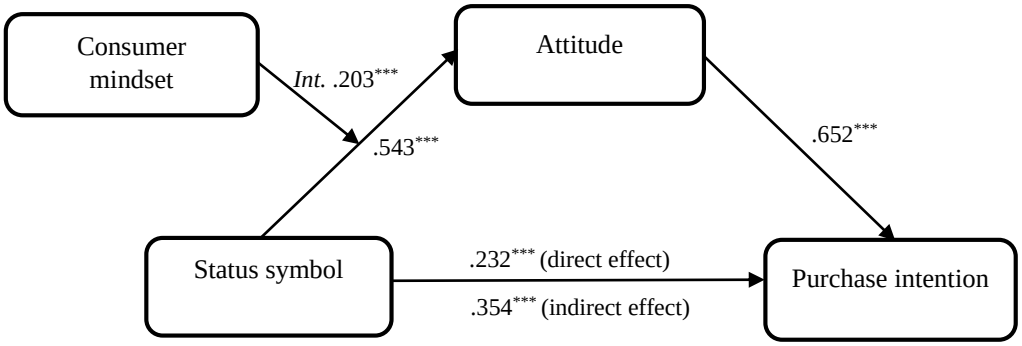


Figure 5.1: The Moderated Mediation Analysis for the Status Symbol

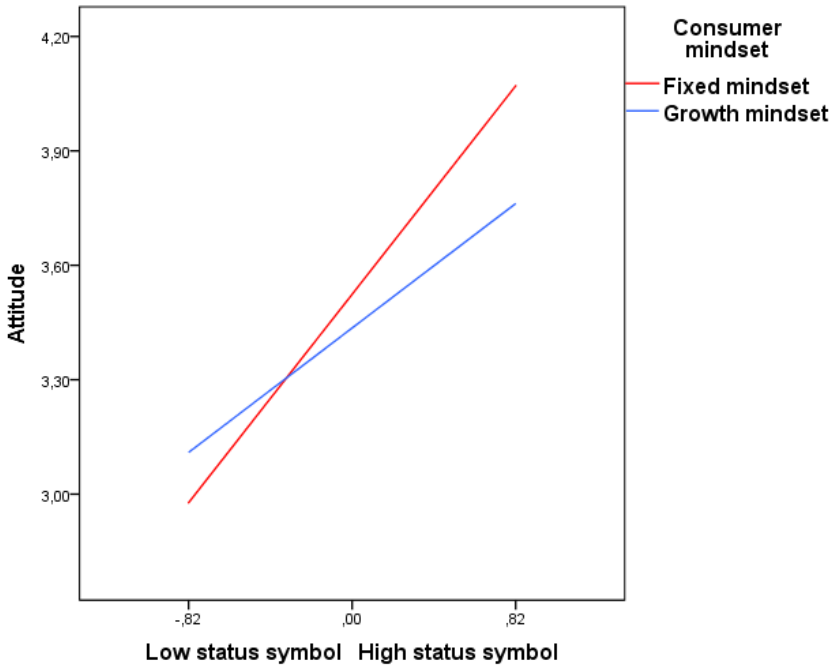


Figure 5.2: Attitude Toward Green Clothing as a Function of Status Symbol and Consumer Mindset

Table 5.4: Conditional Indirect Effects of the Status Symbol on Purchase Intention via Attitude at Different Values of the Moderator: Consumer Mindset

Moderator	**Level**	**Indirect effect**	**SE**	**LLCI**	**ULCI**
Consumer mindset	*Growth mindset* (mean –1 SD)	0.261	0.065	0.141	0.395
	Moderate (mean)	0.349	0.050	0.256	0.453
	Fixed mindset (mean +1 SD)	0.437	0.056	0.329	0.549
		Index	**SE**	**LLCI**	**ULCI**
Index of moderated mediation		0.132	0.050	0.028	0.226

Note(s): N = 325; Bootstrap sample size = 5,000; SE = standard error; LLCI = lower limit 95% confidence interval, ULCI = upper limit 95% confidence interval.

Second, ***H7b*** was tested by the regression model. In analysis, the direct and indirect effects of environmentalism symbol on purchase intention via attitude, the effect of environmentalism symbol on attitude moderated by consumer mindset, and the effect of attitude on purchase intention were tested. When testing ***H6b***, the results of mediation were given. Thus, the interaction between environmentalism symbol and consumer mindset on attitude was analyzed from the regression model. The interaction effect was insignificant ($\beta = 0.065$; $p > 0.05$; 95% CI = [−0.039, 0.170]). The confidence interval of the index of moderated mediation also included zero, implying that there was no moderated mediation (0.044 and 95% CI = [−0.059, 0.138]). Therefore, ***H7b*** was not supported. Figure 5.3 illustrates the direct effects of the environmentalism symbol on attitude, attitude on purchase intention, and the environmentalism symbol on purchase intention.

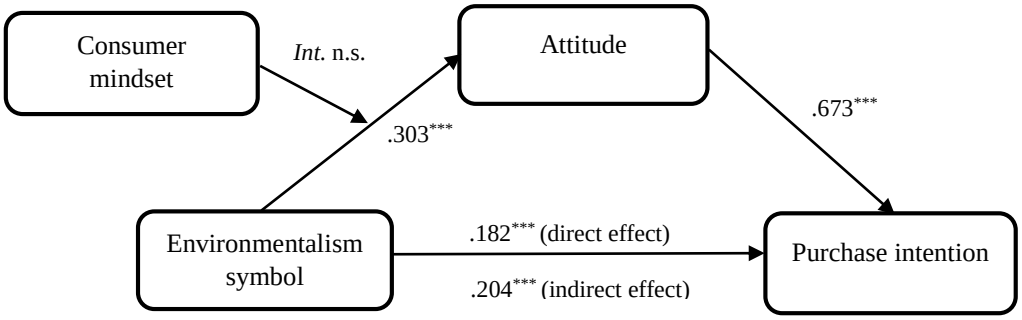


Figure 5.3: The Moderated Mediation Analysis for Environmentalism Symbol

Then, another regression model was created to test ***H7c.*** In analysis, the direct and indirect effects of innovation symbol on purchase intention via attitude, the effect of innovation symbol on attitude moderated by consumer mindset, and the effect of attitude on purchase intention were tested. The results for the index of moderated mediation showed that ***H7c*** was supported with an index = 0.103 and 95% CI = [0.007, 0.186] since the confidence interval for the index did not include zero (see Table 5.5). The results of mediation are reported above in Table 5.3. Therefore, the interaction effect was significant and positive ($\beta = 0.162$; $p < 0.01$; 95% CI = [0.041, 0.282]). Analyzing the interaction effect further with spotlight analysis, the conditional indirect effects of the status symbol on purchase intention through attitude at growth, moderate, and fixed mindset of consumers were examined. Figure 5.4, Figure 5.5, and Table 5.5 demonstrated that the conditional indirect effect of the innovation symbol on purchase

intention via attitude was stronger and significant when they had a fixed mindset (β = 0.376; 95% CI = [0.271, 0.480]). The relationship became weaker and was still significant when they had a growth mindset (β = 0.238; 95% CI = [0.144, 0.345]).

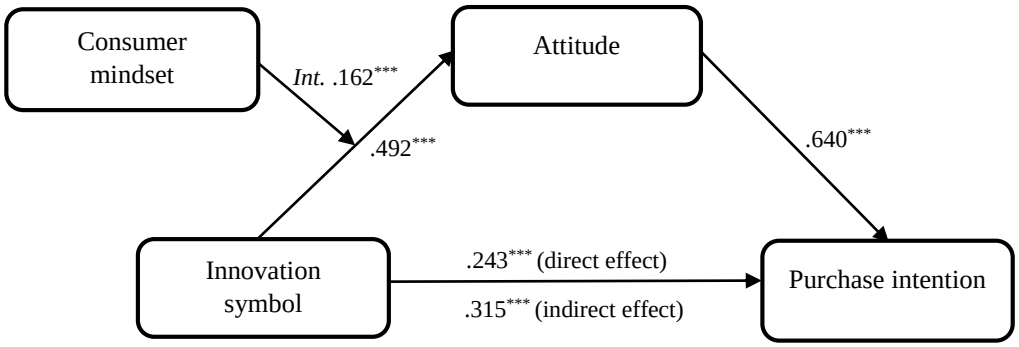


Figure 5.4: The Moderated Mediation Analysis for the Innovation Symbol

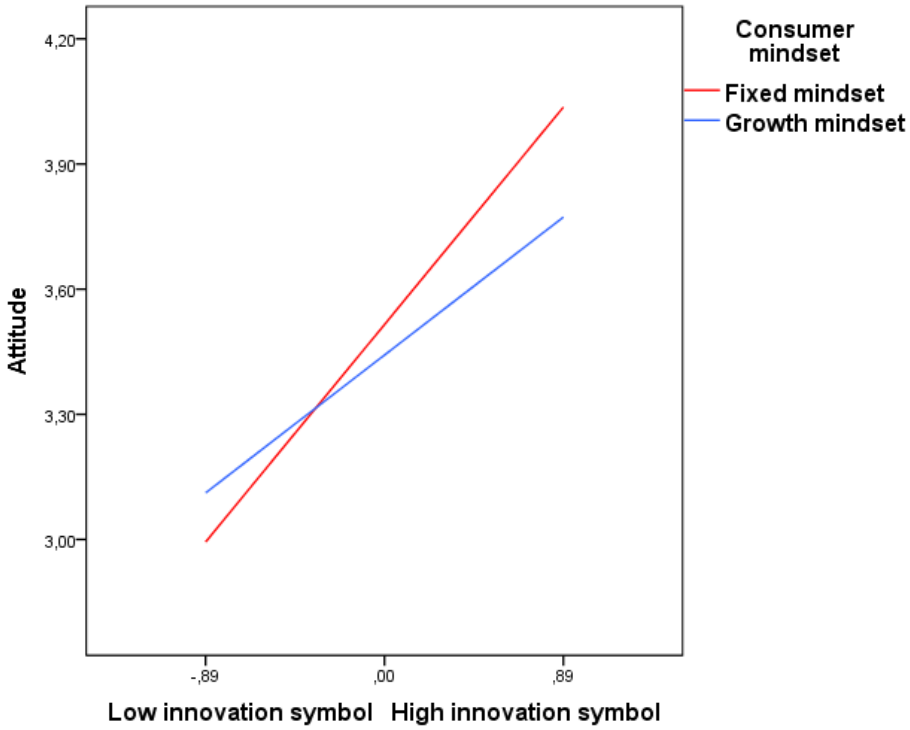


Figure 5.5: Attitude Toward Green Clothing as a Function of the Innovation Symbol, and Consumer Mindset

Table 5.5: Conditional Indirect Effects of the Innovation Symbol on Purchase Intention via Attitude at Different Values of the Moderator: Consumer Mindset

Moderator	**Level**	**Indirect effect**	**SE**	**LLCI**	**ULCI**
Consumer mindset	*Growth mindset* (mean –1 SD)	0.238	0.053	0.140	0.347
	Moderate (mean)	0.307	0.043	0.224	0.394
	Fixed mindset (mean +1 SD)	0.376	0.053	0.269	0.479
		Index	**SE**	**LLCI**	**ULCI**
Index of moderated mediation		0.103	0.045	0.004	0.182

Note(s): N = 325; Bootstrap sample size = 5,000; SE = standard error; LLCI = lower limit 95% confidence interval, ULCI = upper limit 95% confidence interval.

Lastly, ***H7d*** was tested by another regression model. In the analysis, the direct and indirect effects of fashion symbol on purchase intention via attitude, the effect of fashion symbol on attitude moderated by consumer mindset, and the effect of attitude on purchase intention were tested. The results for the index of moderated mediation showed that ***H7d*** was supported with an index = 0.123 and 95% CI = [0.030, 0.213] since the confidence interval for the index did not include zero (see Table 5.6). The results of mediation are reported above in Table 5.3. Therefore, the interaction effect was analyzed and found to be significant and positive ($\beta = 0.170$; $p < 0.01$; 95% CI = [0.050, 0.291]). Analyzing the interaction effect further with spotlight analysis, the conditional indirect effects of the status symbol on purchase intention through attitude at growth, moderate, and fixed mindset of consumers were examined. Figure 5.6, Figure 5.7, and Table 5.6 implied that the conditional indirect effect of fashion symbol on purchase intention via attitude was stronger and significant when they had a fixed mindset ($\beta = 0.374$; 95% CI = 0.280, 0.472]). The relationship became weaker and was still significant when they had a growth mindset ($\beta = 0.210$; 95% CI = [0.102, 0.330]).

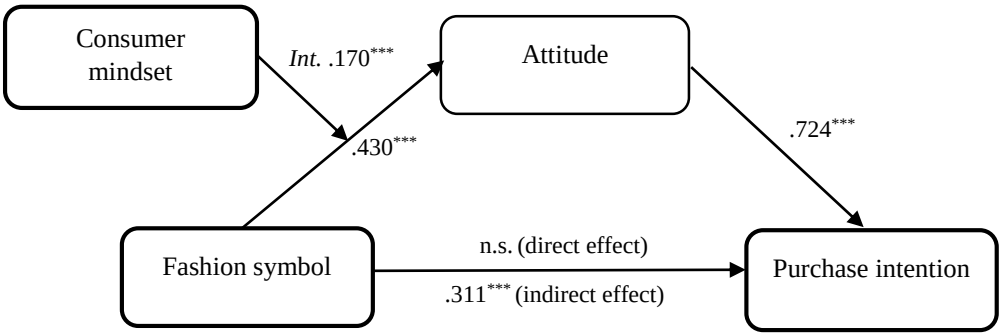


Figure 5.6: The Moderated Mediation Analysis for the Fashion Symbol

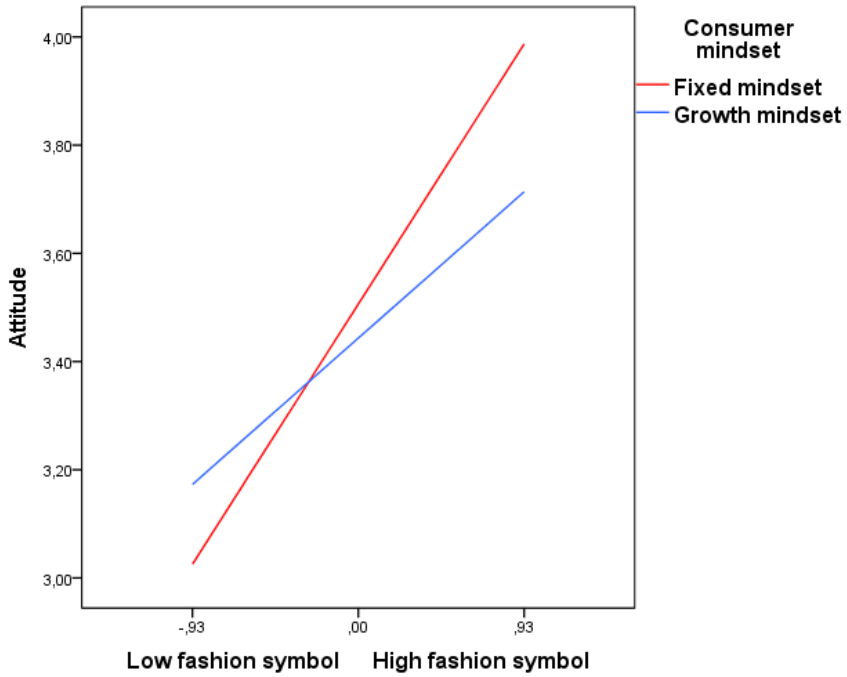


Figure 5.7: Attitude Toward Green Clothing as a Function of the Fashion Symbol, and Consumer Mindset

Table 5.6: Conditional Indirect Effects of the Fashion Symbol on Purchase Intention via Attitude at Different Values of the Moderator: Consumer Mindset

Moderator	**Level**	**Indirect effect**	**SE**	**LLCI**	**ULCI**
Consumer mindset	*Growth mindset* (mean –1SD)	0.210	0.058	0.098	0.326
	Moderate (mean)	0.292	0.043	0.210	0.378
	Fixed mindset (mean +1SD)	0.374	0.048	0.282	0.470
		Index	**SE**	**LLCI**	**ULCI**
Index of moderated mediation		0.123	0.047	0.030	0.213
Note(s): N = 325; Bootstrap sample size = 5,000; SE = standard error; LLCI = lower limit 95% confidence interval, ULCI = upper limit 95% confidence interval.					

6. DISCUSSION AND CONCLUSION

In this section, the results will be discussed, theoritical contributions, managerial implications and limitations and recommendations for future research of the thesis will be clarifed.

6.1. Discussion of Results

Symbolic attributes/meanings, self-expressive benefits, or nonfunctional consumption values for adopting green products have been discussed widely but from a narrow point of view (Han et al., 2017; Liu et al., 2021; White and Sintov, 2017). Symbolic attributes come into prominence especially when the product is socially visible like clothing because it expresses various symbolic meanings about its user more than social status to others (Berger and Heath, 2007; Park and Lin, 2020; Sudbury and Böltner, 2011). Since consumers especially younger ones mainly purchase clothing for its symbolic meanings, their role in the purchase intention of green clothing requires further research. Besides, the impact of consumer mindset which is stated to shape people's motivations, goals, and behaviours seems relevant to green consumption research regarding symbolic attributes/meanings of products because fixed mindsets are reported to have a more positive attitude toward a brand when signaling advertising appeals and symbolic value appeals are used (Kwon et al., 2016; Park and John, 2012). Therefore, this paper developed a conceptual framework of green clothing purchase intention that includes antecedents of symbolic meanings of green products, consumers' attitudes toward green clothing, and consumer mindset as a moderator. First, a direct positive impact of perceived symbolic meanings of green clothing (status, environmentalism, innovation, and fashion symbols) on consumers' attitudes toward green clothing and a direct positive impact of attitudes on purchase intention was expected. Then, the indirect relationship between perceived symbolic meanings of green clothing and consumers' purchase intention via their attitude was expected to be positively influenced by the consumer mindset. When consumers had a fixed mindset rather than a growth mindset, this indirect relationship was supposed to become stronger. The reason behind this notion is that fixed mindset consumers are more likely to express themselves to others by conspicuously consuming products than growth mindsets. They are more prone to show their positive personality

characteristics to others via using attractive brands (Park and John, 2010). Furthermore, they are persuaded more by signaling and symbolic value advertising appeals compared to growth mindsets (Kwon et al., 2016; Park and John, 2012). Since fixed mindsets think that personal characteristics such as their status can not be changed by their efforts, they will attempt to show them to others. Thus, this research analyzed consumer mindset as the boundary condition of the impact of symbolic meanings of green clothing on consumers' purchase intention.

In this research, all symbolic meanings of green clothing are found to impact consumers' attitudes positively and directly and their purchase intention positively and indirectly through their attitudes. That means, the more consumers perceive that green clothing has various symbolic meanings, the stronger their purchase intention will be, and this relationship will be mediated by consumers' attitudes toward green products. In the green clothing context, fashion consciousness, environmentalism, social status, and innovativeness are proved to be significant symbolic meanings that consumers want to express to others. The findings of the study are in line with the literature which investigates the impact of mindsets on environmental consumer behaviour (Duchi et al., 2020; Rahnama and Leszczyc, 2022; Soliman and Wilson, 2017). The results of moderated mediation analyses prove that consumer mindset is the boundary condition for green clothing's symbolic meanings' indirect impact except for environmentalism symbol on purchase intention. That means when fixed mindset consumers realize that green clothing offers an opportunity to signal their social status, innovativeness, and fashion consciousness to others, they have stronger positive attitudes toward green clothing and stronger purchase intention. Only the moderating effect of consumer mindset on the indirect effect of environmentalism symbol on consumers' purchase intention of green clothing through their attitude was not supported. This result is surprising since fixed mindset consumers are more inclined to signal their positive personality traits like environmental consciousness to others (Park and John, 2010). The reason is that fixed mindset consumers may not perceive that conspicuously consuming green clothing offers an opportunity to signal their environmental consciousness to others and does not enable social approval (Liobikiene and Bernatoniene, 2017). Besides, they may purchase green clothing because of their environmental consciousness without trying to seem to be an environmental person.

6.2. Theoretical Contributions

This research focuses on discovering what green clothing means to Turkish consumers, especially younger ones, and the direct and indirect impact of its symbolic meanings on consumers' attitudes and purchase intentions which is an under-researched area. Symbolic attributes in the green clothing context are supported to fall into four categories: status, environmentalism, innovation, and fashion symbols. To the authors' best knowledge, this is the first study that categorizes green clothing concerning its various symbolic meanings. Therefore, this study furthers green clothing and the innovation adoption of green products research by highlighting the impact of symbolic attributes/meanings. Especially, developing a fashion symbol construct that reflects green clothing's aesthetic and fashion aspects as a symbolic meaning and supporting its significant indirect influence on consumers' purchase intention advances the symbolic meanings research and the green clothing consumption research. Besides, this research put forth that perceiving green clothing as an innovation symbol is one of the important drivers that increase consumer purchase intention.

Likewise, the influence of consumer mindset on the indirect relationship between symbolic meanings and purchase intention of green products via consumers' attitudes toward green clothing is discovered. This study supports that fixed mindsets are more likely to be influenced by self-expressive benefits, symbolic attributes/meanings of green products or nonfunctional consumption values compared to growth mindsets. What is more, this study advances the role of consumer mindset in consumer behaviour research in such a way that it connects mindsets of personality, consumers' attitudes toward green products and their green purchase intention. Furthermore, this study addresses the gap in regard to the role of mindsets of personality on sustainable/environmental behaviours, since there is only one study in the context of sustainable foods (which is Rahnama and Leszczyc, 2022). Additionally, the findings contribute to the stream of research that investigates the role of consumer mindsets on product preferences such as attitudes toward the product and purchase intentions (Kwon et al., 2016; Mathur et al., 2016; Murphy and Dweck, 2016; Park and John, 2010, 2012; Seo et al., 2021).

6.3. Managerial Implications

One of the implications for clothing firms' managers is discovering which symbolic meanings are more effective in forming a higher purchase intention via attitude toward green clothing. Green clothing firms should pay attention to some points starting from the design process to the marketing process. When developing new products, firms should take consumer perceptions into consideration. In regard to status symbol, green clothing designers should consider that consumers want to signal their status and express their-self by conspicuously purchasing green clothing (Abrar et al., 2021; Meyer, 2001; Niinimäki, 2010; Öztürk and Engizek, 2017; Park and Lin, 2020; Piacentini and Mailer, 2004; Reimers et al., 2017). Therefore, creating unique and standing designs that will make a good impression on others with higher prices compared to conventional clothing is recommended. In relation to the innovation symbol, designers must ensure that the clothing is produced using high-quality materials developed through recycling and state-of-the-art manufacturing methods that will not harm the environment, human and animal health, and innovative designs in clothing that arouse curiosity (Eifler, 2014; Heffner et al., 2007; Liu et al., 2021; White and Sintov, 2017). Respecting fashion symbol, designers should keep in mind that consumers do not want to give up stylish, aesthetic, and fashionable designs when preferring green options of clothing (Carey and Cervellon, 2014; Hiller Connell, 2010; McNeill and Moore, 2015). In the marketing process, managers may segment consumers according to their mindsets and develop appropriate targeting strategies, so that they can benefit from a deeper understanding of consumers and position their green products properly in the industry. Moreover, marketing managers should emphasize developing communication strategies that highlight symbolic meanings of green clothing along with instrumental and hedonic attributes, so that consumers' perception of symbolic attributes is improved. Regarding fixed mindsets, messages that emphasize clothing reflects one's status and uniqueness, fashion sense and innovativeness will be more persuasive. Besides, they should be informed about the signaling aspect of green clothing's symbolic meaning, so they are ensured that they can show these positive characteristics to others via purchasing green products. For growth mindsets, messages that highlight instrumental attributes of green clothing such as its quality and durability will be more persuasive. What is more, marketing managers can correctly determine the mindset of the consumers temporally to segment

the market accordingly by using a piece of information about the malleability of the brand in the advertisement and make the message more persuasive (Kwon et al., 2016).

6.4. Limitations and Future Research

There are a few limitations that suggest improvements in future research. First, consumer purchase intention with self-report was analyzed rather than real purchase behaviour. Future researchers should consider collecting real purchase data. Second, the sample of the research mainly consisted of 20 to 29-year-old consumers and university students which were not representative of Turkish consumers. Future researchers may collect more representative data about their country. Third, symbolic meaning questions especially fashion symbol measure which is developed by the authors based on previous literature should be verified by further research. Fourth, unlike previous studies, three items of consumer mindset questions were removed from the analysis because of low factor loadings. Consumer mindset measure in the Turkish language should also be verified by future research. Next, in this study, not specific green clothing such as regular wear, sportswear, or luxury wear shirt, t-shirt, dress, or trousers was mentioned. Although the definition of green clothing was provided in the survey, the findings might differ according to the clothing types and whether it was luxury or not. For example, Reimers et al. (2017) chose t-shirts and stated that attitude context which served as a frame of reference for respondents should be specified to increase the positive relationship between attitude and behaviour. Besides, Liobikienė and Bernatonienė (2017) proposed a model for personal care product purchase behaviour, not general green cosmetics, and their literature review on green purchase behaviour showed that researchers reported different and conflicting findings when they focused on green products in general. Therefore, it is recommended to categorize green clothing and consider factors that influence this particular clothing category. Another limitation of the study was not providing a comprehensive view of green purchase behaviour determinants such as internal, social and external variables as Liobikienė and Bernatonienė (2017) suggested. As another area for further study, the impact of instrumental and hedonic attributes of green clothing along with symbolic attributes on purchase intention may be assessed to improve the conceptual framework of this research. Analyzing the moderating role of consumer mindset in this relationship is also advised. In this way, the differentiation of the moderating roles of

fixed and growth mindsets consumers would be more apparent. So, comparing the impact of fixed and growth mindsets' perceptions of green clothing attributes on their purchase intention would be possible. A fixed mindset would moderate the indirect relationship between symbolic attributes of green clothing and purchase intention while a growth mindset between instrumental attributes and purchase intention. Lastly, even though consumer mindset is chronic and can be measured as an individual difference variable (Dweck et al., 1995b; Levy et al., 1998), it can be manipulated with the use of persuasive scientific materials in experimental design studies (Chiu et al., 1997b; Levy et al., 1998). Future research may also manipulate perceived symbolic meanings and consumer mindset to provide a causal relationship as the majority of consumer mindset researchers do.

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BIOGRAPHY

Selen BAKIŞ had a bachelor degree from Izmir University of Economics with scolarship, International Trade and Finance and Business Administration depatments in 2011. Then, she worked as Finance Specialist at Meditera A.Ş. for two and a half year. She had a master's degree from Dokuz Eylül University in 2016. Then, she started to work as a Research Assistant at Gebze Technical University and started doctorate at the same university in 2016. She is married and has two children.

PUBLICATIONS AND PRESENTATIONS FROM THE THESIS

Bakış, S., Kitapçı, H., (2023), "Why do consumers purchase green clothing? Investigating symbolic meanings beyond social status and the role of consumer mindset", Journal of Fashion Marketing and Management: An International Journal, 27 (4), 710-738.

APPENDICES

APPENDIX-A: RESEARCH QUESTIONNAIRE

Sayın Katılımcı,

Bu anket formu, Gebze Teknik Üniversitesi'nde tamamen bilimsel amaçlarla yürütülen, **TÜKETİCİLERİN YEŞİL GİYİM ÜRÜNLERİNE KARŞI TUTUM VE SATIN ALMA NİYETLERİNİ** değerlendirmek amacıyla yapılan bir çalışma için hazırlanmıştır.

YEŞİL GİYİM, EKO-GİYİM veya SÜRDÜRÜLEBİLİR GİYİM geri dönüştürülmüş polyester veya organik pamuk gibi çevreye dost ve sürdürülebilir materyaller kullanılarak üretilen ve üretiminde kimyasal kullanımını azaltarak çevreye minimum zarar veren t-shirt, gömlek ve elbise gibi giyim ürünleridir. H&M markasının conscious koleksiyonu yeşil giyim ürünlerine örnek verilebilir. Sorulara vereceğiniz cevaplar **kesinlikle gizli** tutulacaktır. Katkılarınız için teşekkür ederiz.

Arş. Gör. Selen Bakış, Prof. Dr. Hakan KİTAPÇI

Yaşınız: ……
Cinsiyetiniz: ( ) Kadın ( ) Erkek
Eğitim Durumunuz (En son aldığınız diploma): ( ) İlköğretim ( ) Ortaöğretim ( ) Lise ( ) Üniversite ( ) Yüksek Lisans ( ) Doktora
Ailenizin aylık toplam geliri: ( ) 2.800 TL ve daha az ( ) 2.801-5.000 TL arası ( ) 5.001-10.000 TL arası ( ) 10.000 TL'den çok
Daha önce hiç yeşil giysi satın aldınız mı? ( ) Evet ( ) Hayır

	YEŞiL GiYSiLERi (geri dönüştürülmüş polyester veya organik pamuk gibi çevreye dost ve sürdürülebilir materyaller kullanılarak üretilen ve üretiminde kimyasal kullanımını azaltarak çevreye minimum zarar veren t-shirt, gömlek ve elbise gibi) düşünerek aşağıdaki ifadelerin her birine ne ölçüde katılıp katılmadığınızı belirtiniz.	**Kesinlikle katılmıyorum**	**Katılmıyorum**	**Ne katılıyorum Ne Katılmıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
1	Yeşil giysiler kimliğimi yansıtır.	1	2	3	4	5
2	Yeşil giysiler sosyal statümü iyileştirir.	1	2	3	4	5
3	Yeşil giysiler giymek beni daha eşsiz biri yapar.	1	2	3	4	5
4	Yeşil giysiler giymek çevremdeki insanlar üzerinde iyi bir izlenim bırakmamı sağlar.	1	2	3	4	5
5	Yeşil giysiler giymek sosyal çevremin ortak değerlerini paylaştığım anlamına gelir.	1	2	3	4	5
6	Yeşil giysiler giymek diğerlerine çevreye duyarlı olduğumu gösterir.	1	2	3	4	5

		Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
7	Yeşil giysiler giymek çevre kirliliğini azaltmaya katkıda bulunduğum anlamına gelir.	1	2	3	4	5
8	Yeşil giysiler giyerek çevre kirliğine olan etkimi azaltmış olurum.					
9	Yeşil giysiler giymek çevre için doğru olanı yaptığım anlamına gelir.	1	2	3	4	5
10	Yeşil giysiler giymek yenilik söz konusu olduğunda çevremdeki insanlara ön sıralarda yer aldığımı gösterir.	1	2	3	4	5
11	Yeşil giysiler giymek yeniliğin faydalarından keyif alan bir kişi olduğumu gösterir.	1	2	3	4	5
12	Yeşil giysiler giymek çevreye dost ürün modasını belirlediğimi ifade eder.	1	2	3	4	5
13	Yeşil giysiler giymek beni yenilikçi ürünleri deneyenler arasında öncü bir kişi olarak tanımlar.	1	2	3	4	5
14	Yeşil giysiler giymek iyi bir moda anlayışım olduğu anlamına gelir.	1	2	3	4	5
15	Yeşil giysiler stilimi ifade eder.	1	2	3	4	5
16	Yeşil giysiler estetik değerlerimi yansıtır.	1	2	3	4	5
YEŞİL GİYSİLERE KARŞI TUTUMUNUZU VE SATIN ALMA NİYETİNİZİ düşünerek aşağıdaki ifadelerin her birine ne ölçüde katılıp katılmadığınızı belirtiniz.		**Kesinlikle katılmıyorum**	**Katılmıyorum**	**Ne katılıyorum Ne Katılmıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
1	Giysi satın alırken çevrenin korunmasına katkıda bulunmak benim için önemlidir.	1	2	3	4	5
2	Yeşil giysiler çevremizdeki doğal kaynakları korumada önemlidir.	1	2	3	4	5
3	Yeşil giysilere ilgi duyuyorum.	1	2	3	4	5
4	Satın alma tercihlerimde yeşil giysilere yer vermek isterim.	1	2	3	4	5
5	Yeşil giysiler satın almak bana mutluluk verir.	1	2	3	4	5
6	Doğal kaynakları daha az kullanarak üretilmiş giysileri satın almayı tercih ederim.	1	2	3	4	5
7	T-shirt, elbise, gömlek gibi giysileri satın alırken yeşil olan giysileri tercih edeceğim.	1	2	3	4	5
8	Giysi alacağım zaman yeşil giysileri tercih edeceğim.	1	2	3	4	5
9	Gelecekte muhtemelen yeşil giysiler satın alacağım.	1	2	3	4	5

KİŞİLİK ÖZELLİKLERİNİZİ düşünerek aşağıdaki ifadelerin her birine ne ölçüde katılıp katılmadığınızı belirtiniz.		**Kesinlikle katılmıyorum**	**Katılmıyorum**	**Ne katılıyorum Ne Katılmıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
1	Yeni ürün ve hizmetleri diğer insanlardan önce denemeyi severim.	1	2	3	4	5
2	Satın aldığım ürünlerin özel isteğe uyarlanma şansı olan niteliklerini sipariş etme fırsatını kaçırmam.	1	2	3	4	5
3	Diğerlerinin sahip olduğundan farklı ürünlere, nesnelere sahip olmaktan hoşlanırım.	1	2	3	4	5
4	Eğer bir ürün az bulunuyorsa onu almam daha olasıdır.	1	2	3	4	5
5	Farklı ve alışılmadık ürünler bulunduran mağazalardan alışveriş yapmayı severim.	1	2	3	4	5
6	Moda takipçisi olmaktan çok moda lideri olma eğilimindeyim.	1	2	3	4	5
7	Hazır giyim satın almak yerine sipariş üzerine yapılmış ürünleri tercih ederim.	1	2	3	4	5
8	Benzersiz nesnelere ilgi duyarım.	1	2	3	4	5
Aşağıdaki ifadelerin her birine ne ölçüde katılıp katılmadığınızı belirtiniz.		**Kesinlikle katılmıyorum**	**Katılmıyorum**	**Ne katılıyorum Ne Katılmıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
1	Herkesin kişisel özellikleri belirlidir ve bunu gerçekten değiştirmek için yapabilecekleri pek bir şey yoktur.	1	2	3	4	5
2	Bir kişinin nasıl birisi olduğu çok fazla değiştirilemeyen temel bir şeydir.	1	2	3	4	5
3	Bir kişi bazen farklı davranışlarda bulunsa da, bu kişinin özelliklerinin önemli kısımları gerçekten değiştirilemez.	1	2	3	4	5
4	İnsanlar en derindeki özelliklerini gerçekten değiştiremezler.	1	2	3	4	5
5	İnsanlar en temel özeliklerini bile değiştirebilirler.	1	2	3	4	5
6	Kim olursa olsun herkes temel kişisel özelliklerini önemli ölçüde değiştirebilir.	1	2	3	4	5
7	İnsanlar oldukları kişiyi büyük oranda değiştirebilirler.	1	2	3	4	5
8	Bir kişi nasıl birisi olursa olsun, her zaman çok değişebilir.	1	2	3	4	5