

The sustainability claims' impact on the consumer's green perception and behavioral intention: A case study of H&M

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Abstract

The purpose of this paper is to investigate whether various kinds of sustainability claims based on the supply chain drive different extents of green psychological variables and behavioral intention. In this study, we selected the sustainability claims of the H&M group, as this group indulges in a sustainable fashion i.e. commitment of doing business that generates revenues for shareholders, protects the people, and the planet. The H&M sustainability program can be categorized into social and environmental practices. We collected data from 316 Chinese respondents. The finding of one-way ANOVA revealed that eight types of sustainability claims drive the same level of green trust and green loyalty. However, the social claims such as “building safety in Bangladesh” and “animal welfare” significantly bring a high impact on the green psychological variables (i.e. green brand image, green satisfaction, green brand equity, and green purchase intention). The outcomes of this study are helpful for fashion/clothing and textile industry marketing managers to understand the consumers' preferences towards ethical practices and trade-offs between claims while developing a positioning strategy.

Keywords: Supply Chain sustainability claims, Fashion, and Textile industry, Triple bottom line, Marketing, green psychological variables.

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1. Introduction

Fast-fashion retailers are facing sustainability challenges, as their global supply chain is responsible for pollution, chemical wastes, ecological hazards, the upswing in consumption, and environmental catastrophes in developing countries (Gilal et al., 2014; 2019a; Yang, Song, & Tong, 2017). Similarly, the apparel industry outsources the workforce from developing countries to exploit the cheap labor opportunity (Dabija, Pop, & Postelnicu, 2016). Media reports claim that the clothing and textile industry is involved in the human rights violation, discrimination between gender, and animal testing. For instance, a recent deadly tragedy in the global supply of the apparel industry killed thousands of people in Bangladesh. Which is changing customer perception and attitude towards the fashion industry. In this internet era, while consumers have easy access to business operations (Gilal et al., 2016; 2017; Iglesias, Ind, & Alfaro, 2017), green customers are keeping an eye to the clothing and textile industry sustainable practices in emerging countries (Kauppi & Hannibal, 2017). Consumers highly demand their favorite brands to behave ethically (Shaw & Shiu, 2002) and prefer products that generally perceived environmental friendly (Laroche, Bergeron, & Barbaro-Forleo, 2001). Consequently, businesses are pursuing the TBL approach (Humes, 2011). Which mean corporations are committed to optimum economic outcomes taking together the green initiatives and human welfare (Gilal et al., 2019b). Apart from other commence eco- friendly practices, organizations often face challenges and use various steps to communicate their corporate social responsibility (CSR) practices in the market place (Line, Hanks, & Zhang, 2016). Moreover, corporations in belt and road countries are investing heavily in the promotion of sustainable fashion (Dishman, 2013; Solangi et al., 2018). More precisely, sustainable communication emphasis the organization's social commitment to induce positive perception among consumers (Bae, 2016; Jeong, Paek, & Lee, 2013). Green advertisement and marketing have been diversifying and emerging significantly for many years, including a sustainable supply chain, green advertising, sustainable marketing (Leonidou, Leonidou, Palihawadana, & Hultman, 2011). Streetman and Banerjee (1995) defined green advertisement as (1) any product or services which implicitly or explicitly show a relationship with the biophysical environment, (2) its emphasis on adoption of green lifestyle without stressing on product or services, (3) project a corporate green responsible image. Promotional activities are used to inform current and potential customers about the firm green innovation process (R. Y. K. Chan, Leung, & Wong, 2006), which in turn help to gain the desired brand image, favorable attitude (Dach & Allmendinger, 2014), customer's loyalty (Fatma, Khan, & Rahman, 2018), and customer satisfaction (Han, Lee, & Kim, 2018). The whole endeavor systematically adds on into the corporation's long-cherished reputation. Previous studies of Y.-S. Chen and Chang (2013) discuss the concepts of green psychological variables for example "green brand image," "green trust", "green loyalty", "green satisfaction," "green brand equity," and "green purchase intention. However, a scant body of research has explored the influence exerted by green

claims on consumers' psychological variables and intentions to patronize retail apparel brands engaged in CSR practices. Literature findings suggest that all sustainability messages are not equal, and consumers react differently to subtle distinctions in the communication of the company's sustainability messages (Line et al., 2016). To this end, our research intends to examine whether or not various types of sustainability claims based on the global supply chain can lead to various green psychological variables such as purchase intention. In order to achieve the intended objectives, current research has chosen the green claims of H&M because its ecological supply chain structure includes eco-material preparation, green manufacturing, sustainable distribution, green retailing and green-conscious consumers (Shen, Zheng, Chow, & Chow, 2014). The sustainability claims of H&M are examined on the basis of the sustainable and TBL metrics: environmental and social. The eight major types of green message elements are sustainably sourced materials", "water savings," "recycling clothes", and social "fair wages", "good working conditions", and "improved fire and "building safety in Bangladesh".

1.1 Means-end theory and sustainable claims

Mean-end theory extensively used in the area of marketing and consumer behaviors for positioning decisions. It provides the methodology which is also known as a laddering. Laddering methodology is helpful to understand the consumer's preferences and decision-making process. The theory is based on the concept that products and its attributes are the mean which aids people to reinforce their personal value and obtain benefits, and further gain crucial consequences. Brands that positioned on the bases of benefits and values gain a competitive advantage because that is difficult to imitate (Vriens & Hofstede, 2000; Gilal et al., 2016). P. C. Stern and Dietz (1994) argue that attitudes of concern about environmental issues are based on a person's more general set of values. These personal value orientations have an effect on the person's attitude and this attitude leads towards the behavior. Consumer concern and attitude toward environmental issues are based on the persona's own general set of values (P. C. Stern & Dietz, 1994; Gilal et al., 2019a; 2019b). This value will affect their belief which in turn influences personal norms that drive their pro-environmental behaviors. Thus, an individual's own value orientation towards the environment has a major effect on his/her pro-environmental behavior (Moser, 2015). Further, the consumer's personal obligation and norms are considered as a basis of environmental behavioral disposition (Stern, 2000).

Corporation tries to differentiation their products from other providers through green marketing and green claims. Green claims emphasis that attributes of the products are environmentally friendly and fulfill social responsibility such as recycling material, waste handling, fair wages, better working conditions, etc. The study suggested that eco-product and process innovation positively influence firm competitiveness and economic performances (H. K. Chan, Yee, Dai, & Lim, 2016). Further, companies communicate after meeting the customer needs and wants also

communicate about sustainability to create a distinct brand image (Kilbourne, McDonagh, & Prothero, 1997). T. J. Reynolds and J. Gutman (1984) developed the “Means-Ends Conceptualization of Components of Advertising Strategy” (MECCAS) on the bases of mean-end theory. MECCAS elaborates the five main levels of advertisement as, “driving force,” “leverage point,” “executional framework,” “consumer benefits,” and “message elements.” Furthermore, their studies concluded product attribute can be linked with the consumer’s personal values and consequently create a product or services image. In the field of green advertisement Peter, Olson, and Grunert (1999) used the MECCAS. MECCAS applied through content analysis to assess green communication. In addition to that extant literature revealed that life cycle assessment (LCA) communication can enhance company image and leads towards a positive attitude towards the company, which in turn positively affects purchase intention. However, it was not based on TBL concept, and primarily focused on environmental claims (S. A. Molina-Murillo & T. M. J. T. I. J. o. L. C. A. Smith, 2009).

2. Green psychological variables

2.1 Green Brand Image

The concept of brand image originated from marketing, however, a little consensus is found about the definition. Some scholars defined a brand image as, a symbolic meaning associated with specific attributes of the brand (Gilal et al., 2018a; 2018b; M.-F. Chen & Lee, 2015; Xixiang et al., 2016). Dobni and Zinkhan (1990) demonstrate that brand image is a memory and it can be reflected through the brand association. According to Cretu and Brodie (2007), it is an identical mental image in the consumer’s mind of the brand. Firms are obsessive with public perceptions of their activities, thus delivering a brand image to specific segments (Gardner & Levy, 1955; Grubb & Grathwohl, 1967). On the other side, a distinctive brand image can be used to promote the competitiveness and differentiation in the competitive market (T. J. Reynolds & J. J. J. o. a. r. Gutman, 1984). Thus, brand management is considered an important aspect of the marketing strategy. “Green brand image” is defined as “a set of perceptions of a brand in a consumer’s mind that is linked to environmental commitments and environmental concerns” (Y.-S. J. J. o. B. e. Chen, 2010). CSR is a foundation of building good image and high reputation (Fatma, Rahman, & Khan, 2015). Marketers need to understand the effects of green advertisement on the consumer’s mind to build a strong brand image.

2.2 Green Satisfaction

Customers' expectations meet by using the product and services that lead to customer satisfaction (E. W. Anderson, Fornell, & Lehmann, 1994). This is also referred to as a feeling which customer feel after the consumption of product and service, including under- or over-fulfillment (Oleiver, 1997). In prior research, the concept of satisfaction with the environmental aspect has been associated (M.-F. Chen & Lee, 2015; Y.-S. Chen, 2008). Green satisfaction construct can be explained

as “a pleasurable level of consumption-related fulfillment to satisfy a customer’s environmental desires, sustainable expectations, and green needs.” The customer expects the products to be environmental friendly in a combination of excellent quality and low price while making the purchase decision. Similarly, Hoyer & MacInnis (2004) argue that consumer considers the environmentally friendly product as a higher quality product. Consequently, marketing strategy mainly focuses on satisfying the consumers’ need for environmentally friendly products and services (Ottman, Stafford, Hartman, & Development, 2006).

2.3 Green Loyalty

Oliver (1999) described loyalty is a consumer’s desire or willingness to purchase the same product over and over again. Furthermore, it is defined as a consumer’s willingness to repurchase the preferred product. Consumers build and maintain a relationship with the organization by buying the product or services (Singh & Sirdeshmukh, 2000). Hence, there is a strong association between brand loyalty and consumer willingness to purchase the product. Customer loyalty is a favorable attitude toward the product and services and that led to favorable behavior to buying it (Backman & Crompton, 1991). Green customer loyalty is customer commitment or associated with environmental commitment and concerns. The customer wants to be associated with the origination which is performing the sustainable practices and shows concern for the environment in their organization. Sustainability practices have positive and strong relationships with customer loyalty because of consumer association with the organization, consequently, they evaluate the firm positively (Martínez, 2015).

2.4 Green Brand Equity

Aaker and Equity (1991) elaborate brand equity as “total assets and liabilities which are associated with the brand are called the brand equity, it includes the brand name and symbols add to or subtract from the value provided by a product or service to a firm and to the firm’s customers.” Another perspective of brand equity is customer-based perspective which explained by K. L. J. J. o. m. Keller (1993) as “the differential effect of brand knowledge on consumer response to the marketing of the brand.” Furthermore, they add up that brand equity is a source of bringing promising positive attitude for a brand. Similarly, Bello and Holbrook (1995) specified that brand name plays an important role in the purchasing decision-making process, and willing to pay more among all the other products which have the same level of quality. Moreover, prominent scholar, K. L. J. A. r. Keller (2016) argues that brand equity represents the preference, attitude and purchase behavior of a customer for a brand. Y.-S. Chen and Chang (2013) proposed that green brand equity is “a set of brand assets and liabilities about green commitments and environmental concerns linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service.”

2.5 Green Trust

Consumers are suspicious about the motives of the organization, Bae (2016) highlights the importance of building a trusted relationship with the customer is an essential objective of the company. Smith and Barclay (1997) defined trust as a cognitive expectation, more precisely, it is confidence level that a person has on the other party that will meet their expectations (Hart & Saunders, 1997). Trust is also considering reliability on the other partner being honest and having confidence in them (Morgan & Hunt, 1994). Customer trust is described as, the customer dependency and reliability of the organization to provide better service quality (Garbarino & Johnson, 1999). Consequently, trust is a crucial factor to diminish the business risks in the present dynamic world (J. C. Anderson & Narus, 1990). Green trust focusing on “a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance” (Y.-S. J. J. o. B. e. Chen, 2010).

2.6 Green Purchase Intention

Consumer likelihood to buy a product is called the consumer purchase intention (Dodds, Monroe, & Grewal, 1991). This is also consumers perceived value and benefits consumers believed they will get after consumption (Zeithaml, 1988). Consumer purchase intention is considered an extremely important variable in the marketing discipline as it provided estimation for the actual purchase (Zaharia, Biscaia, Gray, & Stotlar, 2016). The consumer purchase intention helps the practitioners and marketers to adjust the product positioning of their products and services. “Green purchase intention, “purchase intention applies to the domain of environmental issues, means the likelihood of a consumer’s purchase decision to buy an eco-friendly product which has a low impact on the environment”. Consumers know that s/he is contributing to the environmental cause. Hwang, Lee, Diddi, Karpova, and Journal (2016) and Croteau, Yan, and Hyllegard (2016) found that ecologically concerned consumers' response was more favorable towards green products which highlight the green aspects in advertisement compare to advertisements without green elements. In that respect, consumer behavior research has a critical position when it comes to communicating sustainable efforts because consumers ultimately make the perception regarding sustainable advertisement and make purchasing decisions. Consumers are more inclined towards green products and feel no hesitation to pay more for the less environmentally harmful products (Ayadi & Lapeyre, 2016; Kumar, Ghodeswar, & Planning, 2015).

2.7 Green Claims

Corporations are using green advertisement to communicate their green efforts in order to exploit the business opportunities (Nyilasy, Gangadharbatla, & Paladino, 2014). Various green communication strategies such as green labeling (Maniatis, 2016), sustainability reporting (Ioannou & Serafeim, 2017), ethical labeling (Hashmi, Abdullah, & Anees, 2016), and CSR web pages (Capriotti, 2017) are used to inform customers about sustainability efforts. Understanding consumer behavior as a result of marketing effort is essential because customers are the major group that appears to be more susceptible (Mani, Gunasekaran, & Delgado, 2018). The finding of Davis (1993) suggest that specific green message claims lead towards positive perception of products and advertiser whereas ambiguous messages lead to negative perceptions. Outcomes of Davis's research further highlight that consumers are sensitive to the provided information and the included content of the environmental product claims. Extensive literature investigates the effect of green advertisement on the consumer purchase intention. Manrai, Manrai, Lascu, and Ryans Jr (1997) findings suggest that green claim strength the green product evaluation and this positive elevation motivates purchase intention. Similarly, M.-F. Chen and Lee (2015) investigated the effect of the green claims based on the product life cycle namely; "ethical sourcing", "energy and water-saving", and "recycling" on consumer green psychological variables in the coffee industry. Wagner and Hansen (2002) employed MECCAS to investigate the level of greenness in an advertisement. They performed this method on forest products and used trade magazines. Means-end theory infers that the green advertisement should be solid and consistent and need to be associated with product attributes, advantage, and personal values so that advertisement effectiveness can be enhance (Reynolds & Craddock, 1988). Wagner and Hansen (2002) elaborates that an advertisement should have five characteristics "driving force," "leverage point," "executional framework," "consumer benefits," and "message elements." If marketers want advertisement to be influential then each element in the MECCAS model should be communicated to the target audience.

The supply chain comprises various stages such as sourcing, production process, packing, transportation, distribution, and consumption and disposable. Numerous actors such as farmers, employees, third-party logistics providers, and retailers are stakeholders of the firm. Supply chain based information can be sourced from credible message enhancement, as well as can bring a positive attitude towards the brand. S. A. Molina-Murillo and T. M. Smith (2009) used LCA-based information in corporate communications. The results suggest that LCA- Based information not only enhances the message's credibility but also positively affects the brand attitude. As a result, have a positive effect on purchase intention. Our conceptual framework is based on the MECCAS model. Specifically, this framework includes message contents linked to the global supply chain. Thus, the aim of the present research is to investigate the influences of various kinds of claims based on the supply chain on consumer's psychological variables (i.e. green brand image, green loyalty, green

brand equity, green trust, green purchase intention). Moreover, the green claims of H&M were sorted out on the basis of the supply chain and consist of eight types of message elements: sustainably sourced materials”, “water savings,” “recycling clothes”, “climate positive value chain, “fair wages”, “good working conditions”, “animal welfare” and “improved fire and building safety in Bangladesh”.

3. Methodology

3.1 Research Design

Like many prior cross-sectional studies (Chen et al., 2019; Gilal et al., 2019c; 2019g; Gong et al., 2019; Pathan et al., 2017; Zhang et al., 2019), a survey questionnaire was sent to the respondent to achieve the objective of our study. In this study, we measure respondents’ green psychological behavior relative to H&M sustainability claims. The sustainability claims of H&M are investigated and classified into eight types of sustainability claims namely: sustainably sourced materials”, “water savings,” “recycling clothes”, “climate positive value chain”, “fair wages”, “good working conditions”, “animal welfare” and “improved fire and “building safety in Bangladesh”. Therefore, our study used the eight types of scenarios and randomly distributed among the participants. A similar methodology was used by M.-F. Chen and Lee (2015) in their seminal study. The detailed descriptions of the eight scenarios are provided in Appendix 1. To test hypotheses, we used the one-way ANOVA tests which are based on how various sustainability claims influence the consumer’s green psychology.

3.2 Data collection and sample

We sent a WeChat link and an email invitation to 3000 (N = 3000) participants who were randomly selected and majority of them were university students in China. Like many prior studies (Gilal et al., 2018c; 2018d; 2018e; 2019g), we chose students as respondents in order to reduce the influence of socio-demographic population. Furthermore, H&M store was also located in the near area. In total we got a response from the 364 students, however, excluding 48 responses that were incomplete, we found 316 questionnaires useful. Almost 55.33 percent of females participated in the study. In the questionnaire, we informed the participants about the objectives of the study that it measures their belief and attitude towards H&M sustainability claims. The experiment took 8 to 10 minutes to complete. Subjects were informed that it is volunteer task and they can stop any moment during the survey. Respondents were assured that all the gathered information would be kept strictly anonymous and would not be shared with anyone.

3.3 Measurements

After reading one of the eight types of H&M’s claims designed for this study (i.e. “sustainably sourced materials”, “water savings,” “recycling clothes”, “climate positive value chain”, “fair wages”, “good working conditions”, “animal welfare” and “improved fire and “building safety in Bangladesh”), participants were required

to answer the studies constructs. Based on the prior research conducted in the Asian context (Gilal et al., 2016b; Gilal et al., 2019d; Gilal et al 2019e; Gul et al., 2018; 2019g), we measured all responses using 5 Likert scales, ranged from 1=strongly disagree to 5= strongly agree. In our study, we adopted all the constructs from the Y.-S. J. J. o. B. e. Chen, (2010)'s study. One of the constructs "green purchase intention" was measured through the Dodds et al. (1991)'s scales. Participants' responses related to green purchase intention were measures such as "After seeing the above information, I would consider going to H&M". We measure the green brand image through items such as: "H&M is regarded as the best benchmark of environmental commitments"; Green trust was measured by the items for instance "I feel that H&M's environmental commitments are generally reliable". Green brand equity scale has items such as "It makes sense to buy H&M instead of any other brand, even if they are the same". Cronbach α -values of the studied constructs were within the recommended threshold values (Nunnally, 1978). For instance, green satisfaction ($\alpha= 0.94$); green loyalty ($\alpha= 0.89$); green trust ($\alpha= 0.88$); green brand image ($\alpha= 0.96$); green brand equity ($\alpha= 0.96$); and green purchase intention ($\alpha= 0.91$).

4. Data analysis and results

We performed the one-way ANOVA test to explore whether there is any significant difference in the mean scores of the respondents' green psychological variables among the groups who were informed about the eight different message elements of H&M's green advertising. Before performing the test, all scores which were scored to 1-5 were calculated and we got an unweighted average that contributed to that studied construct was derived. Total pooled sample data of 316 were separated into eight groups which were based on the sustainable message elements scenarios. The details of the one-way ANOVA test can be seen in Table 1. Results showed that among the eight groups, the claims have no significantly different effects on *green loyalty* and *green trust* ($F\text{-value}=1.000412, p= 0.43$), and ($F=0.47, p=0.86$) respectively. However, the study found a significant difference among the groups which shows through the mean scores of *green brand image* ($F\text{-value}= 5.13, p=0.00001$), *green satisfaction* ($F\text{-value} 3.04, p=0.004$), green brand equity ($F\text{-value}=2.39, p=0.02$) significantly differ among the eight groups. In addition, the outcome of green purchase intention is significantly different among the groups ($F\text{-value} 2.98, p=0.004$). The result indicates that the message elements based on social and environmental performance regarding the various stage of the supply chain are seen to be different by the responded and lead towards the distinctive degree of green brand image, green satisfaction, green brand equity and green purchase intention.

Table 1: One-way ANOVA tests and multiple comparison tests

	Fair Wages (n=33)	Good Working Conditions (n=43)	Animal Welfare (n=33)	Improved fire and building safety (n=76)	Sustainably Sourced Materials (n=32)	Water Savings (n=30)	Recycling Clothes (n=33)	Climate Positive Value chain (n=36)	One-way ANOVA F Value	P-Value
Green brand image	3.2336	3.4628	3.6779	4.0981	3.6955	3.8575	3.5703	5.1344	0.00001
Green Satisfaction	3.3455	3.1387	4.0165	3.4457	3.3247	3.0892	3.3938	3.1102	3.0370	0.00419
Green Loyalty	3.3644	3.1812	3.4799	3.4027	3.3777	3.0337	3.4009	3.0716	1.0004	0.43091
Green Trust	3.2665	3.2376	3.3883	3.4593	3.4468	3.3705	3.3364	3.15608	0.4700	0.85600
Green Brand Equity	3.2039	3.2584	3.9239	3.3621	3.2354	3.4835	3.5813	3.1563	2.3886	0.02159
Green Purchase Intension	2.9667	2.8782	3.7446	3.3893	3.4509	3.2866	3.3954	3.1806	2.9735	0.00494

Therefore, we performed the post-hoc multiple comparison tests which indicated which of the eight types of green advertising message elements can contribute more to green psychological variables. Additionally, the multiple comparison tests were also conducted to examine the pair-wise comparisons of the eight types of message elements. The Bonferroni test shows that “improved fire” and “building safety”, “fair wages, “good working conditions”, “climate positive value”, messages have a significantly different effect on green psychological variables. Furthermore, messages related to “animal welfare” and “water-saving” bring has a different impact on the “green satisfaction” as compared to other others sustainable messages. Sustainability claims related to “animal welfare”, “positive climate value” and “fair wages” have differed among the group to bring “green brand equity”, and “green purchase intention”. However, for “green loyalty” and “green brand image”, no green message has significant different effect, hence this implies, the insignificant effect on “green loyalty”. Overall results of our study show that consumers care more about animals and human lives compare to recycling and sustainably sourced material claims. Message elements related to “animal welfare, “improved fire, and building safety” have more impact on the green brand image, green satisfaction, green brand equity, and green purchase intention. Therefore, all the proposed hypotheses were accepted.

5. Conclusion and Discussion

Elkington and others (1999) developed the concept of TBL. They considered all three-dimension (i.e., human, earth, and profit) and argued that organizations should measure performance in terms of economic, social and environmental responsibility. Later, (Carter & Rogers, 2008) introduced the TBL paradigm to form an ecological supply chain. From the last few decades' corporations are committed to optimum economic outcomes taking together environmental and societal well-being. In the field of marketing consumer purchase intention play a crucial role, thus the aims of this study were to investigate the effects of different types of green claims on consumer green psychology including green purchase intention. Our finding of empirical test suggests that except green trust and green loyalty, the mean scores of the other green variables bring different results against the different claims (i.e. sustainably sourced materials", "water savings," "recycling clothes", "climate positive value chain, "fair wages", "good working conditions", "animal welfare" and "improved fire and building safety in Bangladesh"), on green psychological variables such as green trust, green satisfaction, green brand equity. Furthermore, our results support that the same is true for consumer purchase intention regarding H&M products. The outcomes from the multiple comparison tests indicate that except for green trust and green loyalty "improved fire and building safety in Bangladesh" and "animal welfare" seems to have more effect on green brand image, green satisfaction, green brand equity, and green purchase intention. Thus, our research found that eight types of green claims lead towards building green trust as the consumer may consider that the organization is taking care of the environment and increasing social commitments which lead to trust.

However, if the sustainability claims stress that supply chain in the developing countries is working for the betterment of employees and taking the concrete steps to provide safety at the workplace it would enhance the green brand image, satisfaction and green brand equity. Moreover, communication about social commitment more prone to demonstrate more purchase intention. Thus, if the source of fashion clothing is ethical and environmental-friendly, then they will be more popular. This study finding has several implications for the clothing and textile industry in China, particularly the H&M fashion retailers. First, the empirical study results from one-way ANOVA tests indicate that the eight types of green claims proposed based on the supply chain result promisingly lead to green trust and green loyalty. Thus, in order to build up a more positive green trust and green loyalty, it is suggested that all the marketers have to try their best to fulfill their environmental and social responsibilities regardless of the local or international supply chain. In other words, marketers should always make efforts to take on their environment and social responsibilities to enhance green trust and green loyalty. Second, in addition to green trust and green loyalty, the results of the one-way ANOVA tests further indicate that "improved fire and building safety in Bangladesh" and animal protection is the most effective message element of green claim in increasing a company's green brand image, green satisfaction, green brand equity, and purchase

intention in the clothing industry. therefore, it is suggested that the clothing and textile industry marketers in China should pay fair wages to workers, provide life protection to the workers at work and animal testing should be banned. Moreover, marketers must extensively communicate the “social sustainability” information to the consumers. In social sustainability, it pertains to human and societal capital, fair management practices (Huq, Chowdhury, & Klassen, 2016). The limitation of this study is that all participants were university student thus generalization of the results should be done with caution. Future studies should take more diverse segment of customers in order to understand a better understanding of the subject matter. Further, other studies in the future could use more green claims and can measure the effects on claims on consumer self-determined needs satisfaction (Gilal et al., 2019f) which in turn may influence green consumer psychology.

Appendix 1.

SOCIAL RESPONSIBILITY
<p style="text-align: center;">Fair Wages</p> <p>H&M vision is that labor “treated with respect”, “get fair wages” and provided with “good working conditions” throughout its supply chain. Although, H&M does not own the factories thus set or nor pay the wages. However, H&M group take the responsibly and through training enable the supplier to implement a functional “wage management system” based on the “Fair Wage Method”. H&M also dialogue with a national government to set minimum wages, and decide the labor law or revise the previous law.</p>
<p style="text-align: center;">Working Conditions</p> <p>H&M group is contributing to making a real difference through “creating jobs”, “lifting people from out of poverty”, contribution in “economic growth” and “improving living standards”. Almost 1.6 million jobs are providing around the world by H&M suppliers. Through “equal opportunity almost two-thirds jobs are undertaken by a woman. H&M help suppliers in making improvement through capacity building programs. H&M don does not believe that they should stop outsourcing from developing countries but instead, they believe in reducing environmental impacts and ensuring that human rights are respected.</p>
<p style="text-align: center;">Animal Welfare</p> <p>H&M group believe animals should be treated with love and respect. H&M does not perform animals testing and have strict requirements in place for materials of animal origin, such as wool, leather or down. Further H&M have banned the use of real fur and exotic skin, as well as any material deriving from endangered species. H&M use angora wool since 2013. H&M group to protect the animals train their farmer and suppliers in the supply chain. Through Animal welfare policy high standards animals’ materials are used, and H&M make full traceability of source. Mostly sources are good animal husbandry farms. H&M group have collaboration with the Humane Society International (HSI) and the Textile Exchange to make animal protection a priority.</p>
<p style="text-align: center;">Improved Fire and Building Safety in Bangladesh</p> <p>H&M take responsibility for a safe workplace to improve production facilities and to maintain higher international standards so that workers feel safe at the workplace. After the deadly incident in Bangladesh, H&M has signed the Accord, to monitor the 1600 factories in Bangladesh. Last year, the Bangladesh government extended the Accord’ permission to operate beyond May 2018. Accord will continue its operations and remedies till My 2021 until local regulatory bodies have not taken full capacity to take over. In Bangladesh, poor</p>

electric installation and bad maintenance of building are common, there is need for improvement in fire and building safety. Thus, with H&M support Bangladesh today's experiencing the substantial transformation and converting into western safety standards. H&M working with the other actors, such as employees, organizations, Bangladesh government, global trade unions to work together, and influence and improve the working standard in Bangladesh textile industry. Accord is making use, two emergency exits on each floor, fire alarm, emergency light, fire extinguishers, etc.

ENVIRONMENTAL RESPONSIBILITY

Sustainably Sourced Materials

H&M uses almost 43% organic cotton which has minimal impact on the environment. H&M have a plan by 2020 to source all cotton from sustainable sources such as organic cotton, recycled cotton or Better Cotton. In 2017, H&M group was ranked at first position by Sustainable Cotton Ranking. "Organic cotton" is grown without the chemical pesticide and fertilizers and does not have any genetically modified organisms (GMOs). Organic cotton is good for the farmer, environment, and customers. "Recycled cotton" comes from old garments and textile leftover which are grounded into fiber, new yarns and woven get from it and use it again to get cotton. "Better cotton initiative" through which 1million farmer in 2015, got training for harvesting cotton with less water and chemical, H&M is the active member of this non-profit organization, in collaboration with partners such as WWF and Solidaridad. The next BCI plan is training of 5 million farmers to produce 30% of global production by 2020.

Water

Water consumption is a major issue in the textile industry as water plays an important role in growing cotton, dyeing fabric, all have an impact on the water source. H&M group team up with WWF, Solidaridad and the Swedish Textile for three years for water Initiative to ensure "responsible water use", "building water awareness", "collective action" and "measuring water impact and risk" throughout the value chain and set new standards for water consumption in the fashion industry. In March 2016, a five years' plan was signed with WWF but this time scope was vast it included climate action too.

Recycle your Clothes

One major step toward sustainability is the recycling program of H&M. So far, H&M collected more than 17,771 tonnes of textiles — the equivalent of 89 million T-shirts. H&M saving resources through not throwing textile in trash bins instead of H&M offer customers to put them into "collection boxes" in all stores around the world. Customers can get reward after putting the clothes, bags,

dresses, old socks, ripped tights, towels, and sheets into box and also garments can get new life. Since 2013, a store recycling program has been lunch with the name of beauty packaging. Such as customer can drop off an empty lip gloss bottle in the box and get 10% off on next purchase. After collection, clothes can be re-wear, reuse, and recycle

Climate Positive Value Chain

H&M group committed to eliminating the greenhouse gas emission from operations. Despite all efforts there is “unavoidable emission” and to cope up with that H&M engage on climate resilience. Climate resilience is the activities which strengthen the planet ability to recover and resist the climate changes to absorbed the emission caused by the H&M business operation such as production and distribution activities. Moreover, H&M supports technological innovation making possible the greenhouse emission. Moreover, H&M supports technological innovation making possible to absorb green gasses and transform them into useful material.

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