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The Influence of Environmental Concern and Green Fashion Advertisements on Consumer Behavior: Chinese vs. Korean

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green advertisement,
positive attitude,
negative attitude

Abstract

Recently, issues on the environment, which have become key bottlenecks relative to sustainable economic development, have generated common concern. However, relatively scant research has been devoted to consideration of relations between consumers' environmental concern, green fashion advertisement value, and green consumption. In this study, using structural equation modeling (SEM), effects of environmental concern, perceived green fashion advertisement value, and attitude towards green fashion advertisements, on ecological purchases and their interrelationships are investigated. A model is constructed to link aforementioned constructs. Data, was collected through a questionnaire-based online survey (www.sojump.com) of 260 Korean consumers and 260 Chinese consumers. Findings suggest that environmental concern can improve their perception of green advertisement value. One of the findings showed strong positive relationship among green advertisement value, positive attitude, and purchase intention towards green fashion advertisement, while environmental concern negatively influenced their attitude towards green fashion advertisements. It suggests that if companies adopt green advertising strategies, environmentally-conscious consumers are willing to pay more, to purchase green fashion goods in to satisfy their needs. We should put more effort in educating consumers about environmental issues, to raise the level of environmental awareness and satisfy their concerns relative to green fashion goods. Conversely, there is significant positive relationship with the moderating effect of consumers' nationality in all paths, so results above would make significant contributions to green literature, and would also contribute to advertisement strategy implications as well. Especially fashion marketers, an use accurate and fair environmental claims in their advertisements to increase sale and profits.

I. Introduction

Public concern for environmental issues has gradually increased over the past three decades since the inception of Earth day (Kim & Choi, 2005). Environmental issue has become one of the most solicited means of human concern, a marketing tool and an advertising factor to which consumers have direct and interactive access. In Choi and Choi (2015)'s study, there is significant effects of eco-friendly underwears (three kinds of natural dying underwears) in patients with atopic dermatitis. Nowadays, more and more customers care about their health. This led advertisers to integrate this factor into their marketing strategy. Assessment of advertising value is a key element in shaping consumer attitudes towards it. Perceived value and the resulting attitude, in turn, have an impact on the purchasing behavior (Salem, 2016).

Accordingly, academic research in this area has centered on the identification of consumer motivation underlying environmental behaviors and the explication of the relationship between cognitive or motivational factors and environmentally conscious behavior (Tariq, 2014; Wandel & Bugge, 1997; Wong, Lai, Shang, & Lu, 2014). Advertisement that is perceived to be high in value is likely to be a positive input that — combined with other influences—contributes to the formation of positive consumer attitudes (Ducoffe & Curlo, 2000). Gardner and Wilhelm Jr. (2012) noted that the observed effects of ad-type were more pronounced for subjects in the positive mood condition than for those in the negative mood condition. For all measures, attitudes formed upon exposure to positive-appeal ads were significantly more favorable than those associated with negative-appeal ads. Also in Muehling, Laczniak, and Ehrich (2013), users responded more favorably to the positively framed ad and, importantly, were inclined to believe message claims about the ad sponsor when presented in a positive frame. On the other hand, responded no more favorably to a positively framed ad than to a negatively framed one. However, Praxmarer and Gierl (2009) demonstrates that even if consumers are

confronted with positively framed advertisements, they may generate negative associations. When the politician's ad says nothing but positive things, this is true even though the subjects do have positive feelings about the ad (Robideaux, 2013). This offers the suggestion to stick to image-based ads designed to promote positive feelings toward your candidate.

Green advertisement is important to leverage the environmental manufacturing and product stewardship efforts to achieve an environmental reputation (Wong et al., 2014). Findings of the Wong et al. (2014)'s study pointed out that substantive value of green advertising for manufacturers in acquiring a favourable environmental reputation from their environmental actions is demonstrated, suggesting that manufacturers need to use green advertising to publicize their environmental achievements. The results of the study by Wandel and Bugge (1997) showed that many consumers are interested in foods produced in an ecologically sound manner, and green may be more and more important in the market situation, not because consumers are particularly interested in this property itself, but because it is an indicator of other quality properties and may be valued by the consumers in the absence of other good information channels. Green marketing is a broad concept and involves the economic promotion and advertising activities of products and companies with environmental concerns (Tariq, 2014). Researchers and policy makers have become increasingly aware that personal behaviors can ameliorate or exacerbate environmental problems (Moble, Vagias, & DeWard, 2013).

Despite the continued efforts, it is still difficult to predict consumer acceptance of environmental behavior. Especially in fashion industry, Uniqlo, H&M and Gap have launched a universally-recognized product labeling which informs the environmental impact, however, these business efforts of business stewardship are often fragmented (Lee, Kim, & Yang, 2015). Relatively little research attention has been devoted to the consideration of relations between consumers' environmental concern, green fashion advertisement value and green consumption

behaviour. Hence, this paper needs to bridge this gap by providing empirical evidence to encourage companies to implement green fashion in order to improve their firm performance and to enhance their competitive capability.

The objective of this study is to contribute to a better understanding of consumers priorities in their choice of fashion products. The main focus is consumers' relationship to environmentally sound production of fashion. Our study puts an emphasis on the determinants of environmental concern, green advertisement value and on the causal relationships between value, attitude and purchase intention. Our interest in green fashion advertisement is justified by the fact that this field is not fully explored. In addition to the mixed results of previous research, research on the factors determining environmental concern, green fashion advertisement value and its impact on attitudes and purchase intention were little studied in the fashion marketing literature. Therefore, our aim in this study is to find out the determinants of environmental concern, to assess the measurement scale of variables and investigate the mediating effect of value in the relationship concern — purchase behavior. In order to make sure that consumers' environmental concern is helpful in understanding consumers' attitude and purchase intention towards green fashion advertisement and it leads to improve green advertisement value and environmental protection. And to understand the feasibility of the research model or Asian fashion consumers' attitude, hence, it was proposed that Chinese consumers' perception of fashion advertisement would different with Korean. The findings of this study further our understanding of what drives green buying behavior and provide implications for public policy makers and marketers.

II. Literature review and hypotheses

1. Environmental concern

The continuous meltdown of ice layers and glaciers at the North and South Poles results in the enormous rise

of the sea level. The unabated consumption of diminishing resources threatens the overall living environment. The warnings of nature and the shortage of resources have made all governments and private associations aware of the importance of environmental protection (Chiu & Liu, 2012). Now environmental concern is an important factor in an individual's decision whether to conduct green behaviors and accept green products. An enterprise should master the characteristics of consumers with a higher environmental concern before setting marketing strategies to achieve better effects (Chiu & Liu, 2012). About fashion, the certification about eco-fashion product is moving to 'Life Cycle Assessment' from focused on primary process like material, finishing, dyeing. Especially simplicity of process means reducing the wastes (Park, 2012).

In a previous study, Environmental concern denotes an individual's general orientation toward the environment and an individual's concern level as to environmental issues has been found to be a useful predictor of environmentally conscious behavior ranging from recycling behavior (Kim & Choi, 2005). In Fransson and Gärling (1999), environmental concern has been treated as an evaluation of, or an attitude towards facts, one's own behavior, or others' behavior with consequences for the environment. It seems then as if environmental concern may refer to both a specific attitude directly determining intentions, or more broadly to a general attitude or value orientation.

A few studies have examined the association between environmental concern and environmentally responsible behaviour. According to the results from attitude research, such an association can only be expected under certain conditions. For example, Koçer and Delice (2016) indicated that environmental sensitivity is directly related to positive attitudes towards green advertisement. It has been identified that positive attitudes towards green advertisement have an impact on environmental sensitivity and environmental concern has an mediation role on the relation between attitudes towards green advertisement and environmental sensitivity. In a value orientation, environmental concern is tied to anthropocentric

altruism; people care about environmental quality mainly because they believe that a degraded environment poses a threat to people's health (Fransson & Gärling, 1999). Ar (2012) explored the moderation effect of environmental concern between green product innovation and firm performance through a questionnaire-based survey across 140 Turkish manufacturer firms from various sectors. Moreover, Mobley et al. (2013) indicates that individuals who are knowledgeable and concerned about the environment will engage in environmentally responsible behavior. To bring greater clarity to this debate, we developed a regression model to investigate the influence of consumers' environmental concern and advertisement value on the attitudes and purchase intention towards green fashion advertisement.

In line with these studies, this study analyzes the effect that consumers' environmental concern has on green fashion advertisement value. Therefore, we hypothesize:

H1. The perception of environmental concern has a positive effect on green fashion advertisement value.

2. Green advertisement value

Green advertisement is a marketing tool that informs and disseminates information related to the environmental efforts and commitment of firms (Keller, 2001). Public service advocacy advertisements and commercial advertisements share the same objective of changing consumer attitudes and behaviors by using advertisement messages (Chiu & Liu, 2012). A major issue in advertising research is measurement of the effects of advertising on the recipient.

As noted previously, value is defined as the relative preference of an interactive experience between a subject and an object (Salem, 2016). Advertisement value is defined as subjective evaluation of the relative worth or utility of advertisement to consumers (Ducoffe, 1995). Customers evaluate the advertisement value in which the advertisement can bring to them cognitively. And customers can express their emotion by reflecting via the attitude towards the advertisement (Li & Lai, 2015). Advertisement value can be seen as an overall

representation and assessment of the worth of advertising (Zha, Li, & Yan, 2014). Similarly, green advertisement value can be aimed at the value of green advertisement. In other words, consumers' attitude towards green advertisement refers to the predisposition to respond in a favorable or unfavorable manner formed after receiving a green advertising message and undergoing an emotional response and cognitive thinking.

Applying the conceptual framework of value-attitude-behavior relationship, Kim and Choi (2005)'s study identifies key antecedents of green purchase behavior and develops a model for explaining their influence on ecological consumption. Results suggest that the influence of collectivism flows through perceived consumer effectiveness; the collectivistic value orientations influence beliefs about consumer effectiveness, which in turn influence green buying behavior. Environmental concern, on the other hand, directly influences green purchase behavior. Stern et al. (1995) claimed that values influence the formation of attitudes toward new objects, and they found that a subset of the major clusters identified in value theory is associated with willingness to take pro-environmental action. Environment-friendly consumers are receptive to green advertisement, create positive credibility and attitudes (Tariq, 2014). Hu, Hu, & Parsa, (2017) identified the factors influencing consumers' ambivalence attitudes toward green products and established empirical support for the moderating effect of argument quality of advertisement on the relationships between ambivalence attitudes and behavioral intentions. In advertising itself, there are some firms emphasizing the features of green products, for instance, advertisement of water saving, ideal mobile for tree protection through saving of paper (Suresh, 2010). According to the survey results of Davis (2014), after controlling for environmental desirability, an individual's values and personal norms were found to significantly contribute to an individual's intention to purchase the green product for both the high and low specificity advertisement conditions.

Although green advertising helps manufacturers improve their environmental stance, a high level of

publicity about environmental performance can be interpreted as an attempt by the organization to manipulate customers' impressions and be viewed as hypocritical (Wong et al., 2014). This can make green advertising appear as a symbolic organization action that makes no contribution to financial rewards. Importantly, while irritation is negatively related to attitude toward advertising, advertising value has a stronger relationship with attitude toward advertising (Logan, Bright, & Gangadharbatla, 2012). This finding suggests that, among this female sample, irritation plays a role in formulating one's attitude toward advertising but the perceived value of the advertising ultimately plays a larger role in the formulation of attitudes toward advertising in both television and SNSs. Advertising that lacks value would thus tend to result in negative consumer responses like 'tuning out' or negative counter-arguing, responses that inhibit advertiser's efforts to establish exchange relationships with consumers (Ducoffe & Curlo, 2000).

Consistent with previous research including positive and negative influences, this study proposes that perceived green advertising value affects consumer attitudes toward green fashion in the advertisement. Therefore, the following hypotheses are proposed:

H2. Green advertisement value perception positively influence the consumers' positive fashion attitudes toward green advertisement.

H3. Green advertisement value perception negatively influence the consumers' negative fashion attitudes toward green advertisement.

3. Green fashion attitudes toward advertisement

Attitude is defined as an enduring set of beliefs about an object that predispose people to behave in particular ways toward the object. In addition, Attitude is an individual's internal evaluation of an object such as a branded product, and has been an important concept in marketing research since 1960s (Sallam & Wahid, 2012). Green fashion attitudes toward green advertisement is defined as the aggregation of assessments of perceived

attributes. It results from the value that an individual attaches to.

The literature defines attitude toward advertisement as "a predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure situation" (Sallam & Wahid, 2012). In other words, a consumers' liking of green fashion advertising may be eventually transferred to the brand portrayed in the advertising. According to the results of the study Ducoffe (1996) shows that advertising value positively relates to attitude towards it. Wandel and Bugge (1997) indicated women are more likely to prioritize environmental aspects in their quality evaluation of food, and they are more likely to buy these products, than men. People in the highest educational group were also more likely to put priority on environmentally sound production. Thus, advertisement plays an important role in affecting the consumer's attitude toward green fashion, and his/her purchase intention in either direct and/or indirect ways.

Otherwise, for typical advertisements, negative category advertising attitudes are automatically recalled upon exposure, the automatic decision to forgo further processing occurs, and no further attitudinal shifts result. In other words, most advertisements are ignored after recognizing what they are (Ducoffe & Curlo, 2000). Also in Lee, Lee, & Lee (2016) study, The results of two-way ANOVA revealed the significant main effect supporters' review message direction on consumers' brand attitudes and purchase intentions. Two-sided messages were rated high for brand attitude and purchase intention compared to one-sided positive or negative or positive directions. The results of Haghirian, Madlberger, & Tanuskova (2005) showed that the advertising value of m-advertising is strongly related to the content and the frequency of the advertising message sent via mobile devices. Most surprisingly, the consumers' attributes do not play such a dominant role regarding advertising value. Data conducted from Taiwan, the substantive value of green advertisement for manufacturers in acquiring a favourable environmental reputation from their environmental actions is demonstrated, suggesting

that manufacturers need to use green advertising to publicize their environmental achievements (Wong et al., 2014). Gardner and Wilhelm Jr. (2012) indicated that subjects exposed to advertisements in context-induced positive mood states formed more favorable ad and brand evaluations than those exposed to ads in negative context-induced mood states. In that study, subjects exposed to negative-appeal ads while in negative mood states did not have significantly more favorable evaluations than those in mood and ad-type in mood and ad-type incongruent conditions. Muehling et al. (2013) noted that negatively framed (as opposed to positively framed) comparative ads were found to result in less favorable ad evaluations (Ad.) and sponsor brand beliefs among users of the compared to brand. Users also generated more defensive thoughts and found the ads to be less credible, more unfair, and unpleasant when a negative comparative ad frame was used. Additionally, positive correlation between ad and beliefs offers not only some evidence of the interrelatedness of responses to comparative ad framing tactics. Praxmarer and Gierl (2009) showed that if the advertising message is easy to process, the effects of consumers' associations depend on their favourableness: positive associations have a positive effect on brand attitude and negative associations have a negative effect. For that reason, it is notable to predict that consumers' attitude toward green fashion advertisement will also have significant effect among the purchase intention of consumers. Thus, the following hypotheses are proposed:

H4. Consumers' positive fashion attitudes toward green advertisement positively influence the consumers' intention to purchase fashion goods as advertised in this advertising.

H5. Consumers' negative fashion attitude toward green advertisement negatively influence the consumers' intention to purchase fashion goods as advertised in this advertising.

4. Green fashion purchase

Lee, Byon, Ammon and Park (2016) found that few studies have investigated the direct effect of advertising value on purchase intention. They found that attitude toward advertising and attitude toward the brand played mediating roles in the relationship between advertising value components and purchase intention. And the sample (N=357) comprised members of 6 golf ranges in 2 major provinces in Korea. On the other hand, Lombart and Louis (2014) indicated the dimension of the attitude towards mobile advertising was found to produce a positive relationship with the Malaysian consumers' purchase intention. Conducted 278 American participants, the results by Robideaux (2013) provided that subjects did not "like" negative political ads. Indeed, the difference between the positive and negative ad treatments were statistically different. This will result in different consequences.

Based on the consideration that adults have more experience with purchasing behaviors in America, interestingly, neither the altruistic or biosphere value orientation predictor variables were found to uniquely and significantly contribute to an individual's intention to purchase the green products in either the high or low specificity advertisement condition (Davis, 2014).

Many previous studies have evaluated the advertisement effect on consumer behavior in relation to the product, but studies that considered the nationality of respondents are nonexistent. However, this is an important issue, and should be addressed as an important variable in all the path through this research. The present study predicts that consumers' intention to purchase the green fashion product to support the environment may be different based on consumers' nationality. Therefore, we hypothesize:

H6. The relationships among environmental concern, green advertisement value, green fashion attitudes and purchase intention are different between Chinese and Korean consumers.

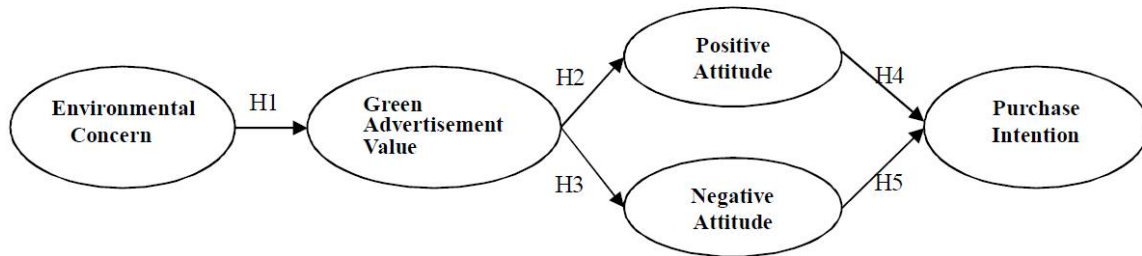


Figure 1. The Proposed Research Model

III. Methods

1. Data collection

The main research purposes are to find out (1) whether consumers’ perceived environmental concern affects advertisement value, and (2) whether consumers’ perceived advertisement value affects the attitudes and intention to purchase fashion goods in the green advertisement, last then (3) whether there is difference between Chinese and Korean consumers. According to the hypothesis development, the research model is summarized in Figure 1.

The study was composed of literature review based on the theoretical background and empirical study conducted through on-line survey (www.sojump.com) during which the survey was conducted was January 1th–10th of 2018. Once he or she agreed to participate to the study, and the total number of the samples was 520, of whom 260 Chinese residents in China and 260 Korean residents in Korea. The statistical criteria are analyzed through frequency, *t*-test, CFA, reliability, SEM, using both SPSS18.0 and AMOS18.0 statistical package.

2. Measures

The following scenarios were presented in advance to taking the survey. “Imagine that you had looked a green fashion advertisement.” An imaginary fashion product name was used to control for brand effect or fashion

preference factors because using an actual fashion product name may have triggered memories of personal experiences, perceptions, or attitudes toward the actual product, which could affect the research results.

Some additional measures of ad response were also collected for purposes of providing further support for the hypothesized findings and the manipulation checks. To measure the consumers’ perceived environmental concern, five questions were adopted from the study of Kim and Choi (2005). Green advertisement value was measured by adapting established scales (Logan et al., 2012) to assess perceived true, useful, valuable, important. Participants were asked to respond to the statement “In your opinion, this green fashion advertisement was...” followed by five-point Likert scale anchored with “Pleasant/Unpleasant”, “Fair/Unfair”, “Very credible/Not at all credible” and “Clear/Ambiguous” that were developed by Muehling et al. (2013) scales.

IV. Results

1. Sample characteristics

A total of 260 Chinese responses and 260 Korean responses were obtained through a convenience sampling approach. As shown in Table 1, the respondent characteristics are as follows: 177 (Korean=86; Chinese=91) were male and 343 (Korean=174; Chinese=169) were female; Most of Korean respondents (N=120, 46.1%) were over 40 years old, the majority of

Chinese respondents were under the age of 19 (N=89, 34.2%) and the range from 20 to 29 (N=77, 29.6%). Therefore, there were more married respondents in Korea (N=184, 70.8%) than in China (N=93, 35.8%); Most Korean respondents were below the high school level (N=152, 58.5%), while the majority of Chinese respondents were undergraduate universities (N=142, 54.6%).

In terms of occupation and monthly income, a vast majority of Korean respondents were employed (N=146, 56.2%), while the majority of Chinese respondents were students (N=151, 58.1%). Maybe this result is related to the above age distribution. Interestingly, even though most of their occupational groups are different, their most monthly income were below 2,000,000W: Korean respondents (N=124, 47.7%), Chinese respondents (N=145, 55.8%).

2. Measurement model evaluation

Before testing the model proposed in this research study

using structural equations modeling (SEM), confirmatory factor analysis (CFA) was carried out to test the reliability and validity of variables measured in this study with AMOS 18.0 (see Table 2). The measurement model for all the sample was found to have goodness of fit values of GFI = .910, AGFI = .880, CFI = .940, RMR = .033, RMSEA = .068, $\chi^2=480.160$ ($df = 142$, $p = 0.000$), Normed $\chi^2=3.381$, indicating a sufficient level of acceptance.

We assessed the unidimensionality of the constructs by Cronbach's alpha. The alpha values were well above the threshold value of 0.70 in the range from 0.802 to 0.887, suggesting that the construct measurements are sufficiently reliable. The composite reliability (CR) of the constructs was also in the range of 0.978 to 0.990, indicating internal consistency for each set of observed variables in their respective latent construct (Bagozzi, 1981). The standardized factor loadings range from 0.689 to 0.834 and are statistically significant at $p < 0.001$, providing evidence that the theoretical constructs possess convergent validity. The average variance extracted (AVE)

Table 1. Participant Demographic Characteristics

Chaacteristics		Korea		China	
		Frequency	Percentage	Frequency	Percentage
Gender	Female	174	66.9	169	65
	Male	86	33.1	91	35
Age	Below and 19	35	13.5	89	34.2
	20~29	45	17.3	77	29.6
	30~39	60	23.1	21	8.1
	40 and above	120	46.1	73	28.1
Marital Status	Single	76	29.2	167	64.2
	Married	184	70.8	93	35.8
Education	High school	152	58.5	50	19.2
	Undergraduate	48	18.5	142	54.6
	Graduate	60	23	68	26.1
Occupation	Student	51	19.6	151	58.1
	Employed	146	56.2	88	33.9
	Other	63	24.2	21	8.1
Monthly income	Below 2,000,000W	124	47.7	145	55.8
	2,000,000~4,000,000W	95	36.5	59	22.7
	4,000,000W above	41	25.8	56	21.5

Table 2. Confirmatory Factor Analysis for Measurement Model

Dimensions	Items	Standard Loading(λ)	Cronbach's α	AVE	CR
Environmental Concern	I am extremely worried about the state of the world's environment and what it will mean for may future.	.765	.887	.613	.990
	Mankind is severely abusing the environment.	.795			
	When humans interfere with nature it often produces disastrous consequences.	.766			
	The balance of nature is very delicate and easily upset.	.763			
	Humans must live in harmony with nature in order to survive.	.823			
Green Advertisement Value	Green advertisement is true.	.832	.860	.612	.990
	Green advertisement is useful.	.802			
	Green advertisement is valuable.	.766			
	Green advertisement is important.	.725			
Positive Green Fashion Attitude towards Advertisement	Green fashion in advertisement is pleasant.	.799	.867	.620	.990
	Green fashion in advertisement is fair.	.765			
	Green fashion in advertisement is attractive.	.787			
	Green fashion in advertisement is clear.	.799			
Negative Green Fashion Attitude towards Advertisement	Green fashion in advertisement is unpleasant.	.755	.802	.580	.978
	Green fashion in advertisement is unfair.	.834			
	Green fashion in advertisement is ambiguous.	.689			
Purchase Intention	I will keep green fashion advertising for future purchase reference.	.757	.813	.594	.985
	I will consider the green fashion advertised products and services as the first choice.	.786			
	I will contact the green fashion advertiser to obtain more information about products and services.	.768			

Notes: GFI=.910, AGFI=.880, CFI=.940, RMR=.033, RMSEA=.068, $\chi^2=480.160$ ($df=142$, $p=0.000$), Normed $\chi^2=3.381$

Table 3. Average Variance Extracted and Square of Correlation Coefficient for Variables

	Environmental Concern	Green Advertisement value	Positive Attitude	Negative Attitude	Purchase Intention
Environmental Concern	.613 ^a				
Green Advertisement Value	.540 ^b	.612 ^a			
Positive Attitude	.541 ^b	.445 ^b	.620 ^a		
Negative Attitude	.503 ^b	.418 ^b	.428 ^b	.580 ^a	
Purchase Intention	.503 ^b	.503 ^b	.518 ^b	.428 ^b	.594 ^a

Notes: Parentheses for Korean salesperson results

^aAVE of each variable; ^bsquare of correlation coefficient between latent variables

of each construct exceeded the recommended threshold value of 0,50 (Bagozzi, 1981). The AVE for each construct is also greater than the squared correlation

between a pair of constructs, suggesting discriminant validity of the construct measures (see Table 3).

3. Tests of Hypotheses

Following the proposed research model, this study conducted structural equation modelling on the structural model that consisted of environmental concern, green advertisement value, attitudes toward fashion goods in green advertisement and purchase intention. The model fit measures indicated acceptable agreement with the covariance in the data ($\chi^2=838.295$, $df=308$, Normed $\chi^2=2.722$, IFI=.904, GFI=.880, CFI=.903, RMR=.036, RMSEA=.058). The results were as follows:

First, perceptions regarding consumers' environmental concern impact their perceived green fashion advertisement value (Chinese $\beta=.768$, $p=0.001$; Korean $\beta=.659$, $p=0.001$), this supports H1, which proposed an additional direct effect of environmental concern on green advertisement value. The more environmental concern, consumers will perceive higher green advertisement value. Furthermore, Chinese consumers have more stronger positive relationship between environmental concern and green advertisement value than Korean consumers.

Second, perceived green fashion advertisement value

has significantly positive effect on positive consumer attitudes (Chinese $\beta=.866$, $p=0.001$; Korean $\beta=.766$, $p=0.001$) toward fashion goods in green advertisement. The higher consumers perceived the green advertisement value, the stronger positive attitude towards green fashion advertisement, and Chinese consumers receive more influence than Korean. Therefore, H2 were supported.

Third, regarding with negative attitude, just Korean consumers' perception of green advertisement value has significantly negative effect on negative consumer attitudes toward fashion goods in green advertisement (Korean $\beta=-.139$, $p=0.05$). It means that higher consumers perceived the green advertisement value, the weaker negative attitude towards green fashion advertisement. It was worth our belief that green advertisement value can exactly reduce consumers' negative attitudes toward fashion goods in green advertisement. For Chinese respondents, there's no significant influence (Chinese $\beta=.079$, $p=0.251$). Thus, H3 were supported partially.

Fourth, positive consumer attitudes have significant effect on purchase intention (Chinese $\beta=.842$, $p=0.001$; Korean $\beta=.931$, $p=0.001$) and also negative consumer

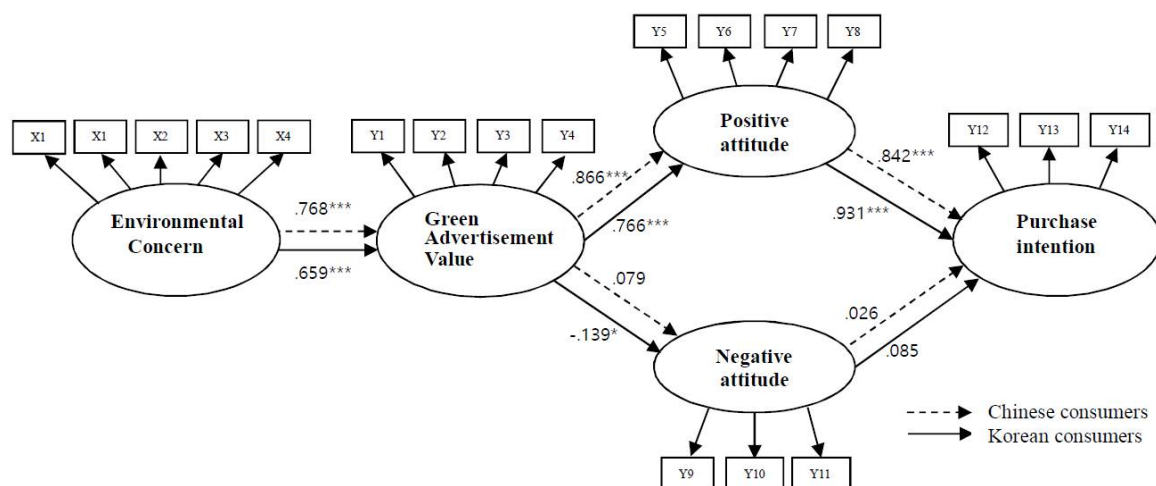


Figure 2. Test of the Structural Model between Two Groups

Table 4. The Group Comparisons of Path Coefficients

		Korean (n = 260)		Chinese (n = 260)	
		β^a	S.E.	β^a	S.E.
H1	Environmental Concern → Green advertisement value	.659***	.058	.768***	.068
H2	Green Advertisement Value → Positive Attitude	.766***	.070	.866***	.058
H3	Green Advertisement Value → Negative Attitude	-.139*	.067	.079	.073
H4	Positive Attitude → Purchase Intention	.931***	.063	.842***	.061
H5	Negative Attitude → Purchase Intention	.085	.064	.026	.041

Notes: ^a the standardized regression coefficient in the reference model; *** $p < .001$, * $p < .05$

attitudes has no influence on purchase intention (Chinese $\beta=.026$, $p=0.593$; Korean $\beta=.085$, $p=0.194$). It means, the higher perception of positive attitudes toward fashion goods in green advertisement, the stronger intention to purchase the fashion goods. Findings indicated that Korean consumers have stronger influence between positive attitude and purchase intention than Chinese. Therefore, H4 were supported. In addition, as we proposed, negative attitudes have no significant effect on purchase intention neither Korean nor Chinese.

Operationally, these findings might help fashion corporate identify and address critical aspects of advertisement promotion strategy, thereby improving their image as good corporate citizens, fostering favorable attitudes toward fashion products, and increasing consumers' intentions to purchase them.

V. General discussion

In this study, research model for explaining green advertisement effect extends previous frameworks by including consumers environmental concern and attitude and purchase intention towards green fashion advertisement. Our findings suggest that consumers environmental concern can improve their perception of green advertisement value. The finding is contrary to the findings of studies that used environmental concern that

require much effort to process (Ar, 2012; Chiu & Liu, 2012; Fransson & Gärling, 1999; Kim & Choi, 2005; Koçer & Delice, 2016). As indicated by Mobley et al. (2013), reading environmental literature can help to increase engagement in environmentally responsible behavior. There's another result that a strong positive relationship between green advertisement value, attitude and purchase intention towards fashion in green advertisement, which shows the similar results in the previous studies (Ducoffe & Curlo, 2000; Hu et al., 2017; Logan et al., 2012; Tariq, 2014; Wong et al., 2014). It suggests that if companies adopt green advertising strategies then environmental conscious consumers are willing to pay more to purchase green fashion goods in order to satisfy their needs. In addition, there's no significant effect about negative attitudes toward fashion goods in green advertisement. This is consistent with Gardner and Wilhelm (2012) finding that although negative–appeal ads or negative context–induced moods are consistent, affect may be unfavorable for consumers in that condition, because they dislike the associated negative feelings.

In view of the differences in environmental concern as well differences in green fashion advertising thoughts and purchase behavior between the two samples, it is likely that consumers in Korea and China analyze environmental concern differently. It would, therefore,

appear to be inappropriate to standardize all advertising campaigns, particularly between Korea and China. One important issue to be addressed by future studies in this area is whether ad campaigns for some products elicit similar consumer responses cross-nationality as compared to those for other products. Further, what factors besides advertisement perceptions contribute to such similarity in responses to advertisement campaigns cross-nationality?

Also in Fransson and Gärling (1999), lack of knowledge is a factor that can explain the weak relationship between environmental concern and environmentally responsible behavior. In other words, the results suggested increasing environmentally responsible behavior, it was shown that the most effective strategies combined the following factors: knowledge about environmental problems, discussion about alternative solutions to such problems, development of problem analysis and problem-solving ability, value discussions, and skill training.

1. Implications

This research has implications for environmental management practices and green fashion advertisement. Results reached suggest the following implications.

First, environmental concern of consumers act as drivers of consumers' perceptions of green advertisement value and consumers' perceptions of green advertisement value mediate the relationship between consumers' environmental concern and purchase behavior. These can generate synergy for them from public welfare and economic values through clear and accurate directions for green activities and, thereby, guide these institutions towards significant goals.

Second, Green advertisement emphasizes concerted marketing efforts across various marketing functions, such as promotion and product development as like product characteristics and their environmental impact with the aim of reducing the uncertainty of customers when deciding to make a particular purchase. Managers may therefore consider the pursuit of green advertisement to publicize their environmental commitment and efforts.

Doing so will be beneficial for manufacturers to acquire environmental reputation and subsequently improve financial performance.

Third, the Chinese respondents perceive relatively greater environmental concern in the analysis than Korean. Testing for consumers' associations, that green advertisement stimulus evokes, may give marketers a clearer picture why certain advertisements lead to more positive attitudes, especially in the Chinese fashion market. In addition, Korean consumers' perception of green advertisement value have significant effect on negative attitudes toward green fashion in the advertisement, however, Chinese consumers have no effect. These findings are especially noteworthy because they clarify the circumstances under which green advertisement should be applied (and not applied) particularly when reputational and financial rewards are the objectives of the manufacturer.

2. Limitations

This study has some limitations. Additional studies are needed to overcome these limitations.

First, the questionnaire was administered online in Korea, and it should have been translated into Chinese to ensure that respondents perfectly understand its sections. In addition, further research in this field can be done in other countries to point to cultural aspects to enrich the literature and to identify other factors affecting green fashion advertisement and consumer behavior.

Second, hopefully future studies will be more geared towards process analysis. In this research a synthesis of the reviewed process models has been proposed which may be used to guide future research. Both narrowly defined and more generally defined environmental concern and advertisement value are important determinants of environmental behaviour.

Third, future research might examine the moderating effect of other relative variables (i.e. perceived price, conspicuous consumption, fashion involvement, types of green fashion etc.) between the independent variables and

consumers' intention to purchase fashion goods in green advertisement. Another area that can be examined is the effect of the consumers' attitude towards green fashion advertising on the other behavioral intentions or actual behavioral actions. Further analysis can also be done in the western countries to discover differences and similarities concerning the green fashion considerable.

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