

“Don’t buy this jacket” Consumer reaction toward anti-consumption apparel advertisement

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Abstract:

Purpose

The purpose of this paper is to examine the effects of anti-consumption advertisement on consumers’ attitudes and purchase intentions (PIs) of an apparel product.

Design/methodology/approach

An experiment was conducted with a sample of college students (n=1,300) who were randomly assigned to view either a traditional advertisement for a Patagonia jacket or an anti-consumption advertisement of the same jacket. After that, consumer attitudes toward buying the jacket and PIs were measured employing online survey. In addition, consumer environmental concern (EC), perceived intrinsic brand motivation and extrinsic brand motivation (PIBM and PEBM) were measured to test a proposed research model.

Findings

Participants exposed to the anti-consumption advertisement reported less positive attitudes toward and lower PIs to buy the jacket than participants who viewed the traditional advertisement. Participants’ EC, PIBMs and PEBMs were found to be important predictors of the attitude and PI.

Research limitations/implications

This study provides a foundation for future research on consumer attitudes and PIs in the context of anti-consumption behavior and the effects of anti-consumption advertisement. Limitations of the present study include convenience sampling.

Practical implications

Anti-consumption advertising might be used effectively to raise consumers' awareness on their spending habits on clothing and reduce the clutter of consuming culture.

Originality/value

The research findings contribute to the corporate social responsibility literature in the apparel context, specifically socially responsible marketing, by focusing on the nascent topic of anti-consumption. This was the first study that examined how anti-consumption advertisement might affect consumer attitudes toward buying products displayed in this advertisement.

Keywords: Consumer attitudes | Anti-consumption | Patagonia | CSR | Advertisement | Purchase intentions

Article:

Introduction

Clothing is becoming a disposable product, resulting in a sharp consumption increase (Renner, 2004). In 2012, on average, every man, woman, and child in the US market spent \$898 to purchase 62 garments (American Apparel & Footwear Association, 2014). Every year an average US consumer throws away 70 pounds of clothing, which adds up to 3.8 billion pounds of waste to the landfills (Secondary Materials and Recycled Textiles, 2012). The fast growing rates of apparel products consumption and waste lead to an environmental crisis (Renner, 2012).

To address the problems associated with increasing rates of apparel consumption, a new paradigm has been emerging within the socially responsible (SR) domain that fulfills the needs of environmentally and socially conscious consumers (Ottman, 2011). In response, textiles and apparel companies have established Sustainable Apparel Coalition (n.d.), a trade organization with a goal of creating common metrics and approaches to reduce social and environmental impacts of apparel and footwear. For example, Nike collects old and worn-out athletic shoes and water bottles for recycling and transforms them into footwear and apparel (Nike Inc., 2015). Patagonia, a global outdoor clothing retailer recognized for its environmental practices (Chouinard and Stanley, 2012), not only encourages consumers to purchase environmental friendly products and to recycle them but also to consume less (Patagonia, 2011). Such anti-consumption campaigns are sometimes criticized and viewed as hypocritical because they might simply spur acquisition of some products over others (Stock, 2013). Furthermore, consumers tend to be skeptical about advertising with SR messages (Obermiller et al., 2005) and attempt to evaluate companies' underlying motives (Pomering and Dolnicar, 2009). This anti-movement is a new phenomenon and little is known about how its promotion in the form of advertising is received by consumers.

In 2011, Patagonia took its anti-consumption campaign to a new level by placing an advertisement (ad) featuring its best-selling jacket in one of the world's top newspapers, The

New York Times, with the message “Don’t Buy This Jacket.” The fact that the ad was published on “Black” Friday, the ultimate consumption day for US consumers, has further contributed to the controversy and impact of the message. The company went against the mainstream of shopping madness by urging consumers to not buy its products unless they really needed them (Renner, 2012). Through the ad, Patagonia suggested that consumers should reflect upon their actual needs before purchasing a product, a message discouraging consumption and encouraging more conscious and responsible buying habits. This advertisement might have resulted in both advantages and disadvantages for the company. For instance, AdWeek named it “the ad of the day” for the boldness of the appeal (Nudd, 2011). This initiative contributed to the company’s image as a leader of sustainable movement in the apparel industry. At the same time, the ad was criticized, accusing Patagonia in hypocrisy and stating the company was trying to grab public attention and thereby raise sales, which might hurt the company’s image (Nolan, 2011; Voight, 2013). In fact, nine months after the anti-consumption ad, the company’s sales jumped to \$543 million, a more than 30 percent increase (Martin, 2012). This resulted in more questions of the intent behind the “don’t buy” campaign. Despite all the discussions and controversy, it is unknown how consumers perceived this advertising.

As part of sustainable consumption, anti-consumption urges consumers to buy less products (Black and Cherrier, 2010), yet the practice of anti-consumption is not well understood (Lee et al., 2009). While there is a significant body of advertising research, no study has examined what effects advertisements promoting reduced consumption have on consumers. The purpose of this research was to examine effects of anti-consumption advertisement on consumers’ attitude and purchase intention (PI) of apparel products. Specifically, we explored consumer response to the Patagonia “don’t buy” ad. The research addresses the gap in the literature by investigating the emerging concept of anti-consumption advertisement and its effect on viewers. Understanding the influence of this unexplored domain of marketing strategy on consumers is imperative.

Literature review

Anti-consumption

Anti-consumption “literally means against consumption” (Lee et al., 2009, p. 145). It also refers to “a resistance to, distaste of, or even resentment of consumption” in general (Zavestoski, 2002, p. 121), or a “resistance against a culture of consumption and the marketing of mass produced meanings” (Price and Penaloza, 1993, p. 123). It is important to distinguish anti-consumption from sustainable consumption. The latter can be performed through “acquisition and use of green products, through anti-consumption practices such as rejecting, reduction and reuse, and finally by the sustainable disposal practice of recycling” (Black and Cherrier, 2010, p. 450). This means, anti-consumption does not necessarily mean not buying any products but is a part of sustainable consumption where “certain” acquisition is allowed.

Literature lacks a comprehensive definition of anti-consumption as the topic of anti-consumption has been ignored by researchers (Lee et al., 2009). For the purpose of this study, we define anti-consumption as an individual's behavior guided primarily by needs, not wants, to avoid excessive acquisition of products even in the presence of companies' promotional strategies. In the contemporary society, anti-consumption is difficult to practice due to social, cultural, and identity barriers (Eckhardt et al., 2010).

While conventional marketing seeks to influence consumer attitudes in favor of acquiring a product, anti-consumption marketing encourages consumers to go further than just making green or ethical purchase substitutions. Some of the key propositions in the context of anti-consumption are "we need to consume less" and "maintaining and repairing products is a smart strategy" (Peattie and Peattie, 2009, p. 4). Black and Cherrier (2010) found that anti-consumption was more of an integral part of consumers' sustainable lifestyles than purchasing green alternatives. Anti-consumption can play a vital role in developing sustainable consumption as consumers have the most powerful control mechanism, that is their choice to not consume (Black, 2010). The fact that anti-consumption attitudes have been understudied is recognized as a weakness of the current consumer and marketing literature (Zavestoski, 2002).

Effects of social marketing

Social marketing is "the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole" (Kotler et al., 2002, p. 394). Social marketing utilizes tools and techniques of commercial marketing in pursuit of social goals (Andreasen, 1995). Extant research showed that green promotions directly influence consumers' behavior and consciousness. For instance, Aspers (2008) found that companies can influence consumers' willingness to pay higher prices to improve working conditions and environmental practices by providing labels that clearly convey SR characteristics of the product.

Even though communication of SR messages through advertising has been found to be obnoxious by some consumers (Morsing et al., 2008), others displayed environmentally conscious behaviors as a result of the advertising reminding them about the intrinsic rewards that environmentally conscious activities may bring (Carlson et al., 1993). Previous studies reported that products with SR attributes, both environmental and ethical, influence consumers' attitudes toward buying these products (e.g. Hustvedt and Bernard, 2008; Hyllegard et al., 2012; Haytko and Matulich, 2008). Further, message explicitness, the degree of precision, and specificity provided in a communication, influence consumers' attitudes and PIs (Hyllegard et al., 2012). For instance, Yan et al. (2012) found that participants who viewed an ad with an explicit message about the eco-friendly attributes of jeans reported more positive attitudes toward the brand than consumers who viewed an ad with an implicit message. Overall, promotions with pro-environmental attributes improve "corporate image, induce product and service purchases, and change consumers' eco-friendly attitude" (Lee et al., 2012, p. 71). With this logic, when

consumers encounter an anti-consumption advertisement with a detailed description that reminds them about the environmental crisis due to overconsumption, they are expected to display environmentally conscious attitudes and behaviors, which, in the case of a traditional ad would be buying the product, whereas in the case of an anti-consumption ad would be not buying the product:

H1a: Consumers exposed to the anti-consumption ad have lower attitude toward buying the product in the ad than consumers exposed to traditional ad of the same product.

H1b: Consumers exposed to the anti-consumption ad have lower purchase intention of the product in the ad than consumers exposed to traditional ad of the same product.

Perceived brand motivation

Social marketing leads to increased complexity of the consumer's processing tasks (Drumwright, 1996). This is primarily due to the skepticism associated with advertising claims and company's motives (Parguel et al., 2009). Perceived brand motivation can be defined as consumer assessment of a company's motive for a SR action as either hypocritical, or extrinsic, when major motive is to benefit the company, such as increase sales; or sincere, or intrinsic, when major motive is to benefit society, such as reduced environmental impact (Parguel et al., 2009). Company's marketing communication (Becker-Olsen et al., 2006) is important because it influences consumers' evaluations of the firm and impacts their beliefs, attitudes, and intentions to purchase (Becker-Olsen et al., 2006; Myers et al., 2012). For instance, when exposed to SR messages, consumers attempt to distinguish between truly virtuous firms vs firms taking opportunistic advantage of sustainability movement to increase sales (Parguel et al., 2009).

According to attribution theory, individuals evaluate motives of others to understand their behaviors (Kelley and Michela, 1980). Anti-consumption advertising is a type of promotional strategy that activates this attribution process. According to Parguel et al. (2009), consumers tend to elaborate on a message and assign either intrinsic motives, a company's genuine environmental efforts (e.g. raise awareness for a specific cause or a sincere concern for social welfare), or extrinsic motives, a company's attempt to take opportunistic advantage of sustainable movement (e.g. increase sales or improve company's reputation). In our research, perceived intrinsic brand motivation (PIBM) is a company's motive to persuade consumers to buy their products so it can benefit the environment and the society, whereas perceived extrinsic brand motivation (PEBM) can be defined as a company's motive to persuade consumers to buy their products through environmental campaigns with the major motive to increase sales.

Bigné-Alcañiz et al. (2009) found that PIBM had a positive influence on corporate social responsibility (CSR) perception and brand credibility. Parguel et al. (2011) reported that PIBM had positive effects on corporate brand evaluation. Brand credibility and evaluation are positively associated with attitude toward PI (Lafferty et al., 2002; Becker-Olsen et al., 2006).

Based on attribution theory, it is proposed that PIBM is positively associated with attitude toward purchasing the product in a traditional ad, whereas it is negatively associated with attitude toward purchasing the product in an anti-consumption ad. Negative relationship between PIBM and attitude was proposed because if consumers perceived the anti-consumption ad to be genuine and discouraging consumption to benefit the environment (not for the company's profits), they would have negative attitude toward buying the advertised product:

H2a: PIBM is positively associated with attitude toward purchasing product when consumers are exposed to traditional ad.

H2b: PIBM is negatively associated with attitude toward purchasing product when consumers are exposed to anti-consumption ad.

When attributing PEBM, consumers believe that a company's major motive is to pursue a self-interest, such as increase sales. As a result, consumers respond negatively to company's SR initiative (Bigné-Alcañiz et al., 2009). When consumers believed social initiatives were motivated by business self-interest, PEBM provoked consumers' perception that they were being manipulated or deceived (Forehand and Grier, 2003), along with skepticism toward the company (Becker-Olsen et al., 2006). In turn, skepticism might negatively influence consumers' attitudes toward purchasing the company's advertised products (Obermiller et al., 2005). However, other empirical studies reported that perceived extrinsic motives did not result in negative outcomes (Becker-Olsen et al., 2006), denoting the complexity of the attribution process. Some consumers might accept company's extrinsic motivations to a certain level (Ellen et al., 2006). Becker-Olsen et al. (2006) found that even though consumers perceived a company's motives as profit driven, there were no negative effects on perceived corporate credibility. In the case of Patagonia, one of the pioneers and a symbol of SR, we expect PEBM to positively affect attitudes toward purchasing products in the traditional ad. Thus, even if consumers perceive the ad to be profit driven, they would still show positive attitudes toward buying the product because the ad is persuading them to buy. In the case of anti-consumption ad, even if consumers perceive the ad to be in the company's self-interest, they would still show negative attitudes toward buying the product because the anti-ad is persuading them not to buy the product:

H3a. PEBM is positively associated with attitude toward purchasing the product when consumers are exposed to traditional ad.

H3b. PEBM is negatively associated with attitude toward purchasing the product when consumers are exposed to anti-consumption ad.

Environmental concern (EC)

Anti-consumption is likely to be associated with EC, which is a general attitude or value orientation toward man's relationship with the environment (Black and Cherrier, 2010). According to Antil (1984), consumers' environmental attitudes are expressed through their concern for the environment and are an important motive for purchasing behaviors. Previous studies showed that EC influenced decisions related to apparel consumption (Butler and Francis, 1997; Yan et al., 2012). Kim and Damhorst (1999) concluded that individuals with high environmental attitudes are more likely to engage in environmentally responsible behaviors in general.

According to extant research, environmentally concerned consumers make apparel consumption decisions based on product environmental attributes and are willing to pay higher prices for eco-friendly products (Minton and Rose, 1997). Kim et al. (1997) reported that consumers with greater EC responded more positively to fashion advertisements with an environmental message than without. These environmentally conscious consumers with intrinsic motivation to purchase eco-friendly products differ from consumers who are extrinsically motivated to conform to a social norm (Gebauer et al., 2008). As EC influences attitudes toward making environmentally responsible choices in apparel consumption, it can be expected that in the case of a traditional ad, EC is positively associated with attitude toward purchasing product, whereas it is negatively associated in the case of the anti-consumption ad:

H4a. Environmental concern is positively associated with attitude toward purchasing product when consumers are exposed to traditional ad.

H4b. Environmental concern is negatively associated with attitude toward purchasing product when consumers are exposed to anti-consumption ad.

Attitude and PI

The theory of reasoned action (TRA) explains the relationships between beliefs, attitudes, intentions, and behavior (Ajzen and Fishbein, 1980). It has been widely used by researchers to predict and explain a wide range of buying behaviors. According to this theory, an individual's behavior is determined by one's intention to perform the behavior, and this intention is influenced by one's attitude, a person's positive or negative feeling about performing that behavior (Ajzen and Fishbein, 1980). Intention, an indication of how hard one is willing to try in order to perform the behavior, is the most important determinant of behavior since it is expected to capture the motivational factors that influence behavior (Ajzen and Fishbein, 1980).

Empirical research supports this attitude-behavioral intention relationship: the more positive attitudes consumers hold toward a behavior, the more likely they are to perform the given behavior (Coleman et al., 2011; Shaw and Shiu, 2003; Shim et al., 2001). The theory has been used extensively in the context of apparel products ranging from fashion counterfeits (Kim and Karpova, 2010), personalization of apparel (Halepete et al., 2009), apparel with eco-friendly

attributes (Yan et al., 2012), and consumption of products with SR attributes (e.g. Coleman et al., 2011; Shaw and Shiu, 2003). Based on TRA, the following hypothesis was proposed:

H5. Attitude toward purchasing the product is positively associated with purchase intention.

Based on the proposed research hypotheses, a conceptual model for this study was developed (Figure 1).

Method

Experimental design and stimulus development

To address the research purpose, the Patagonia anti-consumption ad featuring its best-selling jacket, as it appeared in The New York Times, was used (Patagonia, 2011). To make sure that existing consumer attitudes toward the Patagonia brand are accounted, a traditional Patagonia ad featuring the same jacket was adopted from the Patagonia's website. A single-factor between-subjects design was employed, traditional advertisement vs anti-consumption advertisement, to allow for testing of the effects of "Don't Buy" message in the anti-consumption ad.

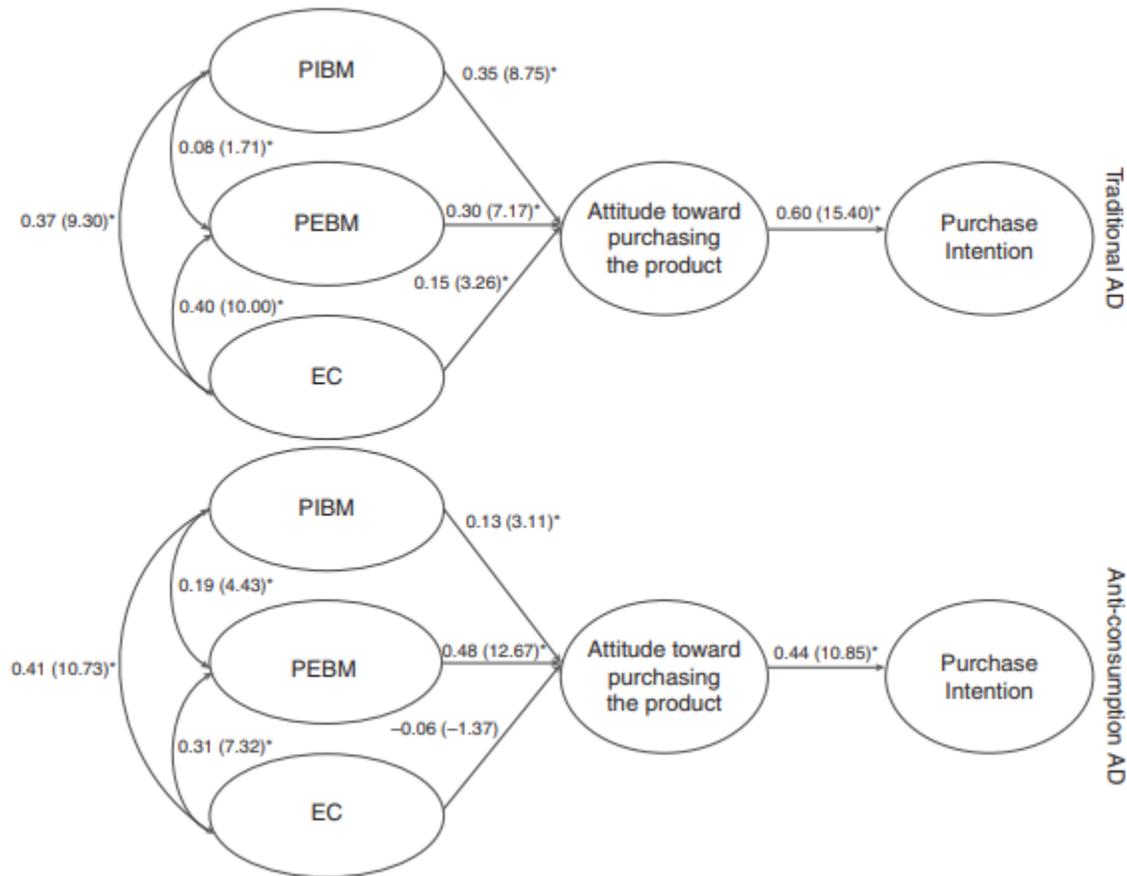
The anti-consumption ad contained explicit messages discouraging purchase: "Don't buy this jacket," "You don't buy what you don't need," and "Think twice before you buy anything." In addition, the ad described environmental issues related to overconsumption: "The culture of consumption puts the economy of natural systems that support all life at high risk. We're now using the resources of one-and-a-half planets on our one and only planet."

The traditional ad was developed based on the Patagonia web page that featured the same jacket. Description of the jacket included garment construction details, fiber content, fabric properties, and highlighted environmental features such as upcycling used soda bottles and unusable second quality fabrics into polyester fibers to produce the jacket (Patagonia, 2011). The image, layout, colors, and brand logo in the traditional ad were created to closely resemble the features of the anti-consumption ad. To examine the effects of the two ads on consumer attitude toward and PI of the jacket, participants were randomly assigned to view one of the two stimuli.

Manipulation check

To check treatment manipulation, a pretest was conducted using a convenient sample of 20 students. Participants were exposed to one of the two ads (traditional or anti-consumption) and asked one question, "Do you think this advertisement persuades consumers to buy this jacket?" Students indicated their level of agreement with the question using a seven-point scale, ranging from Strongly Disagree (1) to Strongly Agree (7). The mean for the anti-consumption ad

(anti) was significantly lower than the mean for the traditional ad (tr): $M_{\text{anti}}=3.4$, $M_{\text{tr}}=5.0$. The manipulation was deemed to be successful.



Notes: Standardized estimates shown (t-values in parentheses). * $p < 0.001$

Instrument measures

The research variables included: PIBM, PEBM, EC, attitude toward purchasing product (ATT), and PI. Established scales were used to measure these variables. All scales, except attitude, employed seven-point Likert type items, ranging from Strongly Disagree (1) to Strongly Agree (7). Attitude toward purchasing the product was measured by five items adopted from MacKenzie et al. (1986) and Myers et al. (2012), with Cronbach's α ranging from 0.90 to 0.91. The items included bipolar adjectives: bad/good, unappealing/appealing, irresponsible/responsible, wrong/right and foolish/wise. Each was measured on a seven-point scale.

Four items measuring PEBM and four items measuring PIBM were adapted from Myers et al. (2012), with a Cronbach's α of 0.79 for both scales. The items developed to evaluate a cause-related marketing campaign were revised to fit the anti-consumption context. To measure EC, four items were adapted from Kim and Damhorst (1999), and Lee et al. (2012), with

Cronbach's α ranging from 0.82 to 0.90. Three items measuring PI were adapted from Madden et al. (1992), with a Cronbach's α of 0.92, and one additional measurement was developed ("Instead of paying for 2-3 jackets, I want to buy the one in the AD and wear it for a long time"). All measurements are presented in Table II. In addition, demographic information was collected, including participant's age, gender, Ethnicity, college major, income, apparel expenditure, and familiarity with Patagonia.

Sample and procedure

An online survey was conducted with a convenience sample of college students at a large Midwestern University. After Institutional Review Board approval, 31,190 college students received an invitation e-mail to participate in the study. The e-mail contained consent elements and a link to the survey. Before answering survey questions, participants viewed one of the two ads: traditional ad for the Patagonia jacket or anti-consumption ad of the same jacket. After that, they continued to answer a questionnaire.

Results

Sample

A total of 1,542 participants responded to the survey, out of which 1,300 responses were usable: a total of 653 responses were associated with the anti-consumption ad and 647 responses with the traditional ad. Table I presents demographic characteristics of the sample. Participants were mostly female (68.9 percent). Age ranged from 18 to 61 years old ($M_{age}=21.23$, $SD=4.48$). The majority of participants (82.8 percent) identified themselves as Caucasian or white, along with 11.1 percent being Asian-American and 4.1 percent being black or African-American. The sample primarily consisted of freshmen (31.1 percent), followed by seniors (20.9 percent), graduate students (16.8 percent), juniors (16 percent), and sophomores (14 percent). Most participants were affiliated with the College of Liberal Arts and Sciences (26.9 percent), followed by Engineering (19.9 percent), Human Sciences (18.2 percent), Agriculture and Life Sciences (15.4 percent), Business (10.3 percent), and College of Design (4.9 percent).

Close to half of the participants (41.7 percent) reported their yearly personal income of less than \$3,000, followed by \$3,000-\$6,000 (19.5 percent), \$6,001-\$10,000 (9.3 percent), \$10,001-\$20,000 (10.2 percent), \$20,001-\$25,000 (4 percent), greater than \$25,000 (3.5 percent), and 11.7 percent of respondents chose not to answer this question. Slightly more than half of the sample (51.8 percent) was very familiar with the Patagonia brand, with (11 percent) being somewhat familiar and (21 percent) being unfamiliar. The results show the participants in both anti-consumption ad and traditional ad groups had similar familiarities with the Patagonia brand (Table I).

Table I. Demographic profile

Demographic information	Number	% of sample
<i>Gender</i>		
Female	883	68.9
Male	398	31.1
<i>Ethnicity</i>		
Caucasian or white	383	66.1
Asian-American	64	11.1
Black or African-American	24	4.1
Latino or Hispanic American	7	1.2
Native American	3	0.5
Other	98	16.9
<i>Yearly personal income</i>		
<\$3,000	531	41.7
\$3,000-\$6,000	249	19.5
\$6,001-\$10,000	119	9.3
\$10,001-\$20,000	130	10.2
\$20,001-\$25,000	51	4.0
>\$25,000	45	3.5
Choose not to answer	149	11.7
<i>College (major^a)</i>		
Agriculture and Life Sciences	214	15.4
Business	143	10.3
Design	68	4.9
Engineering	276	19.9

Human Services	253	18.2
Liberal Arts and Sciences	374	26.9
Graduate college	49	3.5
Other	10	0.7
<i>Academic status</i>		
Freshman	397	31.1
Sophomore	179	14
Junior	204	16
Senior	267	20.9
Graduate	215	16.8
<i>Familiar with Patagonia</i>		
Very familiar	662	50.9
Somewhat familiar	142	10.9
Somewhat unfamiliar	347	26.7
Unfamiliar	126	9.7

Notes: n= 1,300. ^aThe numbers do not add up since people also choose dual majors

Measurement validity and reliability

The data were separated in two groups: traditional ad (tr) and anti-consumption ad (anti). Two confirmatory factor analysis (CFA) models were run using maximum likelihood estimation to validate the measurement model and assess the convergent and discriminant validity of the constructs. CFA for both full measurement models provided a good fit (CFA_{tr}: $\chi^2=694.865$, $df=178$, $p<0.001$, Comparative Fit Index (CFI)=0.93, Tucker-Lewis Index (TLI)=0.92, SRMR=0.05, and RMSEA=0.07) and (CFA_{anti}: $\chi^2=635.508$, $df=178$, $p<0.001$, CFI=0.94, TLI=0.93, SRMR=0.05, and RMSEA=0.06). All indicators loaded significantly ($p<0.001$) for both groups and substantively (standardized coefficient >0.5) on their respective constructs; thus, providing evidence of convergent validity.

Construct reliability and average variance extracted (AVE) estimates in both groups met the recommended threshold levels of 0.60 and 0.50, respectively (Hair et al., 2010), providing evidence of internal consistency and convergent validity. The square root of AVE of each construct was greater than the correlations between constructs for both groups, evidencing

discriminant validity (Fornell and Larcker, 1981). These results provide support for a five-factor model separately for each of the two groups (anti-consumption ad and traditional ad). Internal consistency for each construct was assessed using Cronbach's α . Cronbach's α coefficients for all five constructs were deemed acceptable, as they ranged from 0.81 to 0.93. Results of CFA are summarized in Table II.

Table II. Full confirmatory factor analysis of measurement model: traditional and anti-consumption ads

Observed indicators and their latent constructs	Factor loading		SE		t-value*		Reliability
	Group _{anti}	Group _{trad}	Group _{anti}	Group _{trad}	Group _{anti}	Group _{trad}	
<i>Attitude toward purchasing the product</i>							0.93
Bad/good	0.84	0.81	0.013	0.017	62.38	47.00	-
Appealing/not appealing	0.71	0.71	0.021	0.023	33.40	30.96	-
Irresponsible/responsible	0.90	0.80	0.009	0.017	98.13	46.40	-
Wrong/right	0.93	0.84	0.008	0.015	121.15	55.66	-
Foolish/wise	0.90	0.85	0.009	0.014	95.31	60.43	-
<i>Perceived intrinsic brand motivation</i>							0.88
Patagonia initiated this ad because morally it was the right thing to do	0.73	0.70	0.021	0.023	34.47	29.84	-
Patagonia initiated this ad because ultimately they care about environment	0.90	0.92	0.012	0.013	76.53	72.23	-
Patagonia really cares about what impact their products have on environment	0.87	0.79	0.013	0.018	65.31	44.41	-
Patagonia initiated this ad because the company wants everyone to reduce consumption	0.78	0.73	0.018	0.022	42.13	33.10	-
<i>Perceived extrinsic brand motivation</i>							0.88
Patagonia initiated this ad to persuade me to buy their products	0.78	0.76	0.020	0.021	38.76	35.60	-

Patagonia initiated this ad to create a positive corporate image	0.76	0.80	0.021	0.020	36.84	40.65	-
Ultimately, Patagonia benefits from this ad	0.83	0.80	0.017	0.019	47.79	41.96	-
Patagonia initiated this ad to persuade consumers how good their products are	0.77	0.77	0.020	0.021	38.84	36.90	-
<i>Environmental concern</i>							0.88
Human beings are severely abusing the environment	0.63	0.70	0.028	0.023	22.51	29.96	-
Consumers should be interested in the environmental consequences of the products they purchase	0.80	0.77	0.019	0.019	41.77	39.96	-
Consumers should support fashion retailers making and selling eco-friendly product	0.87	0.90	0.015	0.012	58.18	71.87	-
There must be more fashion retailers making and selling eco-friendly products	0.82	0.84	0.017	0.015	47.27	55.86	-
<i>Purchase intention</i>							0.81
I want to buy this jacket because it reduces my impact on environment	0.80	0.73	0.030	0.028	26.81	25.70	-
Instead of paying for 2-3 jackets, I want to buy the one in the ad and wear it for a long time	0.62	0.58	0.035	0.036	17.73	16.01	-
I will likely buy this jacket in the future	0.57	0.61	0.035	0.036	16.54	17.02	-
I will definitely buy this jacket	0.52	0.52	0.036	0.038	14.14	13.44	-

Note: * $p \leq 0.00$

Hypotheses testing

The two hypothesized models (traditional and anti-consumption ads) were tested with two data sets using structural equation modeling (Figure 1). The structural model examining relationships between PIBM, PEBM, EC, ATT, and PI was tested using MPlus. The fit indices of the structural model test were acceptable: for the traditional ad ($\chi^2=818.262$, $df=181$, $p<0.001$,

CFI=0.92, TLI=0.90, SRMR=0.06, RMSEA=0.07) and for the anti-consumption ad ($\chi^2=741.514$, $df=181$, $p<0.001$, CFI=0.93, TLI=0.92, SRMR=0.06, RMSEA=0.07). The χ^2 -statistic, an absolute measure of model fit, is sensitive to sample size (larger than 200), complex models, or models with a large number of indicators (Hoelter, 1983). Following Jöreskog and Sörbom (1993), other fit indices were also evaluated to determine how well the model fits the data. Specifically, CFI and TLI were considered and found to be within the acceptable range (Muthen and Muthen, 2000).

A comparison of the two models shows the following differences: in the traditional ad model, PIBM ($\beta=0.35$) was the strongest predictor of ATT_{trad} followed by PEBM ($\beta=0.30$) and EC ($\beta=0.15$). In the anti-consumption ad model, PEBM ($\beta=0.48$) was the strongest predictor of ATT_{anti}, followed by PIBM ($\beta=0.13$), whereas EC ($\beta=-0.06$) was not a significant predictor. Independent sample t tests were conducted to test H1a and H1b, and to examine whether there was a difference between the two groups (traditional ad vs anti-consumption ad) in relation to their attitude and PI of the jacket. Participants exposed to the anti-consumption ad had lower attitude toward buying the jacket, $M_{anti}=4.07$, $SD=1.61$, than participants exposed to the traditional ad, $M_{tr}=5.10$, $SD=1.18$ ($t=-13.08$, $df=1,181.67$, $p<0.0001$). H1a was supported: the ad discouraging consumers to buy Patagonia jacket resulted in lower consumer attitude toward purchasing this jacket in comparison to consumers who viewed traditional ad of the same jacket.

There was a significant difference between participants exposed to the two ads ($t=-4.21$, $df=1,271$, $p<0.0001$) with regards to their PI of the jacket. Participants exposed to the anti-consumption ad reported lower PI, $M_{anti}=3.38$, $SD=1.23$, than participants exposed to the traditional ad, $M_{tr}=3.67$, $SD=1.20$. H1b was supported: the ad discouraging consumers to buy Patagonia jacket resulted in lower PI of this jacket in comparison to consumers who viewed a typical ad of the same jacket.

The relationship between PIBM and ATT was positive in both groups: traditional ad ($\beta=0.36$, $p<0.001$) and anti-consumption ad ($\beta=0.13$, $p<0.001$). Thus, H2a was supported, and H2b was rejected. The relationship between PEBM and ATT was positive in both groups, traditional ad ($\beta=0.30$, $p<0.001$) and anti-consumption ad ($\beta=0.48$, $p<0.001$), supporting H3a and rejecting H3b.

The relationship between EC and ATT was positive in the traditional ad group ($\beta=0.15$, $p<0.001$). In the case of the anti-consumption ad group, no relationship between EC and ATT was found ($\beta=-0.06$, $p>0.05$). Thus, H4a was supported and H4b was rejected. There was a positive relationship between ATT and PI for the traditional ad group ($\beta=0.60$, $p<0.001$) and the anti-consumption ad group ($\beta=0.44$, $p<0.001$), supporting H5.

Conclusions and implications

Overall, the phenomenon of anti-consumption is not well understood (Lee et al., 2009). To the authors' knowledge, this research was the first to examine how consumers perceive advertisements promoting anti-consumption practices. This study investigated the effects of an anti-consumption advertisement on consumer attitude and PI of apparel products. TRA and

attribution theory were used to develop the research framework and hypotheses. By investigating the emerging concept of anti-consumption advertisement and its effect on consumers, the findings of this study offer insights on SR marketing strategies that are concerned with the issue of high levels of consumption.

The results showed that anti-consumption advertisement (ad) influenced consumers' attitude and PI. In comparison to the participants who viewed the traditional ad, participants exposed to the anti-consumption ad had significantly lower attitudes and intentions to buy Patagonia's jacket. Kotler et al. (2002) argue that social marketing might influence a target audience to voluntarily accept or reject a behavior for the benefit of the society. In this study, we confirmed that anti-consumption ad, a type of social marketing, indeed influenced participant attitudes. Participants, who viewed the anti-consumption ad that reminded them about the environmental crisis due to overconsumption, displayed environmentally conscious attitudes and were less likely to buy the product than participants who viewed the traditional ad. Our findings support previous studies that reported products with SR attributes, both environmental and ethical, influenced consumer attitudes toward buying these products by reminding them of the intrinsic rewards these SR attributes may bring (Haytko and Matulich, 2008; Hustvedt and Bernard, 2008; Hyllegard et al., 2012; Yan et al., 2012). Our research, for the first time, shows that SR attributes can have negative impact on consumer attitudes toward purchasing a product as a result of viewing anti-consumption advertising.

Even though anti-consumption is viewed as contradicting to the dominant consumption-orientated paradigm, an anti-consumption advertising strategy has a potential to influence the clutter of the contemporary consuming culture. However, Patagonia is well-known for its environmental efforts, which might be reflected in consumers trusting the company's anti-consumption message. If a company does not have a strong SR reputation, its anti-consumption campaign might be not as effective as found in this study.

In the case of the traditional ad, EC was positively related to attitude toward purchasing the product. The traditional ad contained a number of pro-environmental attributes: informing consumers about Patagonia's reducing, recycling, re-using, and repairing practices. This finding confirms results of previous studies that individuals with positive environmental attitudes are more likely to engage in environmentally responsible behaviors (Minton and Rose, 1997; Yan et al., 2012). However, in the case of anti-consumption ad, no relationship was found between EC and attitude toward purchasing the jacket. When exposed to the anti-consumption ad, some consumers with high EC believed that not buying the jacket would be an environmentally responsible act, as the ad suggested. However, other consumers with high EC believed that buying the jacket would be a responsible act because this jacket had a reduced impact on the environment, in comparison with other outerwear available in the market. This finding indicates the complexity of anti-consumption advertising effects on ecoconscious consumers' buying decisions, such as the Patagonia jacket in this study.

Confirming previous research findings (Becker-Olsen et al., 2006) and as predicted in this study, both PIBMs and PEBMs were positively related to attitudes toward PI in the

traditional ad group. The findings corroborated that whether consumers viewed claims in the traditional ad as sincere and selfless (PIBM), or as benefiting company's sales and/or image (PEBM), they accepted both, perceived intrinsic and extrinsic company's motivations, which was reflected in the positive influence on the attitude.

However, the proposed negative relationships between PIBM/PEBM and attitude were not supported in the case of the anti-consumption ad. The results indicate that anti-consumption advertising did not change the nature of positive relationship between PIBM/PEBM and attitude toward buying the product in the ad. When participants believed that Patagonia's motivation was intrinsic, and the company truly did not want them to buy its product in the ad, PIBM still positively influenced attitude toward buying the jacket. This could be because of high appeal of the sustainability features of the product (i.e. use of recycled fabrics, high durability). Similarly, when participants viewed the anti-consumption ad as Patagonia's trick to increase sales and/or company's image, they still exhibited positive attitudes toward buying the jacket. This is likely because they believed that purchasing this jacket was a sustainable and environmentally responsible decision. Thus, the positive effects of PIBM and PEBM on the attitudes toward purchasing product in the anti-consumption ad may imply the importance of the product features, as discussed by Kim and Karpova (2010). Further, the findings suggest that apparel companies that promote anti-consumption do not need to worry about how their messages are evaluated by consumers, especially viewed as hypocritical, because consumers' perceived brand motivation behind an advertisement does not appear to negatively influence consumers' attitude toward purchasing the product. However, the company in our study, Patagonia, is well-recognized for its environmental and sustainable efforts. A company without such reputation and history might not benefit from consumer acceptance of its perceived extrinsic motivations.

The research findings contribute to the CSR literature in the apparel context, specifically, SR marketing, by focusing on the nascent topic of anti-consumption. By examining the controversial Patagonia's anti-consumption ad, the findings provide a foundation for future studies related to anti-consumption behavior and the effects of anti-consumption advertisement on consumers. The results of this study have important implications for companies considering the use of anti-consumption messages in their SR practices and campaigns. Companies pursuing SR practices may follow Patagonia's strategy to reduce overconsumption by educating consumers through anti-consumption advertising. Since anti-consumption ad was effective in lowering consumer attitude and PI despite what motivation consumers perceive behind the message, it would likely to work for other SR companies with high-quality products, highlighting the importance of sustainable attributes that increase the value of product in the eyes of environmentally conscious consumers. Future studies can analyze what effect anti-consumption ads might have on companies' sales, image, and other factors. Lastly, this strategy can be used to raise consumers' awareness of their spending habits on clothing and can be a bold step to change the clutter of consuming culture.

Limitations and future research

College students from one university were participants in this study, limiting the generalizability of the findings to other populations. Future research may use a sample that is more heterogeneous in terms of generational cohort and geographic location to confirm the findings. The product style and price in the ads might have an impact on participants' PI: the jacket had a basic design that might be more appealing to male consumers, whereas the majority of the research participants were females. Future research could use various products with different designs and prices. The company in the ads, Patagonia, is known for its environmental practices. It is unknown what effect anti-consumption advertising from apparel businesses not associated with environmental movement might have on consumers. Lastly, a qualitative study might be important for a more in-depth understanding of the effect of anti-consumption advertisement on consumers.

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