

Reflexive Insights into Value-Based and Affective Drivers of Eco-Labelled Apparel Purchase Intention

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Abstract

Abstract: Although eco-labels are widely used in sustainable fashion, the psychological processes behind how consumers interpret them remain unclear. This study examines how emotional and ethical appraisals of eco-labels influence intentions to purchase eco-labelled apparel in the UK. Drawing on Cognitive Appraisal Theory, we conducted in-depth interviews with marketing managers and applied reflexive thematic analysis to identify key drivers of sustainable purchasing. Findings show that pride, guilt, environmental responsibility, ethical value, and self-expression shape consumers' sense of meaning and fulfilment, strengthening sustainable purchase intentions. Value-based motivation arises not from general moral disposition but from emotionally anchored appraisals aligning with personal and ethical identity. These insights deepen understanding of eco-conscious consumer behaviour and offer guidance for authentic, emotionally resonant engagement with apparel eco-labelling in sustainable marketing. Keywords: eco-labels; affective appraisal; value-based motivation. Track: Consumer Behaviour.

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