Green (De)Marketing Advertising and Brand Positioning on Consumers? Brand Attitude

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Resumo

Green advertising has been used to promote consumption of environmental 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 attitude. Three experiments demonstrate that a luxury (vs. fast fashion) positioning generates more positive brand attitudes in the demarketing (vs. traditional) green advertising condition. The experiments also show the mediating effect of ad believability and the boundary condition of green brand positioning. These results contribute to the literature, once they extend findings on green demarketing and deepen the discussion about the use of green advertising by luxury brands. This work is also useful for managers to choose green strategies that are suitable for their brands.

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Keywords: green advertising, demarketing, luxury brands

INTRODUCTION

In the majority of times, green advertising uses arguments that show how the product helps in the reduction of environmental damages in its productive process or by its composition. For instance, H&M has a line of products made of organic cotton. "Go green, wear blue" campaign announces a conscious denim collection that both promote green consumption and present green attributes of the jeans (H&M, 2014). As an alternative to this "traditional" green advertising, it has been suggested the use of the demarketing whereby "a brand encourages consumers to buy less at the category level through purchase of the company's brand for the sake of the environment" (Soule & Reich, 2015 p. 1403).

Even though demarketing seems obvious in the green advertising domain, it still lacks further exploration (Bradley & Blythe, 2014). An important marketing issue is to identify which brand's characteristics are more likely to benefit from green demarketing, once a match between brand characteristics and the chosen green advertising is essential to generate positive brand attitude (Hagtvedt & Patrick, 2016). For instance, fast fashion brands are known for offering products with low cost and average quality, that are used only for a short period of time (Kim & Hall, 2015). This type of brand positioning might not benefit from green demarketing strategy, once the first suggests constant consumption and the last calls for a decrease of consumption in a category. Luxury brands emphasize quality, rarity and uniqueness of its pieces (Kapferer & Bastien, 2009) which should favor more positive brand attitude for green demarketing compared to traditional green advertising.

The attitude towards the brand has been proven to be a strong predictor of consumption behavior (Soule & Reich, 2015). Furthermore, past research has already demonstrated that positive brand attitude depend on perceptions about the green advertising, such as information fluency, ad attitudes, inferences about environmental concern, and congruence with brand concepts (e.g. Torelli, Monga, Kaikati, 2012; Reich & Soule, 2016). Hence, this work investigates the effect of brand positioning on the relationship between green advertising and brand attitude. It proposes that when the brand has a luxury positioning, the demarketing will generate more positive brand attitude than a green traditional advertising. Controversially, when the brand has a fast fashion positioning, green traditional advertising will generate better brand attitude than demarketing. It is hypothesized that each of these "matches" (luxury/demarketing and fast fashion/green traditional) are more positively

evaluated because consumers perceive them as more believable. We also show that for green positioning brands (e.g., Patagônia, Natura), the type of advertising – green traditional vs. demarketing – will not differently impact brand attitude because the brand positioning already fits with different green actions.

This work contributes to the existing green advertising literature, once it extends findings on green demarketing and its match with brand positioning. Additionally, it deepens the findings on green advertising and luxury. Past research has investigated the attitude of green features on luxury products (e.g. Achabou & Dekhili, 2013; De Angelis, Adıgüzel, & Amatulli, 2017). Still, the field lacks further research on how luxury brands should communicate their green initiatives. Finally, this work is useful for managers to choose suitable green strategies according to their positioning. Since environmental issues are gaining more attention, creating green strategies as well as communicating it efficiently are key components to enhance consumer's positive perceptions of the brand (Hagtvedt & Patrick, 2016).

THEORETICAL BACKGROUND

Green Traditional vs. Demarketing Advertising

Green advertising is used to show how a particular product contributes to the preservation of the environment (Leonidou, Leonidou, Palihawadana, & Hultman, 2011). Even though they are effective in influencing consumers' green attitudes, it is still a challenge to create green advertising that can enhance brand evaluations and actually increase the consumer's sustainable behavior (Amatulli, De Angelis, Peluso, Soscia, & Guido, 2017). For that matter, an alternative to traditional green advertising, that is, ads that promote consumption of environmental friendly products by evidencing its green features (Soule & Reich, 2015), is the use of consumption reduction arguments (e.g. Varadarajan, 2014).

The marketing perspective that discourages consumption is called demarketing. Early academic research on demarketing was associated with resource conservation campaigns (e.g. Press & Arnould, 2009) or with demand suppression for products that are harmful to public health (e.g. Wall, 2005). More recently, there is a stream of research focusing on demand suppression for sustainability ends (e.g. Reich & Soulde, 2016; García-de-Frutos, Ortega-Egea, & Martínez-del-Río, 2016). In this context, 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 could be an alternative to the traditional green advertising. It is noteworthy that both of them are promoting the wellbeing of the environment. The difference is that demarketing implies decrease of overall consumption in a category, whereas traditional green implies consumption of green products as a means of contributing to environmental sustainability. In order to determine which one is more appropriate it is necessary to consider some key factors such as positioning strategy. A match between brand positioning and the green strategy helps to enhance brand evaluations such as brand attitude and ad credibility (Kim & Hall, 2015).

Luxury (vs. Fast Fashion) Positioning and Green (De)marketing Advertising

In order to conceptualize luxury it is necessary to separate the concepts of luxury, premium, and fast fashion. Fast fashion is related with velocity and mass production; it has short-term cycles and no preoccupation with long time durability of products (Joy, Sherry, Venkatesh, Wang, & Chan, 2012; Fuchs, Prandelli, Schreier, & Dahl, 2013). Premium positioning guarantees the price and quality ratio. The main idea is to make an investment in a product that has a higher price but will deliver a higher performance as well (Dion & Arnould,

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2011). Finally, luxury products presuppose social elevation, timelessness, and pricelessness; they are symbolic entities that carry a set of meanings (Kapferer & Bastien, 2009)

The relationship between green and luxury has been extensively explored in the past few years (e.g. Achabou and Dekhili 2013; Janssen et al. 2013). At one hand, it is expected luxury products to be concerned with sustainability because of its quality features (Kapferer & Michaut-Denizeau, 2014). However, other studies indicate some compatibility problems between these two types of positioning strategies because of supposed conflicting values between them (Torelli, Monga, & Kaikati, 2012). Furthermore, past research has demonstrated that luxury products could lose desirability or perceived quality when announced as green (Achabou & Dekhili, 2013).

Controversially, one could argue that this supposed mismatch between luxury and sustainability is a perspective problem, once they have elements in common. An example is the work of Janssen et al. (2013), which found that luxury products could be sustainable because they are enduring. For that matter, some of luxury inherent characteristics, such as high quality standards and product's timelessness make luxury products an important asset in consumption reduction (De Angelis et al., 2017). Therefore, using traditional green ad for luxury could generate negative brand attitude. Yet, exploring its 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. Further evidence of this argument is the fact that luxury products are already promoted through demarketing to signal scarcity and create desire (Miklós-Thal & Zhang, 2013).

While luxury emphasizes the timelessness and sophistication, fast fashion offers clothes in short cycles, instigating consumers to buy with a higher frequency. Considering that traditional green advertising is used to promote the consumption of product's green features and it could even induce the overuse products (Lin & Chang, 2012) it could be more suitable for fast fashion. Hence, we propose that luxury positioning has a moderating effect on the relationship between green advertising and consumer brand attitude, to such an extent that: **H1: Demarketing (vs. green traditional) will generate more positive brand attitude when the brand has a luxury (vs. fast fashion) positioning.**

One could notice that brand elements have an effect on whether the consumers perceive the advertising as more or less believable and, therefore, are a key factor to enhance brand attitude. For instance, if a fast fashion brand announces a demarketing campaign, it could perceived as less believable, once the first encourages overconsumption and the second encourages consumption reduction. For these brands, green traditional the ad is perceived as more believable because both the brand and the ad enhance consumption (Joy et al., 2012; Lin & Chang, 2012). On the other hand, If a luxury brand makes a green traditional campaign consumers' could doubt the advertising for inferring that luxury brands would not loose quality and exclusivity over some green attributes, once they presuppose a tradeoff between green attributes and quality (Achabou & Dekhili, 2013; Newman, Gorlin, & Dhar, 2014). For luxury brands, consumers would perceive a demarketing campaign as more believable, since both have some characteristics in common such as uniqueness, scarcity, and high quality inferences (Reich and Soule 2016; De Angelis et al. 2017).

In this regard, we propose that the match luxury/demarketing and fast fashion/green traditional lead consumers to believe more in the advertising and, accordingly, to better evaluate the advertised brand. Thus, we propose that ad believability has a mediating role on the proposed interaction, so that: **H2**: **Demarketing (vs. green traditional) will be perceived as more believable and, consequently, generate more positive brand attitude when the brand has a luxury (vs. fast fashion) positioning.**

So far, this work has conceptualized brands regarding their positioning strategy purely as either luxury or fast fashion. However, brands could also have a sustainable or green

positioning (e.g. Patagonia; Natura). Green brands have all its values, and consequently all its products based on sustainability (Huang, Dong, & Mukhopadhyay, 2014). Unlike luxury or fast fashion brands, which are non-green brands using green advertising, a green brand already has intrinsic green values. For that reason, we propose that brand attitude will be the same for both green demarketing and green traditional ad. Patagonia itself is an evidence of this argument. Besides using green traditional to promote its products, the brand also used demarketing a few years ago in the famous campaign "Don't buy this jacket". Thus, we suggest that: **H3: Brand attitude differences will not occur among green positioning brands with demarketing or green traditional advertising.**

Experiment 1

Participants and procedure. A total of 122 undergraduate students (56% male, M_{age}: 21.83, SD = 4.86) participated in this experiment in exchange for course credit. It employed a 2 (demarketing vs. traditional green) x 2 (luxury *vs*. fast fashion), between-subjects design. The respondents were randomly assigned to one of the four conditions. They read a fictitious story about the Viberg®, which is real brand, but is unknown by the participants.

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 fast fashion or luxury) and the second described the green advertising (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"*. Respondents in the fast fashion 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 advertising 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. buy more clothing in a sustainable way)"*.

Measures. Participants indicated their brand attitude (Reich & Soule, 2016), using three items, measured on 7-point semantic differential scales from 1 (Bad, Unfavorable, Negative) to 7 (Good, Favorable, Positive). For the brand positioning manipulation check, respondents evaluated the company's description from 1 – exclusive brand to 7 – inclusive brand (Fuchs et al., 2013) and they were asked if they knew the Viberg brand before the study. For the ad manipulation check, respondents answered one-item question: "Viber's advertising encourages consumers to…" with responses from 1 – buy fewer clothes to 7- buy more clothes (Reich & Soule, 2016).

Results

Manipulation checks. 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; $F(1, 120) = 30.30$, $p < .001$, $\eta_p^2 = .202$ Furthermore, participants in the luxury condition perceive the brand as more exclusive ($M = 3.53$; $SD = 1.64$) than participants in the fast fashion condition ($M = 5.16$; SD = 1.60; $F(1, 120) = 48.96$, $p < .001$, $\eta_p^2 = .290$).

Attitudes towards the brand (α = .79). The two-way ANOVA showed no main effects (*F*'s<*1*). The expected interaction was observed ($F(1, 118) = 7.69$, $p = .006$; $\eta_p^2 = .061$). When the brand had a luxury positioning the differences between the advertising was

marginally significant; the results showed that participants in the demarketing condition showed a positive brand attitudes (M = 5.50, SD = .81), than participants in the green traditional condition (M = 5.08, SD = .83; F (1, 118) = 2.99, p = .086; η_p^2 = .025). When the brand was fast fashion 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; η_p^2 = .040). Among participants exposed to the green traditional, attitudes were more positive for the fast fashion positioning than for the luxury one (F (1,118) = 6.31, p =.013, η_p^2 = .051). However, within the demarketing condition, the difference between the luxury and fast fashion brand positioning was not significant (F (1,118) = 1.96, p =.164).

Discussion

The main goal of this first study was to demonstrate the interaction effect and, therefore, provide initial support for H1. Next study will provide further evidence for H1 in a different manipulation scenario and test the mediation effect of ad believability (H2).

Experiment 2

Participants and procedure. A total of 167 students (M_{age}: 22.26, SD = 5.1, 58% male) participated in this experiment in exchange for course credit. The experiment employed the same experiment design used in study 1 (2x2, between subjects). The respondents were randomly assigned to one of the four conditions. Participants were told they were searching for online stores to buy new clothes and entered in the Saltwater Collective's website, which is a real brand, but is unknown by the participants.

Participants saw a fictitious website page. The first part described the brand positioning (fast fashion or luxury) and the second described the green advertising (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".* Those in the fast fashion 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 advertising 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). Environment is your duty too; use your clothes consciously (vs. use products with less environmental impact)".*

Measures. Participants indicated their brand attitude (Reich & Soule, 2016) and rated the ad believability (Beltramini, 1988) in a 7-point semantic differential scale (1-unbelievable/ untrustworthy/ not convincing/ not credible/ dishonest/ not authentic/ unlikely; 7-believable/ trustworthy/ convincing/ credible/ honest/ authentic/ likely). Manipulation checks were similar to those employed in study 1. We used a one-item question for advertising and a two-item question for brand positioning. Additionally, as a control measure we asked participants to rate their perception about the relevance of the company's green action in one item question.

Results

Manipulation checks. Participants in the demarketing condition perceived the brand's website to encourage them to buy fewer clothes (M = 3.11; SD = 1.96) then those in green traditional condition (M = 4.26; SD = 1.56). For brand positioning manipulation check (r =

.61; sig. = .000), participants in the luxury condition perceive the brand as more exclusive (M = 5.36; SD = 1.43) than those in the fast fashion condition (M = 4.55; SD = 1.41; F (1, 163) = 13.415, $p < .000$, η_p^2 = .076). 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 (M = 5.40, SD = 1.49) conditions ($F<1$).

Attitudes towards the brand ($\alpha = .87$). The two-way ANOVA showed a significant interaction effect (F (1, 163) = 19.491, $p = .000$; η_p^2 = .107). No main effects were found (F's<1). When the brand had a luxury positioning, participants in the demarketing condition had 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, $p = .002$; η_p^2 = .056). When the brand had a fast fashion positioning participants in the green traditional condition had more positive attitudes toward the brand (M = 6.01, SD = .78) than those in the demarketing condition (M = 5.44, SD = .93; F (1, 163) = 9.818, p = .002; η_p^2 = .057). For participants exposed to the demarketing, attitudes were more positive for luxury, than for the fast fashion (F (1, 163) = 4.24, p = .041, η_p^2 = .025). Controversially, participants exposed to the green traditional advertising, attitudes were more positive for the fast fashion positioning than for the luxury one (F (1,163) = 17.32, p=.000, η_p^2 = .096).

Mediation analysis. An ad believability index was created (α = .91). The mediation role of ad believability was tested through bootstrapping (model 8 – Hayes, 2013). Advertising 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.

The results show a significant interaction effect 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 green advertising 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 fast fashion positioning, there was a negative indirect effect of demarketing on consumers' attitude toward the brand (Coef = -.20, CI = -.41 to -.03), as expected. However, when the moderator was the luxury positioning, the indirect effect was non-significant (CI = -.10 to .30).

Discussion

This second study showed (1) the consistency of the effect with a different manipulation scenario and (2) the mediation role of ad believability. Hence, the next study seeks to replicate these findings with real and known brands in a more realistic scenario. Study 3 also addresses the boundary condition of green brands.

Experiment 3

Participants and procedure. A total of 235 students (M_{age}: 22.35, SD = 6.24, 54% male) participated in this experiment in exchange for course credit. The experiment employed a 2 (demarketing vs. traditional green) x 3 (luxury *vs*. fast fashion vs. green), between-subjects design. Respondents were randomly assigned to one of the six conditions. The procedure was identical to study 2, but real brands were used for greater external validity. Participants saw a fictitious website page. The first part was the brand's logo and brief description (either luxury - Prada; or fast fashion - Riachuelo; or green - Patagonia) and the second described the green advertising.

Measures. Participants indicated their attitudes toward the brand (Reich & Soule, 2016) and their ad believability (Beltramini, 1988). Manipulation checks were very similar to previous studies. We used a one-item question for green advertising e and a three item

question for brand positioning. As an attention check, they were asked to write the name of the brand they saw. We also added brand familiarity (Malär et al. 2011) as a control measure.

Results

Manipulation checks. 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; $F (1, 229) = 57.32$, $p < .000$, $\eta_p^2 = .200$). Participants in the Prada condition perceive the brand as more exclusive ($M = 6.30$; $SD = 1.15$) than those in the Riachuelo condition ($M = 2.22$; $SD = 1.22$) and in the Patagonia condition ($M = 3.21$; SD = 1.66; $F (1, 229) = 200.417$, $p < .000$, $\eta_p^2 = .636$). Participants in Riachuelo condition perceived the brand as more inclusive ($M = 5.02$, SD = 1.36) than those in the Prada condition ($M = 2.80$; SD = 1.73) and in the Patagonia condition ($M = 3.65$; SD = 1.64; $F (1, 229) = 41.671$, $p < .000$, $\eta_p^2 = .267$). Participants in the Patagonia condition perceived the brand as more essentially green ($M = 5.71$; SD = 1.32) than those in Prada condition ($M = 3.67$; SD = 1.43) and in the Riachuelo ($M = 3.88$; SD = 1.55; $F (1, 229) = 37.42$, $p < .000$, $\eta_p^2 = .246$).

Attitudes towards the brand ($\alpha = .87$). 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 green advertising ($F<1$). Additionally, the expected interaction was observed ($F (2, 229) = 5.46$, $p = .005$; $\eta_p^2 = .046$). 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; $F (1, 229) = 5.92$, $p = .016$; $\eta_p^2 = .025$). Controversially, when the brand had a fast fashion 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; $F (1, 229) = 4.74$, $p = .030$; $\eta_p^2 = .020$). When the brand had a green positioning, there were no significant attitude differences between the ads ($M_{Green} = 5.91$; SD = .84; $M_{Dmkt} = 5.78$; SD = 1.14; $F <1$). Additionally, participants exposed to the green traditional, attitudes were more positive for the fast fashion positioning than for the luxury and green positioning ($F (1,229) = 8.33$, $p = .000$, $\eta_p^2 = .068$). However, for participants exposed to the demarketing, differences were only significant between luxury and green brand positioning ($F (1, 229) = 2.99$, $p = .050$, $\eta_p^2 = .025$). 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 familiarity ($F (1,160) = 9.16$, $p = .003$; $\eta_p^2 = .054$). The other results followed the same pattern as the ANOVA conducted previously.

Mediation analysis. Once we did not expect significant mean differences coming from Patagonia, the mediation analysis did not include this condition. An ad believability index was created ($\alpha = .91$). The mediation role of ad believability was tested in the same model as the previous study. The parameter estimates was obtained by running the resampling 5,000 times. When the dependent variable was attitude toward the brand, the results show a significant interaction effect 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). The indirect effect was significant (Coef = .53, CI = .18 to 1.04), as expected. As expected, when the moderator was the fast fashion positioning, there was a negative effect of demarketing on consumers' attitude toward the brand (Coef = -.27, CI = -.56 to -.07). When the moderator was the luxury positioning the effect of demarketing on attitude had a positive indirect effect (Coef = .25, CI = .00 to .63).

Discussion

In general lines, this study: (1) demonstrated the consistency of the moderation effect with real brands. That is, despite pre-conceived concepts originated by the use of well-known brands (familiarity, previous attitude, previous brand-consumer relationship) we have shown that our proposed moderation (H1) is consistent; (2) showed support for ad believability as a mediator; and (3) added a boundary condition of green positioning brands for the proposed model.

The use of well-known brands helped us to complement our results from study two, corroborating our hypothesis in a more realistic scenario. However, it also presented a limitation, once there was a main effect of brand positioning. However, this familiarity did not change the pattern of results. This study also added the boundary condition of green brands. A green brand may benefit itself from both types of green advertising, once it already promotes sustainability through its positioning.

THEORETICAL AND MANAGERIAL IMPLICATIONS

This work contributes to the literature on green advertising by further exploring the applications of demarketing as a green strategy. It also investigates the brand positioning as a moderating factor in the relationship between green ad and brand attitude 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 (Varadarajan, 2014; Wall, 2005), this work shows the effects of demarketing as green advertising on brand attitude. It has demonstrated which advertising is the most adequate to each kind of brand to generate more positive brand attitudes.

The luxury literature can also benefit from this study. Past research has an emphasis on consumers' attitude of green features in luxury products (Achabou & 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 attitude. The study shows that the demarketing is more believable for luxury, which generates attitude 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 & Arnould, 2011; Soule & Reich, 2015). Additionally, the study shows that traditional green was perceived as less believable when used by luxury brands. That is, luxury brands should have a special attention when using this type of ad because consumers could infer that the brand is losing exclusivity or it is trading quality for a green attribute (Achabou & Dekhili, 2013; Newman et al., 2014).

This study also has implications for fast fashion brands. The results show that traditional green advertising generates more positive brand attitude. In this case, green advertising helps fast fashion brands' image, mitigating the negative aspects of overconsumption as green features licenses consumers to purchase more because the products have 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, fast fashion 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 advertising 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 the one that is congruent with the exclusivity and scarcity characteristics instead of creating a campaign announcing green production methods. Fast fashion benefits more from a green advertising that emphasizes green attributes of their

products or their environmental 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 as green advertising. The bottom line here is that both luxury and fast fashion are able to use green advertising. However, to make this advertising more believable and, consequently, generate positive brand attitude, they should base the green ads on their positioning strategy.

LIMITATIONS AND FUTURE RESEARCH

One potential limitation of this paper is that it focuses on brand attitude coming from an advertising, which triggers ad believability as the mediator. However, future research investigating actual purchasing behavior may find different explanation mechanisms. For instance, one could explore if there is a reduction on guilt levels when consuming a fast fashion brand that announces a traditional green campaign or a luxury brand that employs green demarketing. Additionally, we investigated two opposite brands in terms of brand positioning – fast fashion vs. luxury. Since premium brands are in between the continuum (Kapferer & Bastien, 2009), it is an open question how green advertising would impact brand attitude for premium brand positioning. Besides that, future research could further explore how luxury brands could improve their attitude when using green advertising (either traditional or demarketing), once there is a series of studies with controversial results (e.g. Achabou & Dekhili, 2013; Kapferer & Michaut-Denizeau, 2014; De Angelis, Adıgüzel, & Amatulli, 2017). Furthermore, only undergraduate students composed our sample. It would be interesting to test the effects with individuals that actually purchase luxury items.

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