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Master's Thesis

Effect of Advertising Type on Purchase Intention of Eco-friendly Outdoor Fashion Products

February 2014

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이 논문을 생활과학석사 학위논문으로 제출함

2013년   11월

서울대학교 대학원

의류학과

권 희 수

권희수의 생활과학석사 학위논문을 인준함

2014년   1월

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ABSTRACT

Outdoor apparel companies have actively produced products using environmentally friendly materials and the scale of this market has expanded annually in South Korea. In this respect, increasing numbers of outdoor apparel companies modify their product advertisements and marketing strategies to incorporate environmentally friendly practices (Fashionbiz, 2013). However, the research conducted into eco-friendly advertising in relation to outdoor fashion product does not derive consistent results. From this point, more research should be conducted to investigate the effect of advertisement type in eco-friendly outdoor fashion products.

The aim of this research is to study the effect of advertising type on purchase intention in the eco-friendly outdoor fashion product market. To achieve this aim, the most effective advertising types in the eco-friendly outdoor advertisement were examined using an online questionnaire. Then, the effect of advertisement type on purchase intention was measured. The 'delivery level of eco-friendly message', 'advertising attitude', 'product attitude', 'purchase intention' were adopted as the variables in this experiment.

To conduct this research, a questionnaire was used to measure the 'delivery level of eco-friendly message', 'advertising attitude', 'product attitude', 'purchase intention', and 'respondents' information' using 7-Likert scale and multiple choice questions. Three different advertising types including 'information advertisement', 'medium information plus imagery advertisement', and 'imagery advertisement' were introduced as the stimulus in this study and they were reconfigured based on a real online outdoor advertisement. Data was collected from the online hiker community called 'Sansu' and 102 samples were used in this experiment.

The result of the paired t-test represents that a significance was found between the 'delivery level of eco-friendly message' and different 'advertising type'. In addition, the result of regression analysis referred that the 'delivery levels of eco-messages' affect to the 'product attitude' and 'purchase intention'. However, the result of ANOVA indicated that consumers' advertising attitude towards the eco-friendly outdoor advertisement does not affect their product attitude.

Delivery level of the eco-friendly message is considered as a core factor to decide the effect of the eco-friendly outdoor advertisement.

Therefore, advertisers should make a great effort to fully deliver eco-friendly message related to the advertised product and feature. Since 'medium information plus and imagery advertisement' is found as the most effective advertisement, a 'clear information related to the advertised product with picture' or 'lined information that can help to increase consumers' understanding in eco-message' should be included to create the effective advertisement of the eco-friendly outdoor fashion product.

This study has meaningful implications to both the industry and consumer. The result of the effective advertising type on purchase intention in terms of the eco-friendly outdoor fashion product can provide a clear advertising strategy to the outdoor apparel manufacturing company. Also, advertising with eco-friendly theme helps them to fulfill the firm's social responsibility and an ethical image of the company can be built. At the same time, consumers have an opportunity to understand the eco-friendly outdoor product, so that their environmental conscious could be enhanced.

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Chapter 1 Introduction

This chapter introduces the overall field of this research topic, the research problem, and the aim of this research project. Also within this chapter, the methodology has been summarized and the format of this paper has been outlined.

1.1 Background to the research

Rapid growth in the economy and the patterns of consumers' consumption worldwide are regarded as the main causes of environmental deterioration (Banerjee, Gulas, & Lyer, 1995). In this respect, as consumers have increasingly begun to realise the harmful consequences of industrial activity on the environment, marketers have started to recognise both the need and the value of eco-friendly marketing. In this light, eco-marketing has become one key component in marketers' strategy (Chen, 2010; Manrai *et al.*, 1997)

Growing interest towards in eco-marketing has been emerging all over the world. For example, according to a study from Environmental Leader and Media Buyer Planner (2009), nearly 80%

of UK marketers plan to increase spending on eco-marketing to target environmentally conscious consumers in the future. Moreover, TerraChoice (2009) stated that eco-themed advertisements have increased almost 10 fold in the last 20 years in all over the world, and have nearly tripled since 2006 in the United States. Statistics such as these show; it is obvious that eco-marketing will continue to be a very important world issue.

Nevertheless, two sides of opinions have been raised in the effectiveness of eco advertisement. Although many companies have begun to be involved in environmentally friendly advertising and promotion, only some have benefited from eco advertising. Many academic researchers are still in doubt about the effectiveness of the eco-marketing (Peattie & Crane, 2005). In this sense, they have highlighted less successful results of the environmentally friendly advertising approach. Also, doubtful results were created in consumer's purchase intention towards eco advertising (Montoro Rios, Luque-Martinez, & Rodriguez-Molina, 2008; Kim & Damhorst, 1999; Behrend, Baker, & Thompson, 2009; Chan, 2000).

To date, both marketers and companies have made a great effort to produce advertisements for both environmentally friendly and

green appeal products, but there has been limited research to investigate the advertising effectiveness of eco-friendly product advertising. Furthermore, the amount of research which investigate the relationship between advertising effectiveness in eco-friendly product advertisement and consumers' purchase intention is still very low.

The types of products and the range of companies that have used eco advertising have been quite diverse, from cars to shampoo, and even milk. Among several ranges of product categories, the environmentally friendly apparel market is predicted to double over the next 5 to 10 years in the United Satates, owing to increased media attention and growing consumer awareness of environmental issues specific to textile and apparel production (Lipson, 2008). For instance, outdoor clothing company called 'Timberland' launched an eco-friendly clothing line called 'Earthkeeper'. This apparel line has shown the fastest growth among the all other outdoor fashion clothing lines. According to Emily Alati (2012), who is a director of materials development for 'Timberland', although consumers do not often look specifically for eco-friendly outdoor clothes, the company have a responsibility to produce an eco-friendly apparel line. Thinking and protecting our earth is a core mission for some

companies so they need to make a great effort to find out ways to decrease environmental pollution. Additionally, consumers are happy to buy eco-friendly apparel when the design, price and quality of apparel are the same (WWB, Cotton Incorporated Lifestyle Monior, 2013).

Eco-friendly apparel was first introduced in developed countries such as Europe and the United States in 2000s. Since then, Asian countries have followed suit, having realised the importance of producing eco-friendly clothing (Fashionbiz, 2013). Particularly, South Korea which has revealed the fastest growth rate in the eco-friendly clothing market, compared to other Asian countries such as Thailand, China and Vietnam. Recently, the '2013 Eco-friendly product festival' was held with the aim of increasing Korean consumers' interest in green products (Ecomedia, 2013). Furthermore, South Korea has discussed the benefits of eco-friendly fabric, consumers' attitudes towards environmental problems and consumers' purchase intention, in all its mass media. Moreover, Fashion Journal (2013) says that producing eco-friendly clothing lines to protect the environment has been regarded as a company's social responsibility since 2011 in South Korea. In this respect, 70% of Korea outdoor fashion companies such as 'Millet', 'Merrell', and 'Eider' have

produced eco-friendly lines (Dongah Sports, 2013).

Texherald (2013) states that eco-friendly apparels have been produced largely in the outdoor clothing industry and this market reached up to 1 trillion won (Korean dollar) in 2013. In this respect, outdoor apparel companies in South Korea have invested a great deal of money in eco advertising with the introduction of eco clothing lines. For instance, an increasing number of outdoor apparel companies, such as 'The North Face', 'Nepa', and 'Kolong Sports', have produced their brands' advertisements around the concept of being 'environmentally friendly' and are poised to benefit from their growth in eco-marketing. These outdoor apparel companies have responded to this growing media attention and consumer interest by modifying their product design, development, and marketing strategies to incorporate environmentally friendly practices. Hence, eco-marketing is one significant sector that has developed quickly in Korea's fashion industry. In this respect, it is meaningful to investigate the effect of the eco-friendly outdoor fashion market in Korea. At the same time, understanding the effect of advertising on consumers' purchase intentions of eco-friendly outdoor clothing could be one of the most important marketing tasks for outdoor clothing companies, since eco advertising has shown amazing

success, especially in the Korean market.

Outdoor clothing companies have modified marketing strategies to better communicate the environmentally friendly qualities of their products and brands; they often incorporate terms such as eco, green, natural, organic, and sustainable in their promotional messages. Frequently, eco messages are delivered via advertisement and promotion. However, such advertising messages lack explicit meaning; that is, they often do not provide consumers with information about the specific materials and methods used to manufacture 'eco-fashion'. Hence, consumers are sometimes uncertain or confused about the validity of such marketing claims. The lack of clarity and the use of vague terms relating to environmentally friendly products and brands can create confusion about eco products. As a result, consumers may hesitate to purchase eco items (Cotton Incorporated, 2009). However, the use of too much eco information in advertising messages can create disinterest or even be a distraction to consumers (Moisander, 2007). In this sense, the clarity of eco messages in different types of outdoor clothing advertisements should be measured. At the same time, more research should been done on the consumers' purchase intention according to the different advertising.

Interest and knowledge levels in respect to eco-friendly products in South Korea have been increasing since 2005. Recent research into consumers' willingness to buy eco-friendly products in Korea has revealed that more than 73% of respondents are interested in buying eco-friendly products (Ministry of Environment in South Korea, 2005). However, little is known in relation to advertising, especially in promoting eco-friendly outdoor apparel. Moreover, the research conducted into eco-friendly advertising in relation to outdoor fashion clothing does not derive consistent results (Albino, 2009). From this point, more research should be conducted to the types of eco-friendly outdoor fashion clothing used in the advertisement.

It has been highlighted that there are some problems in advertising eco-products in the Korean apparel market. First of all, it is very difficult to define an exact standard of 'eco'. Since the standard level of 'eco' is unclear, it is hard to advertise in a right format. Additionally, the high price of the eco-friendly outdoor apparel can be an arising issue. People are reluctant to buy eco-friendly outdoor apparel if it is too expensive. Therefore, it is important to note that higher prices associated with eco-friendly outdoor apparel can remain an obstacle to purchase for many consumers and also it may restrict future market growth of this

industry (Cotton Incorporated, 2008).

Several environmentalists have stated that the increasing popularity of eco-friendly apparel will continue to increase in the following years (Apparel News, 2007). In other words, consumers awareness of eco-friendly apparel is expected to grow. Nevertheless, purchase intention of eco fashion is still at a very low level. This is because 'advertising', which is one element of a powerful marketing strategy, is less developed, especially in the eco-friendly outdoor fashion area (Yan *et al.*, 2012). In this respect, in-depth research into the advertising effect on purchase intention of eco-friendly outdoor fashion clothes should be conducted.

1.2 Research Problem

In this section, the research problem which underlies this project is presented, and the methods which are to be used to solve the research problem are explained.

The problem addressed in this research can be split into two partis:
Question 1: Various types of advertising are used to market eco-

friendly outdoor apparel. Are there any difference between consumers' attitudes towards these various advertising types?

Question 2: How do the consumers' attitudes of different advertising types affect the consumers' purchase intentions?

This study proposes four hypotheses and they are derived from the evidence found within the literature review which is chapter 2 of this paper.

Hypothesis 1: Delivery level of an eco-friendly message will affect to the product attitude.

Hypothesis 2: Delivery level of an eco-friendly message will affect to the purchase intention.

Hypothesis 3: Advertisement attitude will affect to the product attitude.

Hypothesis 4: Consumers' attitude towards product will affect their purchase intention.

A questionaire was used to measure the consumers' attitudes of different advertising types, and its associated impact on purchase

intention, specific to the eco-friendly outdoor fashion product.

1.3 Aim of the research

This research project aim to examine the effect of advertising typse towards consumer purchase intention, especially in the advertisement of eco-friendly outdoor fashion in South Korea. In attempting to achieve this aim, the variables that effect advertising effectiveness need to be examined. Then, the most effective advertising type needs to be examined; this research will highlight how it could affect a consumers' purchase intention particularly in the purchase of eco-friendly outdoor apparel. The aim of the research will be examined through the literature review and the research questionnaire.

From this research, companies will have the knowledge to create marketing strategy and branding to develop the advertisement of the eco-friendly outdoor fashion product, to continue the growth of this market. This research will provide the valuable insights for eco-friendly outdoor apparel advertisers, to improve the effectiveness of the advertising of eco-friendly outdoor fashion. Furthermore,

consumers have an opportunity to develop their own understanding of the eco-friendly outdoor product so that they can become involved in protecting their natural environment by purchasing eco-friendly items should they wish.

1.4 Methodology

In this report, a literature review has been produced to provide a theoretical background to the research problem, and begins to answer the questions raised within the research problem. A questionnaire was developed and conducted to answer the research problem. Paired t-test was used to test the significance between delivery level of eco-friendly messages and the advertising type. In addition, regression analysis was used to support hypothesis 1,2, and 4 and ANOVA was adopted to support hypothesis 3.

1.5 Outline of the report

This paper is comprised of five chapters; each chapter is outlined as below.

Chapter 1 provides a broad insight into the eco-friendly outdoor

fashion market in Korea and highlights the importance of eco-friendly outdoor advertisement. The research problem and the aim of the study are described.

In chapter 2, the theoretical foundation of the eco-friendly fashion, the delivery level of eco-friendly message, the various advertising attitudes, product attitudse, and purchase intention are developed. This review contributes in the creation of the research model and four hypotheses.

In Chapter 3, the hypothesis and model of this research are discussed, and the primary methodology which was used to collect the data is described. Also, the research method to test the hypotheses is mentioned. The three different types of eco-friendly advertisement are introduced as the stimulus in this experiment. In addition, frequency analysis, paired t-test, regression analysis, ANOVA are adopted to test the hypotheses.

Chapter 4 presents the results and analyse of the research problem and hypotheses.

The paper concludes in chapter 5, where the limitations of the study and suggestions for further development are discussed.

Chapter 2 Theoretical Background

This chapter aims to build a theoretical foundation of this research. It will review the relevant literature to identify research issues. The terms of an 'eco-fashion', 'advertising type', 'advertising attitude', 'product attitude', 'purchase intention', and 'need for cognition' were identified and explained in this chapter.

2.1 Eco-fashion

This section defines eco-fashion and consumers' attitudes towards it. Providing a clear concept of eco-fashion will help with the understanding of the meaning of the term 'eco-friendly outdoor fashion product' which has been used in this study.

2.1.1 Definition of Eco-friendly fashion

Eco-fashion is accepted as all clothing that has been manufactured using environmentally friendly processes. It includes textiles which are made of both organic and sustainable materials such as hemp and non-textiles like bamboo or recycled plastic bottles. It also

involves products that contain vintage textile and other materials which can be reused and recycled (Mintel, 2009). Other research has contributed to eco-fashion literature by focusing on clothes that are designed and produced in an ethical production system. These systems have little or no environmental impact and makes use of eco-labeled or recycled materials (Flectcher, 2008). Similarly, Sustainable Clothing Action Plan (2010) said that eco-fashions are made using organic raw materials, such as cotton grown without pesticides and silk made by worms fed on organic trees. Moreover, eco-fashion does not involve use of harmful chemicals and bleaches to color fabrics. At the same time, it is often made from reused and recycled textiles and lasts for a long time. Kirsi Niinimaki (2001) also labeled eco-fashion as clothes that take into account the environment.

2.1.2 Consumers' attitude towards an eco-fashion

Academics believe that consumers' attitudes towards an eco-fashion can be generated in different ways. For instance, Schultz and Zelezny (2000) said that consumers' attitudes towards eco-fashion derive from an individual's concept of self and the degree to which a person's perceives him or herself to be an integral part of the eco-fashion product. In other words, a consumer's attitude represents

what the consumer likes and dislikes and consumers' product purchasing decisions are often rooted from their attitudes towards eco-fashion (Blackwell *et al.,* 2006).

Researchers and environmental activists believe that purchasing eco-friendly products can significantly improve the overall quality of the environment (Abdul-Muhmim, 2007). Mansaray and Abijoye (1998) stated that the quality of the environment depends critically on the level of knowledge, attitudes, values and practices of consumers. In this sense, consumers' attitudes are the most consistent explanatory factor in predicting consumers' willingness to pay for eco-fashion products (Chyong *et al.,* 2006). They indicate that price is not a main factor in preventing consumers from purchasing eco-fashion products if they are aware of environmental issues.

Therefore, eco-fashion is understood as all clothing which has been manufactured under an environmentally friendly process and it includes textile materials which are made of organic materials (Mintel, 2009). In addition, since the consumers' attitude towards eco-friendly fashion can contribute to enhance the overall level of the environment, understanding the effect of advertisement type in eco-

friendly fashion products should be highlighted.

2.2 Advertising type and advertising attitude

This section investigates the meaning of consumers' advertising attitudes from review of the present literature. Moreover, classification of advertising type will be identified. Understanding a suitable advertising type for eco-friendly outdoor fashion products can provide a structured outline to interpret the consumers' advertising attitudes on different advertising types.

2.2.1 Advertising type

Classification of the advertisements is based on the main focus of the advertisement (Swaminathan *et al.*, 1996). In this respect, advertising types can be classified into the 'information focused type' and 'imagery focused type'. In addition, Kotler and Armstrong (2003) proposed the both information and imagery advertising types as the main constructs of the advertisement.

Belch (1998) defined the 'information advertising type' as

emphasising the real terms of the product. Furthermore, the 'information advertising type' contains the features, practical details and factually relevant message. Conversely the 'imagery advertising type' can show either a positive or negative situation of the image (Kotler and Armstrong, 2003)

Kim (2009) also believed that advertising types can be classified as two different criteria which is the 'information-driven type' and 'imagery-driven type'. 'Information focused advertising' expresses mainly the quality, performance, value, and the price of the product. On the other hand, the 'imagery focused advertising' indicates the feeling, fear, joy and happiness of the recipients to emphasise the atmosphere around the product.

The use of the advertising for either the information or imagery type has received much attention in the literature on advertising (Albers & Stafford, 1999). The information focused advertising stems from the traditional information processing models of decision making where the consumer is believed to make logical and rational decisions (Kotler & Armstrong, 1994). Furthermore, it aims to logically convince the message receiver's beliefs about the advertised brand. The persuasive power of arguments may rely on both product

and brand attributes (Kotler & Armstrong, 1994).

In contrast, the imagery advertising type is grounded in the use of pictures or images. The imagery advertisement type seeks to make consumers feel a specific emotion about the product, since the advertisement mainly carries out images. Consumers may have a likeable or friendly attitude towards the imagery advertisement as the images rely on the feeling for effectiveness about the advertisement product. According to Kotler and Armstrong (1994):

"Imagery advertising type attempts to stir up either negative or positive emotions that can motivate purchase. These include positive emotional tools such as love, humor, pride and joy happiness, Also, they use negative emotional tools of fear, guilt and shame appeals."

Three different advertisement types including 'information type', 'medium information plus imagery type', and 'imagery type' are adopted in this study.

Information type of advertisement mainly describes the benefit and feature of the eco-friendly outdoor fashion goods. It expresses more words than picture. The medium information plus imagery

type of advertisement shows a visual picture and written information in a similar proportion. It focuses to indicate some key information related to eco-friendly outdoor fashion products. The other half of the advertisement is covered with the related picture. The imagery type mainly consists of a picture and the brand name of the product or limited line of advertising message is expressed (Brigish, 1993).

2.2.2 Definition of advertising attitude

Advertisement attitude refers to the formation of either a positive or negative reaction to a particular advertisement through the exposure to that advertisement (MacKenzie *et al.*, 1986). Stephens and Curlo (1992) have defined the attitude toward advertisement as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during particular exposure situation. In addition Kim (2002) indicated that the advertisement attitude is rooted from people's reactions to various elements of the advertisement, such as model, celebrity endorser, colour, layout and text message.

The current study assumes that advertisement attitude is

available to any consumer. When the consumer is exposed to an advertisement, its influence can be shown through consumer's reactions such as his or her persuasion message. People's behaviour towards the expressed message in the advertisement is about the brand or/and product itself (Ugur & Abdulla, 1993).

This study only focuses on the attitude of an eco-friendly outdoor advertisement. In this respect, consumers' attitudes highly depends on the 'picture' or 'information' expressed in the advertisement. In addition, the three different types of advertisements in eco-friendly outdoor fashion product were adopted; 'information type', 'medium information plus imagery type' and 'imagery type'. Also, consumers' favorable or unfavorable attitudes towards three different types of advertisement will be measured to see the effect of advertising type towards purchase intention.

2.3 Delivery level of advertising message

Consumers' ability to understand the expressed advertising message in the advertisement can change overall advertising effect (Rohm & Sultan, 2006). In this respect, it is important to know the

delivery level of advertising message in the advertisement to measure the effect of advertisement. In this section, a clear concept of the delivery level of advertising message is explained and how it influences consumers' attitudes will be discussed.

2.3.1 Advertising message

Advertisements involves different types of advertising message, which are the results of the recipient's interpretation of an idea from a communication channel. In other words, advertising message indicates the delivery of expressed advertising message (Krugmean *et al.,* 1994). Advertising messages are determined by the structure and properties of the message. Expressed advertising messages are delivered in the way that advertisers want to appeal to the audiences. In this sense, the advertisers use a different format to express advertising messages. Waync (2004) classified advertising message as the 'verbal language focused' and 'non-verbal language focused'. The delivery of advertising message in a language form is the most common, but non-verbal language form is also adopted to express the feeling or atmosphere about the advertisement.

2.3.2 Delivery level of advertising message

The advertising message expressed in the different advertising types would have a various delivery level to the audiences (Jackson, 2003). Delivery level of advertising message indicates how well the consumers understand and accept the advertising message. In other words, it implies the extent level of consumers' acceptance of expressed advertising message (Axtell *et al.*, 2000) . For example, a well written advertising message can create a higher consumers' understanding, while an unclear advertising message can contribute to a lower level of consumers' understanding. In this sense, the level of advertising messages expressed in different advertising types is highly associated to the consumers' attitude towards advertising (Shalley & Gilson, 2004).

In this study, three different advertising type of eco-friendly outdoor fashion product including 'information type', 'medium information plus imagery type', and 'imagery type' were adopted and they all contain eco-friendly messages. In this respect, the delivery level of eco-friendly messages which indicates how well the consumers understand and accept the eco-friendly messages is a significant factor to understand the 'advertising effect' .

2.4 Product attitude

Attitude toward product is defined as an attitude to respond in a favorable or unfavorable manner to a particular product after the advertising stimulus has been shown to the individual (Phelps & Hoy, 1996). In addition, it can be described as the psychological tendency of a person to respond, or behave, in a consistently positive or negative manner with respect to a certain product (Engel *et al.*, 1995; Gilbert *et al.*,1998).

The perception of a high quality product contributes to consumers recognising the superiority and differentiation of the product. Hence, they may be encouraged to choose that product by comparing other brands' products. On the other hand, when consumers think that the product has a low quality with a bad condition, they may be discouraged to choose it (McConnell, 1968; Yoo *et al.*, 2000).

2.5 Purchase intention

Purchase intentions continue to be an important concept in marketing. It refers to a consumer tendency to purchase the brand's

product routinely in the future and resist switching to other brand's product (Yoo *et al.,* 2000). Axelrod (1968) analysed purchase intentions as a measure which, is used for predicting actual purchase behaviour.

In this study, purchase intention is regarded as the individuals' willingness to buy the eco-friendly outdoor fashion product which is shown in the advertisement. Hence, this paper attempts to make 'purchase intentions' as a useful concept in measuring the effect of advertisement type in the eco-friendly outdoor fashion product.

Chapter 3 Research Methodology

This chapter describes the primary methodology used to collect the data, which will be used to answer the hypotheses.

3.1 Hypothesis development and research model

This section generate both the research problem and hypothesis based knowledge gained from the literatures. In addition, the research model is developed according to the research hypothesis.

3.1.1 Hypothesis development

The main research aim of this project is to study the effect of advertisement type on purchase intention specific to the eco-friendly outdoor fashion products. To conduct this research, the following hypotheses were developed based on the literature review.

a. **Delivery level of an eco-friendly message, product attitude and purchase intention**

Delivered messages in advertisements may affect the relationship between advertisement attitude and product attitude, and purchase intention (Machleit & Madden, 1993). Specifically when consumers are not familiar with the advertised product due to their lack of prior knowledge on which to base their product evaluation, the delivery level of the message can highly influence product attitude and purchase intention (Machleit & Wilson, 1988; Campbell & Keller, 2003).

Therefore, this study proposes:

Hypothesis 1: Delivery level of an eco-friendly message will affect to the product attitude.

Hypothesis 2: Delivery level of an eco-friendly message will affect to the purchase intention.

b. Advertisement attitude and product attitude

Consumers use advertisement claims to make evaluations about the product benefits. In this respect, consumers' advertisement attitudes ultimately lead to the formation of attitudes towards the products in the advertisements (Burton & Lichtenstein, 1988; Kim *et*

al., 2002; Mostafa, 2005). Although the eco-friendly messages in fashion advertisements have little to do with endorsing products, it would be interesting to see a close relationship between the product attitude and advertisement attitude in three different types of advertisements including 'information type', 'medium information plus imagery type' and 'imagery type'.

Therefore, this study proposes:

Hypothesis 3: Advertisement attitude will affect to the product attitude.

c. Product attitude and purchase intention

Both attitude towards advertisement and attitude towards product are hypothesised to have an effect on consumers' purchase intention. Goldsmith *et al.* (2000) and Shimp (1985) have attempted to measure the advertising effects through the flow of casual relationship between 'advertising attitude' and 'product attitude', 'advertising attitude' and 'purchase intention', and 'product attitude' and 'purchase intention'.

This study would particularly investigate the relationship

between 'product attitude' and 'purchase intention' in eco-friendly outdoor fashion products. In this respect, the above theory related to the advertising effect can be applied in the studies.

Therefore, this study proposes:

Hypothesis 4: Consumers' attitude towards product will affect their purchase intention.

3.1.2 Research Model
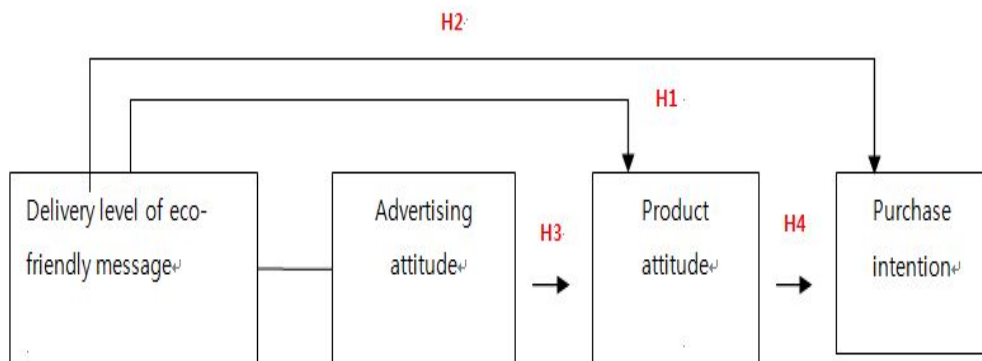
<Figure 3-1> Research model

3.2 Methodology

This section describes the primary methodology used to collect the data which will be used to answer the hypotheses

3.2.1 Research Methods and Procedures

In this study, a questionnaire was used to prove the hypothese. In addition, to organise the questionnaire, pictures of eco-friendly outdoor fashion products were reconfigured as a treatment of this research and an outdoor fashion brand was selected. Measurements of all variables were constructed based on previous studies.

3.2.2 Selection of Treatment

For the stimulus of this study, 'advertisement' of eco-friendly outdoor fashion goods was selected to measure the effect of advertising types towards consumers' purchase intention. Online advertisement was adopted in this study and the types of advertisements were classified into three; 'information focused advertisement', 'medium information plus imagery advertisement' and 'imagery focused advertisement'. Three different types of

advertisement of the eco-friendly outdoor fashion products were provided in this experiment.

In terms of choosing the advertisement, a real brand advertisement of eco-friendly outdoor fashion product was used and the advertisement was edited and recreated using 'Photoshop CS programme' for this experiment.

Therefore, to measure the effect of advertising type, three different advertising types are chosen from a same outdoor brand and they all present eco-friendly outdoor fashion jacket.

3.2.3 Selection of brand

According to the SBC CNBC survey in 2013, the brand called 'Nepa' received overwhelming support in Korea in terms of consumers' awareness, preference, utilization and satisfaction. 'Nepa' is a recently emerging brand with aggressive marketing strategies and they have introduced various eco-friendly outdoor clothing lines. Therefore, for outdoor brand with a high reputation, 'Nepa' was selected in this experiment.

Brand details

- Brand Name: Nepa
- Brand Concept: Freedom of outdoor fashion
- Target Customer: 20s to 30s who enjoy outdoor life
- Competitive brand: Kolong Sports, The North Face, Black Yak

<Fashionnet Korea, 2013>

3.2.4 Selection of online advertisement

Online advertisement is used in this experiment for the following reasons; online advertisement is unlimited open-endedness of time and space, two-way communication, and various forms of advertising. Alternatively, Jang (1998) stated that the characteristics of Internet advertising include constant availability, low cost, fun, connectivity, internationalization, interaction, and two-way communication. Ducoffe (1996) also described the special quality of Internet advertising in terms of quick-access to information, customer preference-based information, flexibility to customer preferences and the changing environment, preference and purchase tracking, and the capability of forming stronger relationships with customers. Therefore, online advertisement was chosen in this study.

3.2.5 Constructing the questionnaire items
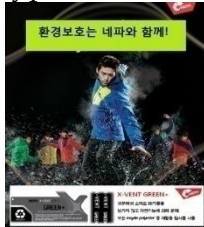
The questionnaire which was developed for this study is composed of four different sections. Each section includes the questions related to the advertising attitude, product attitude, purchase intention and respondents' information. 7-point Likert scale and multiple choice questions were adopted within the questionnaire. The outline structure of the questionnaire, measurement method and number of questions are shown as below <Table 3-1>.

<Table 3-1> Outline of Questionnaire

Category	Content	No of Question	Scale
Part A: 1-3	Advertising attitude	3	Multiple choice questions 7-point Likert scale
Part B: 4-5	Product attitude	2	Multiple choice questions 7-point Likert scale
Part C: 6-7	Purchase Intention	2	Multiple choice questions 7-point Likert scale
Part D:8-13	Respondents' Information	6	Multiple choice questions 7-point Likert scale

(a) Section A: Advertising attitude

In Section A, three different advertising types of eco-friendly outdoor fashion products (a. Information advertising type, b. Medium information plus imagery type, and c. Imagery type) were provided and respondents were asked to choose one advertisement which they like the most. Then, the reason for choosing the advertisement was asked. After that, the delivery level of an eco-friendly message in the different types of advertisement was assessed using 7-point Likert scales from 'extremely highly deliver' (7) to 'delivery not at all' (1).

<Table 3-2> Advertising attitude

Factor	Question	No.	Source
Advertising attitude	Which of the following advertising types do you like most? a.Information type b.Medium information plus imagery type c.Imagery type 	1	Modified 'Nepa' online advertis-ement
	Why do you like your chosen advertisement type?	2	Modified Ducoffe (1996)
	How well each of the above three advertisements convey the green message of the product?	3	Modified from Tsang *et al.* (2004)

(b) Section B : Product attitude

Section B was designed to measure consumers' product attitude. Firstly, product attitude, whether participants like or dislike the advertised product, was measured using 7-point Likert scales from 'extremely like' (7) to 'strongly dislike' (1). Furthermore, the reason to like or dislike the product was assessed using multiple choice questions.

<Table 3-3> Product attitude

Factor	Question	Question Number	Source
Product attitude	How much you like the product in the advertisement?	4	Adapted from Ducoffe (1996)
	Why do you like (score over 4) or dislike (score under 4) the product above?	5	Modified from Parissa and Maria (2006)

(c) Section C: Purchase intention

Purchase intention indicates consumers' willingness to buy the advertised product. In this sense, section C included both multiple choice questions and 7-point Likert scales to see the consumers' purchase intention from 'extremely like to buy' (7) to 'not at all like to buy' (1).

<Table 3-4> Purchase intention

Factor	Question	Question Number	Source
Purchase intention	Please express your willingness to buy the garment in the advertisement.	6	Adapted from Zeithaml *et al.* (1996)
	Why do you like (score over 4) or dislike (score under 4) to purchase the product?	7	Adapted from Heijden *et al.* (2003)

(d) Section D: Respondents' information

Part D included general information about respondentss such as gender, age, marriage status, highest education, level of need for

cognition (NFC), and job. All items were measured using multiple choice questions except the need for cognition. 7-point Likert scale from 'high' (7) to 'extremely low' (1) was adopted to assess individuals' need for cognition.

3.3 Collecting Data and Sample Characteristic

In this section, the data collection method and sample characteristic of collected data will be explained.

3.3.1 Data collection

The questionnaires were distributed via an online hiker community 'Sansu hike' (http://cafe.daum.net/sunshineclub6/). This community consists of both male and female members aged from 20s to 60s. Research was done from 10th of November to 12th of November in 2013 via an online website.

The questionnaire consisted of questions to measure consumers' advertising attitude, product attitude and purchase intention towards the advertisement of the eco-friendly outdoor fashion product. The questionnaire was conducted with individuals who

have heard about eco-friendly outdoor fashion products. In this respect, respondents were asked whether they have heard about eco-friendly outdoor fashion garment prior to the questionnaire. Participants who answered 'Yes' were invited to take part in the questionnaire.

Three different advertisement types were provided as the stimulus. In total 102 samples were used for the final data analysis.

3.3.2 Sample characteristic

Sex, age, marriage status, education level, need for cognition and job were included in demographic characteristics, and the result of the sample characteristic is shown below.

Looking at the gender distribution of survey respondents, 37.3% were men while 62.7% were women. As shown <Table 3-5>, the proportion of females was much higher than the proportion of males.

<Table 3-5> Sex

Sex	Frequency (Number)	Percentage (%)
Male	38	37.3
Female	64	62.7
Total	102	100.0

Age distribution of the survey respondents was as below. Most survey participants were aged from 26 to 39 years (41.2%), followed by the age group from 19 to 25 years, at 28.4%. Then, age from 40 years to below 60 years was 27.5%. Age group of more than 60 years old was 2.0% and below 18 years old was only 1.0%.

<Table 3-6> Age

	Frequency (Number)	Percentage (%)
Below 18	1	1.0
19 to 25	29	28.4
26 to 39	42	41.2
40 to 60	28	27.5
60 and above	2	2.0
Total	102	100.0

The majority of respondents were single (57.3%). A total of 35.0% were married and had children and the remaining 7.8% were married without children.

<Table 3-7> Marriage Status

	Frequency (Number)	Percentage (%)
Single	59	57.3
Married with no child	8	7.8
Married with child	36	35.0
Total	103	100.0

The education level of survey respondents indicated that college graduates were the most common respondents (76.2%). High school graduates counted for about 13.9% and only 9.9% had a graduate degree.

<Table 3-8> Education Level

	Frequency (Number)	Percentage (%)
High school certificate	14	13.9
Undergraduate degree	77	76.2
Graduate degree	10	9.9
Total	101	100.0

Need for cognition (NFC) is referred to as personality classifications that focus on the cognitive style (tendency to engage and enjoy thinking) (Cacciopo and Petty, 1982). Level of need for cognition was measured using 7-point Likert scale from '1- very low level of NFC' to '7- extremely high level of NFC'. Respondents indicated that a medium level of need for cognition (31.4%) was the most common, and the high level of need for cognition was 27.5%. As shown in <Table 3-9>, respondents indicated a relatively high level of need for cognition.

<Table 3-9> Need for cognition

	Frequency (Number)	Percentage (%)
Extremely high	8	7.8
Very high	24	23.5
High	28	27.5
Medium	32	31.4
Low	9	8.8
Very low	1	1.0
Total	102	100.0

Most respondents were company's employees (45.5%), followed by the students (28.7%). People who were self-employed accounted for 12.9% and full time homemaker was the least represented group (2.0%).

<Table 3-10> Job

Job	Frequency (people)	Percentage (%)
Self-employed	13	12.9
Employed	46	45.5
Retired	5	5.0
Full-time homemaker	2	2.0
Student	29	28.7
Unemployed	6	5.9
Total	101	100.0

3.4 Data Analysis

Frequency analysis, paired t-test, regression analysis and ANOVA were used to analysis the collected data using SPSS 18.0.

Frequency analysis was conducted to identify the awareness of eco-friendly outdoor apparel, advertising attitude, product attitude,

purchase intention, and the basic information of respondents.

Furthermore, paired t-test was adopted to measure the significance between the 'delivery level of eco-friendly message' and 'advertising type'. In addition, regression analysis was used to support hypothesis 1, 2 and 4. To support hypothese 3, ANOVA was conducted.

Chapter 4 Data analysis and Result

Chapter 4 presents patterns of results and analyses their relevance to the research hypotheses.

4.1 Frequency Analysis

This section indicates the result of respondents' answers using frequency analysis and it provides a basic understanding of the statistics.

4.1.1 Awareness of eco-friendly outdoor apparel

The awareness towards the eco-friendly outdoor apparel indicates whether the respondents have heard about the eco-friendly outdoor fashion which is a garment that is manufactured to be less harmful to the environment. From the question asking the consumers' awareness of the eco-friendly outdoor apparel or not, 55.4% answered 'Yes'. Conversely, quite a large number of participants (44.6%) responded that they have never heard about the eco-friendly outdoor apparel. People who answered 'Yes' were asked to

complete the remaining questions, while people who answered 'No' were instructed to stop. In this respect, data collected from 102 respondents who have awareness about eco-friendly outdoor apparel was valid. The result indicated that the awareness level of eco-friendly outdoor apparel is low in Korea, so that advertisements in this area should be highlighted to increase consumers' awareness towards eco-friendly outdoor fashion products.

<Table 4-1> Awareness of eco-friendly outdoor fashion products

	Frequency (Number)	Percentage (%)
Yes	102	55.4
No	82	44.6
Total	184	100.0

4.1.2 Advertising attitude

(a) Preference of advertising type

'Advertising attitude' indicates consumers' favorable or unfavorable attitude towards the different advertising types.

Advertising types can be classified into three categories; 'information type', 'medium information plus imagery type' and 'imagery type'. According to the frequency analysis, most participants liked 'medium information plus imagery type' of advertisement (65.3%). Next, the 'imagery type' scored 20.4%, making it the second most popular advertising type. Finally, the 'information type' of the advertisement scored the lowest (14.3%).

<Table 4-2> Preference of advertising type

Advertisement type	Frequency (Number)	Percentage (%)
Information type	14	14.3
Medium Information + Medium Imagery type	64	65.3
Imagery type	20	20.4
Total	98	100.0

(b) Reason to prefer the advertisement

The reason to prefer the advertisement among three different advertising types was asked to the respondents. The result indicated that more than half of respondents (52.2%) chose 'because I like the information expression style of the advertisement'. 'Because I like the

design of the advertisement' was the next highest reason (29.6%). The option of 'because I like the quality of the advertisement' indicated the figure of 11.3%, while 'because the advertisement is trustworthy' revealed only 7%, which was the lowest. In this respect, when consumers decide on their preference of eco-friendly outdoor apparel, they consider the information expression style as priority. In addition, design of advertisement is also significant. Hence, when advertisers create advertisements for eco-friendly outdoor apparel, they should try to use the information expression style.

<Table 4-3> Reason to prefer the selected advertisement (multiple answers)

	Frequency (Number)	Percentage (%)
Because I like the design of the advertisement	34	29.6
Because I like the quality of the advertisement	13	11.3
Because I like the information expression style of the advertisement	60	52.2
Because the advertisement is trustworthy	8	7.0
Total	115	100.0

(c) Delivery level of eco-friendly message of each advertisement type

Respondents answered the question relating to the delivery level of the eco-friendly message in three different types of advertisements (a. Information type, b. Medium information plus image type, c. Imagery type) using a 7-point Likert scale ranging from 1 (not at all delivery) to 7 (extremely highly delivery). They were only allowed to choose 1 among 7 options. In the delivery level of an eco-friendly message in information advertisement, people who answered 'medium level of delivery' (4) were the most common (31.0%). Then, a group of individuals who answered 'very highly deliver' (6) was 23.0%. 'Highly deliver' (5) was the third highest group (20.0%). As shown in below <Table 4-4>, most of people answered that the information advertisement delivers the eco-friendly message relatively high.

<Table 4-4> Delivery Level of eco message in the 'information advertising type'

	Frequency (Number)	Percentage (%)
Extremely highly deliver (7)	10	10.0
Very highly deliver (6)	23	23.0
Highly deliver (5)	20	20.0
Medium (4)	31	31.0
Lowly deliver (3)	6	6.0
very lowly deliver (2)	6	6.0
Deliver not at all (1)	4	4.0
Total	100	100.0

In medium information plus imagery advertisement type, 'highly deliver' (5) was the 38.6% and 'medium' (4) was the next follower (23.8%). Then, 'very highly deliver' (6) was 19.8%, while 'lowly deliver' (3) was only 9.9%.

<Table 4-5> Delivery Level of eco message in the 'medium information plus imagery advertising type'

	Frequency (Number)	Percentage (%)
Extremely highly deliver (7)	5	5.0
Very highly deliver (6)	20	19.8
Highly deliver (5)	39	38.6
Medium (4)	24	23.8
Lowly deliver (3)	10	9.9
very lowly deliver (2)	1	1.0
Deliver not at all (1)	2	2.0
Total	101	100.0

In the delivery level of the eco-friendly message in imagery type, the group of respondents who answered 'medium' (4) was 23.7% and 'lowly deliver' (3) was 18.6%. Then, 'very lowly deliver' (2) was 13.4%.

<Table 4-6> Delivery Level of eco message in the 'imagery advertising type'

	Frequency (Number)	Percentage (%)
Extremely highly deliver (7)	2	2.1
Very highly deliver (6)	18	18.6
Highly deliver (5)	12	12.4
Medium (4)	23	23.7
Lowly deliver (3)	21	21.6
very lowly deliver (2)	13	13.4
Deliver not at all (1)	8	8.2
Total	97	100.0

4.1.3 Product attitude

(a) Product attitude

Product attitude represents how much consumers like or dislike the advertised product. As shown below <Table 4-7>, 'medium level of likeness' was the highest (42.7%) and 'very like' (5) was 25.2% as next highest. Then, 'very much like' (6) was 17.5%, while 'little bit

dislike' (3) indicated 9.7%. Hence, the result of product attitude showed that most of people have a positive attitude towards the advertised product.

<Table 4-7> Product attitude

	Frequency(Number)	Percentage (%)
Extremely like (7)	4	3.9
Very much like (6)	18	17.5
very like (5)	26	25.2
Medium (4)	44	42.7
Little bit dislike (3)	10	9.7
very dislike (2)	1	1.0
Strongly dislike (1)	0	0
Total	103	100.0

(b) Reason to prefer the advertised product

According to the <Table 4-8> shown below, more than half of respondents (50.4%) referred that the style of product can decide their likeness or dislike of the product in terms of the advertisement of eco-friendly outdoor fashion. Also, respondents considered the

function of eco-friendly outdoor apparel (22.4%). This may rely on the fact that consumers wear outdoor clothes because they normally expect some special functions such as being waterproof, ventilation, thermokeeping, etc. Moreover, the colour of the product indicated 16% and material used was the lowest (11.2%).

<Table 4-8> Reason to like/dislike the selected product (multiple answers)

	Frequency (Number)	Percentage (%)
I like/dislike the product above because of its style	63	50.4
I like/dislike the product above because of its color	20	16.0
I like/dislike the product above because of its materials used	14	11.2
I like/dislike the product above because of its function	28	22.4
Total	125	100.0

4.1.4 Purchase Intention

(a) Purchase intention

Product attitude is defined as consumers' willingness to buy the advertised product. As shown below <Table 4-9>, the respondents who answered 'medium likeness' (4) was 39.6% which was the highest, and then 'highly like to buy' (5) was 24.8%. Respondents who answered 'very highly like to buy' (6) were 20.8%, while 'lowly like to buy' (3) indicated 6.9%.

<Table 4-9> Purchase intention

	Frequency (Number)	Percentage (%)
Extremely highly like to buy (7)	6	5.9
Very highly like to buy (6)	21	20.8
Highly like to buy (5)	25	24.8
Medium (4)	40	39.6
Lowly like to buy (3)	7	6.9
very lowly like to buy(2)	1	1.0
Not at all to buy (1)	1	1.0
Total	101	100.0

(b) Reason to like/dislike to purchase the selected advertisement product (multiple answers)

When consumers like or dislike purchasing the product that was shown in the advertisement, they consider their liking for the product itself instead for other features. In other words, when a company produces eco-friendly outdoor fashion, they need to make a great effort to enhance 'quality of the product' to satisfy customers. In addition, whether the product is an eco-friendly garment or not is considered to be the next significant factor (25%). Moreover, the message expressed in the advertisement (16.1%) may contribute to consumers' to have either a favourable or unfavourable purchase intention. Trustworthiness of the advertisement was considered a less significant factor (12.5%) in terms of purchase intention.

<Table 4-10> Reason to like/dislike to purchase the selected advertisement product (multiple answers)

	Frequency (Number)	Percentage (%)
I like to purchase the garment because I like/do not like the message conveyed in the advertisement	18	16.1
I like to purchase the garment because I like/do not like the product itself	52	46.4
I like to purchase the garment because it is eco-friendly fashion clothes	28	25.0
I like to purchase the garment because the advertisement is/is not trustworthy	14	12.5
Total	112	100.0

4.2 Paired–T Test

In this section, paired-t test was accessed to see whether the mean difference between paired observations is significantly different from zero. Two different paired variables which are ('delivery level of an eco-friendly message in information type' X 'delivery level of an eco-friendly message in medium information plus imagery type'), ('delivery level of an eco-friendly message in imagery type' X 'delivery level of an eco-friendly message in medium information plus imagery type') and ('delivery level of an eco-friendly message in information type' X 'delivery level of an eco-friendly message in imagery type') were adopted for the paired- t test.

Paired t-test was adopted to see the relation in the delivery level of eco-friendly message and the different advertising types. <Table 4-11> indicates the result of paired t-test. In pair 1, mean values in the delivery level of an eco-friendly message of the 'imagery advertisement type' and 'medium information plus imagery advertisement' were 3.82 and 4.78 respectively. Mean value of the delivery level of an eco-friendly message in the 'medium information plus imagery type' was higher in 0.95 compared to 'imagery advertisement type'. In pair 2, mean values in the delivery level of an

eco-friendly message of the'medium information plus imagery advertisement type' and 'information advertisement' were 4.78 and 4.63 in order. As shown <Table 4-11>, 'Medium information plus medium imagery type' was 0.14 higher than 'information advertisement type'. In pair 3, mean values in the delivery level of an eco-friendly message of the 'imagery advertisement type' and 'information advertisement type' were 3.82 and 4.61 respectively. In other words, mean value of 'information advertisement type' was higher in 0.79.

<Table 4-11> Paired Sample Statistics

		Mean	N	SD	Std. Error means
Pair 1	Imagery type	3.8247	97	1.59433	.16188
	Information plus imagery type	4.7732	97	1.18590	.12041
Pair 2	Information plus imagery type	4.7755	98	1.17999	.11920
	Information type	4.6327	98	1.50865	.15240
Pair 3	Imagery type	3.8247	97	1.59433	.16188
	Information type	4.6186	97	1.50999	.15332

Sample correlation coefficient was shown in <Table 4-12>. First of all, Pearson's correlation coefficient between the 'imagery type' and 'medium information plus imagery type' was 0.414 and p-value was 0.000, so they have a high significance. However, Pearson's correlation coefficient between the 'medium information plus imagery type' and 'information type' was 0.162 and p-value was 0.112. In other words, there was no significant relationship between these two. In 'information type' and 'imagery type', Pearson's correlation coefficient was 0.041 and p-value was 0.689, so that there was no significance between the variables.

<Table 4-12> Sample correlation coefficient

		N	Correlation coefficient	P-value
Correspondence 1	'Imagery type' + 'Medium information plus imagery type'	97	.414	.000
Correspondence 2	'Medium Information plus imagery type'+ 'Information type'	98	.162	.112
Correspondence 3	'Imagery type' + 'Information type'	97	.041	.689

The result of paired t-test indicated that mean difference between 'medium information plus imagery type' and 'imagery type' was -0.95 and the standard deviation (SD) was 1.54. Value of T referred -6.052 and p-value was 0.000. It implied that there is a significant difference between 'medium information plus imagery type' and 'imagery type'. On the other hand, the mean difference between 'medium information plus imagery type' and 'information type' was 0.14 and SD was 1.76. Also, the value of T indicated 0.804 and p-value was 0.423, so that two variables which are 'medium information plus imagery type' and 'information type' has no significant difference. Lastly, mean difference between 'imagery type' and 'information type' was -0.79 and SD was 2.15. Value of T in these two variables was -3.636 and p-value (0.000) supported that there is a significant difference between imagery and information type.

<Table 4-13> Paired Samples Test

		Paired Difference					T	df	Sig.
		Mean	SD	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	'Imagery type' + 'Medium information plus imagery type'	-.94845	1.54361	.15673	-1.25956	-.63735	-6.052	96	.000
Pair 2	'Medium Information plus imagery type'+ 'Information type'	.14286	1.75863	.17765	-.20973	.49544	.804	97	.423
Pair 3	'Imagery type' + 'Information type'	-.79381	2.15028	.21833	-1.22719	-.36044	-3.636	96	.000

4.3 Hypothesis Supporting

Both regression analysis and ANOVA were used to analyse suggested hypotheses (see p.25) and all statistics were analysed using SPSS 18.0.

4.3.1 Regression analysis

In order to analyse the relationship between the respondents' delivery level of an eco-friendly message in a different advertising type and product attitude, and product attitude and purchase intention, 'regression analysis' was used as a statistical technique. In this study, the hypotheses 1, 2 and 4 were tested using regression analysis.

a. **Relationship between the 'delivery level of an eco-friendly message' in the different advertising types and 'product attitude'**

To see the relationship between the respondents' delivery level of an eco-friendly message in the different advertising type (independent variables) and product attitude (dependent variable),

'regression analysis' was carried out and the result is shown in <Table 4-14>. The result showed that that delivery level of an eco-friendly message in information type and medium information plus imagery type were positively and significantly associated with product attitude with β=.348 and β=.308 at p<0.01. In addition, the delivery level of an eco-friendly message in different advertising type explained 29.5% of the variance in product attitude (R^2=.295). This indicates that the delivery level of the eco-friendly message in both 'information advertising type' and 'medium information plus imagery type' affects to the product attitude. Therefore, Hypothesis 1 (H1: Delivery level of an eco-friendly message will affect to consumers' product attitude) is partly accepted.

<Table 4-14> Regression analysis for H1

	B	Std. Error	Beta(β)	t	Sig.
(Constant)	1.888	.450		4.198	.000
Information type	.243	.062	.348	3.939	.000
information plus imagery type	.274	.086	.308	3.176	.002
Imagery type	.076	.063	.114	1.192	.236
R^2= = .295, F= 12.977, p= .000					

Note:**p<0.01

b. Relationship between the delivery level of an eco-friendly message and purchase intention

<Table 4-15> shows the results on testing of the hypothesis 2. Delivery level of an eco-friendly message in three different advertising types were positively and significantly associated with purchase intention with β=.258 (delivery level of information type), β=.256(delivery level of imagery type) and β=.237 (delivery level of medium information plus imagery type) at p<0.01. Furthermore, the delivery level of an eco-friendly message in different advertising type explained 26.4% of the variance in purchase intention (R^2= .264) with F=10.872 (P=.000). It represents that when the delivery of the eco-friendly message in the three different types of advertisements is high, it would have an effect to have a higher purchase intention. Therefore, Hypothesis 2 (H2: Delivery level of an eco-friendly message will affect to consumers' purchase intention) is accepted.

<Table 4-15> Regression analysis for H2

	B	Std. Error	Beta(β)	T	Sig.
(Constant)	1.969	.511		3.853	.000
Information type	.197	.070	.258	2.835	.006
information plus imagery type	.231	.097	.237	2.377	.020
Imagery type	.187	.072	.256	2.605	.011
R^2= .264, F= 10.872, P= .000					

Note: **p<0.01

c. Relationship between product attitude and purchase intention

'Regression analysis' was carried out to see the relationship between product attitude and purchase intention and the result is shown in <Table 4-16>. The result showed that product attitude in eco-friendly outdoor advertisement were positively and significantly associated with purchase intention with β=0.659. Also, product attitude explained 43.4% of the variance in purchase intention (R^2=.434) with F=75.921 at (p=.000). As a result, higher product attitude affects consumers' higher purchase intention in the eco-friendly outdoor apparel advertisement. Therefore, Hypothesis 4 (H4:

Product attitude will affect to purchase intention) is accepted.

<Table 4-16> Regression analysis for H3

	B	Std. Error	Beta(β)	T	Sig.
(Constant)	1.425	.388		3.671	.000
Product attitude	.716	.082	.659	8.713	.000
R^2= .434, F= 75.921, P= .000					

Note:**p<0.01

d. Advertising attitude and product attitude

In order to analyse the relationship of respondents' advertising attitude and product attitude, descriptive studies was firstly conducted before ANOVA analysis.

The results of the descriptive studies can be seen on <Table 4-17>. The overall sample's descriptive analysis results show that the highest mean value is information advertising type (M=4.79±1.12), where as the lowest mean value is imagery type (M=4.55±1.32)

<Table 4-17> Descriptive Statistics of advertising attitude and product attitude

	N	Mean	SD
Information type	14	4.7857	1.12171
Medium information plus imagery type	64	4.6094	.93634
Imagery type	20	4.5500	1.31689
Total	98	4.6224	1.04057

4.3.2 ANOVA

One-way ANOVA was to see the difference between advertising attitude and product attitude.

First of all, Levene homogeneity of variance test was adopted and the result showed the null hypothesis that 'the population variances were equal' was accepted with p=0.171 at (p>0.05). Then, one-way ANOVA was carried out <Table 4-18>. The ANOVA results indicated that the advertising attitude towards product attitude was not significant (p=0.541). Hence, consumers' advertising attitude does not affect to consumers' product attitude in eco-friendly

outdoor advertisement. Therefore, 'Hypothesis 3 (H3: Advertising attitude will affect to product attitude') was not accepted.

<Table 4-18> Levene homogeneity of variance test of advertising attitude and product attitude

Levene statistic	df1	df2	p-value
1.800	2	95	.171

<Table 4-19> ANOVA of advertising attitude and product attitude

			SS	Df	Mean Square	F	Sig.
Between groups	(Mixed)		.489	2	.245	.222	.801
	Linear	Not added	.458	1	.458	.416	.521
		Added	.415	1	.415	.377	.541
		Deviation	.074	1	.074	.068	.795
	Quadratic	Not added	.074	1	.074	.068	.795
		Added	.074	1	.074	.068	.795
Within groups			104.542	95	1.100		
Total			105.031	97			

Chapter 5 Conclusions and Implication

In Chapter 5, the conclusion for each research issue is discussed and the implications of the research for furthering understanding of the research problem are explored. In addition, limitations of the study required have been discussed.

5.1 Conclusion

Rapid growth in the economy and the patterns of consumers' consumption worldwide are regarded as the main causes of environmental deterioration. In this respect, need and the value of eco-marketing has become one key component in company's marketing strategy. Especially, the outdoor apparel sector in Korea has responded to growing media attention and consumer interest by modifying their product design, development, and incorporating environmentally friendly practices. Hence, it is meaningful to investigate the effect of the eco-friendly outdoor fashion market in Korea.

Recent research into consumers' willingness to buy eco-friendly products in Korea has revealed that more than 73% of respondents are interested in buying eco-friendly products (Ministry of Environment in South Korea, 2005). However, little is known in relation to advertising, especially in promoting eco-friendly outdoor apparel. Moreover, the research conducted into eco-friendly advertising in relation to outdoor fashion clothing does not even derive consistent results. From this point, more research should be conducted to investigate the effective advertisement type of eco-friendly outdoor fashion products.

In this respect, this study aims to investigate the effect of advertising type on purchase intention, especially in the advertisement of eco-friendly outdoor fashion product in South Korea.

First of all, three different advertising types including 'information advertisement', 'medium information plus imagery advertisement', and 'imagery advertisement' were adopted as the stimulus in this study. Then, the most effective advertising types in the eco-friendly outdoor advertisement were examined using an online questionnaire. At the same time, the effect of advertisement

type on purchase intention was measured.

Four different hypotheses were developed from the theoretical background. Three different advertisements, which were suggested as a stimulus in this experiment were reconfigured based on a real online outdoor advertisement. A questionnaire was constructed to measure 'delivery level of eco-friendly message', 'advertising attitude', 'product attitude', 'purchase intention', and 'respondents' information' using 7-Likert scale and multiple choice questions.

The survey was distributed to an online hiker community, called 'Sansu'. Data was collected from the respondents who have heard about eco-friendly outdoor fashion product. Respondents were both male and female who age from 20s to 60s and 82 samples were used in this experiment.

For the research methodology, frequency analysis was used to see the overall result of the questionnaire and paired t-test was adopted to see the relation between the 'delivery level of eco-friendly message' and different 'advertising type'. In addition, regression analysis was used to see the relationship of ('delivery level of eco-friendly message' X 'product attitude') and ('delivery level of eco-friendly

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message' X 'purchase intention'). To analyse the relationship between advertising attitude and product attitude, ANOVA was used.

As a result of the paired t-test, the advertising type which has a high delivery level of eco-friendly message was concluded. 'Medium information plus imagery advertisement' (4.75+1.18) and 'information advertisement' (4.66+1.51) would have relatively higher delivery level of eco-friendly message compared to 'imagery advertisement' (3.82+1.59).

To prove suggested hypotheses, both regression analysis and ANOVA were used and the result showed as follows.

H1: 'The delivery level of eco-friendly message will affect to product attitude' was supported. The result of regression analysis indicates that high delivery level of eco-friendly message in the eco-friendly outdoor advertisement would have an effect to have a favourable product attitude.

H2: 'The delivery level of eco-friendly message will affect to purchase intention' was supported. The result of regression analysis

describes that high delivery level of eco-friendly message in the eco-friendly outdoor advertisement contributes to a positive purchase intention from the consumers.

H3: 'Advertising attitude will affect to product attitude' was not supported. The result of ANOVA indicated that favourable advertising attitude is not related to have favourable product attitude.
In other words, when marketers advertise the eco-friendly outdoor product, it is significant to consider not only a good advertisement, but also quality of the product.

H4: 'Product attitude will affect to purchase intention' was supported. The result of the regression analysis strongly supported that a favourable product attitude could increase consumers' purchase intention.

Therefore, the mean value of 'delivery level of eco-friendly message' and 'advertisement type' indicated that 'medium information plus imagery advertisement' (4.75+1.18) and 'information advertisement' (4.66+1.51) would have a high delivery level of eco-friendly message. Furthermore, both delivery levels of

eco-messages affect to create a favourable product attitude and purchase intention. However, the result of ANOVA indicated that consumers' attitude towards the eco-friendly outdoor advertisement does not affect to their product attitude.

Eco-friendly outdoor fashion product has a low perception in Korea, so that a creative marketing strategy to increase perception towards eco-friendly outdoor product should be developed. In addition, advertisers should make a great effort to fully deliver eco-friendly messages related to the advertised product and feature. This is because when consumers purchase the eco-friendly outdoor product, they consider not only design and colour of the product, but also its function and benefit related. In delivering eco-friendly message, 'medium information plus and imagery advertisement' is the most effective and 'information advertising type' follows. 'Imagery advertising type' indicated the lowest level in the delivering eco-friendly message. In conclusion, when marketers create the eco-friendly outdoor fashion advertisement, a 'clear information related to the advertised product with picture' or 'lined information that can help to increase consumers' understanding in eco-message' should be included since it contributes to effectiveness of advertisement and the purchase intention.

5.2. Implication of this research

This section provides the theoretical implications of the research. 'Implication for the theory' and 'implication for the practice' are covered.

5.2.1 Implication for theory

This research investigates the effect of advertising type on purchase intention in the context of the eco-friendly outdoor fashion product and the implication for the theory is shown below.

First of all, three different advertisements including 'information advertisement', 'medium information plus imagery advertisement', and 'imagery advertisement' which were used to measure the effect of advertising type were reconfigured from a real eco-friendly outdoor brand advertisement. In this respect, three different types of advertisements were clearly differentiated by type. It is a realistic approach to investigate the effect of advertisement type, so that it can be applied to a similar experiment which is required to see the effect of advertisement type in other study area.

Furthermore, since the lack of explicit of eco message is considered as a core factor to decrease level of consumers' purchase intention in the eco-friendly product, it is meaningful to measure the 'delivery level of an eco-friendly outdoor fashion product'. Measuring the effect of advertisement type with the 'delivery level of an eco-friendly outdoor fashion product' is unique and a different trial from the previous research.

'Outdoor fashion' a is growing market sector and 'eco-friendly product' has gained a great attention in 21st century. In this respect, studying the effect of advertising type of 'eco-friendly outdoor fashion product' indicates that combining 'outdoor fashion' and 'eco-friendly product' has the greatest meaning. Previous research focuses on either 'fashion advertisement' or 'eco-friendly product advertisement', so that there were some limitations to find out the most effective advertising type in the eco-friendly outdoor fashion product. However, this study carries out not only the effect of advertising type in 'eco-friendly outdoor fashion product', but also purchase intention. In this respect, it is a significant in theoretical approach.

5.2.2 Implication for practice

In this section, some practical strategies that can be suggested in the eco-friendly outdoor fashion market will be discussed.

First of all, the 'delivery level of eco-friendly message' is found to be significant variable that can change the advertising effect in the eco-friendly outdoor advertisement. Expressing the benefit and advantage of eco-friendly outdoor fashion products to consumers should be highlighted especially in the advertisement of an 'eco-friendly outdoor fashion'. It is differentiated from other general fashion advertisement which normally focuses on expressing image of fashion. The key in eco-friendly outdoor advertisement is delivering eco-theme of the message clearly to the customers, so that they can understand the benefit and feature of advertised product.

Secondly, this study suggested the most effective advertising type in online advertisement of the eco-friendly outdoor fashion. The result indicates either 'information advertisement type' or 'medium information plus imagery advertisement type' can clearly deliver eco-friendly messages are effective compared to 'imagery advertisement'. This classification can be directly applied to

marketing strategies for the eco-friendly outdoor firms.

Thirdly, the effective advertising strategy for the eco-friendly outdoor fashion product can enhance consumers' awareness in terms of eco-friendly products. A high level of awareness of eco-friendly products can possibly promote consumers to have environmentally friendly attitude. At the same time, introducing effective advertising strategy towards eco-friendly outdoor fashion products helps to fulfill the firm's social responsibility and an ethical image of the company can be built.

Finally, when consumers purchase the eco-friendly outdoor fashion product, the most essential thing is the quality of the product. Hence, to produce an effective advertisement in the eco-friendly outdoor fashion, the marketer's effort to create a favourable advertising attitude with a high delivery of eco message should be highlighted as mentioned previously. Nevertheless, since advertising attitude does not influence to product attitude in the eco-friendly outdoor fashion, marketers should keep in mind to develop 'a good quality of product' to satisfy customers

5.3 Limitations and Areas for Further research

In this section, limitations of this research are described and future research is suggested.

The major limitation of this paper is that the results are based upon a small number of samples. It is too small to represent the whole consumers of an eco-friendly outdoor fashion. Future development will surely allow researchers to evaluate a larger number of samples to provide a better representation of the consumers.

In addition, advertised products which were shown in the three different advertising types were not the same product. In other words, three advertisements are not the three levels of one variable. For future research, a same product should be adopted to see the effect of advertising type in eco-friendly outdoor fashion.

Furthermore, people who have never heard about eco-friendly outdoor apparel were instructed to stop the remaining questionnaire in the process of the questionnaire. However, if the question related to the reason why they have never heard the eco-friendly outdoor

apparel is developed, it would gather knowledge for future suggestion to solve a low level of awareness in eco-friendly outdoor fashion products.

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심의면제통보서

수신	책임연구자	성명	권희수	소속	의류학과	직위	학생
	지원기관						
면제 번호	SNUIRB No. E1311/001-012						
연구과제명	광고효과에 따른 구매의도: 친환경 아웃도어패션을 중심으로 (Advertising Effect on Purchase Intension: A study on Eco-friendly Outdoor Fashion Clothes)						
연구종류	대면하지만 개인식별정보를 수집 기록하지 않는 연구						
면제일자	2013년 11 월 18 일						

상기 연구과제에 대하여 본 위원회에서는 심의면제대상임을 확인합니다.

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1) 연구자께서는 제출하신 계획서에 따라 연구를 수행하여야 하며, 이와 다르게 연구를 진행하실 경우 다시 심의를 진행하셔야 함을 유의하시기 바랍니다.
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3) 연구윤리를 위하여 관련부처가 필요시 조사 및 감독 차원에서 현장점검을 실시할 수 있습니다.
4) 연구와 관련된 기록은 연구가 종료된 시점을 기준으로 최소 3년간 보관하여야 합니다.

2013 년 11 월 18 일

서울대학교 생명윤리심의위원회 위원장

[Appedix 2] English Questionnaire

Questionnaire Survey on 'Advertising Effect on Purchase Intension:
A Study on Eco-friendly Outdoor Fashion Clothes'

This survey aims to investigate advertising effect on purchase intension. Please provide the most suitable answer(s) for each question. **All data collected will be kept strictly confidential and will only be used for academic research purposes.**

*Have you heard of the term 'eco-friendly outdoor fashion clothes'?

(Note. Eco-friendly outdoor fashion clothes are garments that are manufactured to less harmful to the environment.)

○ Yes   ○ No

*Note: If you say 'Yes', please answer the following questions.
       If you check 'No', please stop answering the questions.

Part A: Advertising Attitude
(*Advertising attitude indicates how much you like the advertisement according to the different advertising types.)

1. Which of the following advertising types do you like most? Please choose one.

a. Information type ( )	b. Medium Information+ Medium Imagery type ( )	c. Imagery type
a. Information type	b. Medium Information+ Imagery type	c. Imagery type

2. Why do you like your chosen advertisement type? You can choose more than 1 option.

    ○ Because I like the design of the advertisement
    ○ Because I like the quality of the advertisement
    ○ Because I like the information expression style of the advertisement
    ○ Because the advertisement is trustworthy

3. How well each of the above three advertisements convey the green message of the product? Please express your agreement using 1 (not at all) to 7 (very much).

    a. **Information type**

very much			Neutral			Not at all
7	6	5	4	3	2	1

    b. **Medium Information + Medium Imagery type**

very much			Neutral			Not at all
7	6	5	4	3	2	1

    c. **Imagery type**

very much			Neutral			Not at all
7	6	5	4	3	2	1

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Part B: Product Attitude
(*Product attitude indicates how much you like the product above.)
4. How much you like the product in the advertisement? Please express your likeness of the garment using 1 (strongly dislike) to 7 (strongly like).

Strongly like			Neutral			Strongly dislike
7	6	5	4	3	2	1

5. Why do you like (score over 4) or dislike (score under 4) the product above? You can choose more than 1 option.
   - ○ I like/dislike the product above because of its style
   - ○ I like/dislike the product above because of its color
   - ○ I like/dislike the product above because of its materials used
   - ○ I like/dislike the product above because of its function

Part C: Purchase Intension
(*Purchase intension indicates your willingness to purchase the product above.)
6. Please express your willingness to buy the garment in the advertisement using 1 (not at all) to 7 (very much like to buy).

Very much like to buy			Neutral			Not at all
7	6	5	4	3	2	1

7. Why do you like (score over 4) or dislike (score under 4) to purchase the product? You can choose more than 1 option.
   - ○ I like to purchase the garment because I like/do not like the message conveyed in the advertisement
   - ○ I like to purchase the garment because I like/do not like the product itself
   - ○ I like to purchase the garment because it is eco-friendly fashion clothes
   - ○ I like to purchase the garment because the advertisement is/is not trustworthy

Part D. Respondent Information
8. Gender: ○ Male   ○ Female
9. Age: ○ below 18   ○ 19 to 25   ○ 26 to 39   ○ 40 to 60   ○ 60 and above
10. Marriage Status: ○ Single   ○ Married with no child   ○ Married with child
11. Highest education: ○ Post-secondary diploma   ○ High school certificate
    ○ Undergraduate degree   ○ Graduate degree
12. I think that I am a person who has ( ) level of need for cognition. Please rate your level of need for cognition.

Extremely high	very high	high	Neutral	low	very low	extremely low
7	6	5	4	3	2	1

[*Note: Individuals high in need for cognition tend to motivate towards thinking so that he/she exhibits a strong tendency to enjoy searching for more processing information. In opposite, low in need for cognition individuals are innately unmotivated or slightly motivated to demanding tasks.]

13. Present employment status (and occupation):
    - ○ Self-employed (industry:_____)   ○ Employed (job position/industry:_____)
    - ○ Retired   ○ Full-time homemaker   ○ Student   ○ Unemployed

This is the end of the survey.
Thank you very much for your support and participation

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[Appedix 3] Korean Questionniare

서울대학교 의류학과 설문지

'광고 효과에 따른 구매 의도: 친환경 아웃도어 패션상품을 중심으로'

* '친환경 아웃도어 패션'에 대하여 들어본 적이 있으십니까?

(eg. 친환경 아웃도어패션이란 리사이클이 가능한 재료로 만들어진 옷을 의미합니다.)

①예
②아니요

* 만약 '예'라고 대답했다면, 다음 문항들에 답변하여 주시면 됩니다.
  만약 '아니요'라고 대답했다면, 질문에 답변을 여기서 멈추시면 됩니다.

파트 A : 광고태도에 관한 질문입니다.

(*광고태도란 광고유형에 따라 그 광고를 얼마만큼 좋아하는 가를 나타내는 것을 의미합니다.)

1. 귀하는 아래의 광고가 '친환경 아웃도어 패션상품'임을 고려할 때 어떤 광고유형을 가장 선호하십니까?

a.정보타입( )	b.정보+이미지 타입( )	n c.이미지타입( )

2. 귀하께서 위에서 선택하신 광고를 선호하시는 이유는 무엇입니까? 적절한 이유를 한 가지 이상 선택하실 수 있습니다.
   ○ 광고의 디자인이 마음에 들어서 선택하였다.
   ○ 광고의 품질(quality)이 마음에 들어서 선택하였다.
   ○ 광고에 표현된 정보가 마음에 들어서 선택하였다
   ○ 광고가 믿음이 가서 선택하였다.

3. 위의 제시된 3가지의 광고가 얼마나 친환경 메시지를 잘 전달한다고 생각하지 귀하의 생각을 1(전혀 전달하고 있지 않다.)부터 7(매우 높게 전달한다) 중 한 가지에 체크(V)해 주시기 바랍니다.

a. 정보타입의 광고

매우 잘 전달	높게 전달	조금 높게	중간	조금 전달	매우 적게 전달	거의 전달안함
7	6	5	4	3	2	1

b. 정보+ 이미지의 광고

매우 잘 전달	높게 전달	조금 높게	중간	조금 전달	매우 적게 전달	거의 전달안함
7	6	5	4	3	2	1

<u>c. 이미지타입의 광고</u>

매우 잘 전달	높게 전달	조금 높게	중간	조금 전달	매우 적게 전달	거의 전달안함
7	6	5	4	3	2	1

파트 B: 상품태도에 관한 질문입니다.

(*상품태도란 위에서 선택한 상품을 얼마만큼 좋아하는가를 나타내는 것을 의미합니다.)

4. 위에서 선택한 광고 유형에 따라, 귀하의 상품에 대한 태도를 1(매우 싫어한다)부터 7(매우 좋아한다) 중 한 가지에 체크(V)해 주시기 바랍니다.

매우좋아함	많이좋아함	조금 많이좋아함	중간	적게좋아함	매우적게좋아함	매우싫어함
7	6	5	4	3	2	1

5. 귀하가 위에서 선택한 상품을 싫어하거나 혹은 좋아하는 이유는 무엇입니까? 적절한 이유를 한 가지 이상 선택하실 수 있습니다.

- ○ 상품의 스타일이 좋아서/싫어서 선택하였다.
- ○ 상품의 색상이 좋아서/싫어서 선택하였다.
- ○ 상품이 만들어진 원단이 마음에 들어서/싫어서 선택하였다.
- ○ 상품의 기능이 마음에 들어서/ 싫어서 선택하였다.

파트 C: 구매의도에 관한 질문입니다.

(*구매의도란 위에서 언급한 상품을 구매 할 의향이 있는가를 나타내는 것입니다.)

6. 위에서 선택한 광고 유형에 따라, 귀하의 구매의도를 1(전혀 구매하고 싶지 않다)부터 7(매우 구매하고 싶다.) 중 한 가지에 체크(V)해 주시기 바랍니다.

매우구매하길원함	많이구매하길원함	조금많이구매원함	중간	별로구매원치않음	매우구매원치않음	전혀구매원치않음
7	6	5	4	3	2	1

7. 귀하가 위에서 선택한 상품을 구매하고 싶거나 혹은 구매를 꺼려하는 이유는 무엇입니까? 적절한 이유를 한 가지 이상 선택하실 수 있습니다.

- ○ 광고에 제시된 메세지가 마음에 들어서/들지 않아서
- ○ 상품이 마음에 들어서/들지 않아서
- ○ 상품이 친환경 상품이기 때문에 구매하길 원한다/원하지 않는다.
- ○ 광고가 믿음이 가서 구매하길 원한다/원하지 않는다.

파트 D. 응답자 정보

8.성별: ○ 남자   ○ 여자

9.나이: ○18이하   ○19이상 25이하   ○26이상 39이하   ○40이상 60미만   ○60이상

10.결혼여부: ○ 싱글   ○기혼+자녀없음   ○기혼+자녀있음

11.교육수준: ○중학교 졸업 ○고등학교 졸업 ○대학교 졸업 ○대학원 졸업

12.귀하의 인지욕구(Need for cognition) 정도를 선택하여 주십시오.

매우높음	높음	조금높음	중간	조금낮음	조금많이낮음	매우낮음
7	6	5	4	3	2	1

(*인지욕구란 생각하는 것을 즐기는 개인의 내재적 성향을 일컫는다 (Cacioppo & Petty, 1982). 인지욕구가 높은 사람은 복잡한 문제를 풀거나 이론적인 사고하는 것을 즐기는 성향을 가지고 있고 반면 인지욕구가 낮은 사람들은 복잡한 상황이나 활동을 피하는 경향을 보인다.)

13.직업:

○자영업(산업 :_____) ○직장인(회사 지위/직장명:_____)
○퇴직자   ○전업주부   ○학생   ○무직

**설문지가 끝났습니다. 설문에 응해주셔서 진심으로 감사합니다. **

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국문초록

최근 많은 기업들이 '광고'을 통해 환경적인 문제를 다루고 있는 것을 쉽게 발견 할 수 있다. 이는 소비자들이 점차 환경친화적인 제품에 대해 관심을 가지며 동시에 친환경에 대한 인식이 증가하면서 소비자들의 행동이나 태도가 자연스럽게 친환경 적으로 변화하고 있다는 것을 의미한다 (Fashionbiz, 2013). 이에 따라 소비자들은 친환경 제품을 찾거나 구매하는 횟수가 점차 늘어나고 있는 추세이다. 친환경에 대한 소비자들의 인식이 증가함에 따라 의류 시장에도 새로운 변화를 가져왔다. 특히, 아웃도어 의류시장에서 친환경 소재를 사용하여 생산한 제품들이 최근 활성화되고 있으며 그 규모가 매년 점차 확대됨에 따라 경쟁우위 선점을 위한 차별화된 광고 전략을 필요로 하고 있다.

본 연구는 친환경 아웃도어 의류 시장이 확대되고 있는 시점에서 친환경 아웃도어 패션 상품의 광고 타입의 효과가 소비자의 구매의도에 미치는 영향을 알아보기 위해 각기 다른 세 가지 유형의 친환경 아웃도어 광고에 표현된 친환경 메시지 전달 정도에 따른 소비자의 상품에 대한 태도와 구매 의도를 살펴보았다. 또한, 광고 유형별 소비자의 광고 태도가 광고 상품의 태도에 어떠한 영향을 미치는지, 광고 상품의 태도가 소비자의 구매 의도에 어떠한 영향

을 미치는지를 살펴보았다.

　연구 결과에 따르면 친환경 아웃도어 광고 유형에서 표현된 친환경 메시지의 전달정도는 소비자의 상품 태도와 구매 의도에 영향을 미치는 것으로 나타났다. 그러나, 소비자의 긍정적인 광고 태도는 상품에 대한 태도에 영향을 미치지 않는 것으로 나타났으며 소비자의 상품의 대한 태도가 호의적일수록 구매 의도도 높게 나타남을 확인하였다. 따라서, 친환경아웃도어의 광고에서 광고에 표현된 친환경적인 메시지가 소비자들에게 효과적으로 전달될 때 소비자들의 구매 의도가 높은 것으로 나타났다.

　본 연구는 친환경 아웃도어 시장이 확대됨에 따라 마케터들에게 요구되는 효과적인 광고 전략을 제시한다는 점에서 큰 의의를 갖는다. 또한 효과적인 친환경 아웃도어 상품의 광고 전략을 통하여 소비자들은 친환경 상품에 대한 인식 수준을 높이 가지며 기업은 기업 스스로의 사회적인 책임을 다한다는 점에서 아웃도어 패션 브랜드의 전략적 활용에도 실제적 기여를 할 것으로 기대한다.

ACKNOWLEDGEMENT

First and foremost I would like to express the deeptest appreciation to my advior, Professor Karen Moon, who has shown the attitude and the substance of a genius: she continually and persuasively conveyed a spirit of adverture in regard to research, and excitement in teaching. She has been supportive since the days I began studying on the SNU Fashion Business Lab. In addition, during the most difficult times when writing this thesis, she gave me the beneficial guideline and moral support. Without her constant help and support this dissertation would not have been possible.

In addition, I would like to express my special appreciation and thanks to Professor Yuri Lee, who has helped and taught me immensely. She has supported and encouraged my research in a right way. I praise your brilliant comments and suggestions. Moreover, a thank you to Professor Hojung Choo, who has been a tremendous mentor for me. Your advice on both research as well as on my career have been priceless.

A special thanks to my family. Words cannot express how grateful I am to my millinaire father, who is Chilgwan Kwon,

beautiful mother, who is Seunghee Choo, and handsome brother, called Bosung Kwon. All of the sacrifices that you've made on my half. Your support for me was what suatined me thus far. I love you all.

I also want to thank you Zhang Jing and Dain Lee who are my lovely lab members. All of you have been there to support and trusted me indeed. I would especially like to thanks Seoyoung Han, Hyunjin Kim, and Haein Lee. Since the first year I arrived at SNU, you have been amazing help all the time.

Finally, I finish with Korean, where the most basic source of my life energy resides:

지난 26년 간 즐거운 인생을 살 수 있도록 만들어 주신 사랑하는 대학원 동기 친구들과 교수님들 그리고 늘 옆에서 든든한 에너지가 되어주는 맨체스터 친구, 오빠, 언니들에게 진심으로 감사의 마음을 전합니다. 무엇보다도, 늘 제 인생에 멘토가 되어주시며 딸의 선택과 판단을 믿어주시는 사랑하는 부모님과 A+ 남동생에게 따뜻한 감사의 마음을 전하며 본 논문의 마지막 장을 마칩니다.