

Perceived environmental friendliness of fashion brands through the lens
of construal level: investigating the moderating role of consumers'
educational level

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Abstract

This paper examines how brand positioning (fast vs. slow fashion) and message appeal (abstract vs. concrete) influence perceptions of environmental friendliness and purchase intentions, with consumer education as a moderating factor. Drawing on construal level theory (CLT), we explore the interaction between brand positioning and low/high construal level in sustainability communication. Through three experimental studies, we find that slow fashion brands benefit from abstract messages among highly educated consumers, while less educated consumers respond better to concrete appeals. Conversely, concrete message appeals seem to improve the perceived environmental friendliness of fast fashion brands, especially among less educated audiences.

Keywords: construal level theory, perceived environmental friendliness, fast vs. slow fashion

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