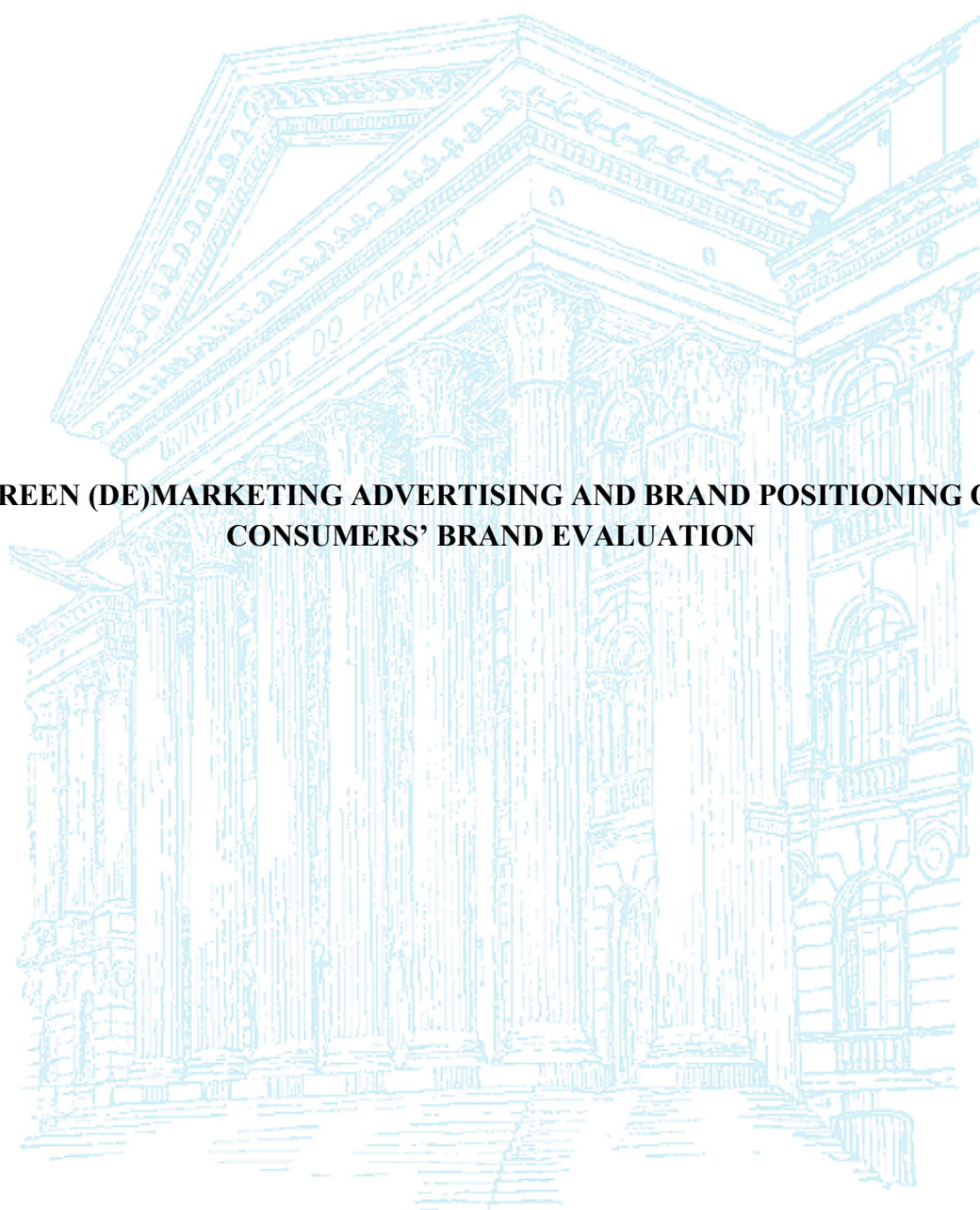


UNIVERSIDADE FEDERAL DO PARANÁ
CURSO DE MESTRADO EM ADMINISTRAÇÃO

VICTORIA VILASANTI DA LUZ

**GREEN (DE)MARKETING ADVERTISING AND BRAND POSITIONING ON
CONSUMERS' BRAND EVALUATION**



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2018

VICTORIA VILASANTI DA LUZ

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CONSUMERS' BRAND EVALUATION**

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RESUMO

A propaganda verde tem sido usada para promover o consumo de produtos ecologicamente corretos. Recentemente, foi proposto o uso do *green* demarketing (ou seja, a redução do consumo) como forma de promover a sustentabilidade. Entre vários fatores, o posicionamento da marca pode ser uma chave para determinar qual tipo de propaganda verde é mais apropriada para cada marca. Assim, este estudo investiga o efeito do posicionamento da marca na relação entre propaganda verde e avaliação de marca. Uma série de três experimentos mostra a consistência do efeito moderador proposto. O experimento 1 mostra que um posicionamento de luxo (vs. *mainstream*) gera atitudes de marca mais positivas na condição de apelo verde do demarketing (vs. tradicional). O experimento 2 corrobora os resultados para a atitude da marca e para a propensão de compra. Também mostra o efeito mediador da credibilidade do anúncio. Por fim, o experimento 3 corrobora a hipótese de moderação e adiciona a conexão do consumidor com a marca como uma variável dependente. Além disso, este experimento mostra a consistência da credibilidade do anúncio como um mecanismo de explicação e demonstra a condição de contorno das marcas de posicionamento verde. Portanto, as combinações de luxo/demarketing e *mainstream/ green* tradicional são percebidas como mais críveis, consequentemente, aumentando as avaliações positivas de marca. No entanto, quando a marca tem um posicionamento verde, a avaliação da marca não muda, independentemente do tipo de apelo. Esses resultados contribuem para a publicidade verde e a literatura de luxo, uma vez que ampliam as descobertas sobre o demarketing como apelo verde e aprofundam a discussão sobre os usos da propaganda verde por marcas de luxo. Além disso, também é útil para os gerentes encontrarem estratégias verdes que sejam adequadas para suas marcas.

Palavras-chave: propaganda verde, demarketing verde, posicionamento de marca, marcas de luxo.

ABSTRACT

Green advertising has been used to promote consumption of environmentally friendly products. Recent research proposes green demarketing (i.e. consumption reduction) as a manner to promote sustainability. Among several factors, brand positioning could be a key in determining which green advertising would be more appropriate for each brand. Hence, this study investigates the effect of brand positioning on the relationship between green advertising and brand evaluation. A series of three experiments show the consistency of the proposed moderating effect. Experiment 1 shows that a luxury (vs. mainstream) positioning generates more positive brand attitudes in the demarketing (vs. traditional) green appeal condition. Experiment 2 corroborates the results for brand attitude and for willingness to buy. It also shows the mediating effect of ad believability. Additionally, this study rules out brand-cause fit as an alternative explanation. Finally, experiment 3 corroborates the moderation hypothesis, ads brand-self connection as a dependent variable, shows the consistency of ad believability as an explanation mechanism and demonstrates the boundary condition of green positioning brands. Therefore, the combinations of luxury/demarketing and mainstream/green traditional are perceived as more believable, consequently, increasing positive brand evaluations. However, when the brand has a green positioning, the brand evaluation does not change in spite of the green appeal type. These results contribute to green advertising and luxury literature, once they extend findings on demarketing as green appeal and deepen the discussion of the uses of green advertising by luxury brands. Furthermore, it is also useful for managers to find green strategies that are suitable for their brands.

Keywords: green advertising, green demarketing, brand positioning, luxury brands.

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INTRODUCTION

Green advertising has been largely employed with the purpose to inform consumers about the product's green attributes or the company's green practices. In order to be considered a green advertising, it either should present the relationship between a product and the environment or promote a green lifestyle or, in a more general way, present the organization's green image (Banerjee, Gulas, and Iyer, 1995).

In the majority of times, green advertising use arguments that show how the product (or brand) help in the reduction of environmental damages in its production process or by its composition. For instance, H&M has a line of products made of organic cotton and recycled polyester. "Go green, wear blue" campaign, the brand announces a conscious denim collection in which they both promote green consumption and present green attributes of their jeans (H&M, 2014).

As an alternative to this "traditional" green advertising appeal, recent researchers have suggested the use of demarketing strategy in the green consumption context. Demarketing is a demand suppression strategy that, so far, has often been used in unwholesome (e.g. drugs, tobacco, alcohol, firearms) or scarcity scenarios (e.g. water and energy conservation). So, was not until recently that Soule and Reich (2015, p.1403) propose green demarketing as a Corporate Social Responsibility (CSR) strategy whereby "a brand encourages consumers to buy less at the category level through the purchase of the company's brand for the sake of the environment". Therefore, green demarketing could be a solution for effectively contribute to environmental preservation, once it proposes a change in consumer habits rather than just exchanging the consumption of non-green to green products (Soule and Reich, 2015).

Much has been done about advertising appeals and its impacts on green attitudes and behavior (e.g. Hartmann, Apaolaza-Ibañez, and Sainz, 2005; Green and Pelozo, 2014; Yang,

Lu, Zhu, and Su, 2015). Indeed it is a challenge to create green advertising campaigns that can enhance brand evaluations and actually increase the consumer's environmentally friendly behavior (Amatulli, De Angelis, Peluso, Soscia, and Guido, 2017). Therefore, the manner in which green actions will be communicated plays an important role on consumer's brand evaluations (Olsen, Slotegraaf, and Chandukala, 2014).

Even though demarketing appeal seems obvious in the green consumption context, it still lacks further exploration (Bradley and Blythe, 2014). Past research has demonstrated the positive effect of demarketing appeal on brand attitude (e.g. Reich and Soule, 2016). However, an important marketing issue is to identify what brand's characteristics are more likely to benefit from green (de)marketing strategies, once a match between brand characteristics and the chosen green appeal is essential to generate positive brand evaluations (Kim and Hall, 2015; Hagtvedt and Patrick, 2016). Yet, there is no evidence about the effects of brand positioning on the relationship between green (de)marketing appeal and consumer's brand evaluations. For instance, mainstream fashion brands are known for offering products with low cost and average quality, that are used only for a short period of time. They are commonly labeled as disposable fashion (Kim and Hall, 2015). This type of brand positioning might not benefit from green demarketing strategy, once the first suggests constant consumption and the last suggests a decrease of consumption in a category. On the other hand, luxury brands emphasize quality, rarity, and uniqueness of its pieces (Kapferer, 2006). These characteristics should favor more positive brand evaluations for green demarketing appeal compared to traditional green appeal.

Hence, this work investigates the effect of brand positioning (luxury vs. mainstream) on the relationship between green advertising appeal and brand evaluations. It proposes that when the brand has a luxury positioning, the demarketing appeal will generate more positive brand evaluation than a green traditional appeal. Controversially, when the brand has a

mainstream positioning, the green traditional appeal will generate better brand evaluations than demarketing appeal. It is hypothesized that each of this “matches” (luxury/demarketing and mainstream/green traditional) receive better evaluations because consumers perceive them as more believable. Thus, ad believability plays a mediating role in the predicted interaction. Additionally, this work shows that for brands with green positioning strategy, the type of appeal – green traditional vs. demarketing – will not differently impact brand evaluation.

This work will contribute to the existing green advertising literature, once it extends findings on green demarketing appeal and its match with brand positioning. Past work on demarketing had been focused on resources conservation (e.g. Wall, 2005) whereas this work further explores the use of demarketing as a green advertising appeal. It shows that depending on the brand positioning a different green advertising appeal should be used to generate better brand evaluations.

Additionally, it deepens the findings of green advertising and luxury. Past research has investigated the evaluation of green attributes on luxury products (e.g. Achabou and Dekhili, 2013; De Angelis, Adıgüzel, and Amatulli, 2017). Still, the field lacks research on how luxury brands should communicate their green initiatives on the brand level. Finally, this work is useful for managers to choose suitable green strategies according to their positioning. Since environmental issues are gaining more attention, to create green strategies as well as communicate it efficiently are key components to enhance consumer’s perceptions of the brand (Hagtvedt and Patrick, 2016).

This work is organized into the following sections: First, the present introduction. Second, the theoretical concepts related to (1) green traditional vs. demarketing appeal, (2) luxury vs. mainstream brand positioning, and (3) the relationship between luxury, mainstream, and sustainability. Later, the procedures and results of the first, second and third

studies are presented. Finally, the general discussion, managerial implications, limitations and suggestions for future research are discussed.

THEORETICAL BACKGROUND

Green Traditional vs. Demarketing Appeal

The demand for environmentally friendly products represents an opportunity for companies to gain competitive advantage through the differentiation of their brands (Do Paço and Reis, 2012). Companies started to create sustainability actions as consumers become more concerned about business activities and/or paid more attention to seek a reduction in environmental impact through consumption of environmentally friendly products (Tucker, Rifon, Lee, and Reece, 2012).

In this context, green advertising is a manner to promote environmentally friendly consumption, as well as to inform consumers about the benefits and ways of using green products (Carlson, Grove, and Kangun, 1996; Do Paço and Reis, 2012; Segev, Fernandes, and Hong, 2015). An advertisement is considered green when it meets at least one of the following criteria: it presents the relationship between a product and the environment; promotes green consumption or lifestyle; and/or, presents the organization's green image (Banerjee et al., 1995). Green ads could have essentially commercial ends or could be focused on the company green image (Leonidou, Leonidou, Palihawadana, and Hultman, 2011).

The green advertising contains arguments that are intended to inform, educate, and persuade the consumer about the green attributes of that product. They show how a particular product contributes to the preservation of the environment (Leonidou, Leonidou,

Hadjimarcou, and Lytovchenko, 2014). Thus, environmental arguments can be considered as an important determinant of customers evaluations (Manrai, Manrai, Lascu, and Ryans, 1997; Phau and Ong, 2007; Leonidou et al., 2014).

These green arguments have some characteristics. Carlson, Grove, and Kangun (1993) have created a typology with four categories, emphasizing the focus of green arguments: 1) product orientation – argument focusing on the product; 2) process orientation – arguments focusing on the manufacturing; 3) image orientation - broad argument, focused on the company; 4) environmental fact – focused on environmental damage. This typology could be incorporated into two groups: substantive and associative arguments. The substantive arguments are concrete and demonstrate environmental attributes in fact. Associative arguments are broader and less tangible (Chan and Lau, 2004). In this regard, the product-oriented and process-oriented arguments can be considered as substantive, whereas the arguments with image orientation and environmental fact can be considered as associative (Polonsky, Carlson, Grove, and Kangun, 1997; Chan and Lau, 2004).

Most of the green advertising studies show how the ad could motivate consumers to contribute to the well-being of the environment through purchasing of environmentally friendly (green) products. For instance, Ricky, Chan, Leung, and Wong (2006) found that consumers have higher purchase intentions when the green advertising have substantive rather than associative environmental claims in the context of services. Another example is the work of Atkinson and Rosenthal (2014), which verified that the label source and the specificity of green arguments have a significant effect on consumers' attitudes and behavior.

Even though these traditional green appeals are proven to be effective ways of companies to influence consumers in engaging in sustainable behaviors, a considerable part of the environmental damage caused by humans is related to the quantities of consumed products (Yang et al., 2015). For instance, Lin and Chang (2012) found that consumers use

greater quantities of green products when compared to regular products because they perceive a green product as less efficient. For that reason, recent research suggests that consumer's consumption habits should be reevaluated and that there must have a greater focus on changing consumers routines to reduce overconsumption (Grinstein and Nisan, 2009; García-de-Frutos, Ortega-Egea, and Martínez-del-Río, 2016).

Reducing consumption as well as changing lifestyles are necessary and effective measures to maintain environmental sustainability. Accordingly, past research has suggested the application of consumption reduction arguments as an advertising appeal in green consumption context (e.g. Beeton and Benfield, 2002; Varadarajan, 2014; Reich and Soule, 2016). That comes as an alternative to traditional green appeal that promotes the consumption of environmentally friendly products by evidencing its green features (Soule and Reich, 2015).

The marketing perspective that discourages consumption is called demarketing. Kotler and Levy introduced the concept of demarketing in 1971 in the article published by the Harvard Business Review. According to the authors there are three types of intentional demarketing, as it follows: a) general demarketing – used to decrease the overall level of demand; b) selective demarketing – to discourage the demand level in some categories or consumer classes ; and, c) ostensive demarketing – used when the company discourage the demand as a strategy to increase sales (Kotler and Levy, 1971). A demarketing strategy carries several characteristics of a traditional marketing campaign, such as advertising, public relations, and the 4P's management (Grinstein and Nisan, 2009; Soule and Reich, 2015).

The possible applications of the concept of demarketing began to appear as speculations about the role of marketing in potential product supply crises (Kotler and Levy, 1971). Thus, it is noted that early academic research on demarketing was associated with resource conservation campaigns such as water and electricity saving (e.g. Frisbie, 1980;

Press and Arnould, 2009; Allcott, 2011). There are also studies approaching the demand suppression for products that are harmful to public health, such as tobacco, drugs, and alcohol (e.g. Pechmann, Zhao, Goldberg, and Reibling, 2003; Wall, 2005).

In the sustainability context, some studies outline the perspective of environmental anti-consumption orientation (García-de-Frutos et al., 2016), whereas others claim for the reduction of environmental impacts through reduction of consumption as a type of green marketing appeal (Soule and Reich, 2015; Reich and Soule, 2016). Specifically, Soule and Reich (2015) investigated the consumer perceptions about the companies' motivation for adopting green demarketing strategies. The authors found that consumers' attitude toward the product was more positive when perceived company's motivation was genuine instead of selfish based. Reich and Soule (2016) also compared the impact of green demarketing and traditional green appeal on consumer's attitude toward the company. The results demonstrated that for product-oriented advertising the traditional green appeal is more positive, while for the institutional advertising the green demarketing appeal is more positive than the traditional one.

We have observed, therefore, that demarketing appeal can be used for different purposes. It could be associated with the reactive strategies to resources crises, it could be related to suppression of unwholesome demand, or could signal scarcity in order to increase demand. In the context of a green appeal, demarketing encourages the reduction of total consumption in a category to replace a single product offered by a particular brand as a way to contribute to the preservation and well-being of the environment (Varadarajan, 2014).

Hereof, demarketing has been shown as an alternative to the traditional means of green advertising appeal, that is, the appeals that bring arguments related to the reduction of environmental damages in the production process or by the composition of the product (Yakovitch and Grinstein, 2016). It is noteworthy that both green demarketing appeal and

the traditional green appeal are classified as green advertising for promoting the well-being of the environment. The difference between these two types of appeals refers to the nature of the action taken to do so. While the demarketing appeal implies suppression of consumption, the traditional green appeal implies consumption of green products as a means of contributing to environmental sustainability. At this point, it is important to emphasize that anti-consumption also presupposes consumption, since the consumer's need is still latent. Thus, demarketing proposes the consumption of a specific branded product in substitution of other products of the segment; reducing, therefore, the general consumption of a category (García-de-Frutos et al., 2016).

The effectiveness of each type of appeal could vary across brands. In order to determine which green appeal triggers the best brand evaluations, it is necessary to consider some key factors (Kong and Zhang, 2012). For instance, it is known that both product type (Olsen et al., 2014) and consumer's individual characteristics (Tucker et al., 2012) influence consumer's perceptions of green advertising. Moreover, brand characteristics, such as positioning strategy, should have an effect on consumer's perceptions. A match between brand positioning and the green strategy helps to enhance brand evaluations such as brand attitude, willingness to buy, and ad credibility (Kim and Hall, 2015).

Luxury vs. Mainstream Brand Positioning

Luxury is not easily defined. Since personal experiences and demographic characteristics influence the perception of luxury, there is no pattern of where the "ordinary" ends and luxury begins. This idiosyncratic nature of luxury makes it susceptible to personal interpretations (Kapferer and Bastien, 2009). In the context of fashion, Fuchs, Prandelli, Schrier, and Dahl (2013, p.76) says that "Luxury fashion brands are defined as brands that

entail the highest level of quality and are thus premium priced”. Additionally, characteristics of symbolic and hedonic consumption are also closely linked with luxury (Tynan, McKechnie, and Chhuon, 2010).

According to Dion and Brorraz (2017), luxury brands differ from mainstream brands because it has sociological characteristics. Likewise, Kapferer (2006) suggests that luxury concept has four different perspectives: economic, semiotic, sociological and psychological. From the economic perspective, luxury products are associated with high prices and excellence in quality. The semiotics observes the origin and the diverse meanings of the word luxury. It points out that luxury means something different, extravagant, that is rich and tends to excess. Sociology shows that luxury has always been associated with rare and very high quality (referring mainly to the raw material), always emphasizing sophistication as opposed to functionality. Finally, the psychology perspective emphasizes luxury products as magical, creative, and indispensable, as well as being a mean of belonging to a restricted group.

Besides that, the luxury product has some essential characteristics that set it apart from other positioning strategies. In fact, it has been a praxis to define and differentiate luxury by its characteristics. Namely, these characteristics are excellent quality, premium pricing, selective distribution (rarity) and moderate advertising (Quelch, 1987; Berthon, Leyland, Parent, and Berthon, 2009).

Historically the essence of luxury has been maintained. However, there have been some transformations over the years. Previously, the luxury product classification was only for truly rare products, which had the resources, processes, and expertise of some few people to be made. Recently, luxury can have both the previous connotation and can also refer to goods that have a “virtue rarity”. That is, it has weaker selectivity, but still is an exclusive product. This is a phenomenon called "democratization of luxury. Even "democratized"

luxury maintains the essential brand positioning characteristics (Kapferer, 2006; Cristini, Kauppinen-Raisanen, Barthod-Prothade, and Woodside, 2016).

In order to differentiate luxury from other types of positioning it is important to understand what luxury is not. Particularly, it is necessary to separate the concepts of luxury, premium and mainstream brands. Mainstream (mass-produced) positioning is related to velocity. Mainstream assumes mass produced and ephemeral strategy, with short-term cycles and no preoccupation with long time durability of products (Joy, Sherry, Venkatesh, Wang, and Chan, 2012; Fuchs et al., 2013). Premium positioning guarantees the price and quality ratio. The main idea of premium is to make an investment in a product that has a higher price but will deliver a higher performance as well (Dion and Arnould, 2011; Palmeira and Thomas, 2011). Finally, luxury products presuppose social elevation, timelessness, and pricelessness; they are symbolic entities that carry a set of meanings (Berthon et al., 2009; Kapferer and Bastien, 2009).

If we place luxury brands on one side of a continuum, on the opposite side would be mainstream brands (Tynan et al., 2010). These brands are inclusive once they are abundant and affordable. Thus, they make consumer goods more accessible. These products of mass culture are, usually, not enduring nor express superior values; they are produced to be used and replaced quickly (Stillman, 2003).

For instance, in the context of fashion, mainstream brands are also called fast fashion, that is, “brands that entail a lower but reasonable level of quality; consequently, they are also more affordably priced” (Fuchs et al., 2013, p.77). Fast fashion is often entitled as “disposable fashion” for offering collections that are used and substituted with high frequency (Kim and Hall, 2015).

It is clear that the mass culture is a manner to fulfill customer’s wants and needs by bringing inclusiveness to all kinds of clients. Even though mainstream brands are on an

opposite side of luxury brands, they could also help consumers to express their uniqueness. For instance, some consumers of mainstream fashion are constantly exchanging clothes and searching for new fashion trends, which is a strategy used to differentiate themselves from others (Park and Kim, 2016).

In general lines, mainstream brands imply lower costs and higher disposability. For most authors, they are conceptualized only as the opposite of luxury (i.e. non-luxury). By its definition, it is safe to say that mainstream seeks fast cycles and employs an obsolescence strategy (Joy et al., 2012).

Since each brand positioning has its particularities, one could argue that it is important to consider these characteristics when choosing a communication strategy. For instance, a luxury brand usually more discrete and parsimonious in advertising than a mainstream brand (Quelch, 1987). This could be also a reality in green advertising. That is, brand positioning could have an effect on the relationship between green appeal type and brand evaluations.

Luxury (vs. Mainstream) Positioning and Green (De)marketing Advertising

Historically, we verify that green advertising has a positive effect on brand evaluations. Green appeals should help the brand to reinforce its positive evaluations by giving the consumer an accomplishment feeling for helping the environment (Ku, Kuo, Wu, and Wu, 2012). Furthermore, the green demarketing has been investigated as an alternative to traditional green appeal. While traditional green advertising triggers the increase of green products consumption, the demarketing appeal encourages consumers to decrease their overall consumption levels in a category (Janssen, Vanhamme, Lindgreen, and Lefebvre, 2013; Soule and Reich, 2015).

The relationship between luxury positioning and sustainable consumption has been extensively explored in the past few years (e.g. Torelli, Monga, and Kaikati, 2012; Achabou and Dekhili, 2013; Janssen et al., 2013; Kapferer and Michaut-Denizeau, 2014). On one hand, it is expected luxury products to be concerned with sustainability because of its inherent quality characteristics (Kapferer and Michaut-Denizeau, 2014). On the other hand, several researchers note that there are some compatibility problems between these two types of positioning strategies because of supposed conflicting values between them (Torelli, et al., 2012).

For instance, Dion and Brorrroz (2017) argument that luxury consumption is based on social stratification and, thus, it highlights social differences. Torelli and colleagues (2012) observe that luxury consumption is associated with self-enhancement values (individual), whereas responsible consumption is associated with self-transcendence values (collective). Furthermore, the authors explain that when a luxury brand has an abstract concept that triggers a self-enhancement motivation the customers will respond negatively to CSR messages because it elicits self-transcendence motivations, causing disfluency on that choice.

Another example of the discrepancy between luxury and environmentally friendly actions is the research of Achabou and Dekhili (2013) which posits that a luxury item loses its perceived high quality when it has recycled products in its composition (raw materials). Additionally, Beckham and Voyer (2014) point out that when luxury products are announced as sustainable they lose their luxurious and desirable values.

Moreover, Janssen et. al (2013) found that the incompatibility between luxury and responsible consumption communication is stronger when the product is ephemeral instead of enduring. An enduring product could be aligned with both CSR agenda and luxury (because of the quality inferences), whilst an ephemeral product generates conflict between the positioning and the appeal strategy. The authors suggest that scarcity strategies, which limits

access to products, would be meant to encourage responsible consumption. This suppression of demand via scarcity strategies could be considered a mean of demarketing.

From this suggestion of using demarketing to encourage luxury responsible consumption, one could argue that the mismatch between luxury and sustainability is a perspective problem, once they have elements in common. First, both luxury and green consumption could be means to signal user's status (Berthon et al., 2009; Griskevicius, Tybur, and Van den Bergh, 2010). Second, some of luxury inherent characteristics, such as commitment higher quality standards and product's timelessness make luxury products an important asset in consumption reduction, which in turn helps to reduce the overall amount of natural resources spent (De Angelis et al., 2017).

Therefore, adding new green features to luxury products and, consequently, communicating it with a traditional green appeal, could generate negative brand evaluations. Yet, exploring luxury characteristics as arguments to promote environmental well-being could be a path to conscious consumption (e.g. demarketing) and, therefore, "greening" luxury brands without changing its features.

Even though the green demarketing appeal is an alternative green strategy for luxury brands, it could be harmful to mainstream brands. Especially those in fashion (i.e. fast fashion), once they promote consumption diversion and disposability. According to Beckham and Voyer (2014, p. 245) a fast fashion brand "tries to mimic the luxury industry's exclusivity through limited functional life, planned obsolescence, and quick turnaround of production". Accordingly, mainstream brands can easily get in the green fashion paradox, that is, the difficulty of maintaining this supply model of fast cycles and contributes to environmental sustainability through conscious consumption at the same time (Cervellon and Wernerfelt, 2012). This mismatch between mainstream positioning and green demarketing

could lead consumers to doubt the advertising content (Beltramini, 1988) and to have a negative attitude towards the brand.

If one stream of research argues that the mass culture is inherently unsustainable, because of its disposability (Park and Kim, 2016), the other side says that mainstream brands have put some effort in developing product lines that have less environmental impact. For instance, H&M and C&A are mainstream retailers that have been investing in producing clothes with organic cotton. Yet, the manner that these brands will communicate their green actions will differ from those luxury brands (Amatulli et al., 2017). Considering that traditional green advertising is used to promote the consumption of product's green features and it could even induce the overuse of green products (Lin and Chang, 2012) it could be more appropriate for mainstream brands.

In this regard, we propose that traditional green advertising have a better match with fast fashion positioning than with luxury positioning. Fast fashion offers clothes in short cycles, instigating consumers to buy more quantity and with a higher frequency, whereas luxury emphasizes the timelessness, sophistication, and high quality. Moreover, the traditional green appeal could harm the desirability of luxury products (Achabou and Dekhili, 2013; Fuchs et al., 2013), which may result in poor brand evaluations.

However, the green demarketing appeal should be more suitable for luxury positioning than fast fashion positioning, once it helps to highlight essential luxury products characteristics, such as its endurance and selected availability. Further evidence of this argument is the fact that luxury products are already promoted through ostensible demarketing to signal scarcity and create consumer's desire (Miklós-Thal and Zhang, 2013). Nevertheless, green demarketing appeal weakens fast fashion proposal of "disposable clothes" when it suggests consumption reduction.

Hence, we propose that brand's ability to match between the environmental proposal (green appeal) and its positioning becomes the main concern to enhance consumer's perceptions about the brand. Formally, we propose that luxury positioning has a moderating effect on the relationship between green advertising appeal and consumer brand evaluations, to such an extent that:

H1: Demarketing appeal (vs. green traditional) will generate more positive brand evaluations when the brand has a luxury (vs. mainstream) positioning.

Furthermore, past research has also demonstrated that communication elements, such as the type and specificity of arguments in green advertising, have an effect on whether the consumers perceive it as more or less believable (Tucker et al., 2012). While some studies indicate the importance of clear and detailed information to an effective green advertising (e.g. Leonidou et al., 2011), others emphasize that brand elements are the starting point to build a green strategy that will result in favorable brand evaluation (e.g. Torelli et al., 2012). That is, to use a green appeal that is compatible with brand characteristics is a key factor to enhance green advertising's believability.

For instance, if a mainstream brand announces its green campaign with a demarketing appeal it could be poorly evaluated because it is perceived as less believable, once they have conflicting arguments (the first encourages overconsumption and the second encourages consumption reduction). On the other hand, when mainstream brands use a green traditional appeal the ad is perceived as more believable. This match increases the ad believability because both mainstream positioning and green traditional advertising enhance consumption. Consumers could perceive green products as less efficient or merely feel licensed to consume more green products because they feel like they are contributing with the environment by purchasing sustainable products and, therefore, they earn the right to buy a larger quantity of products (Lin and Chang, 2012; Catlin and Wang, 2013).

For luxury brands, consumers would perceive a demarketing campaign as more believable than a green traditional campaign. Past research has demonstrated that consumers believe that luxury products that have green materials in their composition lose some of their luxury characteristics. Additionally, one can notice that consumers presuppose a tradeoff between green attributes and quality (Achabou and Dekhili, 2013; Newman, Gorlin, and Dhar, 2014). Thus, if a luxury brand makes green traditional campaign consumers' could doubt the advertising for inferring that luxury brands would not lose quality and exclusivity over some green attributes. Since demarketing and luxury have some characteristics in common such as status, uniqueness, scarcity, and high-quality inferences (Reich and Soule, 2016; De Angelis et al., 2017), the demarketing appeal would be perceived as more believable when used by luxury brands, leading to greater brand evaluation.

In this regard, we propose that the match luxury/demarketing and mainstream/green traditional lead consumers to believe more in the advertising and, accordingly, to better evaluate the advertised brand. Therefore, we propose that ad believability has a mediating role in the interaction between appeal type and brand positioning on brand evaluation, so that:

H2: Demarketing appeal (vs. green traditional) will be perceived as more believable and, consequently, generate more positive brand evaluations when the brand has a luxury (vs. mainstream) positioning.

So far, this work has conceptualized brands regarding their positioning strategy purely as either luxury or mainstream. However, there are several other types of positioning strategies. Jumping to another type characterization, brands could also have a sustainable or green positioning strategy (e.g. Patagonia; Natura). Sustainable brands are those that work and operate to a triple-bottom-line strategy, that is, business performance is measured on the environmental, financial, and social criteria (Park and Kim, 2016). Therefore, a green

positioning brand has all its values, and consequently, all its products are based on sustainability (Huang, Dong, and Mukhopadhyay, 2014).

One example of this type of positioning is Patagonia, a brand of outdoor clothing. Patagonia brand's mission is to "built the best product, cause no unnecessary harm, use business to inspire and implement solutions to environmental crisis" (Patagonia, 2017). From the mission statement, consumers are able to infer that Patagonia has sustainable values and only produces green products.

Despite their brand positioning, green brands will need to communicate with consumers. Since they are promoting environmentally friendly products or a sustainable lifestyle, it is possible to say that these brands are using green advertising (Banerjee et al., 1995; Yang et al., 2015).

Unlike luxury or mainstream brands, which are non-green brands using a green appeal, a green brand already has intrinsic green values. For that reason, we propose that it will benefit from either type of green appeal. Consequently, brand evaluations will be the same for both green demarketing and green traditional appeal. Patagonia itself is an evidence of this argument. Besides using green traditional appeal to promote its products, the brand also used demarketing appeal a few years ago. The famous campaign "Don't buy this jacket" was printed in The New York Times on 2011's Black Friday to encourage conscious consumption and resulted in positive brand evaluations (Lowitt, 2011). Thus, we suggest that:

H3: Brand evaluation differences will not occur among green positioning brands with demarketing or green traditional appeals.

METHOD

Overview of Studies

In order to test all three hypothesis, we conducted a series of three experiments. The first experiment provides initial support to our main hypothesis, which is the interaction effect of appeal type and brand positioning on brand evaluation. We use a fictitious scenario and measure brand evaluation through brand attitude scores.

The second experiment finds further evidence to corroborate h1 in a better manipulation scenario. It also deepens our results by testing the interaction on a second dependent variable, namely willingness to buy. Additionally, it tests the mediating role of ad believability (h2) and rules out brand-cause fit as an alternative explanation. Furthermore, this study also tests for a possible confound of the type of green action.

Finally, the third experiment tests our hypothesis in a real-brand scenario. It finds evidence that corroborates our proposed interaction (h1) and the mediating role of ad believability. This study also shows the interaction and mediation effects with both brand attitudes and self-brand connection. Furthermore, this study tests the boundary condition of green positioning brands (h3).

Experiment 1

The goal of study 1 was to verify how luxury brand positioning moderates the relationship between green advertising appeal and brand attitude. Hence, this study will test H1. On appendix A there is the full script for this study.

Participants and design. One hundred twenty-two undergraduate students (56% male, *M*_{age}: 21.83, SD = 4.86) participated in this experiment in exchange for course credit. The

experiment employed a 2 (ad appeal: demarketing vs. traditional green) x 2 (brand positioning: luxury vs. mainstream), between-subjects design. The respondents were randomly assigned to one of the four conditions.

Procedure. Participants read a fictitious story about the Viberg® footwear brand, which is a real brand but is unknown to the participants. As a control measure, six respondents that already knew the brand were excluded from the reported final sample.

They saw the brand's logo and read two paragraphs about the brand with the manipulations. The first paragraph described the brand's positioning (either mainstream or luxury) and the second described the green appeal (either demarketing or traditional). Participants in the luxury condition read the following manipulation: "Viberg® is one of the most desired fashion brands in the world. Its products are known for their unique design and sophistication. Viberg® is committed to the highest quality of its products, which reinforce its uniqueness and exclusivity". On the other hand, participants in the mainstream condition read the following manipulation: "Viberg® is a brand that focuses on the variety and style of its collections. The brand has accurately incorporated the true "fast fashion" concept - agility in the production and distribution of new collections - with the aim of democratizing access to the latest fashion trends, with affordable prices".

Next, participants read the manipulation about the appeal condition: "We want our consumers to choose unique pieces of clothes rather than buying many clothes that will soon be discarded (vs. clothes produced with less environmental impact). Viberg® focuses on the environmental awareness of its consumers so they buy less clothing and more quality (vs. more clothing in a sustainable way)".

Measures. After reading the manipulations, participants in all conditions indicated their attitudes toward the brand (Reich and Soule, 2016) on a seven-point semantic

differential scale ranging from 1 - (bad, unfavorable, negative) to 7 – (good, favorable, positive).

For the brand positioning manipulation check, respondents evaluated the company's description on the seven-point semantic differential scale, based on Fuchs et al., (2013), from 1 – exclusive brand (luxury positioning) to 7 – inclusive brand (fast fashion positioning). Additionally, they were asked if they knew the Viberg brand before the study. For the appeal type manipulation check, respondents answered one item question, adapted from Reich and Soule (2016): “Viber’s advertising encourages consumers to...” with responses from 1 – buy fewer clothes to 7- buy more clothes. They were then thanked and debriefed.

Results

Manipulation checks. The manipulation check for appeal type showed that participants in the demarketing condition perceived Viberg’s ad to encourage them to buy fewer clothes ($M = 2.71$; $SD = 1.62$) when compared to the green traditional condition ($M = 4.82$; $SD = 1.64$; $F(1, 120) = 30.30, p < .001, \eta_p^2 = .202$). The two-way ANOVA conducted with both factors (appeal type and brand positioning) confirm that there were no interaction or main effects of brand positioning on the appeal type manipulation ($F_s < 1$). Furthermore, participants in the luxury condition perceive the brand as more exclusive ($M = 3.53$; $SD = 1.64$) than participants in the mainstream condition ($M = 5.16$; $SD = 1.60$; $F(1, 120) = 48.96, p < .001, \eta_p^2 = .290$). As expected, the two-way ANOVA conducted for brand positioning manipulation checks, with both factors, also showed that there were no interaction or main effects for appeal type ($F_s < 1$).

Attitudes towards the brand. An attitude index was created by averaging the three attitude items ($\alpha = .79$). A two-way ANOVA was conducted to test the hypothesis 1. The results showed no main effect of brand positioning ($F(1, 118) = .65, p = .422$) or appeal type

($F(1, 118) = .07, p = .789$). However, the expected interaction was observed ($F(1, 118) = 7.69, p = .006; \eta_p^2 = .061$, see fig.1).

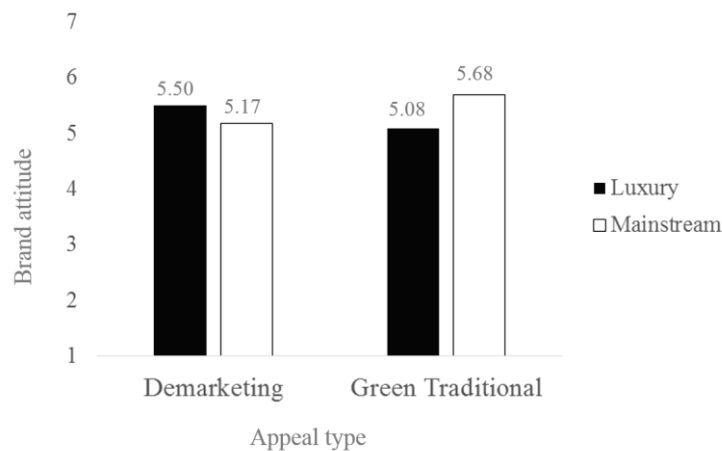


Figure 1 – Brand positioning and green appeal on brand attitude (Study 1)

When the brand had a luxury positioning, participants in the demarketing condition showed more positive attitudes toward the brand ($M = 5.50, SD = .81$), than participants in the green traditional condition ($M = 5.08, SD = .83; F(1, 118) = 2.99, p = .086; \eta_p^2 = .025$). On the other hand, when the brand had a mainstream positioning participants in the green traditional condition had more positive attitudes toward the brand ($M = 5.68, SD = 1.00$) than participants in the demarketing condition ($M = 5.17, SD = 1.04; F(1, 118) = 4.86, p = .029; \eta_p^2 = .040$).

An analysis within each appeal condition shows that among participants exposed to the green traditional appeal, attitudes were more positive for the mainstream positioning than for the luxury one ($F(1,118) = 6.31, p = .013, \eta_p^2 = .051$). However, within the demarketing appeal condition, the difference between the luxury and mainstream brand positioning did not reach statistical significance ($F(1,118) = 1.96, p = .164$).

Discussion

The main objective of this first study was to demonstrate the interaction effect of brand positioning and appeal type on brand evaluation, measured through brand attitude. Results show that consumers have a more positive attitude toward a luxury brand when it uses a green demarketing appeal rather than a traditional green appeal. Alternatively, consumers have a more positive attitude toward a mainstream brand when it uses traditional green appeal rather than green demarketing appeal.

Therefore, results of study 1 provide initial support for hypothesis 1. The next study will provide further evidence for H1 in a better manipulation scenario. We will also rule out possible alternative explanations for the interaction effect. Additionally, next study will seek to find the mediation effect of ad believability, proposed in H2.

Experiment 2

The main purpose of study 2 was to replicate the findings obtained in the first study in a better manipulation scenario. The brand evaluation was measured through brand attitude and willingness to buy. Furthermore, this study will test for ad believability as a mediator. Thus, this study tested H1 and H2. In addition, it will test for brand-cause fit as an alternative explanation mechanism. On Appendix B there is the full script for this study.

Participants and design. One hundred sixty-seven undergraduate students (M_{age} : 22.26, $SD = 5.11$, 58% male) participated in this experiment in exchange for course credit. The experiment employed a 2 (ad appeal: demarketing vs. traditional green) x 2 (brand positioning: luxury vs. mainstream), between-subjects design. The respondents were randomly assigned to one of the four conditions.

Procedure. Participants were told they were searching for online stores to buy new clothes and entered into the Saltwater Collective's website. Saltwater Collective is a real brand but is unknown to the participants.

Participants saw a fictitious website page (see Appendix B). The first part described the brand's positioning (either mainstream or luxury) and the second described the green appeal (either demarketing or traditional). Participants in the luxury condition read the following manipulation: "Saltwater Collective is recognized by its exclusive and sophisticated clothes. The uniqueness of its collections is a result of the work from world's most renowned designers". On the other hand, participants in the mainstream condition read the following manipulation: "Saltwater Collective is recognized by fashion democratization. The production and distribution velocity guarantees the variety of clothes and easy access to the brand's products".

The second paragraph showed the appeal manipulation: "Saltwater's commitment to the environment is in the manufacturing process. By producing clothes with resistant materials, that last much more than one season (*vs.* that are not washed on the factory floor), Saltwater Collective helps you to consume less (*vs.* saves up to 1.5L of water on each piece of clothes). The environment is your duty too; use your clothes consciously (*vs.* use products with less environmental impact)".

Measures. After reading the information about the brand and its appeal, participants in all conditions indicated their attitudes toward the brand (Reich and Soule, 2016) on a seven-point semantic differential scale ranging from 1 - (bad/ unfavorable/ negative) to 7 - (good/ favorable/ positive). In the sequence, they indicated their willingness to buy a Saltwater Collective's clothes (Ku et al., 2012) on a seven-point semantic differential (1- would certainly not buy; 7-would certainly buy). Finally, they rated the ad believability (Beltramini, 1988) in a seven-point semantic differential scale (1-unbelievable/

untrustworthy/ not convincing/ not credible/ dishonest/ not authentic/ unlikely; 7-believable/ trustworthy/ convincing/ credible/ honest/ authentic/ likely).

In order to rule out alternative explanations, a four-item measurement for the fit between the brand positioning and the green initiative (Hill and Becker-Olsen, 2006) was included. It was a semantic differential scale ranging from 1- (incongruent/ different/ inconsistent/ not complementary) to 7-(congruent/ similar/ consistent/ complementary). For the brand positioning manipulation check, respondents answered a two-item question based on Fuchs et al., (2013): “Regarding the brand positioning, Saltwater Collective is...” with responses ranging from 1 – It’s a popular brand/it’s an inclusive brand (fast fashion positioning) to 7 – It’s an elitist brand/It’s an exclusive brand (luxury positioning). For the appeal type manipulation check, respondents answered an one item question, based on Reich and Soule (2016): “In their website page, Saltwater Collective incentives consumers to...” with responses ranging from 1 – buy less to 7- buy more.

With the intention of checking for possible confounds from the type of green action on each appeal manipulation participants rated their perception about the relevance of the company’s green action in one item question “How relevant is the green action presented by Salt Water Collective?” Answers ranged from 1-Not at all relevant and 7-Very relevant.

Finally, as a control measure, they were asked if they knew the brand before the study and if they had already bought any product from the brand. They were then thanked and debriefed.

Results

Manipulation checks. A two-way ANOVA was conducted with both factors (appeal type and brand positioning) as predictors and the manipulation check for appeal type as

dependent variable.). The results showed participants in the demarketing condition perceived Saltwater Colletive's website to encourage them to buy fewer clothes ($M = 3.11$; $SD = 1.96$) when compared to the green traditional condition ($M = 4.26$; $SD = 1.56$; $F(1, 163) = 18.25$, $p < .000$, $\eta_p^2 = .101$). The two-way ANOVA also showed no significant interaction effect ($F < 1$). However, it showed a marginally significant effect for brand positioning ($F(1, 163) = 3.61$, $p = .059$, $\eta_p^2 = .022$).

For brand positioning manipulation check an index was created with both items question items check ($r = .61$; sig. = .000). Participants in the luxury condition perceive the brand as more exclusive ($M = 5.36$; $SD = 1.43$) than participants in the mainstream condition ($M = 4.55$; $SD = 1.41$; $F(1, 163) = 13.415$, $p < .000$, $\eta_p^2 = .076$). No interaction or main effects for appeal type were observed ($F_s < 1$).

As expected, there were no significant differences for the perception of relevance of company's green action for consumer's in green traditional ($M = 5.44$, $SD = 1.5$) and demarketing conditions ($M = 5.40$, $SD = 1.49$; $F(1, 163) = .00$, $p = .942$). Moreover, there was no significant main effect for brand positioning ($F(1, 163) = 2.31$, $p = .130$) nor a significant interaction effect ($F(1, 163) = .78$, $p = .376$).

Attitudes towards the brand. An attitude index was created by averaging the three attitude items ($\alpha = .87$). A two-way ANOVA was conducted to test the H1. The results showed no main effect of brand positioning ($F(1, 163) = 2.348$, $p = .127$) or appeal type ($F(1, 163) = .003$, $p = .957$). However, the expected interaction was observed ($F(1, 163) = 19.491$, $p = .000$; $\eta_p^2 = .107$, see fig.2).

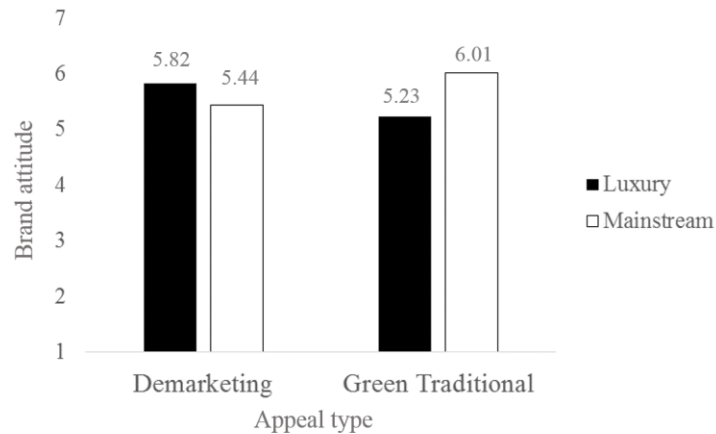


Figure 2 – Brand positioning and green appeal on brand attitude (Study 2)

When the brand had a luxury positioning, participants in the demarketing condition showed more positive attitudes toward the brand ($M = 5.82$, $SD = .86$), than participants in the green traditional condition ($M = 5.23$, $SD = .77$; $F(1, 163) = 9.680$, $p = .002$; $\eta_p^2 = .056$). On the other hand, when the brand had a mainstream positioning participants in the green traditional condition had more positive attitudes toward the brand ($M = 6.01$, $SD = .78$) than participants in the demarketing condition ($M = 5.44$, $SD = .93$; $F(1, 163) = 9.818$, $p = .002$; $\eta_p^2 = .057$).

An analysis of each appeal condition shows a similar reversal. Among the participants exposed to the green traditional appeal, attitudes were more positive for the mainstream positioning than for the luxury one ($F(1, 163) = 17.32$, $p = .000$, $\eta_p^2 = .096$), whereas among the participants exposed to the demarketing appeal, attitudes were more positive for luxury brand positioning, than for the mainstream one ($F(1, 163) = 4.24$, $p = .041$, $\eta_p^2 = .025$), whereas.

Willingness to buy (WTB). A two-way ANOVA was conducted. The results showed a significant interaction effect ($F(1, 167) = 5.41$, $p = .021$; $\eta_p^2 = .032$, see fig. 3). No main effect of brand positioning ($F(1, 167) = .68$, $p = .410$) or appeal type ($F(1, 167) = 2.74$, $p = .100$) were observed.

When the brand had a luxury positioning, participants in the demarketing condition demonstrated higher scores for WTB ($M = 5.23$, $SD = .97$), than participants in the green traditional condition ($M = 4.55$, $SD = 1.32$; $F(1, 163) = 7.69$, $p = .006$; $\eta_p^2 = .045$). Controversially, it was not found a significant difference between the appeals when the brand had a mainstream positioning ($F(1, 163) = .23$, $p = .630$).

In addition, an analysis within each appeal shows that participants exposed to the green traditional appeal had higher scores for WTB when the brand had a mainstream positioning than for the luxury one ($F(1, 163) = 4.87$, $p = .029$, $\eta_p^2 = .029$). When participants were exposed to the demarketing appeal, there were no significant differences between WTB scores ($F(1, 163) = 1.15$, $p = .285$).

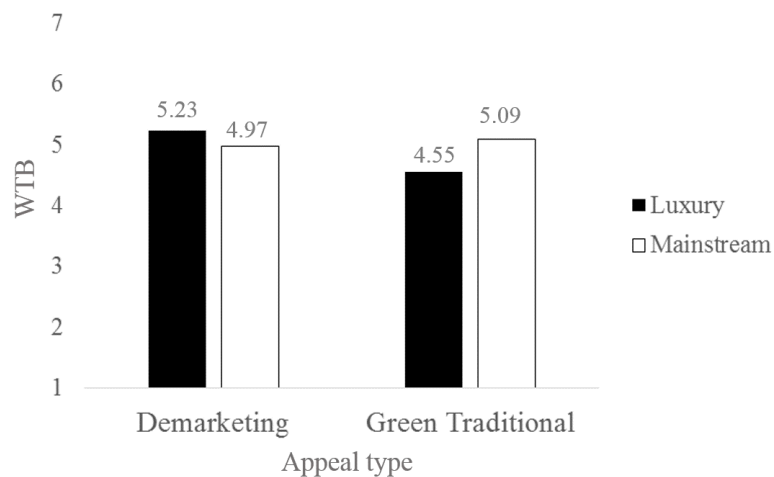


Figure 3 – Brand positioning and green appeal on WTB (Study 2)

Mediation analysis. An ad believability index was created by averaging the seven items ($\alpha = .91$). The mediation role of ad believability was tested through bootstrapping (model 8 – Hayes, 2013). Appeal type was coded as 1= demarketing and 0 = green traditional. For brand positioning, the codes were 1= luxury and 0 = fast fashion. A 95% confidence interval (CI) of the parameter estimates was obtained by running the resampling 10,000 times.

When the dependent variable was attitude toward the brand (see figure 4), the results show a significant interaction effect of appeal type and brand positioning on ad believability (Coef = .7819, CI = .06 to 1.49) and a direct effect of ad believability on brand attitude (Coef = .37, CI = .27 to .46). Additionally, it was observed a significant interaction effect of appeal type and brand positioning on brand attitude (Coef = .86, CI = .41 to 1,31). The expected indirect effect of ad believability was significant (Coef = .29, CI = .03 to .59). When the moderator was the mainstream positioning, there was a negative conditional indirect effect of demarketing appeal on consumers' attitude toward the brand (Coef = -.20, CI = -.41 to -.03). However, the conditional indirect effect for demarketing and luxury brand positioning was non-significant (CI = -.10 to .30).

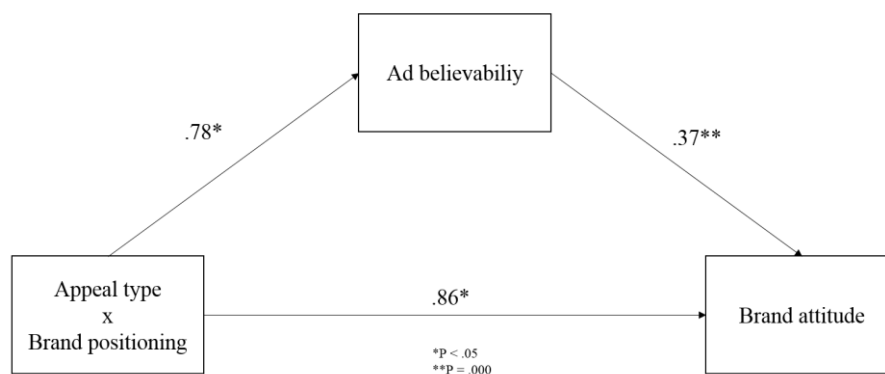


Figure 4 – Mediation analysis for brand attitude – Study 2

Similar results patterns were found when the dependent variable was WTB (see figure 5). The analysis revealed a significant interaction effect of appeal type and brand positioning on ad believability (Coef = .78, CI = .06 to 1.49) and of ad believability on WTB (Coef = .35, CI = .21 to .48). The expected indirect effect ad believability was also significant (Coef = .27, CI = .04 to .64). When the moderator was the mainstream brand positioning, there was a negative conditional indirect effect of demarketing appeal on consumers' WTB (Coef = -.19, CI = -.43 to -.03). When the moderator was luxury brand positioning the conditional indirect effect of demarketing on WTB was non-significant (CI = -.08 to .31).

These results demonstrate that when the brand has a luxury (*vs.* mainstream) positioning, demarketing (*vs.* green traditional) appeal type will have a positive effect on brand attitude and WTB. The results confirm that ad believability will mediate the effect of the interaction of appeal type and brand positioning on brand evaluation.

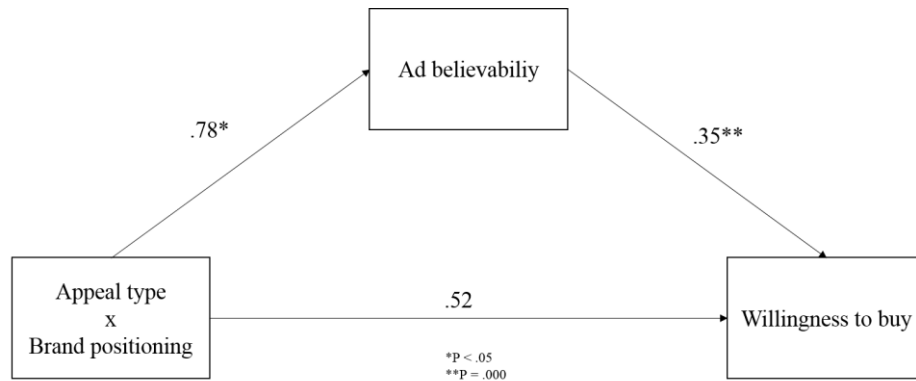


Figure 5 – Mediation analysis for WTB – Study 2

Alternative explanation. In order to investigate possible alternative explanations, we also analyzed the fit between the brand and the green action proposed. A fit index was created by averaging the four items ($\alpha = .89$). The mediation role of fit was tested through bootstrapping (model 8 – Hayes, 2013). Appeal type was coded as 1= demarketing and 0 = green traditional. For brand positioning, the codes were 1= luxury and 0 = fast fashion. A 95% confidence interval (CI) of the parameter estimates was obtained by running the resampling 10,000 times.

When the dependent variable was the attitude toward the brand, the results show a non-significant interaction effect of appeal type and brand positioning on fit (CI = -.09 to 1.30) and a significant direct effect of fit on brand attitude (Coef = .27, CI = .16 to .38). Additionally, it was observed a significant interaction effect of appeal type and brand positioning on brand attitude (Coef = .98, CI = .50 to 1,47). The indirect effect of brand-cause fit was non-significant (CI = -.61 to .40).

Similar results were found when the dependent variable was WTB. The analysis revealed a non-significant interaction effect of appeal type and brand positioning on fit (CI = -.09 to 1.30) and a significant effect of fit on WTB (Coef = .29, CI = .14 to .43). The indirect effect of brand-cause fit was non-significant (CI = -.005 to .46).

These results suggest that participants may reject the luxury brand using a green traditional appeal because they do not perceive that there is congruence in this green traditional appeal for luxury brands. However, there is no evidence that fit could be a possible explanation for the interaction effect of brand positioning and appeal type on brand attitude.

Discussion

Study 2 provides further evidence that confirms hypothesis 1. Consumers have a more positive attitude toward a luxury brand when it uses a green demarketing appeal rather than a traditional green appeal. Alternatively, consumers have a more positive attitude toward a mainstream brand when it uses traditional green appeal rather than green demarketing appeal.

Furthermore, this study also shows a reverse pattern when analyzing each appeal type. That is, it shows that when appeal type is green traditional, participants in mainstream condition have more positive attitudes than participants in the luxury condition. Additionally, when the appeal was demarketing, participants in luxury condition had more positive attitudes than participants in mainstream condition. This pattern of results was partially founded in the first study. However, in the first study, the results were only true for green traditional appeal type.

In order to verify further the consistency of the proposed interaction effect (H1), willingness to buy was also tested as a dependent variable. Results show significant interaction effect insomuch when the brand has a luxury positioning consumers showed

higher willingness to buy for demarketing appeal than for green traditional appeal. However, when the brand had a mainstream positioning there were no significant differences between the appeals. The pairwise analysis also showed no significant differences for demarketing. That is, participants in demarketing condition did not differ in WTB whether the brand was luxury or mainstream. One possible explanation for the non-significant results on the pairwise analysis is the fact that mainstream brands are popular and inclusive; consequently, consumer probably buys mainstream brands more often when compared to luxury brands. Moreover, the respondent's profile could have been a limitation for this dependent variable. Since the respondents were undergraduate students, they possibly have a limited budget, which could have influenced their willingness to buy/pay luxury products. In addition, when the appeal was green traditional, participants in mainstream condition had higher WTB scores than participants in luxury condition.

Furthermore, this study shows the role of ad believability as a mediator, explaining the predicted interaction. Therefore, it finds that when a brand has mainstream positioning and uses demarketing appeal or when the brand has a luxury positioning and uses green traditional appeal consumers will have negative attitudes towards the brand because they believe less in the advertising.

Finally, this study rules out the fit measure as an alternative explanation. Even though results showed that participants did not perceive a fit between luxury brand positioning and green appeal, there was not sufficient evidence to support a mediation analysis. This way, fit between the green advertising appeal and brand positioning is one of many variables that influences our model, but it does not explain it.

In summary, this study (1) showed the consistency of the effect with a more realistic manipulation scenario; (2) addressed a possible confound of the relevance of the green action advertised; (3) showed a positive interaction effect for another dependent variable (WTB); (4)

explained the predicted interaction through the ad believability mediation, and (5) discarded brand fit as an alternative explanation.

Nevertheless, a fictitious scenario was used (a real brand, but unknown by the participants). Hence, the next study seeks to replicate these findings with real and known brands to increase external validity. Additionally, next study will also address a boundary condition. We show that brand evaluation differences will not occur among green positioning brands with demarketing or green traditional appeals.

Experiment 3

The main purpose of study 3 was to corroborate H1 and H2 in a real brand scenario. The brand evaluation was measured through brand attitude and self-brand connections. Additionally, this study tested for a boundary condition of green brand positioning (H3). On appendix C there is the full script for this study.

Participants and design. Two hundred forty-nine undergraduate students (M_{age} : 22.35, $SD = 6,24$, 54% male) participated in this experiment in exchange for course credit. Before the statistical tests, 14 participants were excluded from the original sample for failing the attention check, leaving a final sample of two hundred thirty-five responses. The experiment employed a 2 (ad appeal: demarketing vs. traditional green) x 3 (brand positioning: luxury vs. mainstream vs. green), between-subjects design. Respondents were randomly assigned to one of the six conditions.

Procedure. Participants were told they were searching for online stores to buy new clothes and entered a brand's (Prada, Riachuelo or Patagonia) website. Real brands were used for greater external validity. Participants saw a fictitious website page, which was built based on real information about the brands. The first part was the brand's logo and a brief

description (either luxury - Prada; or mainstream - Riachuelo; or green - Patagonia) and the second described the green appeal (either demarketing or traditional).

Participants in the luxury condition read the following manipulation: “Prada is a luxury brand founded by Mario Prada. It has about 70 years of history. The brand produces clothes, footwear, and accessories. Prada has the perfect combination of contemporary sophistication and product exclusivity”. Participants in mainstream condition read: “Riachuelo is a fast fashion brand – agility on creation, production, distribution, and diffusion of new trends – with 70 years of history. The brand has grown because serves to a higher purpose: to make fashion a democratization tool”. Finally, participants in the green positioning condition read: “Patagonia is an essentially green brand - it has the purpose of promoting environmental preservation by producing sustainable clothes. It has 70 years of history. All Patagonia clothes are made with materials that have a low environmental impact”. All of three brand descriptions were inspired by the respective original brands’ website. The brand age was controlled (as 70 years) to avoid respondents’ inferences about quality and brand history.

The second paragraph showed the appeal manipulation: “Prada (vs. Riachuelo vs. Patagonia) commitment to the environment is in the manufacturing process. By producing clothes with resistant materials, that last much more than one season (vs. that are not washed on the factory floor), Prada (vs. Riachuelo vs. Patagonia) helps you to consume less (vs. saves up to 1.5L of water on each piece of clothes). Be responsible; use your clothes consciously (vs. use products with less environmental impact)”.

Measures. After reading the manipulations, participants in all conditions indicated their attitudes toward the brand (Reich and Soule, 2016) on a seven-point semantic differential scale ranging from 1 - (bad, unfavorable, negative) to 7 – (good, favorable, positive). Next they rated their brand-self connections (Escalas and Bettman, 2005); which

was measured with seven items (this brand reflects who I am; I can identify with this brand; I feel a personal connection to this brand, I use this brand to communicate who I am to other people; I think this brand helps me to become the type of person I want to be; I consider this brand to be me; this brand suits me well) on a seven point scale, ranging from 1-totally disagree to 7-totally agree.

For the brand positioning manipulation check, respondents answered a three-item question based on Fuchs et al., (2013): “Regarding the brand positioning of the brand that you saw...” (a) it’s an inclusive brand (fast fashion positioning); (b) it’s an exclusive brand (luxury positioning); (c) it’s an essentially green brand. Responses ranged from 1-totally disagree to 7-totally agree. For the appeal type manipulation check, the respondents answered an one item question, adapted from Reich and Soule (2016): “In their website page, the brand incentives consumers to...” with responses ranging from 1 – buy less to 7- buy more.

As an attention check, they were asked to write the name of the brand they saw. Due to the use of real and well-known brands, we added brand familiarity (Malär, Krohmer, Hoyer, and Nyffenegger, 2011) as a control measure. We used a seven-point scale ranging from 1-totally disagree to 7-totally agree, (I feel very familiar with the brand; I feel very experienced with the brand, and I know the products of this brand). Finally, they were thanked and debriefed.

Results

Manipulation checks. The manipulation check for appeal type showed that participants in the demarketing condition perceived the brand’s website to encourage them to buy fewer clothes ($M = 3.49$; $SD = 1.86$) when compared to the green traditional condition ($M = 5.16$; $SD = 1.60$; $F(1, 229) = 57.32$, $p < .000$, $\eta_p^2 = .200$). The two-way ANOVA

conducted with both factors and the appeal type manipulation check as a dependent variable also showed that there was no interaction effect ($F < 1$). However, there was a main effect for brand positioning ($F(2, 229) = 7.273, p < .001, \eta_p^2 = .060$), probably because this study used real brands.

Moreover, for brand positioning manipulation check it was observed that participants in the luxury (Prada) condition perceive the brand as more exclusive ($M = 6.30$; $SD = 1.15$) than those in the mainstream (Riachuelo) condition ($M = 2.22$; $SD = 1.22$) and in the green positioning (Patagonia) condition ($M = 3.21$; $SD = 1.66$; $F(1, 229) = 200.417, p < .000, \eta_p^2 = .636$). Participants in mainstream condition perceived the brand as more inclusive ($M = 5.02, SD = 1.36$) than those in the luxury condition ($M = 2.80$; $SD = 1.73$) and in the green positioning condition ($M = 3.65$; $SD = 1.64$; $F(1, 229) = 41.671, p < .000, \eta_p^2 = .267$). Participants in the green positioning condition perceived the brand as more essentially green ($M = 5.71$; $SD = 1.32$) than those in luxury condition ($M = 3.67$; $SD = 1.43$) and in the mainstream condition ($M = 3.88$; $SD = 1.55$; $F(1, 229) = 37.42, p < .000, \eta_p^2 = .246$).

Attitudes towards the brand. An attitude index was created by averaging the three attitude items ($\alpha = .86$). A two-way ANOVA was conducted to test hypothesis 1. For this analysis, we did not include the Patagonia condition. The results showed a non-significant main effects for brand positioning ($F(1, 161) = 1.17, p = .281$) and for appeal type ($F(1, 161) = .05, p = .823$). Additionally, the expected interaction was observed ($F(1, 161) = 10.37, p = .002; \eta_p^2 = .061$, see fig.6).

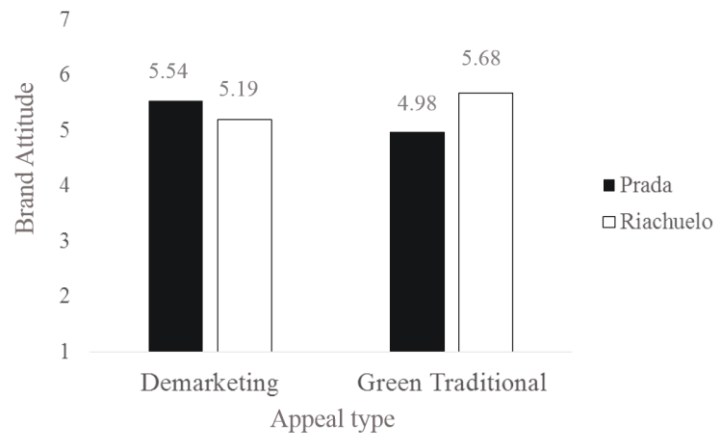


Figure 6 – Brand positioning and green appeal on brand attitude (Study 3)

When the brand had a luxury positioning, participants in the demarketing condition showed more positive attitudes toward the brand ($M = 5.54$, $SD = .87$), than participants in the green traditional condition ($M = 4.98$, $SD = 1.25$; $F(1, 161) = 5.77$, $p = .017$; $\eta_p^2 = .035$). On the other hand, when the brand had a mainstream positioning participants in the green traditional condition had more positive attitudes toward the brand ($M = 5.68$, $SD = .83$) than participants in the demarketing condition ($M = 5.19$, $SD = 1.22$; $F(1, 161) = 4.62$, $p = .033$; $\eta_p^2 = .028$).

An analysis within each appeal condition shows that among the participants exposed to the green traditional appeal, attitudes were more positive for the mainstream positioning than for the luxury ($F(1, 161) = 9.39$, $p = .003$, $\eta_p^2 = .055$). However, for participants exposed to the demarketing appeal, differences were non-significant ($F(1, 161) = 2.25$, $p = .135$).

In order to test for possible effects originated by the use of real brands, we conducted an ANCOVA with brand familiarity as a covariate. The results showed non-significant main effects for brand positioning or for appeal type ($F_s > 1$). Additionally, a significant main effect of brand familiarity ($F(1, 160) = 9.16$, $p = .003$; $\eta_p^2 = .054$) and a significant interaction effect was observed ($F(1, 160) = 7.79$, $p = .007$; $\eta_p^2 = .044$). One could notice that the results maintain the same pattern as the ANOVA conducted previously. Therefore, brand familiarity does not have an influence on our proposed model.

Self-brand connection. A self-brand connection index was created by averaging the seven items ($\alpha = .92$). A two-way ANOVA was conducted to test the hypothesis 1 and, again, we did not include the green brand positioning. For this variable the Levene test showed a significant effect ($F(3, 161) = 3.97; p = .009$). The results showed a non-significant main effect of brand positioning ($F(1, 161) = .00, p = .997$) and a non-significant effect for appeal type ($F(1, 161) = .04, p = .836$). Additionally, an interaction effect was observed ($F(1, 161) = 6.62, p = .011; \eta_p^2 = .039$, see fig.7).

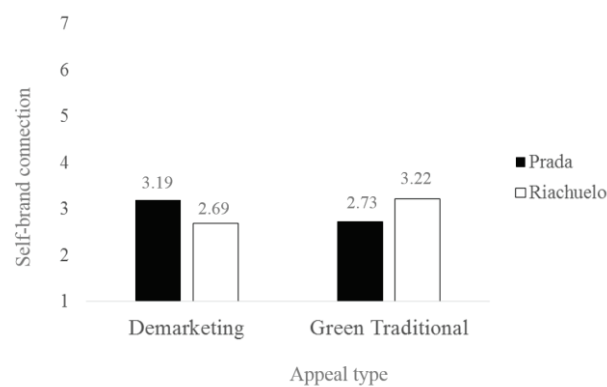


Figure 7 – Brand positioning and green appeal on self-brand connection (Study 3)

The pairwise analysis revealed that when the brand had a luxury positioning, participants in both appeal conditions did differ in brand connections scores ($M_{Green} = 2.73$; $SD = 1.28$; $M_{Demarketing} = 3.19$; $SD = 1.32$; $F(1, 161) = 2.72, p = .101$). Furthermore, when the brand had a mainstream positioning participants in the green traditional condition felt more connected to the brand ($M = 3.22, SD = 1.37$) than participants in the demarketing condition ($M = 2.69, SD = 0.88$; $F(1, 161) = 3.97, p = .048$; $\eta_p^2 = .024$).

An analysis within each appeal condition shows that participants exposed to green traditional appeal felt more connected with the mainstream brand than to the luxury brand ($F(1, 161) = 3.34, p = .069, \eta_p^2 = .020$). Participants exposed to demarketing appeal were more connected to the luxury brand than to the mainstream brand ($F(1, 161) = 3.27, p = .072, \eta_p^2 = .020$).

Mediation analysis. An ad believability index was created by averaging the seven items ($\alpha = .91$). The mediation role of ad believability was tested through bootstrapping (model 8 – Hayes, 2013). Appeal type was coded as 1= demarketing and 0 = green traditional. For brand positioning, the codes were 1= luxury and 0 = mainstream. A 95% confidence interval (CI) of the parameter estimates was obtained by running the resampling 5,000 times.

When the dependent variable was attitude toward the brand (see figure 8), the results show a significant interaction effect of appeal type and brand positioning on ad believability (Coef = 1.22, CI = .45 to 1.99) and a direct effect of ad believability on brand attitude (Coef = .43, CI = .32 to .54). Additionally, it was observed a non-significant interaction effect of appeal type and brand positioning on brand attitude (CI = -.01 to 1,09). The expected indirect effect of ad believability was significant (Coef = .53, CI = .18 to 1.04). When the moderator was mainstream positioning, there was a negative conditional indirect effect of demarketing appeal on consumers' attitude toward the brand (Coef = -.27, CI = -.56 to -.07). On the other hand, when the moderator was luxury positioning there was a positive conditional indirect effect of (Coef = .25, CI = .00 to .63).

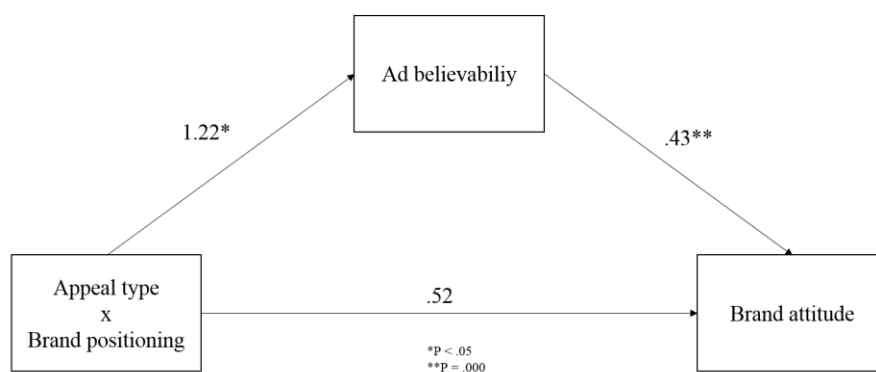


Figure 8 – Mediation analysis for brand attitude – Study 3

Similar results were found when the dependent variable was self-brand connection (see figure 9). The analysis revealed a significant interaction effect of appeal type and brand

positioning on ad believability (Coef = 1.22, CI = .45 to 1.99) and of ad believability on self-brand connection (Coef = .19, CI = .03 to .34). The expected indirect effect ad believability was also significant (Coef = .23, CI = .03 to .56). When the moderator was the luxury brand positioning, there was the positive conditional indirect effect of demarketing appeal on consumers' self-brand connection (Coef = .11, CI = .00 to .33). On the other hand, when the moderator was mainstream brand positioning there was a negative conditional indirect effect of demarketing on self-brand connection (Coef = -.12, CI = -.32 to -.01).

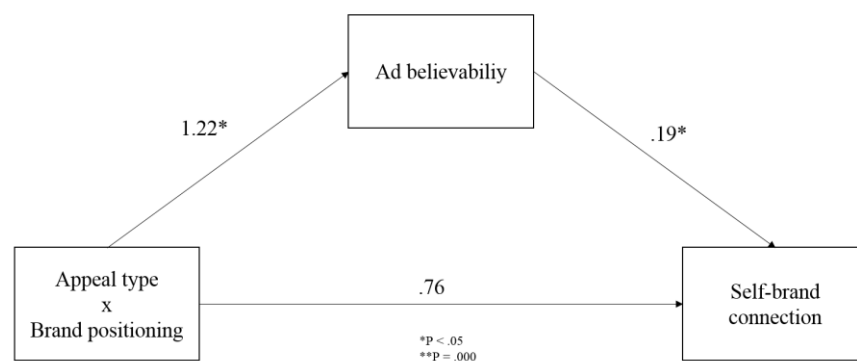


Figure 9 – Mediation analysis for self-brand connection – Study 2

These results demonstrate that when the brand has a luxury (*vs.* mainstream) positioning, demarketing (*vs.* green traditional) appeal type will have a positive effect on brand attitude and will generate stronger self-brand connections. The results confirm that ad believability will mediate the effect of the interaction of appeal type and brand positioning on brand evaluation.

Boundary condition. In order to test hypothesis 3, we conducted a two-way ANOVA with the two appeal conditions (Demarketing *vs.* green traditional) and all three brand positioning conditions (Prada *vs.* Riachuelo *vs.* Patagonia) for both brand attitude and self-brand connections as dependent variables. We predicted that when the brand has a green positioning, the brand evaluation will not differ for green traditional and demarketing appeal.

Attitudes towards the brand. A two-way ANOVA was conducted to test the hypothesis. The results showed a significant main effect of brand positioning ($F(2, 229) = 6.17, p = .002; \eta_p^2 = .051$) and a non-significant effect for appeal type ($F(1, 229) = .02, p = .885$). Additionally, the expected interaction was observed ($F(2, 229) = 5.46, p = .005; \eta_p^2 = .046$, see fig.10).

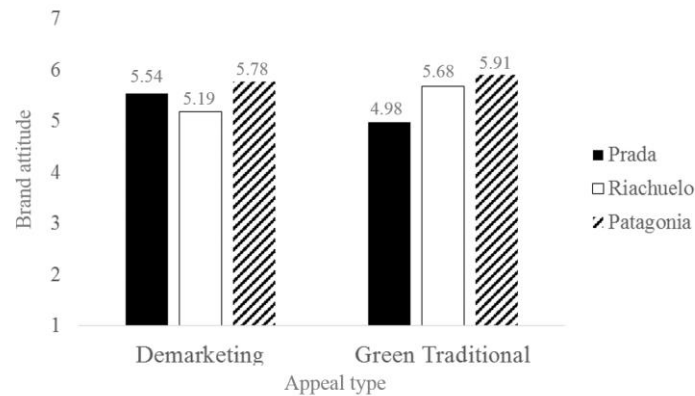


Figure 10 – Brand positioning and green appeal on brand attitude (Boundary condition)

When the brand was Prada, participants in the demarketing condition showed more positive attitudes toward the brand ($M = 5.54, SD = .87$), than participants in the green traditional condition ($M = 4.98, SD = 1.25; F(1, 229) = 5.92, p = .016; \eta_p^2 = .025$). On the other hand, when the brand was Riachuelo participants in the green traditional condition had more positive attitudes toward the brand ($M = 5.68, SD = .83$) than participants in the demarketing condition ($M = 5.19, SD = 1.22; F(1, 229) = 4.74, p = .030; \eta_p^2 = .020$). As expected, when the brand was Patagonia, there were no significant attitude differences between the appeals ($M_{Green} = 5.91; SD = .84; M_{Demarketing} = 5.78; SD = 1.14; F(1, 229) = .285, p = .594$).

An analysis within each appeal shows that among the participants exposed to the green traditional appeal, attitudes were more positive for Riachuelo than Prada ($F(1, 229) = 8.33, p = .000, \eta_p^2 = .068$). Despite the higher score in brand attitude participants in Patagonia condition did not differ from participants in Riachuelo condition.

Participants exposed to the demarketing appeal, there were a significant difference between Riachuelo and Patagonia ($F(1, 229) = 2.99, p = .050, \eta_p^2 = .025$). That is, participants in Patagonia condition had better attitudes towards the brand than participants in Riachuelo condition. Furthermore, participants in Prada condition did not differ from Riachuelo or Patagonia in attitude scores.

In order to test for possible effects originated by the use of real brands, we conducted an ANCOVA with brand familiarity as a covariate. The results showed a significant main effect of brand positioning ($F(2, 228) = 9.96, p = .000; \eta_p^2 = .080$) and a non-significant main effect for appeal type ($F(1, 228) = .002, p = .967$). Additionally, a significant interaction effect was observed ($F(2, 228) = 3.95, p = .021; \eta_p^2 = .033$). Even though these results reveal significant effects with brand familiarity as a covariate, it is observed that the findings maintain the same pattern as the ANOVA conducted previously. Therefore, there is an effect coming from familiarity with the chosen brands, but it does not have major changes in the predicted results.

Self-brand connection. A two-way ANOVA was conducted to test the hypothesis. For this variable the Levene test showed a marginally significant effect ($F(5, 229) = 2.25; p = .050$). The results showed a significant main effect of brand positioning ($F(2, 229) = 5.53, p = .004; \eta_p^2 = .046$) and a non-significant effect for appeal type ($F(1, 229) = .02, p = .882$). Additionally, an interaction effect was observed ($F(2, 229) = 3.265, p = .040; \eta_p^2 = .028$, see fig.11).

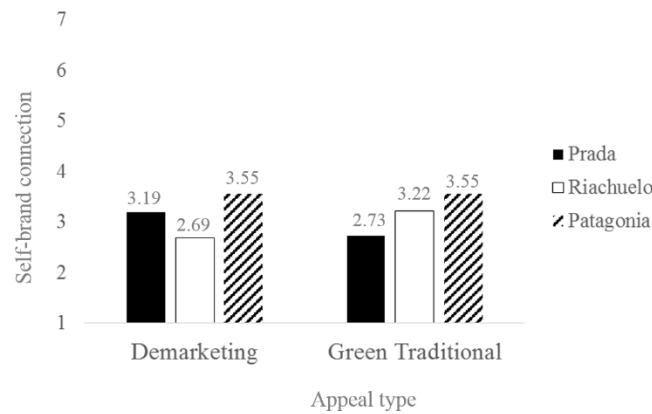


Figure 11 – Brand positioning and green appeal on self-brand connection (Boundary condition)

The pairwise analysis shows that when the brand was Prada, participants did differ in brand connections scores ($M_{\text{Green}} = 2.73$; $SD = 1.28$; $M_{\text{Demarketing}} = 3.19$; $SD = 1.32$; $F(1, 229) = 2.67$, $p = .103$). When the brand was Riachuelo, participants in the green traditional condition felt more connected to the brand ($M = 3.22$, $SD = 1.37$) than participants in the demarketing condition ($M = 2.69$, $SD = 0.88$; $F(1, 229) = 3.90$, $p = .049$; $\eta_p^2 = .017$). As expected, the pairwise analysis revealed that when the brand had a green positioning, there were no significant self-brand connection differences between the appeals ($M_{\text{Green}} = 3.55$; $SD = 1.23$; $M_{\text{Demarketing}} = 3.55$; $SD = 1.31$; $F(1, 229) = .00$, $p = .981$).

An analysis within each appeal condition shows that participants exposed to green traditional appeal also felt more connected with Patagonia than Prada; there was no significant differences for Riachuelo ($F(2, 229) = 4.05$, $p = .019$, $\eta_p^2 = .034$). Participants exposed to demarketing appeal were more connected to Patagonia than to Riachuelo; for Prada there was no significant differences ($F(2, 229) = 4.44$, $p = .019$, $\eta_p^2 = .037$).

Discussion

The main purpose of study 3 was to test H1 and H2 with real brands to gain external validity by showing that the proposed effects happen in spite previous knowledge of the brand. Additionally, this study explored a boundary condition of green brand positioning.

The results corroborate H1 showing that when the brand has a luxury positioning the demarketing appeal generates higher scores on brand attitude than green traditional appeal. Furthermore, when the brand has a mainstream positioning the green traditional appeal generates higher scores for brand attitude and stronger brand connection than the demarketing appeal. The analysis in each appeal shows that participants in demarketing condition felt more connected with the luxury than with the mainstream brand. However, their attitude scores were statistically the same for both brand positioning. Controversially, in the green traditional condition participants that saw the mainstream brand had higher scores for both attitude and self-brand connections than participants that saw the luxury brand. This study also corroborates H2, showing the consistency of ad believability as an explanatory mechanism. The mediation analysis conducted demonstrates a significant indirect effect for both dependent variables, which confirms that luxury/demarketing and mainstream/green traditional matches are better evaluated because they are perceived as more believable.

In addition, the study indicates evidence for H3 showing that when the brand has a green positioning the type of appeal does not make a difference in brand attitude or self-brand connection scores. That is when analyzing the pairwise for each brand positioning condition we notice that both Prada and Riachuelo present significant differences between the appeals. Nevertheless, when looking at Patagonia condition, there are no significant differences between demarketing or green traditional appeals. On the other hand, when analyzing each appeal condition we notice that: First, Patagonia had higher attitude and self-brand connection scores in the demarketing condition. Second, Patagonia had higher self-brand connection scores in green traditional appeal.

Moreover, when the tests were conducted with all three positioning conditions we could observe main effects for brand positioning on both dependent measures. Once real and

well-known brand was used, these effects were already expected and they can count as limitations for this study. As a control measure, we conducted an ANCOVA with brand familiarity as a covariate. The results show significant effects. Still, the same pattern of results was found. This way, we consider that brand familiarity was not a problem in our model.

In general lines, this study: (1) showed consistency of the moderation effect, once again corroborating H1; (2) enhanced the effect's external validity by using real and well-known brands; (3) extended the results by showing the same pattern of results on an additional dependent variable (self-brand enhancement); (4) showed support for ad believability as a mediator (H2); finally, (5) added a boundary condition of green positioning brands for the proposed model (H3).

GENERAL DISCUSSION

This research aimed to verify the moderating effect of brand positioning on the relationship between green appeal type and brand evaluations. In order to do that, three experiments were conducted. The first study gives initial support to our main hypothesis, demonstrating that individuals in demarketing conditions have a more positive attitude toward the brand when it has a luxury positioning rather than a mainstream positioning. On the other hand, individuals in green traditional condition have a more positive attitude towards the brand when it has a mainstream positioning rather than a luxury positioning.

Study two replicates the first study's results with a better manipulation scenario and adds another dependent variable: willingness to buy. The results show significant interaction effects. Specifically, it confirms that the matches mainstream/green traditional and luxury/demarketing increase the consumer's willingness to buy. In addition, it finds a

mediation effect of ad believability. The mediation analysis shows that the match luxury/demarketing and mainstream/green traditional makes consumers perceive the ad as more believable and, consequently, enhances attitudes towards the brand.

This study also eliminates brand-cause fit as a possible explanation mechanism. That is, the positive evaluations of the match luxury/demarketing and mainstream/green traditional is not simply a matter of congruence. Even though the results show that individuals rejected the combination of luxury and green traditional, there was no further evidence to support a mediation analysis. Furthermore, this lack of fit (luxury/green traditional) was already expected by results shown in past research (e.g. Torelli et al., 2012; Achabou and Dekhili, 2013; Beckham and Voyer, 2014).

Finally, the third study replicates the interaction effects with real and well-known brands on two dependent variables: brand attitude and self-brand connection. That gives greater external validity to our results. In addition to that, it corroborates H2, showing the mediating role of ad believability. Moreover, it extends the results by adding a boundary condition. When the brand has a green positioning, the type of appeal will not change brand attitude scores and it will generate the same level of self-brand connections for both appeals.

In general lines, these series of studies corroborate our main hypothesis. There is a moderating effect of brand positioning on the relationship between green appeal type and brand attitude. Additionally, this work has shown the consistency of the effect for two other dependent variables, namely: willingness to buy and self-brand connection. This interaction effect is explained by ad believability so that the match luxury/demarketing and mainstream/green traditional are perceived as more believable than luxury/green traditional and mainstream/demarketing causing brand attitude to be enhanced on the two firsts combination scenarios. Lastly, we found a boundary condition and eliminated the alternative explanation of brand-cause fit.

THEORETICAL AND MANAGERIAL IMPLICATIONS

This work contributes to the literature on green advertising by further exploring the applications of demarketing as a green appeal type. It also investigates the brand positioning as a moderating factor in the relationship between green appeal type and brand evaluations as well as the mediating role of ad believability. While most studies have explored demarketing mostly as a manner of conserving the environment by saving resources, such as water and energy (Wall, 2005; Varadarajan, 2014), this work shows the effects of demarketing as an appeal type on brand evaluation. It has demonstrated which appeal type is the most adequate to each kind of brand to generate positive brand evaluation.

The luxury literature can also benefit from this study. Past research has an emphasis on consumers' evaluations of green features in luxury products (Achabou and Dekhili, 2013; De Angelis et al., 2017). Nonetheless, this work focuses on the effects of a match between green advertising, rather than green product, and luxury on brand level evaluations. The study shows that the demarketing appeal is more believable for luxury brands, which generates evaluations that are more positive. That not only gives luxury brands an alternative to use green advertising but also demonstrates that luxury and green demarketing share similar characteristics, such as durability, quality, scarcity and exclusivity (Dion and Arnould, 2011; Soule and Reich, 2015). Additionally, the study shows that traditional green advertising was perceived as less believable when used by luxury brands, compared with the demarketing appeal. That is, luxury brands should have a special attention when using this type of appeal because consumers could infer that the brand is losing exclusivity or it is trading quality for a green attribute (Achabou and Dekhili, 2013; Newman, Gorlin, and Dhar, 2014).

Furthermore, this study also has implications for research on mainstream brands. The results show that traditional green advertising is perceived as more believable when used by

mainstream brands, consequently, it generates more positive brand evaluations. In this case, green advertising helps mainstream brands' image, mitigating the negative aspects of overconsumption as green features license consumers to purchase more because the products have a less environmental impact. In fact, Lin and Chang (2012) show that green products could even stimulate consumption, once they are perceived as less efficient than regular products in some cases. While this represents a constraint for luxury brands, because they could lose their exclusivity, mainstream brands benefit from demand stimulation caused by traditional green advertising.

These findings also have managerial implications. Identifying under which conditions a brand can use a certain type of green appeal can help brands to enhance consumer's attitudes and propensity to buy a product of that brand. For instance, if a luxury brand wants to create a green strategy it should focus on appeals that is congruent with the exclusivity and scarcity characteristics instead of creating a campaign announcing green production methods. On the other hand, a mainstream brand benefits more from a green advertising that emphasizes green attributes of their products or their environmentally friendly production methods. One could notice that this conclusion brings out a major implication for luxury brands as it highlights that those should further explore the demarketing appeal as a green strategy.

A green advertising becomes more believable when the brand positioning matches the type of green appeal. The bottom line here is that both luxury and mainstream brands are able to use green advertising. However, to make this advertising more believable and, consequently, generate positive brand evaluations, they should base their green ads on their positioning strategy.

LIMITATIONS AND FUTURE RESEARCH

One potential limitation of this paper is that the results were more consistent with brand attitude, which is a subjective measure. For willingness to buy, the pairwise analysis did not show significant differences for demarketing appeal nor for mainstream brands. For self-brand connection, the mean differences were significant, but not very high, ranging from 2.69 to 3.22.

Another potential confound is the difference in purchasing power between mainstream and luxury brands. The effects of this confound can be observed on the results of willingness to buy (i.e. the non-significant differences found in two pairwise analysis). Additionally, this disparity also prevented us to address the study in a behavioral context. In order to overcome this limitation and measure actual behavior, future research could focus on the choice of less expensive items for each brand, such as souvenirs (keychain, mugs, and cell phone cases).

Furthermore, our study focuses on brand evaluations coming from an advertising, which triggers ad believability as the mediator. However, future research investigating purchasing behavior may find different explanation mechanisms. For instance, one could explore if there is a reduction in guilt levels when consuming a mainstream brand that announces a traditional green campaign or a luxury brand that employs green demarketing.

Another possible limitation is that the present research has investigated mainly fashion related scenarios. Even though the main interaction effect appeared in all three studies and the scenarios did not explicitly focus on product characteristics, it would be interesting to verify if this effect is consistent for different product categories.

Additionally, we investigated two opposite brands in terms of brand positioning – mainstream vs. luxury. Since premium brands are in between a mainstream and a luxury

continuum (Kapferer and Bastien, 2009), it is an open question how green appeal would impact brand evaluations for premium brand positioning. Besides that, future research could further explore the role of luxury positioning on the use of different types of green appeal. Once there is a series of studies with controversial results, future research could focus on how luxury brands could improve their evaluations when using green advertising (either traditional or demarketing).

Finally, the use of real and well-known brands presented a limitation when testing the boundary condition. First, they caused the main effect on attitude towards the brand and brand-self connection. Second, there was an effect for brand familiarity as a covariate variable. Even though this was a limitation, the third study helped our work to gain external validity.

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APPENDIX A

Olá, contamos com a sua participação nesta sequência de estudos do Programa de Pós-Graduação em Administração da UFPR. O objetivo é melhor compreender as percepções dos consumidores sobre produtos e marcas. A participação é voluntária. Sendo assim, sinta-se livre para parar de responder a qualquer momento.

Para responder a pesquisa você levará aproximadamente 07 minutos. Suas respostas são totalmente confidenciais e serão utilizadas, exclusivamente, para fins acadêmicos. Esta pesquisa tem previsão de finalização em março de 2018. Caso você tenha interesse em receber informações sobre o resultado, será um prazer compartilhar.

Para participar, assinale o aceite abaixo e siga as instruções indicadas nas páginas a seguir.

Obrigada.

Victoria Vilasanti da Luz - mestrado PPGADM-UFPR victoria.vilasanti@gmail.com

Aceito participar

Não aceito participar

Obrigada. Nestes estudos, estamos interessados em saber a avaliação dos consumidores sobre produtos e marcas. Para isso, você precisa ser atencioso na sua participação. Por favor, seja sincero. Sua sinceridade nas respostas é essencial para nós. Vamos começar!

1. Por favor, leia o texto a seguir sobre o posicionamento da empresa VIBERG® no mercado

Condição 1 – Luxo e demarketing

VIBERG

A Viberg® está entre as marcas de moda mais desejadas do mundo. Seus produtos são reconhecidos pela sofisticação e design único. A Viberg® é comprometida com a mais alta qualidade de seus produtos, o que reforça sua diferenciação e exclusividade.

Queremos que nossos consumidores façam escolhas de peças únicas ao invés de comprar muitas peças que logo serão descartadas. A Viberg® aposta na consciência ambiental de seus consumidores para que eles comprem menos roupas e mais qualidade.

Condição 2 – Luxo e *green* tradicional

VIBERG

A Viberg® está entre as marcas de moda mais desejadas do mundo. Seus produtos são reconhecidos pela sofisticação e design único. A Viberg® é comprometida com a mais alta qualidade de seus produtos, o que reforça sua diferenciação e exclusividade.

Queremos que nossos consumidores façam escolhas de peças produzidas com menor impacto ambiental. A Viberg® aposta na consciência ambiental de seus consumidores para que eles comprem mais roupas de forma sustentável

Condição 3 – Mainstream e demarketing

VIBERG

A Viberg® é uma marca que aposta na variedade e estilo de suas coleções. A marca incorporou, com exatidão, o verdadeiro conceito “fast fashion” - agilidade na produção e na distribuição das coleções – com o objetivo de democratizar o acesso às últimas tendências da moda, com preços acessíveis.

Queremos que nossos consumidores façam escolhas de peças únicas ao invés de comprar muitas peças que logo serão descartadas. A Viberg® aposta na consciência ambiental de seus consumidores para que eles comprem menos roupas e mais qualidade.

Condição 4 – Mainstream e green tradicional

VIBERG

A Viberg® é uma marca que aposta na variedade e estilo de suas coleções. A marca incorporou, com exatidão, o verdadeiro conceito “fast fashion” - agilidade na produção e na distribuição das coleções – com o objetivo de democratizar o acesso às últimas tendências da moda, com preços acessíveis.

Queremos que nossos consumidores façam escolhas de peças produzidas com menor impacto ambiental. A Viberg® aposta na consciência ambiental de seus consumidores para que eles comprem mais roupas de forma sustentável.

(DV-Atitude) Considerando o anúncio, qual seria sua avaliação da marca Viberg®?

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Muito negativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito positiva
Muito desfavorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito favorável
Muito ruim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excelente

(Check de manipulação – Posicionamento) Você acha que a marca Viberg® é:

	1	2	3	4	5	6	7	
É uma marca exclusiva (com posicionamento luxo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É uma marca inclusiva (com posicionamento <i>fast fashion</i>)

(Controle – Conhecimento de marca) Você conhecia a marca Viberg® antes desta pesquisa?

- Sim
- Não

(Check de manipulação – Apelo) No anúncio a marca Viberg® incentiva os consumidores a:

	1	2	3	4	5	6	7	
Comprar menos roupas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Comprar mais roupas

(Demográficos)

1. Gênero

- Feminino
- Masculino

2. Idade

3. Nome completo

*Os dados são apenas para controle do certificado e da nota bônus. Suas respostas não serão divulgadas

APPENDIX B

Olá, contamos com a sua participação nesta sequência de estudos do Programa de Pós-Graduação em Administração da UFPR. O objetivo é melhor compreender as percepções dos consumidores sobre produtos e marcas.

A participação é voluntária. Sendo assim, sinta-se livre para parar de responder a qualquer momento. Para responder a pesquisa você levará aproximadamente 07 minutos.

Suas respostas são totalmente confidenciais e serão utilizadas, exclusivamente, para fins acadêmicos. Esta pesquisa tem previsão de finalização em março de 2018. Caso você tenha interesse em receber informações sobre o resultado, será um prazer compartilhar.

Para participar, assinale o aceite abaixo e siga as instruções indicadas nas páginas a seguir.

Obrigada.

Victoria Vilasanti da Luz - mestrado PPGADM-UFPR

victoria.vilasanti@gmail.com

- Aceito Participar
- Não aceito participar

(Cover Story) Imagine que você quer comprar roupas e entra no website da **SaltWater Collection*** para fazer uma pesquisa. Para saber mais sobre a marca você acessou a seguinte página:

Leia **atentamente** a está página do site da **SaltWater Collective**.

*Você vai responder perguntas sobre este conteúdo na sequência

Condição 1 – Luxo e Demarketing

SOBRE A SALTWATER COLLECTIVE
HOMEM MULHER MEUS PEDIDOS LOGIN

SALTWATER

COLLECTIVE

A SaltWater Collective é reconhecida pela exclusividade e sofisticação de suas peças. O design único das coleções da marca é fruto da criatividade dos mais renomados estilistas do mundo.

MEIO AMBIENTE
COMUNIDADE

O compromisso da SaltWater com o meio ambiente está no processo de fabricação. Ao produzir peças feitas com **materiais resistentes, que duram muito mais do que uma temporada**, a SaltWater Collective ajuda a **consumir menos**. Faça também a sua parte, **use suas peças de forma consciente**.



Condição 2 – Luxo e *green* tradicional

SOBRE A SALTWATER COLLECTIVE HOMEM MULHER MEUS PEDIDOS LOGIN

SALTWATER

COLLECTIVE

A SaltWater Collective é reconhecida pela exclusividade e sofisticação de suas peças. O design único das coleções da marca é fruto da criatividade dos mais renomados estilistas do mundo.

MEIO AMBIENTE COMUNIDADE

O compromisso da SaltWater com o meio ambiente está no processo de fabricação. Ao produzir peças que **não são lavadas no chão de fábrica a SaltWater economiza cerca de 1,5L de água em cada peça.** Faça também a sua parte, **use produtos com menor impacto ambiental.**



Condição 3 – Mainstream e Demarketing

SOBRE A SALTWATER COLLECTIVE HOMEM MULHER MEUS PEDIDOS LOGIN

SALTWATER

COLLECTIVE

A SaltWater Collective é reconhecida pela democratização da moda. A agilidade na produção e distribuição das coleções garante variedade de peças e facilidade de acesso a marca.

MEIO AMBIENTE COMUNIDADE

O compromisso da SaltWater com o meio ambiente está no processo de fabricação. Ao produzir peças feitas com **materiais resistentes, que duram muito mais do que uma temporada,** a SaltWater Collective ajuda a **consumir menos.** Faça também a sua parte, **use suas peças de forma consciente.**



Condição 4 – Mainstream e *green*

SOBRE A SALTWATER COLLECTIVE HOMEM MULHER MEUS PEDIDOS LOGIN

SALTWATER

COLLECTIVE

A SaltWater Collective é reconhecida pela democratização da moda. A agilidade na produção e distribuição das coleções garante variedade de peças e facilidade de acesso a marca.

MEIO AMBIENTE COMUNIDADE

O compromisso da SaltWater com o meio ambiente está no processo de fabricação. Ao produzir peças que **não são lavadas no chão de fábrica a SaltWater economiza cerca de 1,5L de água em cada peça.** Faça também a sua parte, **use produtos com menor impacto ambiental.**



(DV-Atitude) Com base nas informações que você leu no site, qual seria sua avaliação com relação a marca **SaltWater Collective**?

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Muito negativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito positiva
Muito desfavorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito favorável
Muito ruim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excelente

(DV- WTB) Qual seria sua predisposição a comprar um produto da **SaltWater Collective** em sua próxima compra?

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Certamente não compraria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certamente compraria

(DV- Ad Believability) Com relação ao conteúdo apresentado no site da **SaltWater Collective**, você acha que:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
É falso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É verdadeiro
Não é confiável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É confiável
Não é convincente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É convincente
Não é digno de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É digno de confiança
É desonesto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É honesto
Não é autêntico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É autêntico
Não é provável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É provável

(Additional measure – Fit) Com relação ao posicionamento da **SaltWater Collective**, sua proposta de consciência ambiental é:

	1	2	3	4	5	6	7	
Incongruente com a marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Congruente com a marca
Diferente da marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Igual a marca
Inconsistente com a marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Consistente com a marca
Não complementa a marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complementa a marca

(Check de manipulação – Posicionamento) Com relação ao posicionamento a marca **SaltWater Collection** é

	1	2	3	4	5	6	7	
É uma marca popular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É uma marca elitista
É uma marca inclusiva (com posicionamento fast fashion)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É uma marca exclusiva (com posicionamento de luxo)

(Check de manipulação – Apelo) No site a marca **SaltWater Collection** incentiva os consumidores a:

	1	2	3	4	5	6	7	
Consumir menos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Consumir mais

(Controle – Conhecimento de marca) Você conhecia a **SaltWater Collective** antes desta pesquisa?

- Sim
 Não

(Controle – Conhecimento de marca) Você já comprou produtos desta marca?

- Sim
 Não

(Controle – Relevância da ação) O quanto você acha que esta ação de responsabilidade ambiental apresentada pela SaltWater Collective é relevante?

	1	2	3	4	5	6	7	
Nada relevante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito relevante

(Demográficos)

1. Gênero

- Feminino
 Masculino

2. Idade

3. Nome completo

*Os dados são apenas para controle do certificado e da nota bônus. Suas respostas não serão divulgadas

APPENDIX C

Olá, contamos com a sua participação nesta sequência de estudos do Programa de Pós-Graduação em Administração da UFPR. O objetivo é melhor compreender as percepções dos consumidores sobre produtos e marcas.

A participação é voluntária. Sendo assim, sinta-se livre para parar de responder a qualquer momento. Para responder a pesquisa você levará aproximadamente 05 minutos.

Suas respostas são totalmente confidenciais e serão utilizadas, exclusivamente, para fins acadêmicos. Esta pesquisa tem previsão de finalização em março de 2018. Caso você tenha interesse em receber informações sobre o resultado, será um prazer compartilhar.

Para participar, assinale o aceite abaixo e siga as instruções indicadas nas páginas a seguir.

Obrigada.

Victoria Vilasanti da Luz - mestrado PPGADM-UFPR

victoria.vilasanti@gmail.com

- Aceito Participar
- Não aceito participar

(Cover Story) Uma marca está lançando uma nova campanha e você foi convidado a avaliá-la. Leia atentamente a página do site da marca.

***Você vai responder perguntas sobre este conteúdo na sequência, leia atentamente, pois não será possível voltar para a tela do site.**

Condição 1 – Luxo e demarketing

Leia **atentamente** a esta página do site da marca **Prada**.

***Você vai responder perguntas sobre este conteúdo na sequência**

SOBRE A PRADA
HOMEM MULHER MEUS PEDIDOS LOGIN

PRADA

A Prada é uma marca de luxo que foi fundada por Mario Prada e tem cerca de 70 anos de história. A marca produz roupas, calçados e acessórios. A Prada faz a perfeita combinação da sofisticação contemporânea e de ponta com a exclusividade de seus produtos.

MEIO AMBIENTE

O compromisso da Prada com o meio ambiente está no processo de fabricação. Ao produzir peças feitas com materiais resistentes, que duram muito mais do que uma temporada, a Prada te ajuda a consumir menos. Faça também a sua parte, use suas peças de forma consciente.



Condição 2 – Luxo e green tradicional

Leia **atentamente** a está página do site da marca **Prada**. *Você vai responder perguntas sobre este conteúdo na sequência

SOBRE A PRADA HOMEM MULHER MEUS PEDIDOS LOGIN

PRADA

A Prada é uma marca de luxo que foi fundada por Mario Prada e tem cerca de 70 anos de história. A marca produz roupas, calçados e acessórios. A Prada faz a perfeita combinação da sofisticação contemporânea e de ponta com a exclusividade de seus produtos.

MEIO AMBIENTE

COMUNIDADE

O compromisso da Prada com o meio ambiente está no processo de fabricação. Ao produzir peças que não são lavadas no chão de fábrica a Prada economiza cerca de **1,5L de água em cada peça.**

Faça também a sua parte, use produtos com menor impacto ambiental.



Condição 3 – Riachuelo e demarketing

Leia **atentamente** a está página do site da marca **Riachuelo**. *Você vai responder perguntas sobre este conteúdo na sequência

SOBRE A RIACHUELO HOMEM MULHER MEUS PEDIDOS LOGIN

RCHLO

RIACHUELO

A Riachuelo é uma marca de *fast fashion* - agilidade na criação, produção, distribuição e difusão de novas tendências – que tem 70 anos de história. A Riachuelo se tornou grande porque serve a um propósito maior: fazer da moda um instrumento de democratização.

MEIO AMBIENTE

COMUNIDADE

O compromisso da Riachuelo com o meio ambiente está no processo de fabricação. Ao produzir peças feitas com materiais resistentes, que duram muito mais do que uma temporada, a Riachuelo **te ajuda a consumir menos.**

Faça também a sua parte, use suas peças de forma consciente.



Condição 4 – Riachuelo e *green* tradicional

Leia **atentamente** a está página do site da marca **Riachuelo**. *Você vai responder perguntas sobre este conteúdo na sequência

SOBRE A RIACHUELO
HOMEM MULHER MEUS PEDIDOS LOGIN

RCHLO

RIACHUELO

A Riachuelo é uma marca de *fast fashion* - agilidade na criação, produção, distribuição e difusão de novas tendências - que tem 70 anos de história. A Riachuelo se tornou grande porque serve a um propósito maior: fazer da moda um instrumento de democratização.

MEIO AMBIENTE
COMUNIDADE

O compromisso da Riachuelo com o meio ambiente está no processo de fabricação. Ao produzir peças que não são lavadas no chão de fábrica a Riachuelo economiza cerca de 1,5L de água em cada peça. Faça também a sua parte, use produtos com menor impacto ambiental.



Condição 3 – Patagonia e demarketing

Leia **atentamente** a está página do site da marca **Patagonia**. *Você vai responder perguntas sobre este conteúdo na sequência

SOBRE A PATAGONIA
HOMEM MULHER MEUS PEDIDOS LOGIN

patagonia®

A Patagonia é uma marca essencialmente *green* - que tem o propósito de promover a preservação ambiental por meio da produção de roupas sustentáveis - com cerca de 70 anos de história. Todas as peças da Patagonia são compostas por materiais que tenham baixo impacto ambiental.

MEIO AMBIENTE
COMUNIDADE

O compromisso da Patagonia com o meio ambiente está no processo de fabricação. Ao produzir peças feitas com materiais resistentes, que duram muito mais do que uma temporada, a Patagonia te ajuda a consumir menos. Faça também a sua parte, use suas peças de forma consciente.



Condição 3 – Patagonia e *green* tradicional

Leia **atentamente** a está página do site da marca **Patagonia**. *Você vai responder perguntas sobre este conteúdo na sequência

SOBRE A PATAGONIA
HOMEM MULHER MEUS PEDIDOS LOGIN

patagonia®

A Patagonia é uma marca essencialmente *green* - que tem o propósito de promover a preservação ambiental por meio da produção de roupas sustentáveis - com cerca de 70 anos de história. Todas as peças da Patagonia são compostas por materiais que tenham baixo impacto ambiental.

MEIO AMBIENTE
COMUNIDADE

O compromisso da Patagonia com o meio ambiente está no processo de fabricação. Ao produzir peças que não são lavadas no chão de fábrica a Patagonia economiza cerca de 1,5L de água em cada peça. Faça também a sua parte, use produtos com menor impacto ambiental.



(DV-Atitude) Com base nas informações que você leu no site, qual seria sua avaliação com relação a marca?

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Muito negativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito positiva
Muito desfavorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito favorável
Muito ruim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excelente

(DV – Self-brand connection) Com relação a marca apresentada no site, responda o quanto discorda ou concorda com as afirmações:

	(1) – Discordo totalmente	(2)	(3)	(4)	(5)	(6)	(7)- Concordo totalmente
Essa marca reflete quem eu sou	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu consigo me identificar com essa marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto uma conexão pessoal com essa marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu uso essa marca para comunicar quem eu sou para outras pessoas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu penso que essa marca me transforma exatamente no tipo de pessoa que eu quero ser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero que essa marca seja "eu" (reflete quem eu considero ser ou como eu me apresento para os outros)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Essa marca é adequada para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Check de manipulação – Posicionamento) Com relação ao posicionamento da marca que você viu no site

	1 – discordo totalmente	2	3	4	5	6	7 - concordo totalmente
É uma marca inclusiva (com posicionamento fast fashion)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É uma marca exclusiva (com posicionamento de luxo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É uma marca essencialmente sustentável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Check de manipulação – Apelo) No site a marca incentiva os consumidores a:

	1	2	3	4	5	6	7	
Consumirem menos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Consumirem mais

(Controle – Familiaridade com a marca) Com relação ao seu conhecimento sobre a marca que você viu o site, responda em uma escala de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente:

	1 – discordo totalmente	2	3	4	5	6	7 – concordo totalmente
Eu sinto muita familiaridade com a marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto que tenho muita experiência com a marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu conheço os produtos da marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Controle – Check de atenção) Qual o nome da marca que você viu no site?

(Demográficos)

1. Gênero

- Feminino
 Masculino

2. Idade

3. Nome completo

*Os dados são apenas para controle do certificado e da nota bônus. Suas respostas não serão divulgadas