

How Anti-consumption Marketing Affect Consumers' Attitudes and Purchase Intentions

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Abstract. This research aims to conduct a market analysis of Patagonia's anti-consumption marketing approaches to explore how they affect consumer attitudes and purchase intentions and evaluate if other clothing brands should adopt anti-consumption marketing methods. To answer the decision question, this research will employ two stages of secondary research followed by a stage of primary research. First, Patagonia's current performance, especially concerning its anti-consumption business concept, will be analyzed using secondary data from online sources to allow research questions to be developed for subsequent analysis. Second, qualitative research will be performed through an ethnographic approach. Social media comments will be evaluated to understand consumers' attitudes towards Patagonia's anti-consumption marketing methods to allow for hypotheses to be developed for subsequent analysis. Third, a cross-sectional quantitative analysis will be carried out on SPSS based on data generated from a Qualtrics survey. Results of the tests indicate that consumers have relatively positive attitudes towards anti-consumption marketing and are less likely to purchase the product that appeared in an anti-consumption advertisement. Recommendations based on the findings include that adopting anti-consumption marketing techniques can preserve a long-term competitive advantage by improving brand resonance and marketing tactics could shift towards more anti-consumption marketing to correspond with consumers' anti-consumption behaviours.

Keywords: Anti-consumption marketing; Anti-consumerism; Consumer Behaviour; Purchase Intention; Clothing Industry; Patagonia.

1. Introduction

1.1 Research Background

Philip Kotler's publications, which highlight how shifting consumer behaviour necessitates rethinking marketing strategies and concepts from a sustainable point of view, shed light on this research. Kotler argues that consumers are becoming more conscientious about what they consume and how much of it they actually need, and as a result, a growing number of consumers are becoming life simplifiers, degrowth activists, climate activists, food choosers, and conservationists [1]. Hence, companies need to rethink their brand building strategies to create shared values leading to a strong brand loyalty. He goes on arguing about consumerism and sustainability that increased consumption results in unsustainable practises, pollution, climate change, and illnesses, so it is important for businesses to consider using demarketing to discourage demand and consumption [2]. In fact, the swift in consumer behaviour from excessive consumption to lasting and sustainable consumption has been existed for decades. A 2008 study showed that consumers are purposefully acting to cut back on consumption and waste in their everyday lives and nearly a quarter of American adults are subscribing to global concerns, feminism, ecology, and spirituality [3]. To recapitulate, it is a time for organisations to consider a more anti-consumption way of doing business to satisfy the demand of consumers who care about the environment and society.

This research will take a closer look at the apparel industry as it is accused of being one of the culprits of polluting the earth and stimulating unwanted demand by creating the sense of buying before it is too late. Eighty billion clothes are produced each year, making them more accessible than ever before and enabling people to purchase more. As a result, clothes are being discarded at an unprecedented pace that millions of tonnes of clothes wind up in landfills every year, making it the

rapid expanding category of garbage worldwide [4]. The overconsumption and disposal of apparel products have led to an environmental crisis provoking discussion about the future of fashion industry with an urging need to address the need for individuals to buy fewer garments. In response, Sustainable Apparel Coalition, a trade organization for sustainable production, is established, where apparel, footwear, and textile companies join forces to develop standard criteria and procedures to minimise the social and environmental effects of apparels. One example is Nike, which initiates a recycling action to collect worn-out footwear and water bottles and turn them into new ones.

Despite the fact that many businesses now incorporate CSR into their business models, not as many organisations have taken the anti-consumption approach into account because the last thing they want is for consumers to buy less, except for Patagonia, an outdoor apparel company known for its environmental practises, who focuses on making items that are easy to use, versatile, repairable, and of excellent quality to encourage customers to spend less while consuming better. In 2011, Patagonia elevated its anti-consumption campaign to a new level by running an audacious full-page advertisement with the bold slogan “Don’t Buy This Jacket” in The New York Times featuring its best-selling jacket [5]. Below the image was a list of factors showing how much resources are required and how much unplaceable damage it may leave on the earth, such as carbon dioxide and waste, for customers not to buy the product. Through this ad, Patagonia hopes to arouse people’s awareness of their consumerism and encourage more conscious and responsible buying habits by creating the concept of thinking twice before making purchases which is the opposite of what fast fashion delivers. This ad positively impacted the company, giving it an image of a leading sustainable fashion brand in the apparel industry. In the meantime, this ad has also received much criticism. Patagonia was accused of being hypocritical and that this ad was only another evil marketing method to attract public attention and raise sales. This anti-consumption ad turned out against its intended purpose of refraining from consumption, with its sales jumping to \$543 million, a more than 30% rise from before [6]. Additionally, academics further asset that because anti-consumption efforts may promote the purchase of certain products over others, they are usually criticised and seen as hypocritical [7]. Similarly, REI, another outdoor clothing company, closed its stores on Black Friday and initiated a #OptOutside to encourage people to go hiking instead of shopping, while it has enjoyed significant sales growth in recent years.

Whether anti-consumption efforts are merely deceptive marketing strategies under the cover of green or a fresh approach to do business is an intriguing topic requiring further research. After all, the motive of CSR is being examined more than ever since consumers are getting better at spotting companies’ real attempts, and companies found using fake CSR initiatives to cause attention are likely to receive more hatred than those who contribute less to CSR. However, there seems to be a lack of a connection between anti-consumption marketing and purchase intentions and brand resonance concerning brand image, considerations, and attachment. Although much research has been done on marketing, little has been done to explore the influences of marketing encouraging less consumption throughout the society. Therefore, this research aims to investigate consumers’ attitudes and purchase intentions of clothing products are affected by anti-consumption marketing. It seeks to explore whether a clothing brand can increase its brand awareness and resonance by releasing anti-consumption advertisements. This research fills a gap in the body of knowledge by investigating a typical anti-consumption marketing approach, Patagonia’s “Don’t Buy This Jacket” Ad, and its influence on the audience. Understanding the underpinning of this unexplored area will draw great inspiration for clothing brands in terms of their future marketing strategies.

1.2 Literature Review

1.2.1 The Definition of Anti-consumption

Definitions of anti-consumption and a clear breakdown of the structure derived from related concepts are essential for theory construction. The anti-consumption notion has not yet been clearly defined, but early attempts have been made, for example Zavestoski defined anti-consumption as “resistance to, distaste of, or even resentment of consumption” in 2002 [8-9], which implies some

manifestations of consumers including intentionally excluding some products or brands from consumption, as well as cutting, lowering, and limiting consumption to save natural resources. Based on this conceptualisation, Lee with other researchers in 2011 categorised anti-consumption into three nonexclusive phenomena that are reject, restrict and reclaim [10]. By now, the present study defines anti-consumption as an intentional but meaningful exclusion of items from the consuming routine or the reuse of previously acquired commodities to prevent consumption [11]. In this regard, unintentional or nonvoluntary consumption reduction will not be considered as anti-consumption behaviours, nor will activities not motivated by conscious intentions to stop from consumption. For example, people may become vegetarians because they are meat intolerant, not necessarily because they intentionally avoid meat consumption to reduce their carbon footprint.

Since sustainable consumption may be carried out by utilising eco-friendly items, engaging in anti-consumption behaviours like rejecting, reducing, and reusing, and recycling waste, anti-consumption can be considered as a crucial component of sustainable consumption. Additionally, research shows that holding an anti-consumption value is crucial to build sustainable lifestyles than simply buying eco-friendly products [12]. In this respect, anti-consumption marketing, especially with regard to preserving or fixing items, would have been a smart strategy since it encourages consumers to go beyond than simply choosing environmentally friendly or morally upright alternatives. In a similar vein, Black, contends in his article that anti-consumption may be a crucial component of the development of sustainable consumption by assisting consumers in fortifying their internal controls and allowing them greater freedom to decide not to consume [13].

The fact that anti-consumption is neglected and understudied has become a weakness of contemporary marketing and consumer analysis. Although there seems to be a lack of a comprehensive definition of anti-consumption in literature where researchers have widely ignored the topic of anti-consumption, this paper will not aim to undertake a thorough systematic review of the literature to support the development of knowledge in this area but to suggest promising strategies for the future of work in the apparel sector. In this research, anti-consumption will be defined as a need-based rather than desire-oriented consumer behaviour to avoid excessive product consumption even in the face of marketing strategies employed by the businesses.

1.2.2 The Effects of Anti-consumption on Business

It is plausible to assert, from a commercial perspective, that goods and services targeted at the growing anti-consumption market might be viewed as revolutionary responses to the financial and environmental crises. A conceptual change in the market may be brought about by businesses investing in sustainable concepts to meet the needs and desires of anti-consumption individuals. However, because the main goal of marketing is to delight consumers, finding a practical and sustainable solution would be a learned skill for anti-consumption activists [14]. To mention a few initiatives, there are 3D printing services, personalised domestic animal-keeping solutions, cutting-edge technologies that assist recycle garbage, and sustainable housing systems with social advantages. Given that the new wave of goods and services reduces unemployment and enhances social links within communities, businesses of all sizes, including start-ups started by housewives and jobless women, are likely to find them appealing. As a result, anti-consumption campaigns may help firms find lucrative solutions while reshaping the market and society to be more ethical and sustainable.

Emer Basci went on with his study and argued in another paper that anti-consumption individuals have unique perspectives on marketing norms, work principles, anti-consumption practises, and economic situations. Government policies encourage people to avoid buying products from companies that harm people, animals, the environment, or cultural resources [15]. Researchers have also shown that consumers distance themselves from organisations and avoid using the goods and services of businesses they believe to be at odds with their ideals [16]. As a result, customers may avoid certain brands because they do not want to be connected with what they view as the bad connotations or ideals of such brands, and if a brand frequently encounters brand avoidance, adverse brand equity may occur as consumers continuously react negatively to the brand [17], which will cause de-valuation of the business.

The fundamental guideline that anti-consumption behaviours offer to business and marketing management is the requirement to design products in accordance with the standards of physical function, rational value, productivity, and ethical value as directed by the notion of societal and sustainable marketing. To anti-consumption individuals, unethical promotion efforts should be abandoned by the discipline of marketing when they often speak out against the fact that marketers are desperately reaching consumers with deceptive messages to stimulate consumption even of the wrong products.

1.2.3 Marketing's Evolving Role to Reduce consumption

In the 1970s, marketing academics first introduced the ideas of ecological marketing and environmentally conscious consumers. Fist, for example, examined the role of marketing in reducing consumption in his theory of responsible consumption in 1973 [18]. However, Fist's study had been largely ignored until the mid-1990s with the emergence of the environmentally-oriented extension of societal marketing, which holds that marketing efforts should simultaneously take into account the interests of consumers and business shareholders, and the welfare of society as a whole [19]. Such behavioural change represented more responsible consumption, but emphasizing purchasing substitutions for more environmental-friendly products is never likely to substantially contribute to sustainability. In fact, the inclination to ignore the issue of consumption reduction persists to this day, which reveals that it does not fit comfortably with the recognised marketing theories or practises.

There has been no revolutionary change in the way most people live, eat, and travel in the industrialised economy in the past decades. The majority of incremental eco-efficiency increases have been outweighed by the total consumption rise [20]. For instance, organic food consumption is increasing, but so is the consumption of imported meals and food that requires a lot of packaging. Fuel efficiency is gaining thanks to new engine technology, but so is the sales growth of sports vehicles and four-wheel drives. The rise in efficiency in European homes is in terms of energy use and the climb in energy-consuming home appliances. Meanwhile, the past decades of business initiatives associated with marketing and the environment have failed to deliver significant change or substantive progress towards sustainably.

Green marketing, which refers to a technique where a business encourages consumers to spend less overall by choosing the company's brand, was developed to protect the environment [21], which means brands are encouraging people to consume less and slowly to reduce consumption. The green marketing strategy allows socially responsible marketers to contribute to sustainability by reducing environmental damages caused by traditional demand-oriented activities without the expense of profitability [21]. These messages tend to discourage category-level consumption in the name of environmental protection by purchasing durable and longevity products from focal brands with good performance. Green marketing thus fills the growing gap between people's concern for the environment and their desire to maintain their way of life [22].

However, in virtually all situations, it is accepted that marketing aims to boost consumption or influence customer choices in favour of the good or service being advertised. A distinct type of marketing, in this case anti-consumption marketing, should be taken into account if marketing is to significantly contribute to the decrease of consumption.

1.3 Research Framework

This research involves problem formulation, consumer insight, and marketing strategy proposal based on secondary and primary research, and therefore reaches the research conclusion, as shown in Figure 1.

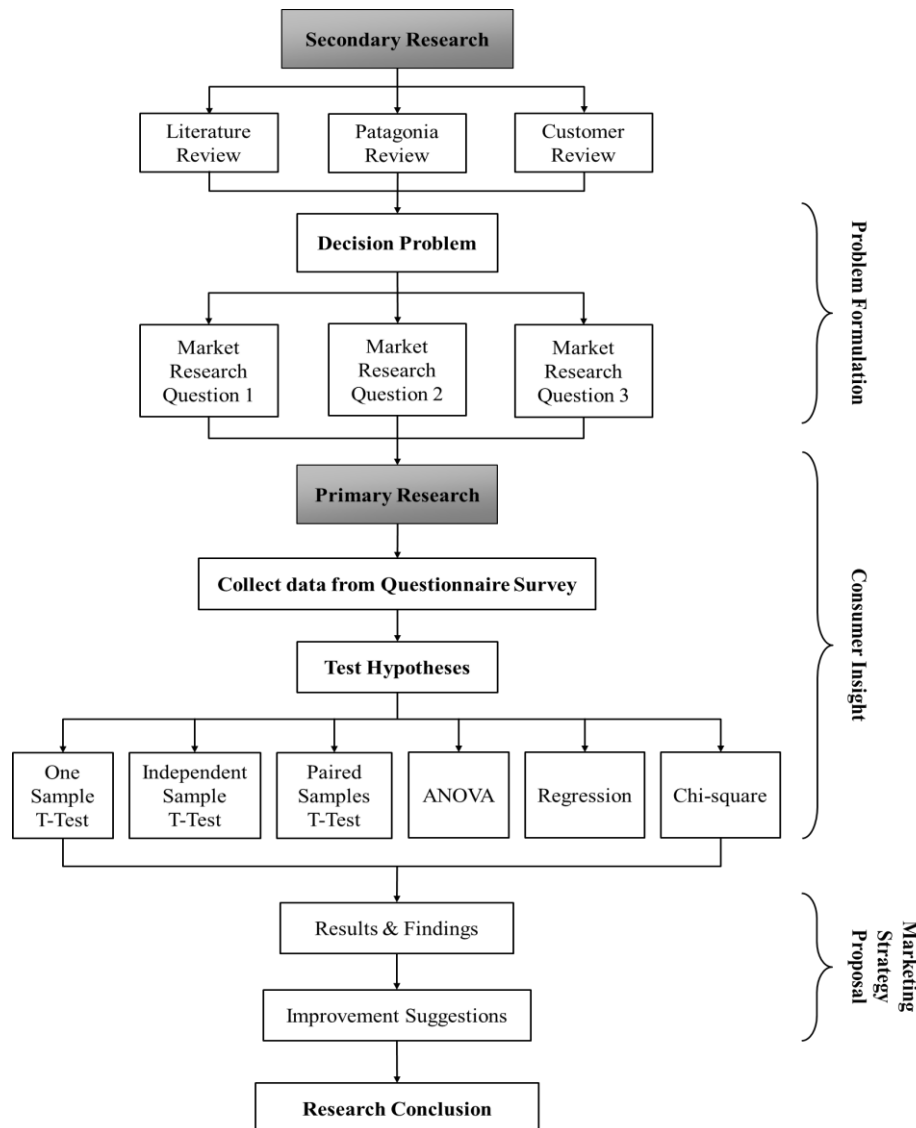


Figure 1. Research Framework (Photo credit: Original).

2. Methodology

This study consists two stages of secondary research followed by a primary research.

First, a company review relied on secondary research to examine whether Patagonia’s environmental responsibilities raise the brand image and whether its anti-consumption practises distinguish the brand from others. Secondary data are retrieved from online sources such as news reports and research papers previously published in national and international journals in the past few years. Patagonia’s website is also a relevant source of information regarding business practises and objectives, among others. This research is to provide insights into designing research questions for subsequent research.

Second, a customer review is conducted at online brand touchpoints with the use of an ethnographic approach to assessing consumers’ interaction with the brand throughout social media such as Facebook, Amazon, and other platforms in order to understand consumers’ attitudes towards Patagonia in terms of its products, its sustainable initiatives, and its “Don’t Buy This Jacket” advertisement. More than 50 comments relevant to the research questions are selected and collected in qualitative data to identify recurring themes and provide insights in developing hypotheses for subsequent analysis.

Third, quantitative research is carried out using a questionnaire survey to investigate how consumers feel about Patagonia and sustainable marketing. The questionnaire helps measure interest

in this anti-consumerism concept by asking about purchase intentions, awareness of anti-consumerism, lifestyle preferences, and potential implications for other businesses promoting this ideology in the future. To avoid potential biases, consumer insights are generated using different genders, ages, and educational levels, although it is undeniable that geographic location limitations exist. The survey is distributed and collected online using Qualtrics, and data collected is evaluated using SPSS. 225 pieces of online questionnaires designed on Qualtrics are distributed and collected where respondents are asked specific research questions about their attitudes toward sustainable fashion. After collecting the samples, the results are analysed using SPSS software where a series of tests and data analysis techniques are employed, including frequency distribution, descriptive statistics, one-sample t-tests, independent t-tests, and regression.

3. Case Study

3.1 Qualitative Analysis

3.1.1 Brand Review

Patagonia is an American outdoor clothing company with a mission to “build the best product; cause no unnecessary harm. Use business to protect nature, and not bound by convention” [23]. The early catalog depicts that “Patagonia brings to mind a far-off, fascinating land with romantic visions of glaciers tumbling into fjords, jagged windswept peaks, gauchos and condors” [23] matches its brand characteristics of being adventurous, daring, rugged, and outdoorsy. Patagonia, which was established in 1973 by Yvon Chouinard as a rock-climbing outfitter, has always emphasised producing high-performance goods with the least amount of environmental impact. Chouinard never intended to create such a clothing empire, but his straightforward, fashionable goods swiftly became enduring outdoor symbols. The company, which has 199 locations worldwide and an annual revenue of close to \$800 million, has earned a reputation for upholding ethical standards and promoting outdoor activities.

In keeping with its commitment to the environment, Patagonia creates clothing and equipment from reusable and recyclable materials and seeks to reduce impacts through ongoing supply chain development, including those related to water use and quality, greenhouse gas emissions, energy use, chemical use, toxicity, and waste. In addition to spreading knowledge about environmental and climate change issues, Patagonia even implores customers to share responsibility for the product life cycle by recycling, repairing, and reusing? Based on the “buy less, buy quality” tenet, Patagonia strives to convince its customers not to buy used clothing instead of the new by running an advertising during the 2011 Thanksgiving shopping season with the slogan “Don’t Buy This Jacket” and by introducing the Worn Wear Wagon in 2015, which travelled across America fixing every broken piece of apparel as well as providing free instructions on how to fix clothes [22]. Patagonia also invites consumers to trade in their worn items at any physical shop to get credit toward new purchases or sell their used Patagonia apparel on the company’s website. In addition to influencing other businesses’ recycling programmes, Patagonia’s anti-consumption marketing strategy is effective because it strikes a chord with upmarket, environmentally aware customers who are considered to be Patagonia’s target audience because they are willing to spend more money on quality and durable products to decrease their impact on the environment. Inspired by this phenomenon, a survey question is formed to examine whether the surveyors are willing to pay more for durable and quality products.

Additionally, Patagonia emphasises the need of transparency in all of its operations as Doug Freeman, Patagonia’s COO, once commented on Patagonia’s commitment to sustainably sourcing its products that, “as a management team, we try to empower people to make good, collaborative, and very transparent decisions around the values of the company. It’s unique, and unlike any company I have ever worked at in that we treat quality, best product, the environment, and the social issues that affect the people in the supply chain on an equal level as the business of the company”. Patagonia has always acknowledged the harm it has done to the environment, and therefore to reverse or lessen its

influence on the environment, Patagonia has focused on its supply chain, grassroots activists, mending clothes for consumers, pushing for change, and having a clear vision for the future.

Last but not the least, Patagonia strives to engage with consumers through its tenacious environmental advocacy in the community, which is the basis of Patagonia's brand strategy. For instance, Patagonia Action Works connects people with groups working for the same environmental causes in their neighbourhood and gives them the opportunity to donate money, volunteer, sign petitions, and participate in local events. Patagonia only awards donations to organisations who are committed to resolving environmental problems, understand the underlying causes, and are in it for the long haul. Patagonia has also started giving 1% of their overall sales to environmental organisations through its 1% for the earth initiative. As stated by the company's CEO, Yvon Chouinard, "You must let go of the notion that it is philanthropy. I consider it a necessary evil of running business. Every company should declare that they are pollutants. We should tax ourselves since we are exploiting non-renewable resources. It is advantageous for businesses to be a part of [1% For the Planet]. Consider it a marketing expense".

3.1.2 Consumer Review

Reviews are collected to provide insights into issues and implications of different aspects of Patagonia's products and services.

A. The product itself is approachable and appealing to the majority of customers.

"It's pretty simple but a little unique."

B. People who have not owned Patagonia do not feel it can be their main brand.

"I don't know if I'd make Patagonia my main brand, but I'd buy a few key pieces."

C. What appears to deter potential customers from purchasing Patagonia is the concept of who is wearing it.

"Patagonia isn't for me. It is for mountain climbers and former astronauts...the outdoorsy type that likes to bike up mountains."

D. Although the target market has a positive perception of Patagonia as a decent firm, they struggle to feel welcomed to be associated with the brand.

"The brand itself is sturdy. Sometimes the people who wear it bother me because it seems like they're showing off."

E. Consumers are exposed to Patagonia's advertisements.

"I've seen ads for Patagonia about encouraging their customers not to overbuy, and they will fix your broken products".

Based on the brand review and customer review of Patagonia, a management decision problem can be formed:

Should clothing brands adopt anti-consumption marketing?

To support management decision-making, marketing research problems are identified:

1. Factors influencing consumers' purchase decision of outdoor apparel
 - a. To what extent do durability and quality play a role in product selection?
 - b. Would being environmentally responsible attract more consumers to select the brand?
 - c. How much do repair, reuse, and recycling services play a role in brand selection?
 - d. What are the reasons why consumers choose Patagonia?
2. Consumers' willingness to pay for sustainable fashion
 - a. To what extent do consumers prefer sustainable fashion to fast fashion?
 - b. To what extent are consumers willing to pay more for sustainable fashion?
3. Consumers' perception of anti-consumption marketing
 - a. To what extent does the concept of "reducing consumption" resonate with consumers?
 - b. How much do anti-consumption practises of clothing brands appeal to consumers?
 - c. What are consumers' perceptions towards Patagonia's "Don't Buy This Jacket" ad?
 - d. Would anti-consumption ads lower purchase intentions compared to traditional ads?

A decision tree has been created where management decision problems and marketing research problems are listed in order to decide the best course of action for research, as shown in Figure 2.

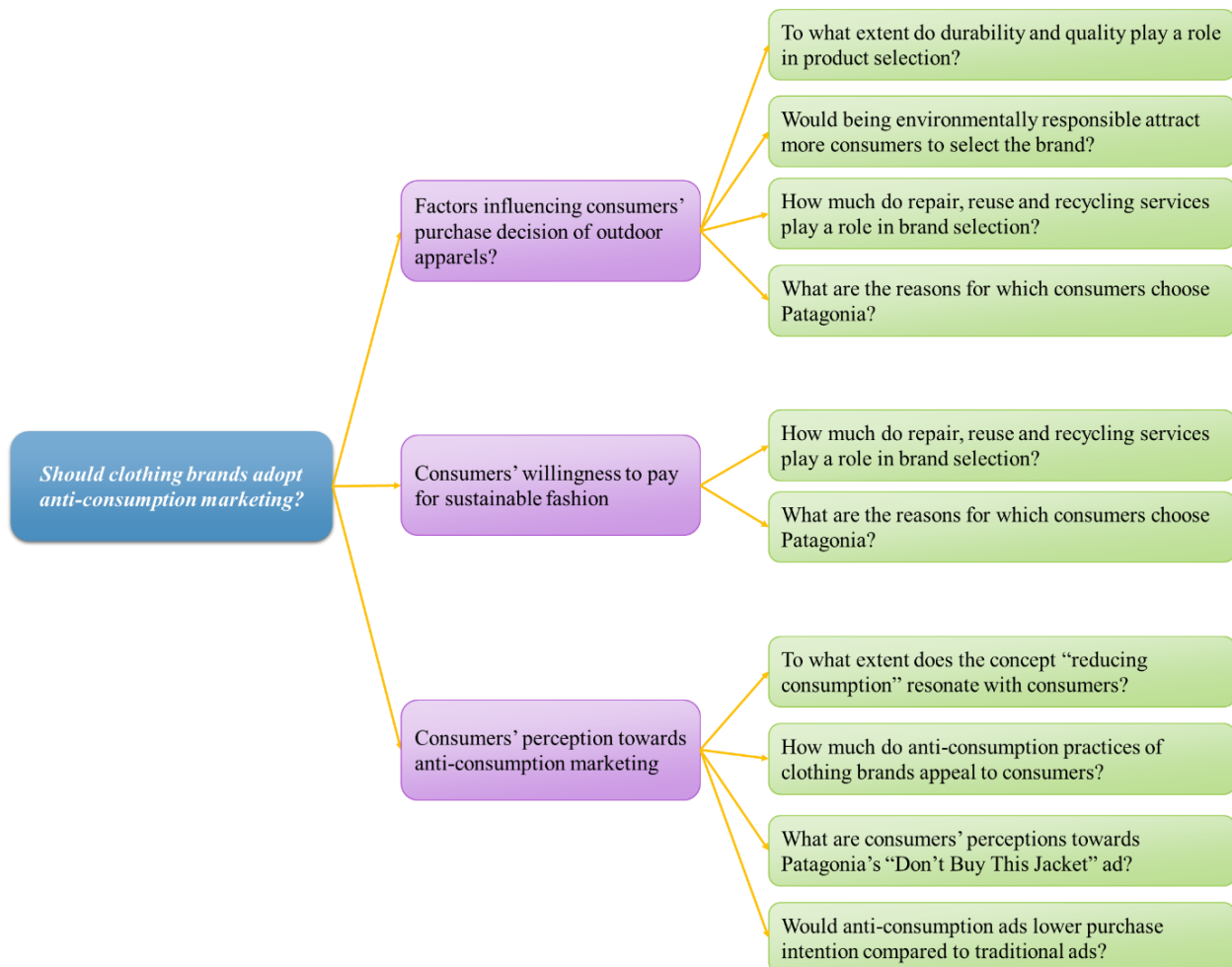


Figure 2. Decision Tree (Photo credit: Original).

3.2 Quantitative Analysis

Quantitative analysis is conducted to assess consumers' attitudes towards Patagonia, its products, its anti-consumption advertisement, sustainable fashion, and anti-consumption marketing. Two hundred questionnaires developed on Qualtrics were distributed online to conduct quantitative research and analysis (see Appendix). The information gathered from samples is assessed using SPSS, where a variety of tests are run at a 95% confidence interval, and p-values less than 0.05 are regarded statistically significant. The results should have given a basic understanding of how customers perceive the brand and anti-consumption marketing, notwithstanding the fact that the small number of participants may not be representative of consumers globally. The following hypotheses will be investigated in this study utilising a variety of methods for differences and relationships.

H1: Purchase intention for anti-consumption brands is high.

H2: Attitudes towards different attributes vary.

- H2-1: Consumers rely more on durability than color when deciding which clothes to purchase.
- H2-2: Consumers rely more on comfort than style when deciding which clothes to purchase.
- H2-3: Consumers rely more on price than fabric when deciding which clothes to purchase.

H3: Consumers have higher purchase intention of brands that take environmental responsibilities.

• H3-1: Purchase intention for outdoor apparel is positively influenced by consumers who prefer ethical and sustainable brands.

• H3-2: Purchase intention for outdoor apparel is positively influenced by consumers who prefer clothes made of eco-friendly materials.

• H3-3: Purchase intention for outdoor apparel is positively influenced by consumers who prefer brands offering repair, reuse, and recycling services.

H4: Attitudes towards anti-consumption marketing are positively influenced by the extent to which they care about environmental issues.

H5: People who prefer sustainable fashion are more likely to pay more for durable and quality clothes than people who prefer fast fashion.

H6: People more in tune with the anti-consumption concept are more likely to select anti-consumption brands in the future.

H7: Anti-consumption ads positively influence consumers' attitudes and purchase intentions.

- H7-1: Attitudes towards Patagonia's "Don't Buy This Jacket" ad is positive.

- H7-2: Consumers are less likely to purchase Patagonia's jacket when exposed to an anti-consumption ad than a traditional one.

Based on the hypotheses, a conceptual framework can be formed, as shown in Figure 3:

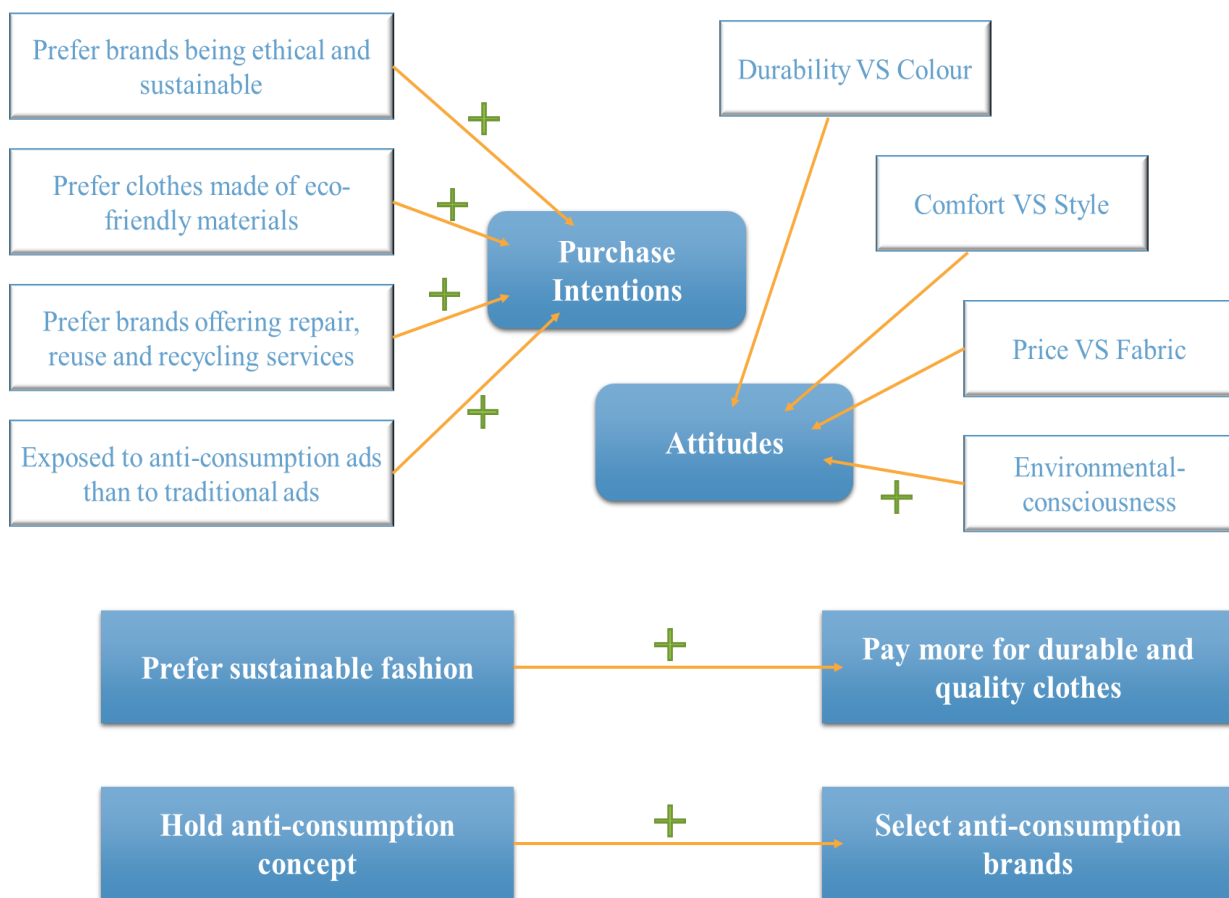


Figure 3. Conceptual Map (Photo credit: Original).

3.3 Results and Discussions

3.3.1 Frequency statistics

The surveyors consist of 225 people, of which males and females each account for approximately a half with females (53.3%) slightly over males (46.7%), 94.2% are within the 18-50 age group with the 31-50 age group having the most people (48.4%) followed by 18-30 (45.8%), most belong to the undergraduate group (40.9%), and five to ten thousand in local currency takes up the highest proportion in monthly income (67.6%).

Surveyors seem to have a relatively positive attitude towards sustainable fashion than to fast fashion, with 52.5% of respondents choosing durable but sometimes out-of-the-date clothes over trendy but sometimes not environmental-friendly clothes. Meanwhile, surveyors seem to share the concept of reducing consumption to protect the planet, with 56.9% of respondents agreeing with Patagonia's statement "the best thing we can do for the planet is keeping our gear in use longer and cutting down on consumption", as shown in Table 1.

Table 1. Frequencies.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	105	46.7	46.7	46.7
	Female	120	53.3	53.3	100.0
	Total	225	100.0	100.0	
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	3	1.3	1.3	1.3
	18 - 30	103	45.8	45.8	47.1
	31 - 50	109	48.4	48.4	95.6
	50 - 70	10	4.4	4.4	100.0
	Total	225	100.0	100.0	
Highest level of education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school	3	1.3	1.3	1.3
	High school graduate	75	33.3	33.3	34.7
	Polytechnic/university graduate (undergraduate)	92	40.9	40.9	75.6
	University graduate (postgraduate)	47	20.9	20.9	96.4
	Higher-level degree (Ph.D.)	8	3.6	3.6	100.0
	Total	225	100.0	100.0	
Monthly income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5,000	14	6.2	6.2	6.2
	5,001 - 10,000	152	67.6	67.6	73.8
	10,001 - 50,000	52	23.1	23.1	96.9
	More than 50,000	7	3.1	3.1	100.0
	Total	225	100.0	100.0	
I prefer sustainable fashion (durable but sometimes out-of-date) to fast fashion (trendy, of the moment but not eco-friendly)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat disagree	48	21.3	21.3	21.3
	Neither agree nor disagree	59	26.2	26.2	47.6
	Somewhat agree	85	37.8	37.8	85.3
	Strongly agree	33	14.7	14.7	100.0
	Total	225	100.0	100.0	
The best thing we can do for the planet is keeping our gear in use longer and cutting down on consumption					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat disagree	30	13.3	13.3	13.3
	Neither agree nor disagree	67	29.8	29.8	43.1
	Somewhat agree	98	43.6	43.6	86.7
	Strongly agree	30	13.3	13.3	100.0
	Total	225	100.0	100.0	

3.3.2 Descriptive statistics for satisfaction of Patagonia

Data collected here are using a 1-5 satisfaction scale, where “1” indicates strongly unsatisfied, “2” indicates slightly unsatisfied, “3” indicates not unsatisfied nor satisfied, “4” indicates slightly satisfied, “5” indicates very satisfied, and means above 3 will be considered as relatively satisfied. As shown in the table, all four attitudes have mean values over 3, indicating that respondents have relatively good experiences with Patagonia’s products. Respondents admit their affection for the brand since (dislike: like) has the highest mean of 4.19, and they are more intended to regard Patagonia as a favourable brand since “unfavourable: favourable” has the second highest mean of 4.15. The result reveals a relatively positive brand image of Patagonia amongst consumers, as shown in Table 2.

Table 2. Descriptive Statistics.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Attitude towards purchasing Patagonia: - Unfavourable:Favourable	225	1	5	4.15	.785
Attitude towards purchasing Patagonia: - Bad:Good	224	2	5	3.92	.788
Attitude towards purchasing Patagonia: - Negative:Positive	225	2	5	3.90	.855
Attitude towards purchasing Patagonia: - Dislike:Like	225	2	5	4.19	.797
Valid N (listwise)	224				

3.3.3 Multiple responses

Multiple response analysis allows for a set of responses to be combined and collectively analysed. It shows the percentage of responses and cases from a given data set.

The table regarding why customers choose the brand Patagonia shows that Patagonia’s activism/community involvement enjoys the highest proportion of 36.2% and 56.3%, respectively. Patagonia uses material like blog entries and short videos, according to its website, to demonstrate its environmental commitment. To create a committed following of individuals who appreciate it, with the ultimate goal of having them support the business through purchases, like an interactive film experience Keep Public Lands in Public Hands is the headline of the accompanying blog postings from Defend Bears Ears, which was published in March 2017. Additionally, Patagonia’s advertising convey more messaging about its goals than its goods and are incredibly upfront about what goes into their apparel, supply chain, and production methods, such as labour practices [23]. Thus, it can be implied from the result that clothing brands should consider taking a content marketing strategy to make people aware of their consumerism, as “advertising is dead last priority” described by Patagonia’s marketing VP.

The table regarding the awareness of anti-consumption practises in the apparel industry shows that respondents are more resonate with Patagonia’s Worn Wear event, where it drives a minivan across the US to repair clothes for free and educate people to fix the clothes on their own, which is a good example for other brands to consider taking. The reason for the low percentage of responses and cases for Patagonia’s “Don’t Buy This Jacket” ad is probably the time and place limitation of the publication since it was published in the New York Times on the Black Friday of 2015 only, as shown in Table 3.

Table 3. Multiple Responses.

\$Reasons_to_purchase_Patagonia_Frequencies				
		Responses		Percent of Cases
		N	Percent	
\$Reasons_to_purchase_Patagonia ^a	They manufacture high-quality outdoor clothing.	53	14.9%	23.6%
	Patagonia's activism/community involvement	129	36.2%	57.3%
	Patagonia's environmental and sustainability practises	101	28.4%	44.9%
	Patagonia's exchange, return, and repair services	44	12.4%	19.6%
	I feel good when wearing the brand	29	8.1%	12.9%
Total		356	100.0%	158.2%
a. Dichotomy group tabulated at value 1.				
\$Awareness_of_anticonsumption_practises_in_the_apparel_industry_Frequencies				
		Responses		Percent of Cases
		N	Percent	
\$Awareness_of_anticonsumption_practises_in_the_apparel_industry ^a	Patagonia's "DON'T BUY THIS JACKET" advertisement published on Black Friday	30	9.0%	13.3%
	Patagonia's Worn Wear on-the-road to repair, reuse, recycle clothes	112	33.6%	49.8%
	REI closes its stores on Black Friday	79	23.7%	35.1%
	REI's #OptOutside campaign encouraging people to go hiking instead of shopping	79	23.7%	35.1%
	Nike collects worn-out shoes for recycling and transforms them into new ones	33	9.9%	14.7%
Total		333	100.0%	148.0%
a. Dichotomy group tabulated at value 1.				

3.3.4 One sample t-test

H1: Purchase intention for anti-consumption brands is high.

A one-sample t-test is used to test this hypothesis where the test value of 3 is selected as this represents the midpoint in which respondents are neither likely nor unlikely to purchase products of anti-consumption brands. Therefore, values above 3 would reflect a certain likelihood to purchase. As shown in the tables, the mean value is 4.15, which is greater than the test value and is proven to be statistically significant because the p-value ($p < 0.001$) is less than 0.05 at 95% confidence level.

Therefore, H1 is supported as consumers have high purchase intentions for anti-consumption brands. This finding is highly relevant to the decision problem as it provides a general overview of consumers' attitudes towards anti-consumption brands, which is a good implication for clothing brands to transform their business model towards anti-consumption, as shown in Table 4.

Table 4. One-Sample T-Test.

One-Sample Statistics							
	N	Mean	Std. Deviation	Std. Error Mean			
How likely is it that you will choose anti-consumption brands the next time you purchase clothes?	225	4.15	.644	.043			
One-Sample Test							
	Test Value = 3						
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
How likely is it that you will choose anti-consumption brands the next time you purchase clothes?	26.817	224	<.001	<.001	1.151	1.07	1.24

3.3.5 Paired samples t-test

H2: Attitudes towards different attributes vary.

- H2-1: Consumers rely more on durability than colour when deciding which clothes to purchase.
- H2-2: Consumers rely more on comfort than style when deciding which clothes to purchase.
- H2-3: Consumers rely more on price than fabric when deciding which clothes to purchase.

These hypotheses are tested using paired samples to find the more important attribute in each pair, helping clothing brands sort out the issues to focus on in the future. Results from the paired samples test show that,

- The means do not differ significantly from one another in pair one because the p-value ($p=0.557$) is greater than 5%, rejecting H2-1.

- There exists a difference between comfort and style because the p-value ($p=0.02$) is less than 0.05, and the mean for comfort ($m=3.79$) is higher than the mean for design ($m=3.56$), supporting H2-2.

- There also exists a difference between price and fabric since the p-value ($p<0.001$) is below the 0.05 threshold, but the mean for the price ($m=3.24$) is lower than the mean for fabric ($m=3.54$), rejecting H2-3.

Therefore, H2 is rejected.

The results show that when it comes to outdoor apparel, individuals consider comfort and fabric more imperative than design and price. It is relevant for management as it implies that clothing brands should pay attention to developing comfortable clothes with skin-friendly fabrics such as all-cotton or silk to improve happiness while wearing for consumers to consider buying, as show in Table 5.

Table 5. Paired Samples T-Test.

Paired Samples Statistics												
		Mean	N	Std. Deviation	Std. Error Mean							
Pair 1	Attribute - Durability	3.63	225	.983	.066							
	Attribute - Colour/Pattern	3.58	225	.956	.064							
Pair 2	Attribute - Comfort	3.79	225	.920	.061							
	Attribute - Style/Design/Uniqueness	3.56	225	.905	.060							
Pair 3	Attribute - Price	3.24	225	.894	.060							
	Attribute - Fabric	3.54	225	1.004	.067							
Paired Samples Test												
		Paired Differences				t	df	Significance				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				One-Sided p	Two-Sided p		
					Lower	Upper						
Pair 1	Attribute - Durability - Attribute - Colour/Pattern	.044	1.133	.076	-.104	.193	.588	224	.278	.557		
Pair 2	Attribute - Comfort - Attribute - Style/Design/Uniqueness	.227	1.089	.073	.084	.370	3.123	224	.001	.002		
Pair 3	Attribute - Price - Attribute - Fabric	-.298	1.104	.074	-.443	-.153	-4.046	224	<.001	<.001		

3.3.6 Regression

H3: Consumers have higher purchase intention of brands that take environmental responsibilities.

- H3-1: Purchase intention for outdoor apparel is positively influenced by consumers who prefer ethical and sustainable brands.

- H3-2: Purchase intention for outdoor apparel is positively influenced by consumers who prefer clothes made of eco-friendly materials.

- H3-3: Purchase intention for outdoor apparel is positively influenced by consumers who prefer brands offering repair, reuse, and recycling services.

Linear regression is conducted to see whether there exist relationships between each reason for the brand selection and purchase intention of outdoor apparel. The model is reliable in explaining purchase decisions for apparel brands because the R square ($r=0.431$) is greater than 30%. Moreover, the overall p-value (Sig. <0.001) at 95% confidence interval is less than 0.05, indicating that the model is statistically significant.

H3-1 is accepted because the p-value ($p<0.001$) is smaller than 0.05 and the unstandardised coefficient ($\mu=0.070$) is above 0, indicating a positive relationship between the attitude – “I prefer brands being ethical and sustainable” and the purchase intention.

H3-2 is accepted because the p-value ($p < 0.001$) is smaller than 0.05 and the unstandardised coefficient ($\mu = 0.073$) is above 0, indicating a positive relationship between the attitude – “I prefer clothes made of eco-friendly materials” and the purchase intention.

H3-3 is accepted because the p-value ($p = 0.002$) is smaller than 0.05 and the unstandardised coefficient ($\mu = 0.048$) is above 0, indicating a positive relationship between the attitude – “I prefer brands offering repair, reuse and recycling services” and the purchase intention.

Therefore, H3 is supported. The results show positive relationships between each attitude and purchase intentions for outdoor clothing, which are important implications for apparel brands to be ethical and sustainable, such as taking CSR initiatives, carrying out anti-consumptions ads etc, to use eco-friendly materials with no harm to the planet, and to offer free repair and recycling services in order to not only win consumers over but also to improve brand resonance with higher brand image, brand considerations, and brand attachments, as show in Table 6.

Table 6. Regression (brand selection attitudes: purchase intention).

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate				
1	.657 ^a	.431	.424	.196				
a. Predictors: (Constant), Attitude: I buy clothes that offer repair, reuse and recycling services., Attitude: I choose clothes brands that are ethical and sustainable., Attitude: I buy clothes that are made of eco-friendly materials.								
ANOVA ^a								
Model		Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	6.409	3	2.136	55.860	<.001 ^b		
	Residual	8.453	221	.038				
	Total	14.862	224					
a. Dependent Variable: PI								
b. Predictors: (Constant), Attitude: I buy clothes that offer repair, reuse and recycling services., Attitude: I choose clothes brands that are ethical and sustainable., Attitude: I buy clothes that are made of eco-friendly materials.								
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.214	.057		21.359	<.001	1.102	1.326
	Attitude: I choose clothes brands that are ethical and sustainable.	.070	.017	.274	4.128	<.001	.037	.104
	Attitude: I buy clothes that are made of eco-friendly materials.	.073	.017	.291	4.195	<.001	.039	.107
	Attitude: I buy clothes that offer repair, reuse and recycling services.	.048	.015	.207	3.149	.002	.018	.079
a. Dependent Variable: PI								

H4: Attitudes towards anti-consumption marketing are positively influenced by the extent to which they care about environmental issues.

Another linear regression is conducted to predict the correlation between the degree of consumers' willingness to see more brands adopting anti-consumption marketing practises and the degree of their environmental concerns, and thus to provide implications for clothing brands to contribute to anti-consumption initiatives in order to satisfy the demand of environment-conscious consumers.

The R-square value is 0.242, which is below the conventional threshold of 30%, indicating that the model is unreliable in describing attitudes toward anti-consumption marketing. The overall p-value (Sig. <0.001) is less than 0.05 at 95% confidence interval, however, meaning that the model is statistically significant at the 0.05 level of significance.

H4 is accepted as the p-value ($p < 0.001$) is less than 0.05, and the μ coefficient ($\mu = 0.38$) is positive, which suggests a positive relationship between the two variables. The results indicate that the more consumers care about the environment and a product's footprint on the earth, the greater they expect to see more brands adopting anti-consumption responsibilities, as shown in Table 7.

Table 7. Regression (anti-consumption attitude: environmental consciousness.

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate				
1	.492 ^a	.242	.239	.626				
a. Predictors: (Constant), How often do you care about the damage it will leave on the environment when purchasing clothes?								
ANOVA ^a								
Model		Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	27.976	1	27.976	71.328	<.001 ^b		
	Residual	87.464	223	.392				
	Total	115.440	224					
a. Dependent Variable: Willingness to see more brands contributing to anti-consumption marketing?								
b. Predictors: (Constant), How often do you care about the damage it will leave on the environment when purchasing clothes?								
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.824	.171		16.483	<.001	2.486	3.161
	How often do you care about the damage it will leave on the environment when purchasing clothes?	.380	.045	.492	8.446	<.001	.291	.469
a. Dependent Variable: Willingness to see more brands contributing to anti-consumption marketing?								

3.3.7 Independent sample t-test

H5: People who prefer sustainable fashion are more likely to pay more for durable and quality clothes than people who prefer fast fashion.

An independent sample t-test is used to test this hypothesis to see the difference in the likelihood of spending more on durable and quality clothes between two categories, sustainable fashion lovers and fast fashion lovers.

The tables show a significant difference between the two independent variables because the p-value (two-sided $p < 0.001$) is less than 0.05 at the 95% confidence interval, where the mean value of the sustainable fashion group ($m = 3.55$) is greater than that of the fast fashion group ($m = 2.81$), and therefore H5 is accepted.

The result suggests that supporting sustainable fashion significantly influences willingness to spend more on durable and quality clothes, which are often more expensive than fast fashion clothes. It does not necessarily mean for clothing brands to target anti-consumerists or those who pursue green consumption, but to leave implications for brands to make efforts to enhance the life of clothing without the cost of style, as shown in Table 8.

Table 8. Independent Sample T-Test.

Group Statistics											
		sustainable fashion VS fast fashion	N	Mean	Std. Deviation	Std. Error Mean					
Willingness to pay more for durable and quality clothing	Fast fashion		48	2.81	.641	.093					
	Sustainable fashion		118	3.55	.883	.081					
Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One- Sided p	Two- Sided p			Lower	Upper
Willingness to pay more for durable and quality clothing	Equal variances assumed	14.527	<.001	-5.254	164	<.001	<.001	-.738	.141	-1.016	-.461
	Equal variances not assumed			-5.996	119.044	<.001	<.001	-.738	.123	-.982	-.494

3.3.8 ANOVA

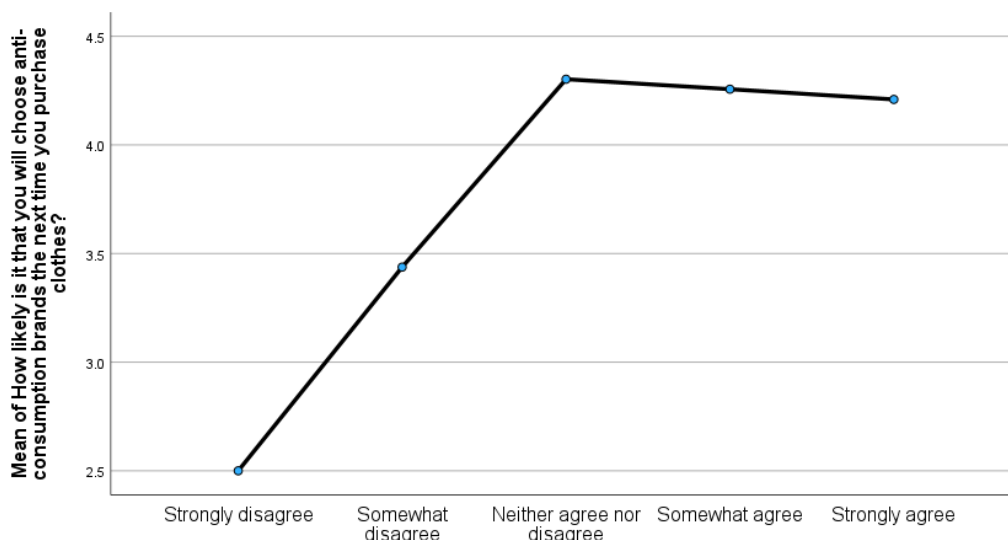
H6: People more in tune with the anti-consumption concept are more likely to select anti-consumption brands in the future.

An analysis of variance is performed to test H6 and see whether the degree of recognition of anti-consumption influences consumers' likelihood to choose anti-consumption brands. As shown in the tables, although there exists a significant influence between each point of view since the p-value (Sig. <0.001) is less than 0.05 at 95% confidence level, mean values of each attitude do not show a continuous upward trend, with a climb from somewhat disagrees (m=2.50) to neutral (m=4.22) then a descend to agree strongly (m=4.21). Therefore, H6 is rejected. It can be stated that the opinion difference regarding anti-consumption impacts the purchase intention of anti-consumption apparel brands like Patagonia, REI, North Face etc., and for clothing brands, the best strategy would be to position oneself as an anti-consumerism advocate to resonate with the growing numbers of anti-consumerists around the globe, as shown in Table 9 and Figure 4.

Table 9. ANOVA.

Descriptives								
How likely is it that you will choose anti-consumption brands the next time you purchase clothes?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Strongly disagree	6	2.50	.548	.224	1.93	3.07	2	3
Somewhat disagree	16	3.44	.964	.241	2.92	3.95	2	5
Neither agree nor disagree	43	4.30	.465	.071	4.16	4.45	4	5
Somewhat agree	117	4.26	.494	.046	4.17	4.35	2	5
Strongly agree	43	4.21	.559	.085	4.04	4.38	2	5
Total	225	4.15	.644	.043	4.07	4.24	2	5

ANOVA					
How likely is it that you will choose anti-consumption brands the next time you purchase clothes?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.931	4	6.733	22.466	<.001
Within Groups	65.931	220	.300		
Total	92.862	224			



"The best thing we can do for the planet is keeping our gear in use longer and cutting down on consumption." To what extent do you agree or disagree with this statement of Patagonia?

Figure 4. Analysis (Photo credit: Original).

3.3.9 Means Compare

H7: Anti-consumption ads positively influence consumers' attitudes and purchase intentions.

- H7-1: Attitudes towards Patagonia's "Don't Buy This Jacket" ad is positive

H7-1 is tested by comparing means to determine the difference between attitudes toward the ad. The report shows that attitudes one and two are above the intermediate value ($M1=3.9$, $M2=3.96$, >3), of which the results are closer to the mean ($D1=0.694$, $D2=0.787$), whereas attitudes three and four are below the median ($M3=M4=2.32 <3$) of which the results are more spread out ($D3=0.997$, $D4=1.075$). If add up $M1$ and $M2$, and subtract $M3$ and $M4$, 3.22 will be reached which is also greater than the median, meaning an overall positive perception of the respondents for the anti-consumption ad of Patagonia, and thus supporting H7-1, as shown in Table 10.

Table 10. Means.

Report				
	Attitude 1: "Don't Buy This Jacket" Ad: Patagonia cares about what impact its products have on the environment	Attitude 2: "Don't Buy This Jacket" Ad: Patagonia sincerely wants everyone to reduce consumption	Attitude 3: "Don't Buy This Jacket" Ad: It was a stunt to catch public attention and boost consumption	Attitude 4: "Don't Buy This Jacket" Ad: Patagonia simply wants to build a positive brand image through the ad
Mean	3.90	3.96	2.32	2.32
N	225	225	225	225
Std. Deviation	.694	.787	.997	1.075

3.3.10 Chi-Square

• H7-2: Consumers are less likely to purchase Patagonia's jacket when exposed to an anti-consumption ad than the traditional one.

A chi-square is conducted to analyse whether an anti-consumption or traditional ad will trigger higher purchase intention. The questionnaire categorises respondents into five degrees of purchase intention, with highly unlikely, moderately unlikely, neither likely nor unlikely, and neither likely nor unlikely being classified as low buy intention yet relatively likely. Extremely likely is defined as high purchase intention. The significance of Pearson Chi-Square is less than 0.001 meaning the difference is statistically obvious at 95% significant interval. Besides, consumers within the low purchase intention against traditional ads group have a high likelihood within the high purchase intention against traditional ads group. In contrast, consumers within the high purchase intention against the anti-consumption ads group have a high likelihood within the low purchase intention against the traditional ads group, and vice versa. Based on the findings, a grid can be made, and H7-2 is accepted. It can be stated that anti-consumption ads have the advantages of reducing one's impulse to consume, making one think twice before making the purchase, and decreasing the adverse impact of consumption on the environment, as shown in Table 11 and Table 12.

Table 11. Traditional ads VS anti-consumption ads.

	Low purchase intention against traditional ads	High purchase intention against traditional ads
Low purchase intention against anti-consumption ads	- (21 < 24.6)	+ (192 > 188.4)
High purchase intention against anti-consumption ads	+ (5 > 1.4)	- (7 < 10.6)

Table 12. Chi-Square Tests.

PI_anti_ad * PI_tradi_ad Crosstabulation					
			PI of Traditional ad		Total
			Low	High	
PI of anti-consumption ad	Low	Count	21	192	213
		Expected Count	24.6	188.4	213.0
	High	Count	5	7	12
		Expected Count	1.4	10.6	12.0
Total		Count	26	199	225
		Expected Count	26.0	199.0	225.0
Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.245 ^a	1	<.001		
Continuity Correction ^b	8.349	1	.004		
Likelihood Ratio	7.626	1	.006		
Fisher's Exact Test				.006	.006
Linear-by-Linear Association	11.195	1	<.001		
N of Valid Cases	225				
a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.39.					
b. Computed only for a 2x2 table					

By reasons of the foregoing, H7 supports that anti-consumption ads positively influence consumers' attitudes and purchase intentions, whether by reminding them of the environmental crisis due to overconsumption or stimulating their environmentally-conscious attitudes and behaviours. It is high time for apparel companies to shift their advertising from traditional consumption-stimulating ones to in-the-moment consumption-reducing ones. It is never too late to change.

4. Conclusion

Conclusions shall be made that in order to fit with consumers' anti-consumption behaviours, companies should embrace anti-consumption marketing techniques, and marketing methods should change to become more ethical and anti-consumption. The results of this study will have significant ramifications for businesses contemplating using their social practises and marketing initiatives to spread anti-consumption messages and to solve issues with overconsumption, businesses aiming for more brand resonance could adopt Patagonia's business strategy.

Even though anti-consumption is at odds with the mainstream worldview that emphasises consumption, anti-consumption advertising tactics may have some impact on the clutter of today's consumer culture. The consumer may assume altruistic or sincere sympathy for the cause when a brand advertises its demarketing actions, which is advantageous. It's important to keep in mind that if the message is consistent with the brand image, an anti-consumption pledge will be seen as more sincere in demarketing efforts. The effectiveness of a company's anti-consumption initiatives may not depend on how well-known it is for being socially responsible.

A foundation for future research on anti-consumption ideas and behaviors, as well as the effects of anti-consumption marketing campaigns on consumers, can be laid by examining the contentious terms of Patagonia's anti-consumption advertisement. Future research can look into anti-consumption solutions in other industries like the oil and automobile to see how anti-consumption ads affect management or the company's financial status.

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