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1. Introduction

Public concern for the environment is rising. The Special Eurobarometer 464 survey reveals that the majority of Europeans (94%) have a personal interest in the protection of the environment. They are especially worried about climate change, air pollution, and waste production (European Commission, 2017). The fashion industry is a major contributor to environmental destruction. Textile production accounts for more greenhouse gas emissions than international aviation and maritime shipping combined (Ellen MacArthur Foundation, 2017; International Energy Agency, 2016). Textiles equivalent to the volume of a garbage truck are sent to landfills or incinerated every second (Ellen MacArthur Foundation, 2017). Additionally, the fashion sector is believed to be the second most impactful industry worldwide in terms of water pollution and consumption (Fashion Revolution, 2021). Synthetic textiles are the main source of primary microplastics in the oceans (De Falco, Di Pace, Cocca, & Avella, 2019). Growing awareness of the fashion industry's impact on the environment has led to a shift towards more sustainable options, resulting in a considerable growth of the global sustainable fashion market (The Business Research Company, 2021).

Brands recognize and seize the marketing opportunity that arises from society's environmental distress. There is an increased use of environmental appeals in advertising in times of acute environmental crisis (e.g., nuclear disasters), suggesting that the rate of green advertising is linked to society's sentiment on environmental concerns (Easterling, Kenworthy, & Nemzoff, 1996; Schmidt & Donsbach, 2012). The first peak of green claims in advertising was recorded in the 1970s followed by another spike in the 1990s (Easterling et al., 1996; Wonneberger & Matthes, 2016); but the use of green ads surged to a record high in the 21st century (Schmidt & Donsbach, 2012; Wonneberger & Matthes, 2016).

Exploiting the perks of environmental branding, some brands use exaggerated, deceptive, or unsubstantiated claims of environmental benefits in order to improve their corporate image (Kangun, Carlson, & Grove, 1991; Matthes & Wonneberger, 2014). This marketing practice, known as "greenwashing", has become an increasing issue. There has been an upsurge of misleading environmental appeals in advertising in the new millennium (Dahl, 2010; Schmidt & Donsbach, 2012; Wonneberger & Matthes, 2016).

The prevalence of greenwashing has led to "growing confusion" (Matthes, Wonneberger, & Schmuck, 2014) and "alarming cynicism" (Peattie & Crane, 2005) among consumers with regard to green advertising in general. Peattie and Crane (2005) suspect the compartmentalization of green marketing – also referred to as "selective disclosure" (Lyon & Maxwell, 2011) – as the core of the green advertising problem: as long as companies make green claims for merely one aspect of the supply chain instead of making the whole process transparent, there will be skepticism and concern among consumers (Peattie & Crane, 2005).

Growing demand for transparency and accountability (Bromley & Powell, 2012) has brought about the establishment of Corporate Social Responsibility (CSR). Typical CSR programs communicate a company's intentions to tackle environmental and social issues (Macellari, Yuriev, Testa, & Boiral, 2021). Schaltegger and Hörisch (2017) found that the main driver behind CSR programs is the aim to secure legitimacy rather than economic gains. Bansal and Clelland (2004) demonstrated that merely expressing commitment boosts corporate legitimacy. Consequently, CSR claims are frequently exaggerated, selective, or simply unrealizable (Pope & Wæraas, 2016).

The practice of companies "paying lip service" to their CSR aims rather than taking substantial measures to improve their "human rights performance" is known as "bluewashing" (Berliner & Prakash, 2015). De Faro Adamson and Andrew (2008) define this issue as follows: "a bluewashed company looks more socially responsible than it really is. Bluewashers see corporate social responsibility as a matter for the public relations department and do the minimum necessary to satisfy critics, advocacy groups, and social screens."

Given the benefit of developing and disclosing sustainability policies, many brands choose to communicate their initiatives via social media (Li & Dou, 2017; Onete, Dina, & Vlad, 2013; Testa, Bakhshian, & Eike, 2021). Minton, Lee, Orth, Kim, and Kahle (2012) propose social media as the "ideal advertising medium for green advertisers" because interested users "self-select into sustainable lifestyle groups." They also suggest that social media ads are potentially perceived as more credible than ads in traditional media due to the medium's dialogical character. On the basis of Moran, Muzellec, and Nolan's findings (2014), Maslowska, Malthouse, and Collinger (2016) argue that brands are joining social media in order "to create engagement with not only their own customers but also with their customers' friends and followers."

In terms of fashion, the social media app Instagram is among the most influential social media platforms, accounting for at least half of all brand posts according to an Exane BNP Paribas report from 2017 (as cited in O'Connor, 2008; Testa et al., 2021). Influencers are a key factor in the app's success. The global market size of influencer marketing more than doubled in the last three years, growing to 13.8 billion U.S. dollars (Statista, 2021). Recently, Instagram has adopted a shopping feature that enables businesses and creators to market and sell their products directly in the app (Instagram Business, 2020). The low-effort online shopping feature was introduced following extensive COVID-19-related restrictions of stores and shopping malls that led to an unprecedented surge of online shopping.

Even Black Friday, one of the busiest shopping days of the year (Thomas & Peters, 2011), is increasingly taking place online: Black Friday e-commerce has seen a steady increase in the last decade (Nosto, 2020). In 2020, Black Friday online sales accounted for a record \$9 billion spent in the US alone, according to data acquired by Adobe Analytics (Zaki,

2020). These record numbers are in part owed to pandemic-related restrictions (Nosto, 2020), but the trend is likely to continue. The worldwide spread of Black Friday as a result of globalization has led to an increase of international e-commerce (Global-e, 2019).

Black Friday marks the beginning of the holiday shopping season and is one of the most important sales days of the year, particularly for retailers in the USA (Thomas & Peters, 2011). Apparel is among the most lucrative categories of Black Friday purchases in the US (Laycock & Choi, 2020). In 2018, 56% of online purchases from fashion retailers were made from mobile phones, reflecting a 6% increase from the previous year. Thus, mobile phones have become the “primary device of choice” for holiday shoppers (Nosto, 2020). In this regard, a connection to social media apps such as Instagram seems plausible. Although larger retailers have always recorded better sales performances on Black Friday than smaller retailers, Adobe Analytics found that the gap narrowed by over 200% as more consumers chose to support smaller businesses (Zaki, 2020).

Black Friday sales are known for high discounts and great bargains. However, in recent years, critics have expressed doubts concerning the veracity of those deals, accusing retailers of applying “fictitious pricing”, which is the practice of purporting “original” prices that are higher than the actual previous price (Ngwe, 2018) to create the illusion of high discounts. Others have been found to raise prices in the weeks prior to Black Friday. However, the majority of consumers believe in the veracity of discounts (PuroMarketing, 2018), which may explain the event’s popularity. In addition, concerns have been voiced regarding the message so-called dumping prices convey, particularly in the fashion sector. As brands offer extreme discounts of up to 99%, both labor and goods are massively devalued (Davies, 2020). Moreover, production volumes steeply rise around Black Friday, not only causing extreme pressure for garment workers but also leading to lay-offs and forcing factories to accept dumping contracts as order situations weaken afterwards (Fashion Changers, 2020).

Nevertheless, the financial benefit of Black Friday has encouraged numerous supposedly sustainable fashion brands to participate in the sales event. Given the detrimental impact, Black Friday campaigns do not align with sustainability principles. In an attempt to maintain their positive corporate image, sustainable brands use greenwashing and/or bluewashing strategies in their social media communication to cloak their participation.

The significance of Instagram in fashion marketing and the role of social media in the communication of brands’ sustainability intentions signal a necessity for research into sustainable fashion marketing on Instagram. While some recent studies have examined this field of interest (e.g., Kainz, 2019; Testa et al., 2021), no existing research has focused on Black Friday-related content in this context. In an attempt to close this research gap, we examine the greenwashing and bluewashing strategies used by sustainable fashion brands in Black Friday-related Instagram content and analyze consumer evaluation of selected posts.

2. Literature review

Green advertising

According to Schmidt and Donsbach (2012), green advertising comprises all claims of environmental benefits of a product, regardless of the claims' veracity. These claims may refer to the product or service offered, the company's production processes and other internal practices, or external measures including donations and reforestation projects. Hartmann, Apaolaza Ibáñez, and Forcada Sainz (2005) suggest that brands use environmental appeals in advertisements to implement a green brand identity. They distinguish between functional and emotional brand positioning strategies. Emotional strategies are used to evoke pleasant feelings in order to create positive associations for the brand. Such strategies may build on (1) the positive feelings associated with altruistic behavior (Hartmann et al., 2005; Ritov & Kahneman, 1997), (2) the satisfaction experienced when displaying one's environmental consciousness through green products (Hartmann et al., 2005; Belz & Dyllik, 1996), or (3) the pleasant feelings experienced in natural environments (Hartmann et al., 2005; Kals, Schumacher, & Montada, 1999). Functional positioning strategies create positive brand associations by communicating environmentally friendly attributes of a product. Brands may, for instance, advertise environmental advantages over a competing product. A combined strategy of functional and emotional appeals achieves the strongest perceptual effects (Hartmann et al., 2005).

Greenwashing

The term "greenwashing" was coined by the environmentalist Jay Westerveld in 1986 and refers to the practice of making misleading claims about the environmental benefits of a brand or product. While it is not a new phenomenon, the rate of greenwashing has escalated in the new millennium as demand for sustainable products increases (Dahl, 2010). In a study from 1991, Kangun et al. identified at least one of three types of misleading claims in 58% of all green ads in selected US magazines from 1989 to 1990. A study investigating green German and British print ads in the subsequent two decades (1993-2009) classified 77% of these ads as potentially deceptive (Schmidt & Donsbach, 2012). In a report from 2009, TerraChoice found that 98% of products making environmental claims were guilty of at least one form of greenwashing. By 2010, the number of green products offered in North American stores had increased by 73%, while the proportion of greenwashing remained almost unchanged at over 95% (TerraChoice, 2010). As a basis for these studies, Terra Choice developed "the Seven Sins of Greenwashing" which are defined as follows (TerraChoice Environmental Marketing, 2009):

- (1) The "Sin of the Hidden Trade-off" is committed by making environmental claims based on a very "narrow set of attributes" while disregarding other relevant aspects.

- (2) The “Sin of No Proof” is committed when brands provide no reliable evidence for their environmental claims.
- (3) The “Sin of Vagueness” is committed when brands use “poorly defined or broad” terminology to imply environmental compatibility, e.g., unregulated buzzwords.
- (4) The “Sin of Irrelevance” is committed when brands make claims that are not relevant for consumers seeking to make green purchase decisions (e.g., highlighting the absence of a harmful substance that is banned by law).
- (5) The Sin of the Lesser of Two Evils is committed by making environmental claims about a product that may be true in comparison to a competing product but disregard the negative environmental impact of the product category as a whole.
- (6) The Sin of Fibbing is committed whenever claims of environmental benefits are factually untrue or misleading.
- (7) The Sin of Worshipping False Labels is committed when brands use “fake labels”, e.g., to imply third-party certification.

It has to be noted that the aforementioned authors applied differing classification systems; so, a direct comparison is problematic. However, a growing tendency for greenwashing was identified by several authors (Dahl, 2010; Schmidt & Donsbach, 2012; Wonneberger & Matthes, 2016) and the repeated expansion of greenwashing classification systems is reflective of the increasing trend as well. The inconsistency of these classification systems is also one reason why greenwashing is such a difficult issue not only to research but also for consumers to detect.

A prominent example of greenwashing is the rebranding efforts by BP in response to a serious image problem. The oil and gas giant changed its name from British Petroleum to Beyond Petroleum and adopted a new green-and-yellow sun-like logo to falsely imply eco-friendliness (Pomeroy & Johnson, 2009). Although BP’s rebranding efforts were initially well-received and acclaimed for their “progressive and idealistic nature”, they were soon dismissed as greenwashing due to the discrepancy between the green narrative and the company’s actual environmental performance following the Deepwater Horizon scandal (Matejek & Goessling, 2014). According to Matejek and Goessling (2014), green narratives are more willingly accepted when they do not digress too far from the established corporate image. Hence, rebranding is more easily detected as greenwashing when it clashes with the previous corporate image.

Recently, the greenwashing effect of celebrity endorsement has been the focus of substantial research. Credible celebrities – and even non-credible, but attractive celebrities (Bhatnagar & Verma, 2019) – have a positive effect on the credibility of green claims (Blasche & Ketelaar, 2015). Jin, Ryu, and Muqaddam (2021) regard Instagram marketing as an “evolution of celebrity endorsement”. They found that Instagram celebrities are perceived as

more trustworthy than traditional celebrities in advertising (Jin, Muqaddam, & Ryu, 2019). It is, therefore, plausible that influencer endorsement has a strong greenwashing effect.

Bluewashing

The issue of bluewashing was first raised at the World Summit on Sustainable Development in 2002 in relation to the United Nations Global Compact (UNGC) (hence the color blue). Critics accused companies of using their UN partnership to conceal their poor enforcement of human rights and labor standards (Zumach, 2012). Corresponding research substantiates the claims of UNGC members shirking social responsibilities. Lim and Tsutsui (2012) provide indication of “ceremonial commitment”. Berliner and Prakash (2015) discovered that members exhibit poorer performance than nonmembers in crucial and cost-intensive dimensions while merely making low-cost efforts to improve in rather superficial dimensions.

Bluewashing is a fairly new phenomenon and research is rather difficult to discern due to a lack of standardized terminology and fuzzy boundaries. For example, some authors use alternative terminology such as “corporate hypocrisy” (Wagner, Lutz, & Weitz, 2009) or “CSR-washing” (Pope & Wæraas, 2016) which, besides greenwashing and bluewashing, also covers other issues including pinkwashing (in reference to breast cancer awareness) (Lubitow & Davis, 2011). Other authors prefer the term “social-washing” (Rizzi, Gusmerotti, & Frey, 2020) to clearly differentiate the issue from environmental matters. Moreover, several authors regard bluewashing not as a separate strategy but as a constituent of its umbrella term greenwashing, in accord with the “triple bottom line” concept of sustainability which encompasses ecological, economical, and social dimensions (Seele & Gatti, 2017). In this paper, the term bluewashing is used to refer to any misleading appeals about the social efforts or impact of a brand, product, or process (cf. Verbraucherportal Bayern, 2019).

A popular use of social appeals in advertising is cause-related marketing (CRM). Drawing on Robinson, Irmak, and Jayachandran (2012), Christofi, Vrontis, Leonidou, and Thrassou (2018) define CRM as “the practice of donating a specified amount from product sales to designated charitable causes.” According to Merz (2013), this strategy achieves the best results when brands demonstrate long-term commitments to charitable organizations. Moreover, the donated amount must be appropriate in relation to purchase prices; otherwise, brands risk losing credibility (Merz, 2013). However, CRM is frequently used to enhance corporate social images, while substantial dimensions such as labor and human rights are often neglected. In that case, CRM is used for bluewashing purposes.

Ethical consumerism

Despite growing pressure on brands to align their practices with their policies, they shirk responsibility by claiming that it is the consumer’s responsibility to make the right purchase

decisions (Hartmann, 2019). Building on the impact of consumer demand, they perpetuate the misconception that sustainable purchase decisions will ultimately regulate the market and pressure brands to implement environmentally friendly and socially responsible practices (Hartmann, 2019). The idea behind this concept, which is generally referred to as 'ethical consumerism', is that consumers purchase not only a product but with it also the working conditions and practices to manufacture it (Kirchhoff, 2016). Ethical consumerism thus frames consumption as a political act (cf. political consumerism, Newman & Bartels, 2011), drawing an analogy between sales receipts and voting ballots (Hartmann, 2019). From this point of view, consumers cast a vote either in favor of or against people and the planet every time they spend money. Sustainable brands use this notion to persuade consumers to choose sustainable options over conventional ones in order to boost their sales. In effect, this idea of "consumer democracy" (Hartmann, 2019) cannot bring about fundamental change and can be considered greenwashing and/or bluewashing.

Green consumers

Green consumers exhibit high green involvement (Matthes & Wonneberger, 2014). According to Matthes et al. (2014), green involvement is reflected in "(1) environmental concern, (2) positive attitude towards green products, and (3) green purchase behavior". Highly involved consumers are aware of environmental issues and the necessity to protect the environment (Matthes et al., 2014). They have a positive attitude regarding "the advantages, favorability, or the quality of green products" (Matthes et al., 2014) and also choose environmentally friendly products over conventional ones (Chang, 2011), i.e., they exhibit no attitude-behavior gap (Terlau & Hirsch, 2015). Moreover, eco-relevant knowledge appears to be associated with green involvement (e.g., Chan, 2001).

Green ad skepticism

According to Matthes and Wonneberger (2014), green consumers attribute higher informational utility to green ads, meaning that they find the information presented in green ads relevant to their purchase decisions. In contrast to previous faulty findings, Matthes and Wonneberger (2014) found that skepticism towards green ads was lower in green consumers. However, they noticed that green consumers elaborate ads more closely. Investigating ad elaboration, the authors found that green consumers take longer periods of time to scrutinize ads. They suggest that if statements in ads are trustworthy and show "high informational utility", consumers will evaluate them positively. Conversely, "low informational utility" will lead to ad distrust (Matthes & Wonneberger, 2014). Kießling (2014) found that greenwashed ads have a lower persuasive effect on consumers who exhibit high green involvement (i.e., green consumers) than low-involvement consumers.

3. Studies

3.1. Study 1

3.1.1 Research aim Study 1

The aim of this study is to analyze and categorize misleading or exaggerated claims of environmental and social benefits used in Black Friday-related Instagram content by sustainable fashion brands.

Exploratory Hypothesis 1.1: Which greenwashing and bluewashing strategies can be found in Black Friday-related content posted on Instagram by sustainable fashion brands?

3.1.2 Materials and Methods Study 1

Instagram content related to the Black Friday sales event posted by sustainable fashion brands in 2020 was qualitatively analyzed for suitability. Data was collected using a variety of methods. Firstly, lists of top-rated sustainable fashion labels compiled by impartial third parties¹ were consulted (Utopia; Waddell, 2020). Instagram accounts of the ranked labels were scanned for eligible content posted around Black Friday 2020. Secondly, Instagram was screened using relevant, topic-specific hashtags including #noblackfriday, #greenfriday2020, #greenfriday, #greenweek, #fairfriday, #fairweek, #socialfriday, #bluefriday, and #blueweek, since these hashtags are frequently used by sustainable brands. Thirdly, related content that was featured on Instagram as sponsored ads² during data collection as well as the corresponding Instagram accounts were scanned. Only Instagram content in German or English language was considered for this research. All relevant content was examined for claims of social and/or environmental benefits.

Subsequently, qualitative content analysis (Mayring, 2015) of all eligible posts was performed. An inductive approach was used to identify patterns (Braun & Clarke, 2006). Drawing on existing research and literature on greenwashing and green advertising (e.g., Blasche & Ketelaar, 2015; Hartmann, 2019; Hartmann et al., 2005; Matejek & Goessling, 2014; Schmidt & Donsbach, 2012; TerraChoice Environmental Marketing, 2009), identified green and blue claims were categorized and analyzed quantitatively. Using IBM SPSS 27 statistical software, a Fisher's exact test was performed to identify a potential statistically significant difference between greenwashing and bluewashing occurrences within the categories. Lastly, where applicable, the categories were classified as emotional or functional positioning strategies, based on Hartmann et al.'s brand positioning strategies (2005).

¹ Utopia is a German language online magazine that provides lists of top-rated sustainable labels and products. Good On You is an English language online platform and app that rates sustainable fashion labels based on their sustainability performance and compiles various ranking lists. The two lists that served as a basis for this study comprised a combined total of 76 brands (plus sponsored ads and posts accessed via hashtags).

² What sort of sponsored ads Instagram users are presented with is based on the content the users previously engaged with. Thus, if a user heavily engages (i.e., searches, saves, shares, likes) with content about sustainable fashion and Black Friday, for instance, the sponsored ads on their feed are likely to feature related content.

3.1.3 Results Study 1

All greenwashing and bluewashing instances were categorized on the basis of prior research on greenwashing, which we adapted for bluewashed ads. We propose nine Black Friday-relevant categories. Table 1 provides an overview of all categories including examples.

Table 1: Categories

Category	Source	Description	Example
cause-related marketing (CRM)	Merz, 2013; Schmidt & Donsbach, 2012	offering to make a small donation to a charity for each purchase	reforestation project; 10% per order towards fashion revolution
ethical consumerism argument	Hartmann, 2019; Newman & Bartels, 2011	perpetuating the idea that it is the consumers' responsibility to make sustainable decisions rather than the brands'	persuading customers to choose CRM options over conventional discounts
promotional gift	cf. Hartmann et al., 2005	offering a social or eco-gift with each purchase instead of discounts	scrap material key chain, products with activist slogans
the Sin of the Lesser of Two Evils	TerraChoice Environmental Marketing, 2009	promoting a product or process that is less socially or environmentally harmful than a comparable one but still has a negative impact	promoting Black Friday sales of sustainable fashion while condemning fast fashion brands for offering discounts
the Sin of Fibbing	TerraChoice Environmental Marketing, 2009	making misleading or false claims about the environmental or social benefit of a product or process	claiming that consumers are saving resources when they purchase sustainable products
the Sin of Vagueness	TerraChoice Environmental Marketing, 2009	using buzzwords and unstandardized terminology to imply favorable environmental or social performance	made with love; planet and people-friendly fashion
rebranding	Matejek and Goessling, 2014	changing the name of the sales event to imply improved social or environmental compatibility	Green Friday or Blue Friday instead of Black Friday
content creator endorsement	Blasche and Ketelaar, 2015	using credible content creators to advertise a product or brand to enhance the credibility of sustainability claims	greenfluencer ³ campaign, social activist endorsement
imagery	Hartmann et al., 2005	using nature-related or charity-related imagery so that consumers associate the brand with the feelings evoked by what is depicted	images of natural scenery or acts of charity

Eligible Black Friday-related content was found on 39 Instagram accounts of sustainable fashion labels. In all relevant Black Friday-related posts, we found a total of 115

³ The term 'greenfluencer' refers to content creators who educate and inform about environmental issues and often market green products.

green- and bluewashing instances. Table 2 shows the numbers of occurrence of all strategies. Rebranding and social CRM were used rather frequently for bluewashing purposes, while other categories were not used at all (e.g., content creator endorsement and the ethical consumerism argument), or only in combination with greenwashing (e.g., the Sin of the Lesser of Two Evils). All categories were used for greenwashing purposes. Fisher's exact test indicated no significant difference in the frequencies of greenwashing and bluewashing instances within the categories ($p = .139$, FET).

Table 2: Quantitative data

Category	green- washing	blue- washing	both green- & bluewashing	total per category
CRM (environmental/social)	16	15	1	32
rebranding	17	11	-	28
imagery (nature/charity)	13	6	-	19
Sin of Fibbing	6	5	3	14
Sin of the Lesser of Two Evils	8	-	2	10
content creator endorsement	5	-	-	5
gift (eco or social)	3	1	-	4
Sin of Vagueness	1	1	-	2
ethical consumerism	1	-	-	1
total per sustainability focus	70	39	6	=115

Overall, the most frequent category was CRM, used by 32 out of 39 brands. CRM was often used in combination with the second most frequent category: rebranding. A combined strategy of the following three categories was most common: CRM, rebranding, and nature- or charity-related imagery (seven cases, plus eight times in combination with additional categories). All but three brands used combinations of several categories. Combinations of any three categories were most frequent (18 cases), followed by two and four combined categories (both eight cases). The highest number of combined categories used by one brand was six; these strategies were used for greenwashing purposes.

Drawing on Hartmann et al.'s brand positioning strategies (2005), three categories can be classified as emotional positioning strategies: CRM, the use of imagery, and promotional gifts. Another three categories can be classified as functional positioning strategies: the Sin of the Lesser of Two Evils, the Sin of Vagueness, and the Sin of Fibbing. Seventeen brands used a combination of both positioning strategies in their Black Friday campaigns. Eighteen brands used only emotional but no functional strategies. Four brands relied solely on functional strategies.

3.1.4 Discussion *Study 1*

In *Study 1*, we performed a qualitative content analysis of Black Friday-related Instagram posts by sustainable fashion brands. The aim was to identify strategies used to greenwash and/or bluewash the repercussions of Black Friday or to mask a brand's participation in the unsustainable sales event entirely, in order to maintain their sustainable corporate image.

We found a total of 115 greenwashing and/or bluewashing instances in Instagram content posted by 39 sustainable brands. To answer the explorative hypothesis, we defined nine categories based on previous findings in research on greenwashing: CRM, the argument for ethical consumerism, promotional gifts, rebranding, the Sin of Vagueness, the Sin of Fibbing, the Sin of the Lesser of Two Evils, content creator endorsement, and the use of sustainability-related imagery.

Black Friday campaigns first and foremost aim to incentivize purchases, conventionally with the use of discounts. In the case of greenwashed and/or bluewashed campaigns, discounts are frequently substituted with other seemingly more sustainable offers.

The vast majority of brands used CRM strategies, offering to make small monetary or in-kind donations to a charity or reforestation project for each order. While CRM is not universally recognized as greenwashing (or bluewashing), Schmidt and Donsbach (2012) mention donations, reforestation projects, and similar external measures as a form of green advertising. In addition, Merz (2013) argues that CRM strategies are more likely to be credible when brands make long-term commitments. With regard to Black Friday, however, brands used short-term CRM campaigns to boost their sales while protecting their corporate images. Such performative acts of charity can be considered bluewashing or greenwashing. Drawing on Hartmann et al. (2005), CRM strategies can be classified as an emotional positioning strategy built on the satisfaction evoked by altruistic behavior. Black Friday, which is commonly associated with overindulgence, is reframed as an altruistic act. Instead of the negative feelings related to the adverse effects of the sales event, the reframed purchasing act thus evokes positive emotions. Furthermore, CRM strategies imply that the success of the advertised charity project is contingent on the purchases of a brand's products. Hence, CRM has a great potential to incentivize consumption. In addition, Black Friday-related CRM appears to be less costly for brands as conventional discounts usually exceed the amounts donated.

The financial benefit might be one reason why the ethical consumerism argument was used to persuade consumers to choose donation options over discounts. Brands strategically use this argument to delegate responsibility and accountability away from brands towards consumers. As described above, the argument builds on the misconception that consumers' sustainable purchase decisions have a lasting regulatory effect on the market, claiming that it is their responsibility to choose sustainable options over conventional ones in order to pressure

brands to adopt more sustainable practices. As regards Black Friday, the argument was used so that brands could offer unsustainable discounts without laying themselves open to criticism: Consumers were given the choice between a discount and an environmental CRM option.

With the aim of attaching a positive connotation to Black Friday, some brands substituted discounts for sustainability-related promotional gifts. While the purchase incentive remains, the risk of negative Black Friday-related connotations is minimized. For consumers, these gifts serve as an incentive, not only because they receive items ‘for free’ but also because they can use these items to show off their support for a charitable cause to others. This notion can be explained by one of the three emotional positioning strategies described by Hartmann et al., which builds on the satisfaction of exhibiting one’s sustainability consciousness through the “socially visible consumption” of sustainable goods (2005; Belz and Dyllik, 1996). Examples of such gifts are special collection items designed to show support or raise awareness for charitable causes, for instance through displays of activist slogans.

Like discounts, such donation campaigns and gifts are limited offers used intentionally to encourage fast purchases, which often result in overconsumption and impulse buys. Thus, while the outcome is similar, these strategies create a false impression of a more sustainable approach (or at least a skewed image).

Rebranding is used to achieve the same effect. The strategy is commonly used to form new positive associations for previously unfavorable brands or practices (cf. Matejek & Goessling, 2014). Sustainable brands used this tactic to reframe Black Friday as a people and planet-friendly sales event. The most prominent greenwashing example is Green Friday, which was established as a counter model to Black Friday. Bluewashing examples include Fair Friday and Social Friday. By changing the name of the sales event, sustainable brands participate without risking association with the negative repercussions of Black Friday (e.g., price dumping and overconsumption). The strategy is used to imply that the rebranded version is fundamentally different from its unsustainable forerunner, even though it merely redirects consumption away from conventional brands towards sustainable brands. This category is particularly relevant for the Instagram setting as it was also used in the form of hashtags.

The terms used to rebrand the sales event are often buzzwords such as ‘green’ or ‘fair’ that are immediately associated with sustainability but are broad and unspecific. In that case, brands make use of the Sin of Vagueness. To avoid double counts, rebranding instances were not counted towards the Sin of Vagueness in this study. Nevertheless, these brands enjoy the benefits of the Sin of Vagueness: since the terminology is unregulated, there is no risk of accusations of making false claims, while the positive connotation of sustainability is attached to the brand. The Sin of Vagueness also applies when brands make ambiguous statements. ‘Made with love’, for instance, implies that a product was manufactured by happy garment workers under great working conditions, yet no explicit claims were made.

Whenever such claims are factually untrue or misleading, brands are guilty of the Sin of Fibbing. A bluewashing example of this strategy is offering discounts on the pretext of accessibility, i.e., claiming to offer a discount so that lower-income consumers can afford the products, while maintaining high profit margins throughout the year (Dariadeh [dariadeh]. 2020). Another example is the claim that price reductions merely affect profit margins even though they decrease the value of products and labor and are thus harmful for garment workers (Davies, 2020). A common greenwashing example of the Sin of Fibbing is the claim that consumers are saving resources when they purchase sustainable products. Although a sustainable product might require fewer resources than a conventional one, the purchase of a new product can never save resources.

The Sin of the Lesser of Two Evils is most representative of the whole problem at hand. Sustainable brands aim to improve current conditions. While that is important, the underlying issue – environmental destruction due to the depletion of resources and the immense amount of textile waste as a direct consequence of overconsumption – cannot be solved by producing new products under improved conditions. The presented Black Friday campaigns might advertise more socially and environmentally compatible clothes, but they still encourage overconsumption and are thus just the lesser of two evils. For this study, we classified only those Black Friday ads as guilty of this Sin that explicitly made claims of sustainability due to improved conditions (e.g., bashing worse conditions of other brands). The three Sins are used to provide information on environmental or social benefits and can therefore be classified as functional positioning strategies (Hartmann et al., 2005).

Misleading claims are rendered more credible with the use of celebrity endorsement (Blasche & Ketelaar, 2015). Since influencer marketing is a reformed version of this marketing strategy within the social media context (Jin et al., 2021), there is reason to assume that content creator endorsement also has a greenwashing effect. The effect is perhaps even stronger, given that influencers are perceived as more trustworthy than traditional celebrities (Jin et al., 2019). As credible and authentic advocates, greenfluencers render the green claims made by the brands they endorse more trustworthy. Social activist influencer campaigns (e.g., feminist content creators, or human rights activist influencers) are often used for bluewashing purposes, but were not detected in this study.

Furthermore, since Instagram is a visual media app, content creators who focus on sustainability issues usually post related visual content. Greenfluencers' images, for instance, may depict natural scenery or nature-related elements. As described above, Hartmann et al. (2005; Kals et al., 1999) categorize the use of pleasant nature-related imagery as an emotional positioning strategy. Such depictions of nature create positive associations between Black Friday and the environment because they build on the positive feelings people experience in natural environments. Similar positive feelings might be aroused by depictions of charity, such

as displays of philanthropic acts (e.g., children receiving aid). Negative imagery, such as images of environmental destruction or humanitarian crises, for instance, might evoke feelings of compassion and incentivize consumers to 'help', i.e., to make a purchase.

Nearly all brands used a combination of several greenwashing and/or bluewashing categories – in some cases as many as five or six categories. Brands may benefit from employing multiple strategies, as it is likely that consumers recognize only some of the strategies while others go unnoticed.

Based on Hartmann et al.'s positioning strategies (2005), the vast majority of the sustainable brands in this sample appealed to their customers' emotions and approximately one half used functional appeals to persuade consumers. Nearly half the brands combined emotional and functional strategies, which, according to the authors, is most effective. These brands may have targeted a wide audience, perhaps aiming to persuade consumers exhibiting high involvement with the high informational utility of the ads (cf. Matthes & Wonneberger, 2014) and to evoke emotions in low-involvement consumers.

By employing such a wide variety of greenwashing and bluewashing strategies, sustainable brands not only create a positive connotation for an unsustainable sales event, but also legitimize the use of such deceptive tactics in all ads. When sustainable brands make greenwashing and bluewashing common practice, they enable conventional brands to do the same, making it more difficult for consumers to make sustainable purchase decisions.

3.2. Study 2

3.2.1 Research aim Study 2

The aim of this study is to analyze consumer sentiment on Black Friday-related Instagram content posted by sustainable fashion brands and to determine predictive factors.

Exploratory Hypothesis 2: Which factors are the most relevant predictors of (a) brand evaluation and (b) sustainability evaluation by consumers?

This study employs an explorative research design, testing the predictive ability of the following factors for consumer evaluation: social and eco-consciousness (generally and fashion-related), purchase behavior and attitude towards sustainable products (each generally and fashion-related), ad skepticism, and attitude towards Black Friday, as well as demographic factors (e.g., income, education, and gender). A model depicting the explorative research design is shown in *Figure 1*.

Prior research suggests that high green involvement has a negative effect on green ad persuasiveness (Kießling, 2014). As an extension of the concept of green involvement (Matthes et al., 2014), we suggest the term sustainability involvement, which, in addition to environmental concerns, also includes social sustainability issues. The sustainability-

conscious consumer thus exhibits high eco- and social consciousness, a positive attitude towards green and 'blue' (fair and ethically produced) products, and de facto green and 'blue' (socially responsible) purchase behavior. Given that high involvement results in lower persuasiveness of greenwashed ads (Kießling, 2014), we hypothesize that consumers who exhibit high sustainability involvement give negative brand and sustainability evaluations.

Hypothesis 3: High sustainability involvement negatively affects consumer evaluation of Black Friday-related Instagram content displaying green and/or blue claims.

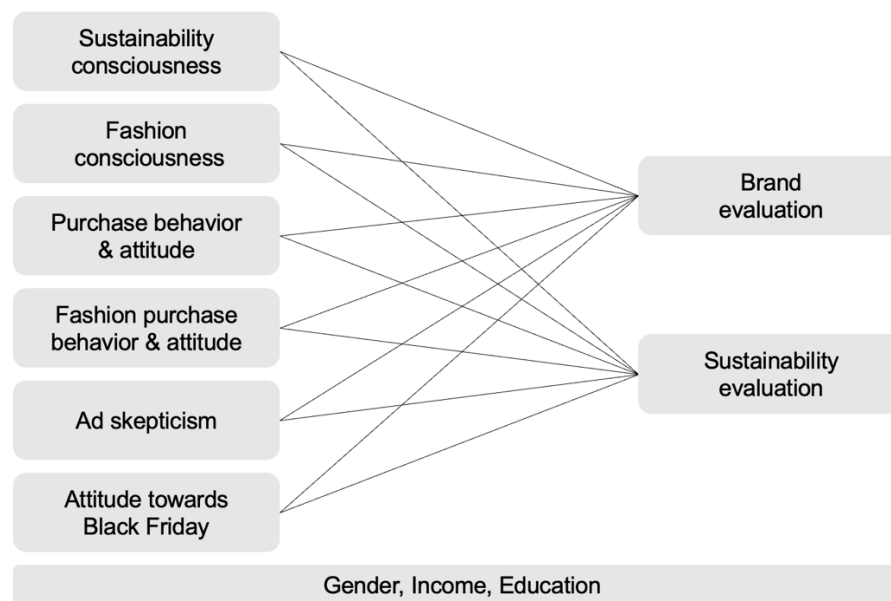


Figure 1. Model.

3.2.2 Materials and Methods *Study 2*

Procedure and sample

We conducted an online survey to examine consumer evaluations of Black Friday posts by sustainable fashion brands. A small number of relevant posts from *Study 1* was selected as stimuli. The survey was conducted via SoSciSurvey in a period of 40 days from 13 May to 21 June 2021 and was accessible via PC/laptop and smartphone/tablet. Pre-test was conducted using the think-aloud method ($n = 3$) which reveals potential misunderstandings and conflicting items (Lewis, 1982).

Participants ($n = 148$) were recruited online via URL-link shared on multiple social media platforms (Instagram, Facebook, and Linked-in). Participants were primarily German speakers; questionnaire items were phrased in German language. Instagram content was left unaltered in English and German language. Only participants who can read and understand English language text and who are familiar with Instagram were authorized for participation. A negative response to one of these two filter questions prompted immediate termination of the

survey. Questionnaires were considered for data processing provided that at least page 30 of the survey (last page of brand evaluation in PC version) had been completed. Resulting sample size was $n = 148$, except for evaluations of brand 6, for which $n = 135$. Average completion time of the survey was 21 min.

An optional quiz on the environmental and social repercussions of the fashion industry at the end of the survey was used as an incentive for participant recruitment. Questions were predominantly based on the 2020 Fashion Revolution White Paper (Ditty, Somers, Seier, & Dewan, 2020) and some additional sources (Boucher & Friot, 2017; CARE International, 2019; Clean Clothes Campaign, 2021, n.d.; Environmental Protection Agency, 2018; Greenpeace International, 2016).

Measured constructs

The online survey was divided into three parts. The first part examined participants' sustainability-related attitude and behavior. Question format was a six-point Likert scale (1 = strongly disagree, 6 = strongly agree). Formats without neutral options are used to avoid ambiguous responses, which could indicate either conflict (i.e., 'the one as well as the other') or indifference (i.e., 'neither the one nor the other') (Nowlis, Kahn, & Dhar, 2002; Roth, 2015). Based on the concept of green involvement (Matthes et al., 2014), participants' general sustainability involvement was examined, including their green and 'blue' purchase behavior and attitude towards green and 'blue' products as well as social and eco-consciousness (1 item omitted to increase reliability). Additionally, participants' sustainable fashion-related involvement was examined (1 item omitted to increase reliability). Participants' ad skepticism and attitude towards Black Friday and Instagram were also examined.

The second part of the survey investigated consumer evaluations. Participants were presented with three pairs of visual stimuli. Each pair consisted of one set of Instagram posts that predominantly used greenwashing tactics and one set that predominantly used bluewashing tactics. Each set featured two to three Instagram posts by one brand. The sets of each pair were roughly similar to each other in terms of the quality and quantity of employed greenwashing/bluewashing categories. The first set used CRM and rebranding. The second set used the Sin of the Lesser of Two Evils and the Sin of Fibbing. The brands of the third set each used at least four categories, including CRM, rebranding, imagery, and the Sin of the Lesser of Two Evils.

Using contrasting adjectives (e.g., ethical/unethical) on a six-point semantic differential scale (Chang, 2011) (1 = negative, 6 = positive), participants were asked to evaluate the brands based on the visual stimuli. This format was also used to examine participants' evaluations of the brands' sustainability-related performances. Six-point Likert scales were used to investigate whether participants suspected or recognized greenwashing and/or

bluewashing in the presented ads; we refer to this scale as ‘sustainability skepticism’. Participants’ prior knowledge of the fashion brands as well as their purchase intention was also inquired; these items were adapted from Knes (2019). Table 3 shows all relevant measured constructs including example items.

Table 3. Measured constructs

Construct	Items	Example item	Source
sustainability consciousness	7	“The condition of the environment affects the quality of my life.”	Knes, 2016; Roth, 2015; Schuhwerk & Lefkoff-Hagius, 1995
purchase behavior and attitude	5	“When I have a choice between two equal products, I purchase the one less harmful to other people and the environment.”	Kim & Choi, 2004; Matthes et al., 2014; Roth, 2015
fashion consciousness	3	Conventional fashion brands often do not care about the environment.	Knes, 2016
fashion purchase behavior and attitude	6	I am willing to switch to other brands if they produce clothing ethically and environmentally friendly.	Knes, 2016
ad skepticism	10	“Consumers would be better off” without advertising.	Matthes et al., 2014; Mohr, Eroğlu & Ellen, 1998; Schievekamp, 2018
Black Friday attitude	5	Black Friday deals encourage unnecessary consumption.	
brand evaluation	9	unconvincing/convincing	Chang, 2011; Mackenzie & Lutz, 1989; Matthes et al., 2014
sustainability evaluation	6	profit-oriented/charitable	Knes, 2016
sustainability skepticism	6	This ad uses graphic elements to deceive consumers regarding the environmental impact of the product.	Schievekamp, 2018

Data analysis

Statistical tests were performed using IBM SPSS 27 statistical software. Factor analyses of all scales were performed. The internal consistency reliability of the scales was assessed using Cronbach’s alpha coefficients (Table 2). We removed one item each from the sustainability consciousness scale and the sustainable fashion-related consciousness scale as factor analysis revealed that they did not measure the intended constructs. Secondly, means and standard deviations were computed for all relevant variables. Thirdly, Pearson’s correlation coefficients were computed between all relevant variables. Lastly, Stepwise Multiple Regression analysis was used to examine which factors influence brand evaluation and sustainability evaluation.

3.2.3 Results Study 2

Participants

The majority of the participants were female (83.8 percent). Mean age was 26.42 years ($SD = 5.47$), and the ages ranged from 16 to 53 years. More than 90 percent were well-educated (at least high school graduate level) and 65.5 percent were highly educated (university degree level). Mean income was low; more than half had a monthly income of less than 1.500€.

Descriptive Statistics

Table 2: Means, standard deviations, internal consistencies, and correlations

Variable	<i>M</i>	<i>SD</i>	α	1	2	3	4	5	6	7	8	9	10	11
1 Sustainability consciousness	4.97	.51	.76											
2 Ad skepticism	4.21	.52	.69	.19*										
3 Purchase behavior	5.05	.66	.77	.65**	.16*									
4 Fashion sustainability consciousness	5.29	.68	.78	.38**	.37**	.29**								
5 Fashion purchase behavior	4.80	.87	.90	.58**	.14	.72**	.29**							
6 Attitude Black Friday	4.58	.79	.75	.31**	.13	.29**	.19*	.29**						
7 Brand evaluation	3.23	.69	.96	-.05	.19*	-.10	.07	-.06	.24**					
8 Sustainability evaluation	3.26	.72	.94	-.02	.21**	-.09	.05	-.01	.24**	.89**				
9 Education	3.56	.69		.08	-.06	.12	-.05	.04	.05	.08	.09			
10 Income	1.63	.81		-.08	.03	.01	-.29**	.07	.09	-.08	-.07	.09		
11 Gender	1.85	.38		.06	.02	.22**	.07	.14	-.03	-.18*	-.14	-.10	-.11	
12 Sustainability skepticism	3.77	.68	.93	.03	.21*	.04	.14	.08	.20*	.71**	.70**	-.05	-.13	-.04

Note. * $p \leq .05$; ** $p \leq .01$. $N = 148$. Maximum value equals 6 for all variables except education (max = 4), income (max = 4), and gender (1 = male, 2 = female, 3 = diverse).

Table 2 shows means, standard deviations, internal consistencies, and intercorrelations of the study variables. Statistically significant Pearson's correlation coefficients were found between several variables. The highest correlation coefficients with consumer evaluations were found between consumers' attitude towards Black Friday and (a) brand evaluation and (b) sustainability evaluation (both: $r = .24$, $p < .01$). Ad skepticism also correlated significantly with (a) brand evaluation ($r = .19$, $p < .05$) and (b) sustainability evaluation ($r = .21$, $p < .01$). Overall highest correlation coefficient was found between general purchase behavior and fashion purchase behavior ($r = .72$, $p < .01$).

Stepwise Multiple Regression

As shown in the model (Figure 1), the predictive ability of six variables (sustainability consciousness, fashion-related consciousness, purchase behavior and attitude towards sustainable products, fashion-related purchase behavior and attitude towards sustainable fashion, ad skepticism, and attitude towards Black Friday) on consumers' brand evaluation (Table 3) and on sustainability-related evaluation (Table 4) was tested in a stepwise multiple regression. Gender, income, and education level were included as control variables.

Assumptions of linear regression were tested. Normality of residuals was given in the sustainability evaluation model ($p > .05$), but the normality assumption was not met in the brand evaluation model ($p < .05$). However, according to Schmidt and Finan (2018), violations of this assumption have no noticeable impact on the results in linear regressions. The homoscedasticity assumption was violated, but according to Fox (1997; cited in Gujarati & Porter, 2009), this violation is only problematic when the "largest error variance is more than about 10 times the smallest", which is not the case.

Table 3: Stepwise regression with brand evaluation as dependent variable

Variable	regression coefficient	R^2	beta coefficient	T	F	P-value
Attitude Black Friday	.24	.06	.28	3.38	8.77	.00
Purchase behavior	-.23	.09	-.22	-2.63	7.15	.01
Ad skepticism	.25	.13	.19	2.40	6.83	.02

As regards brand evaluation, consumers' attitude towards Black Friday, purchase behavior, and ad skepticism explained 12.5% of the variance. The model was statistically significant ($p < .05$).

Attitude towards Black Friday had the greatest predictive ability, explaining 5.7% of the variance. A negative standardized beta coefficient was found for purchase behavior suggesting that those who had sustainable purchase behavior gave a low brand evaluation. Attitude towards Black Friday and ad skepticism presented positive beta coefficients suggesting that those who had a negative attitude towards the sales event and showed high ad skepticism gave good brand evaluations.

Table 4: Stepwise regression with sustainability evaluation as dependent variable

Variable	regression coefficient	R^2	beta coefficient	T	F	p-value
Attitude Black Friday	.24	.06	.27	3.26	8.68	.00
Ad skepticism	.29	.09	.21	2.66	7.19	.02
Purchase behavior	-.22	.13	-.20	-2.40	6.87	.02

With regard to consumers' evaluation of brands' sustainability-related performances, consumers' attitude towards Black Friday, purchase behavior, and ad skepticism also explained 12.5% of the variance. The model was statistically significant ($p < .05$).

Again, a negative standardized beta coefficient was found for purchase behavior suggesting that those who had sustainable purchase behavior gave a low sustainability evaluation. Attitude towards Black Friday and ad skepticism presented positive beta coefficients suggesting that those who had a negative attitude towards the sales event and showed high ad skepticism gave good sustainability evaluations. However, ad skepticism appears to have a stronger predictive ability than purchase behavior in this model (vice versa for brand evaluation).

3.2.4 Discussion Study 2

In Study 2, we investigated which factors are most likely to predict positive or negative consumer evaluations of Black Friday-related posts by sustainable brands. Data showed that three factors have predictive ability for brand evaluation as well as sustainability evaluation: Black Friday attitude, purchase behavior, and ad skepticism.

The most important predictive factor was consumers' attitude towards Black Friday. Those who were critical of regular Black Friday campaigns due to its environmental and social impact were likely to give good evaluations, suggesting that they perceived the shown campaigns as more sustainable. Conversely, those who were not critical of Black Friday gave negative brand evaluations. These consumers might prefer high discounts instead of making donations or receiving a small gift (or no incentive at all). These assumptions are supported by the fact that Black Friday attitude correlates significantly with sustainability involvement (i.e., sustainability consciousness and purchase behavior).

The hypothesis that sustainability involvement has a significant predictive ability is not supported by our data. While purchase behavior is a predictor, sustainability consciousness is not. High scores for purchase behavior (i.e., sustainable purchase habits and preference for sustainable products) predict negative brand and sustainability evaluations. These findings may be explained by the assumption that consumers who generally have a minimalist approach to shopping dislike sales events which encourage consumption.

Lastly, ad skepticism is a predictive factor for brand and sustainability evaluation: consumers who exhibited high ad skepticism gave good evaluations, which suggests that the ads were convincing. According to Matthes & Wonneberger (2014), high informational utility leads to lower ad distrust. Thus, while consumers might generally be skeptical of ads, the high informational utility of the shown ads may render the ads trustworthy. In addition, Minton et al. (2012) suggest that social media ads are potentially perceived as more credible than traditional media. The medium, therefore, may also have an effect on consumer evaluations.

Although the regression does not demonstrate a predictive ability of sustainability consciousness for consumer evaluation, there is a statistically significant positive correlation between sustainability consciousness and ad skepticism. There is also a positive correlation between ad skepticism and sustainable purchase behavior. Since sustainable purchase behavior predicts negative evaluations, while high ad skepticism predicts positive evaluations, there appears to be an additional mechanism or mediator that has an impact on this relationship.

The indication that participants who exhibited high ad skepticism gave positive evaluations might create the impression that they did not recognize the greenwashing and bluewashing strategies. However, there is a high positive correlation between the evaluations and sustainability skepticism. High sustainability skepticism suggests that participants recognized or at least suspected green- and/or bluewashing. However, we cannot rule out participant bias. Participants may have merely pretended to recognize greenwashing and/or bluewashing because they believed they were expected to. They may also have only recognized the strategies upon being questioned, meaning the question prompted them to take a closer look. In that case, however, we would expect to see a negative effect on all evaluations after the first set of posts, since the sustainability skepticism questions came after the first evaluation. We suspect, however, that the participants were able to recognize the green- and bluewashing, but because of the ads' high informational utility, which leads to lower ad distrust (Matthes & Wonneberger, 2014), they did not evaluate the ads negatively. This idea is supported by the fact that there is also a significant correlation between sustainability skepticism and ad skepticism; those who indicated occurrences of green- and/or bluewashing were generally skeptical of all ads (also green and 'blue' ads), which gives reason to assume that they subjected the ads to increased scrutiny. It is possible that they tolerate green- and bluewashing in ads by sustainable brands because they generally trust these brands and want to support their cause. According to Pirsch et al. (Quelle, Pomering & Johnson), long-term commitment to CSR programs provokes less consumer distrust than short-term promises. Hence, we can assume that sustainable brands, which are more likely to make long-term CSR commitments, are perceived as more trustworthy than conventional fashion brands.

4. Limitations and Implications

Some limitations of the present studies should be considered in interpreting the results. Firstly, in *Study 1*, no data was collected regarding the proportion of greenwashed and/or bluewashed ads among all Black Friday ads posted by sustainable brands. We can, therefore, neither make assumptions about the scale of the problem, nor can we make generalizations for all Black Friday ads posted by sustainable brands. However, the study signifies a starting point for this vital field of research and offers a literature-based model of greenwashing and

bluewashing categories that can be used for further research in this regard. The prevalence of the issue among sustainable brands should be subject of future research.

One limitation of *Study 2* was the participant sample. Firstly, the sample size was rather small and secondly, a large majority of the participants were young, highly educated women, meaning that generalizations of the results may be problematic. Furthermore, in order to determine participants' sustainability skepticism, we relied on participant reports (questionnaire responses). An experimental approach using manipulated material was beyond the scope of this study. Hence, we cannot make definitive assumptions about whether participants recognized greenwashing and/or bluewashing occurrences. Moreover, the stimuli exhibited combined strategies, meaning the greenwashing and bluewashing categories were not presented individually. Further research might investigate the effectiveness of the individual categories. However, the study provided some valuable insights into the factors influencing brand evaluation. These findings contribute to a better understanding of the appeal of green and 'blue' advertising and also constitute valuable data for sustainable fashion brands. Future research should explore the mediating factor for the correlation between purchase behavior and brand evaluation.

5. Conclusion

The competitiveness of the fashion market as well as the popularity of Black Friday among consumers may drive sustainable brands to participate in the sales event despite its negative environmental and social impact. While perpetuating such unsustainable habits is already problematic, the more pressing concern is that sustainable brands use greenwashing and/or bluewashing strategies to deceive consumers in order to enjoy the financial benefits while still upholding their sustainable corporate images.

In *Study 1*, we demonstrated that 39 brands were guilty of at least one greenwashing and/or bluewashing strategy. A total of 115 strategies were used. Recorded strategies included the substitution of discounts with other offers (promotional gifts or donations), the use of misleading language (rebranding and Sin of Vagueness), the use of imagery, the endorsement by credible celebrities, and the use of misleading claims (ethical consumerism claim, Sin of Fibbing and Sin of the Lesser of Two Evils).

The gravity of this issue was demonstrated in *Study 2*, which showed that even those participants who indicated that they recognized green- and/or bluewashing instances in the shown ads (i.e., those who exhibited high sustainability skepticism) gave good evaluations regarding the brands and their sustainability performances. Evaluations also positively correlated with ad skepticism and attitude towards Black Friday. Additionally, the study demonstrated that consumers' negative attitude towards Black Friday and high ad skepticism had statistically significant predictive abilities for positive brand evaluation and sustainability

evaluation. Hence, we can assume that consumers who recognize the negative social and environmental impact of Black Friday prefer seemingly more sustainable alternatives over conventional Black Friday campaigns. Consumers who generally distrust ads appear to find these campaigns appealing, perhaps due to high informational utility.

Sustainable purchase behavior is a predictive factor for negative brand evaluations, suggesting that consumers who shop responsibly disapprove of Black Friday campaigns by sustainable brands. These insights indicate that Black Friday campaigns by sustainable brands may be effective for consumers who are generally concerned about environmental and social sustainability issues, but not for those whose behavior is de facto sustainable.

6. References

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7. Appendix

7.1. Abstract

Growing awareness of the fashion industry's negative impact on people and the environment has led to considerable growth of the sustainable fashion market. At the same time, Black Friday purchases increase annually as the sales event develops into a global phenomenon. As sustainable fashion brands are choosing to participate in the event, many communicate their offers via the social media platform Instagram. With the aim of maintaining their sustainable corporate images, some brands use greenwashing and/or bluewashing strategies. *Study 1* explores which strategies were employed in Instagram content posted by sustainable brands, using quantitative and qualitative content analysis. We propose a research-based model of nine categories: cause-related marketing (CRM), rebranding, promotional gifts, the use of nature- or charity-related imagery, the Sin of Vagueness, the Sin of Fibbing, the Sin of the Lesser of Two Evils, content creator endorsement, and the argument for ethical consumerism. *Study 2* examines predictive factors for consumer evaluations of Black Friday ads by sustainable brands, using an online survey and a stepwise multiple regression analysis. Findings show that consumers' critical attitude towards Black Friday and high ad skepticism predict positive evaluations while sustainable purchase behavior predicts negative evaluations. These insights suggest that Black Friday campaigns by sustainable brands may appeal to consumers who show general concern for the environment and issues of social sustainability, but not to those whose exhibit de facto sustainable behavior. Our results may also serve as a basis for further research into greenwashing and bluewashing in sustainable fashion marketing on social media.

Keywords: greenwashing, bluewashing, sustainable fashion, social media advertising, Black Friday, consumer evaluation, green involvement, ad skepticism

7.2. Zusammenfassung (deutsch)

Das steigende Bewusstsein der Bevölkerung über die schwerwiegenden Auswirkungen der Modeindustrie auf Mensch und Umwelt führt zu einem Wachstum des Marktes für nachhaltige Mode. Gleichzeitig verzeichnet das Verkaufsevent Black Friday eine globale Zunahme an Verkäufen. Trotz schwerwiegender Bedenken bezüglich der sozialen und ökologischen Verträglichkeit des Events, bieten auch nachhaltige Modeunternehmen Black Friday-Angebote an. Um ihr Nachhaltigkeitsimage zu bewahren, stellen diese Unternehmen ihre Teilnahme am Verkaufsevent mittels Greenwashing und Bluewashing in beschönigter Weise dar. Der Begriff Greenwashing beschreibt den Einsatz irreführender oder übertriebener Behauptungen oder Darstellungen bezüglich der Umweltbemühungen eines Unternehmens oder des ökologischen Nutzens eines Produktes für Werbezwecke. Bluewashing bezeichnet ebensolche Irreführungen in Bezug auf die soziale Nachhaltigkeit. In der vorliegenden Arbeit wurden Black Friday-Kampagnen nachhaltiger Modeunternehmen auf der Social Media-Plattform Instagram auf den Einsatz von Greenwashing und Bluewashing untersucht und Markenbewertungen von Konsumierenden diesbezüglich analysiert.

In der ersten Studie wurden die eingesetzten Werbestrategien inhaltlich und numerisch analysiert und ein literaturbasiertes Modell für künftige Forschung erstellt. Es wurden neun Strategien nachgewiesen: Cause-related Marketing (CRM), Rebranding (Umfirmierung), visuelle Darstellungen sozialer Aspekte oder mit Naturbezug, Werbegeschenke, vage Aussagen, Falschbehauptungen, Werbung für ein geringeres Übel, Werbekooperationen mit Influencer*innen, sowie die Forderung nach ethischem Konsum. Insgesamt wurden 115 Strategien in den Black Friday-Kampagnen von 39 nachhaltigen Modelabels identifiziert.

In der zweiten Studie wurden Konsumierendenbewertungen ausgewählter Modelabels sowie deren Nachhaltigkeitsperformance in Black Friday-Kampagnen mittels Online-Fragebogen erhoben und auf prädiktive Faktoren untersucht. Die Regressionsanalyse deutet darauf hin, dass Konsumierende, welche konventionellen Black Friday-Kampagnen kritisch gegenüber gestimmt sind, die gezeigten Angebote nachhaltiger Modelabels positiv bewerten. Jene werden möglicherweise als tatsächlich nachhaltige Alternative betrachtet. Ebenso geben Konsumierende mit hoher Werbeskepsis gute Bewertungen – möglicherweise aufgrund des hohen informativen Nutzens der Werbungen. Schlechte Bewertungen werden hingegen von Konsumierenden erwartet, die ein nachhaltiges Kaufverhalten aufweisen. Demnach lassen sich Individuen mit konsumkritischer Einstellung nicht von den Kampagnen überzeugen.

Der umfangreiche Einsatz von Greenwashing und Bluewashing-Strategien in Werbekampagnen nachhaltiger Modeunternehmen sorgt für Intransparenz und legitimiert ein solches Handeln durch nichtnachhaltige Unternehmen. Die Erkenntnisse der vorliegenden Studien dienen als wertvolle Basis für künftige Forschungen im Bereich des Social Media Marketings nachhaltiger Labels.

7.3. Questionnaire

Benutzen Sie Instagram?

- ☐ ja
☐ nein

F106 
Filterfrage

1 aktive(r) Filter

Filter F106/F1

Wenn eine der folgenden Antwortoption(en) ausgewählt wurde: **2**
Dann nach dem Klick auf "Weiter" den Text **F103** anzeigen und das Interview beenden

Können Sie englische Texte lesen und verstehen?

- ☐ ja
☐ nein

F104 
Filterfrage

1 aktive(r) Filter

Filter F104/F1

Wenn eine der folgenden Antwortoption(en) ausgewählt wurde: **2**
Dann nach dem Klick auf "Weiter" den Text **F105** anzeigen und das Interview beenden

Inwiefern stimmen Sie folgenden Aussagen zu den Themen „Umwelt“ und „soziale Gerechtigkeit“ zu?

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Ich bin bereit Opfer zu bringen, um die Umwelt zu schützen.	☐	☐	☐	☐	☐	☐
Die Natur ist stark genug, um sich von jeglichen menschlichen Einflüssen zu erholen.	☐	☐	☐	☐	☐	☐
Der Zustand der Umwelt wirkt sich auf meine Lebensqualität aus.	☐	☐	☐	☐	☐	☐
Im Vergleich zu einer durchschnittlich informierten Person schätze ich meine Kenntnisse zum Thema Umwelt als hoch ein.	☐	☐	☐	☐	☐	☐
Soziale Gerechtigkeit ist mir wichtig.	☐	☐	☐	☐	☐	☐
Ich bin bereit Opfer zu bringen, um soziale Gerechtigkeit zu fördern.	☐	☐	☐	☐	☐	☐
Es ist mir wichtig, dass Menschen nicht ausgebeutet werden.	☐	☐	☐	☐	☐	☐
Im Vergleich zu einer durchschnittlich informierten Person schätze ich meine Kenntnisse im Bereich von sozialer Gerechtigkeit als hoch ein.	☐	☐	☐	☐	☐	☐

Inwiefern stimmen Sie den folgenden Aussagen zum Thema „Werbung“ zu?

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Wir können uns darauf verlassen, in Werbenen zumeist die Wahrheit zu erfahren.	☐	☐	☐	☐	☐	☐
Werbung informiert glaubwürdig über die Qualität und Leistung von Produkten.	☐	☐	☐	☐	☐	☐
Werbung enthält zumeist falsche Behauptungen.	☐	☐	☐	☐	☐	☐
Ohne Werbung wären Konsument*innen besser dran.	☐	☐	☐	☐	☐	☐

Inwiefern stimmen Sie folgenden Aussagen zu den Themen „grüne Werbung“ und „blaue Werbung“ zu?

Anm.: Grüne Werbung hebt ökologische Nachhaltigkeit hervor (z.B. umweltfreundliches Produkt, ressourcenschonende Herstellung, etc.). Blaue Werbung hebt soziale Nachhaltigkeit hervor (z.B. faire Arbeitsbedingungen, Unterstützung karitativer Einrichtungen, etc.).

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Grüne Werbung liefert mir Informationen, die ich für meine Kaufentscheidung benötige.	☐	☐	☐	☐	☐	☐
Wenn Unternehmen mit Umweltkampagnen werben, gehe ich von deren Glaubwürdigkeit aus.	☐	☐	☐	☐	☐	☐
Umweltverträglichkeit und Umweltschutzmaßnahmen eines Unternehmens werden meines Erachtens selten transparent kommuniziert.	☐	☐	☐	☐	☐	☐
Soziale Nachhaltigkeit wird in Werbungen hervorgehoben, um Profit daraus zu schlagen.	☐	☐	☐	☐	☐	☐
Wenn Unternehmen mit sozialem Engagement/humanitären Kampagnen werben, gehe ich von deren Glaubwürdigkeit aus.	☐	☐	☐	☐	☐	☐
Arbeitsbedingungen und Menschenrechtsmaßnahmen eines Unternehmens werden meines Erachtens selten transparent kommuniziert.	☐	☐	☐	☐	☐	☐

Wie schätzen Sie Ihr eigenes Kaufverhalten ein?

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Wenn ich mich zwischen zwei gleichwertigen Produkten entscheiden müsste, würde ich das umweltfreundlichere bevorzugen.	☐	☐	☐	☐	☐	☐
Ich achte beim Kauf darauf, dass das Produkt umweltfreundlich ist.	☐	☐	☐	☐	☐	☐
Wenn ich die Wahl zwischen zwei gleichwertigen Produkten habe, kaufe ich jenes, das anderen Menschen (z.B. Produzent*innen) weniger schadet.	☐	☐	☐	☐	☐	☐
Ich bin bereit mehr zu zahlen, wenn dadurch andere Menschen fair entlohnt werden.	☐	☐	☐	☐	☐	☐
Ich boykottiere Unternehmen, die gesellschaftlich verantwortungslos agieren.	☐	☐	☐	☐	☐	☐

Inwiefern stimmen Sie den folgenden Aussagen zum Thema „Nachhaltige Mode“ zu?

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Im Vergleich zu einer durchschnittlich informierten Person schätze ich meine Kenntnisse im Bereich nachhaltiger Mode als hoch ein.	☐	☐	☐	☐	☐	☐
Konventionelle Modeketten legen in den meisten Fällen wenig Wert auf die Umwelt.	☐	☐	☐	☐	☐	☐
Konventionelle Modeketten legen in den meisten Fällen wenig Wert auf die Arbeitsbedingungen in den Produktionsländern.	☐	☐	☐	☐	☐	☐
Nachhaltigkeitskampagnen von Modeunternehmen stellen die tatsächlichen Nachhaltigkeitsbemühungen des Unternehmens oftmals in beschönigter Weise dar.	☐	☐	☐	☐	☐	☐

Wie schätzen Sie Ihr Kaufverhalten in Bezug auf Mode ein?

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Ich fühle mich nicht gut, wenn ich bei internationalen, konventionellen Modeketten, wie beispielsweise H&M oder Zara, einkaufe.	☐	☐	☐	☐	☐	☐
Der Kauf von Kleidung nachhaltiger Labels ist für mich eher gerechtfertigt als jener von großen konventionellen Textilkonzernen.	☐	☐	☐	☐	☐	☐
Ich fühle mich beim Kauf von umweltfreundlich und fair produzierter Kleidung wohler.	☐	☐	☐	☐	☐	☐
Ich bin bereit auf andere Marken umzusteigen, wenn deren Kleidung umweltfreundlich und fair hergestellt wird.	☐	☐	☐	☐	☐	☐
Ich mache mir beim Kauf neuer Kleidung über die Arbeitsbedingungen der Menschen in der Produktion Gedanken.	☐	☐	☐	☐	☐	☐
Ich mache mir beim Kauf neuer Kleidung über die Auswirkungen auf die Umwelt Gedanken.	☐	☐	☐	☐	☐	☐

Nutzen Sie gerne Ausverkäufe/Sales für den Kauf von Kleidung?

☐ ja

☐ nein

1 aktive(r) Filter

Filter NM04/F1

Wenn eine der folgenden Antwortoption(en) ausgewählt wurde: 1
Dann Frage/Text NM03 später im Fragebogen anzeigen (sonst ausblenden)

Wie schätzen Sie Ihr Kaufverhalten in Bezug auf Mode im Ausverkauf ein?

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Im Ausverkauf/Sale kaufe ich oft Kleidungsstücke, die ich nicht unbedingt brauche.	☐	☐	☐	☐	☐	☐

Inwiefern stimmen Sie den folgenden Aussagen zum Thema „Black Friday“ zu?

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Ich nutze gerne die Angebote am Black Friday.	☐	☐	☐	☐	☐	☐
Black Friday-Angebote regen unnötigen Konsum an.	☐	☐	☐	☐	☐	☐
Ich finde es gut, wenn nachhaltige Unternehmen Black Friday-Rabatte anbieten.	☐	☐	☐	☐	☐	☐
Ich finde die Preis-Schlachten am Black Friday verwerflich.	☐	☐	☐	☐	☐	☐
Meines Erachtens hat Black Friday negative Auswirkungen auf die Umwelt.	☐	☐	☐	☐	☐	☐

Inwiefern stimmen Sie den folgenden Fragen zum Thema „Instagram“ zu?

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Werbung auf Instagram nervt mich.	☐	☐	☐	☐	☐	☐
Ich nutze gerne Rabatte, die auf Instagram angeboten werden.	☐	☐	☐	☐	☐	☐
Ich folge einigen Instagram-Accounts, die sich mit dem Thema Nachhaltigkeit beschäftigen.	☐	☐	☐	☐	☐	☐
Ich finde es gut, dass sich Modeunternehmen auf Instagram zu Nachhaltigkeitsthemen äußern.	☐	☐	☐	☐	☐	☐

Bitte geben Sie Ihr Alter an.

Bitte wählen Sie Ihr Geschlecht aus.

✓ [Bitte auswählen]

männlich
weiblich
divers

Bitte wählen Sie Ihre höchste abgeschlossene Ausbildung aus.

✓ [Bitte auswählen]

Pflichtschulabschluss
Lehre/Ausbildung
Matura/Abitur
FH-/Universitätsabschluss

Bitte wählen Sie Ihr monatlich verfügbares Einkommen aus.

✓ [Bitte auswählen]

weniger als 1.500€
1.500-2.500€
2.500-3.500
mehr als 3.500€

Black Friday

Sie werden nun Anzeigen von 6 Modeunternehmen sehen, die am Black Friday auf Instagram gepostet wurden. Sehen Sie sich die Anzeigen bitte an und lesen Sie auch die dazugehörigen Texte. Bewerten Sie dann die Marke anhand der gezeigten Anzeigen.

NOTE: Participants responded to the following part of the questionnaire six times, once for each of the visual stimuli (i.e., Black Friday ads). Visual stimuli (shown below) were each shown twice.

nein ja

Ist Ihnen die gezeigte Marke bekannt?

☐ ☐

Wie wahrscheinlich ist es, dass...

sehr unwahrscheinlich unwahrscheinlich eher unwahrscheinlich eher wahrscheinlich wahrscheinlich sehr wahrscheinlich

Sie sich Sie sich in näherer Zukunft für einen Kauf bei dieser Marke entscheiden?

☐ ☐ ☐ ☐ ☐ ☐

Sie dieses Black Friday-Angebot nutzen würden?

☐ ☐ ☐ ☐ ☐ ☐

Hinweis: Weiter unten sehen Sie die Anzeigen noch 1 weiteres Mal.

Wie würden sie die Marke anhand der gezeigten Anzeige bewerten? Bitte entscheiden Sie spontan.

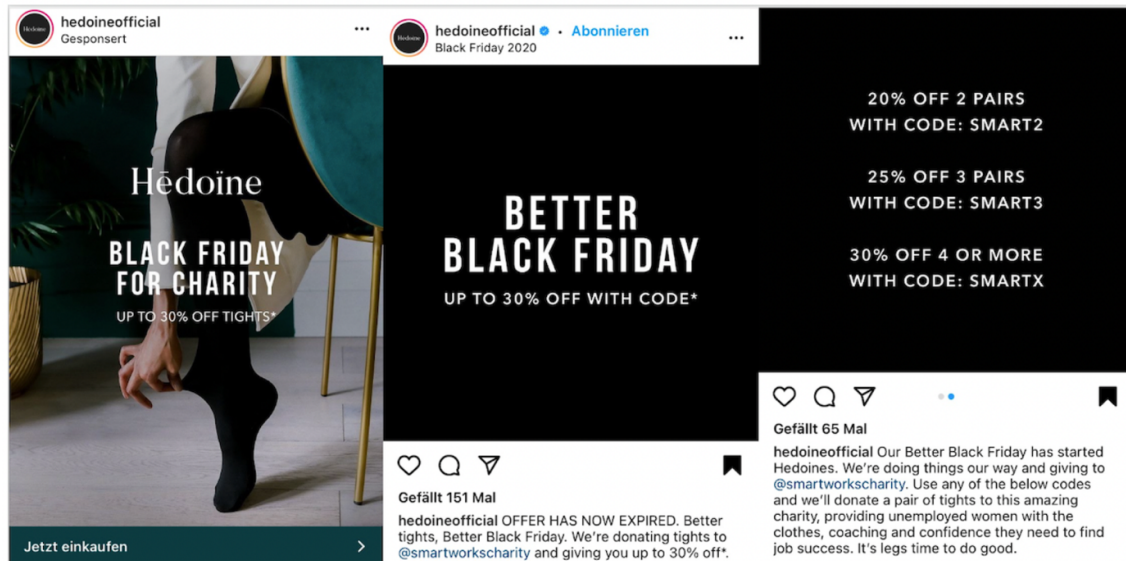
positiv	☐	☐	☐	☐	☐	☐	negativ
sympathisch	☐	☐	☐	☐	☐	☐	unsympathisch
attraktiv	☐	☐	☐	☐	☐	☐	unattraktiv
ansprechend	☐	☐	☐	☐	☐	☐	nicht ansprechend
überzeugend	☐	☐	☐	☐	☐	☐	nicht überzeugend
empfehlenswert	☐	☐	☐	☐	☐	☐	nicht empfehlenswert
zuverlässig	☐	☐	☐	☐	☐	☐	unzuverlässig
glaubwürdig	☐	☐	☐	☐	☐	☐	unglaubwürdig
authentisch	☐	☐	☐	☐	☐	☐	gekünstelt
vertrauenswürdig	☐	☐	☐	☐	☐	☐	trügerisch
aufrichtig	☐	☐	☐	☐	☐	☐	heuchlerisch

Wie würden Sie die ökologische und soziale Nachhaltigkeit dieser Marke anhand dieser Anzeige bewerten? Bitte entscheiden Sie spontan.

gemeinnützig	☐	☐	☐	☐	☐	☐	profitorientiert
fair	☐	☐	☐	☐	☐	☐	nicht fair
umweltfreundlich	☐	☐	☐	☐	☐	☐	umweltschädlich
ressourcenschonend	☐	☐	☐	☐	☐	☐	verschwenderisch
ethisch	☐	☐	☐	☐	☐	☐	unethisch
unterstützungswürdig	☐	☐	☐	☐	☐	☐	nicht unterstützungswürdig

Inwiefern stimmen Sie den folgenden Aussagen zum Thema „Nachhaltigkeit“ in Bezug auf die gezeigte Anzeige zu?

	Stimme gar nicht zu	Stimme nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Diese Anzeigen versuchen positive Einzelaspekte hervorzuheben, um andere, negative Aspekte zu vertuschen.	☐	☐	☐	☐	☐	☐
Diese Anzeigen täuschen Verbraucher*innen durch graphische Aspekte (Bilder, Logo, etc.) in Bezug auf die Umweltfreundlichkeit des Beworbenen.	☐	☐	☐	☐	☐	☐
Diese Anzeigen täuschen Verbraucher*innen durch graphische Aspekte (Bilder, Logo, etc.) in Bezug auf die soziale Verträglichkeit des Beworbenen.	☐	☐	☐	☐	☐	☐
Diese Anzeige stellt die ökologischen und sozialen Nachhaltigkeitsbemühungen des Unternehmens in beschönigter Weise dar.	☐	☐	☐	☐	☐	☐
Im Sinne der Nachhaltigkeit ist ein Einkauf bei dieser Marke am Black Friday eine gute Entscheidung.	☐	☐	☐	☐	☐	☐
Dieses Unternehmen stellt das Black Friday-Angebot nachhaltiger dar, als es ist.	☐	☐	☐	☐	☐	☐



Bildquellen:

Hedoine [hedoineofficial]. (2020a, November 26). Better Black Friday [Instagram post]. Retrieved from <https://www.instagram.com/p/CiC-Yt-ge8Q/?igshid=zmxs5441xwpq>

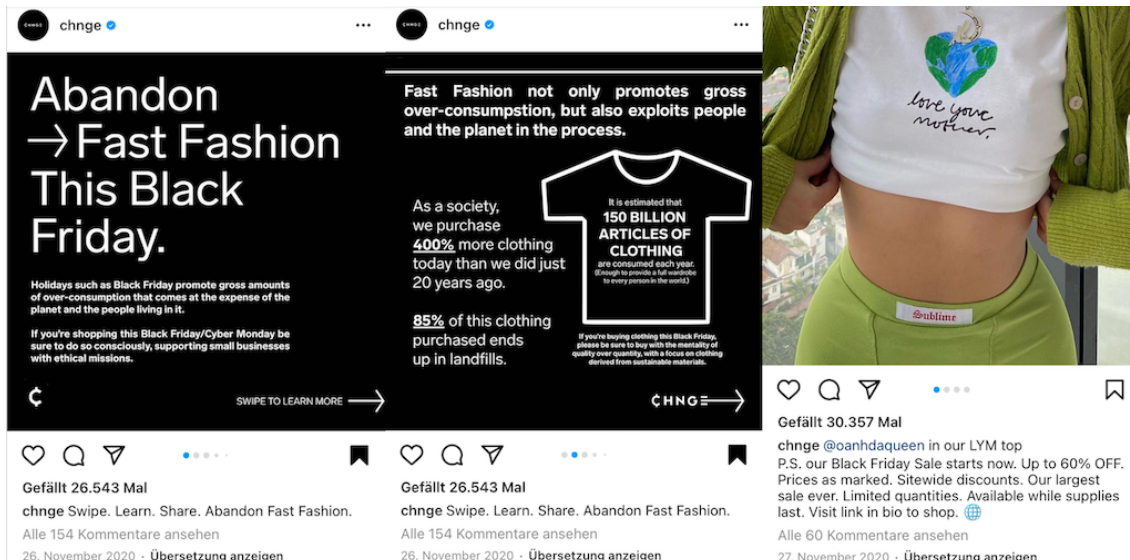
Hedoine [hedoineofficial]. (2020b, November 30). Black Friday for charity [sponsored Instagram ad]. Retrieved from <https://www.instagram.com/p/CiNoXrUDPq/>

Hedoine [hedoineofficial]. (2020c, November 23). Our Better Black Friday sale has started Hedoiners [Instagram post]. Retrieved from <https://www.instagram.com/p/CH7RpR7h7F1/?igshid=rvdq42x08mf>



Bildquelle:

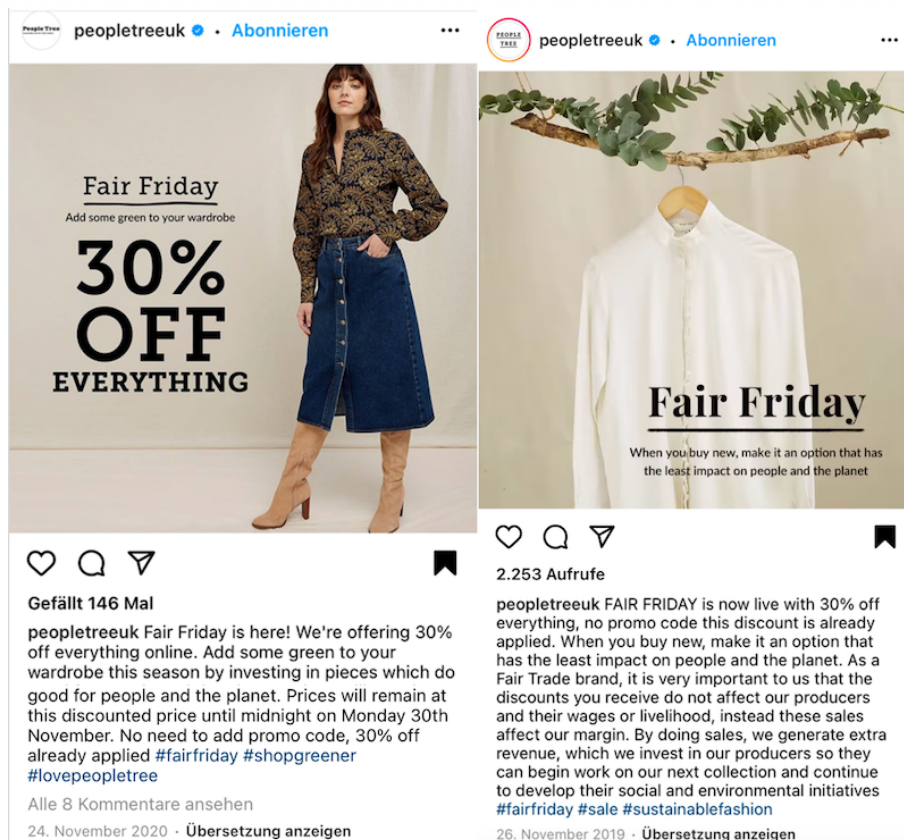
Nikin [nikinclothing]. (2020, November 27). We celebrate GREEN FRIDAY instead of Black Friday [Instagram post]. Retrieved from <https://www.instagram.com/p/CiEhBQq8T8/?igshid=d8ssmdtrd5bm>



Bildquellen:

CHNGE [chnge]. (2020a, November 27). @oanhdaqueen in our LYM top P.S. our Black Friday Sale starts now. Up to 60% OFF. Prices as marked. Site-wide discounts. Our largest sale ever. Limited quantities. Available while supplies last. [Instagram Post]. Retrieved from <https://www.instagram.com/p/CiFe8vqgy4c/?igshid=11tygtudac5zy>

CHNGE [chnge]. (2020b, November 26). Swipe. Learn. Share. Abandon Fast Fashion. [Instagram Post]. Retrieved from <https://www.instagram.com/p/CiET0J9AMG5/?igshid=dh50roia121j>



Bildquellen:

People Tree [peopletreeuk]. (2020a, November 24). Fair Friday is here! [Instagram post]. Retrieved from https://www.instagram.com/p/CH-8_Cyl4Zd/?igshid=9s33jv79gos6

People Tree [peopletreeuk]. (2020b, November 26). FAIR FRIDAY is now live with 30% off everything [Instagram post]. Retrieved from <https://www.instagram.com/p/B5UvtBTgE9f/?igshid=90ki27xuvox>

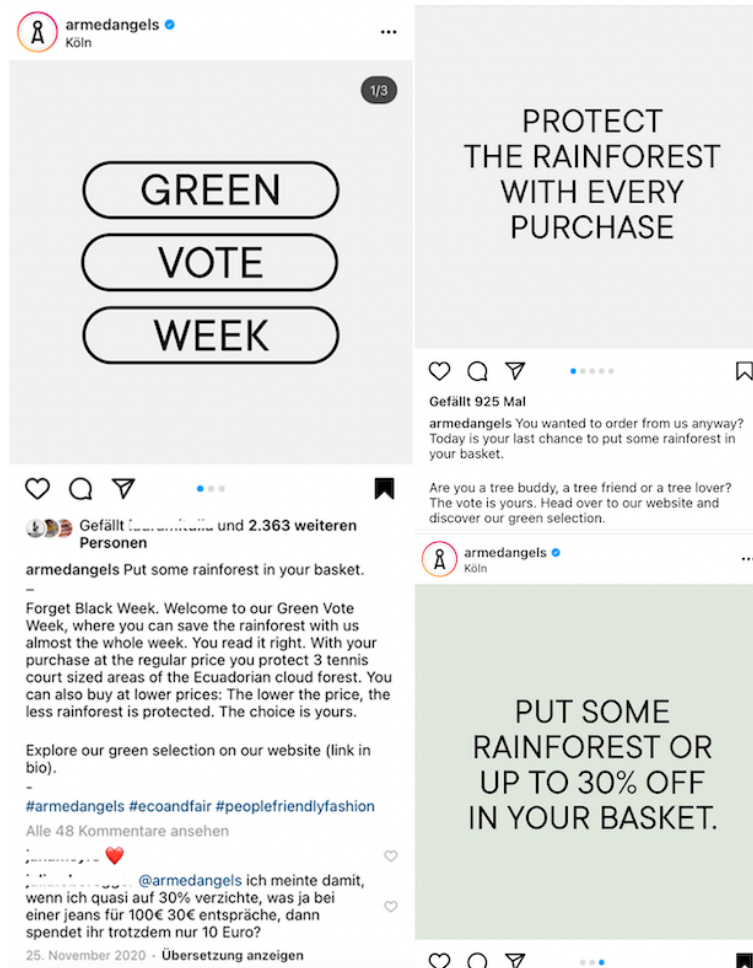


Bildquellen:

Kings of Indigo [kingsofindigo]. (2020a, November 30). Give the gift of water. [Instagram post]. Retrieved from <https://www.instagram.com/p/CINZSDugvKG/?igshid=18krytcpm4yoy>

Kings of Indigo [kingsofindigo]. (2020b, November 27). No deals here, just a sustainable brand doing some good on a Friday. [Instagram post]. Retrieved from <https://www.instagram.com/p/CIFsC7UgVci/?igshid=1gn0i293hyork>

Kings of Indigo [kingsofindigo]. (2020c, December 12). We are proud to share that we were able to donate 16,100,000 liters of water to the Made Blue Foundation. Thank you for joining our Blue Friday initiative! [Instagram story]. Retrieved 12 December 2020.



Bildquellen:

Armedangels [armedangels]. (2020a, November 30). Protect the rainforest with every purchase [Instagram post]. Retrieved from <https://www.instagram.com/p/CINeJagF2vM/?igshid=qltwgqsxhxi>

Armedangels [armedangels]. (2020b, November 25). Put some rainforest in your basket [Instagram post]. Retrieved from <https://www.instagram.com/p/CIAgytcFmpY/?igshid=1cggwhzdya5t8>

Quiz

QW01

Vielen Dank für Ihre bisherige Teilnahme!

Im diesem letzten Abschnitt können Sie Ihr Wissen zum Thema "Nachhaltige Mode" testen!

Im Anschluss erhalten Sie Ihr persönliches Ergebnis. Sollten Sie an diesem Quiz nicht teilnehmen wollen, können Sie diese Seiten auch überspringen. Viel Spaß!

1. Synthetische Textilien wie Polyester und Acryl werden aus Öl erzeugt. Wie viel Prozent unserer Kleidung hat einen Anteil solcher synthetischen Stoffe? (Fashion Revolution Week, 2021)
 - a. **90%**
 - b. 55%
 - c. 70%
2. Synthetische Textilien sind die größte Quelle von primärem Mikroplastik in den Ozeanen (Boucher & Friot, 2017). Was ist der Hauptgrund für dafür?
 - a. Textilabfälle werden im Meer entsorgt.
 - b. Teile zersetzter Textilien von Deponien gelangen über das Regenwasser ins Meer.
 - c. **Bei jedem Waschgang lösen sich Fasern, die ins Abwasser gelangen und schließlich im Meer landen.**
3. Durch Kleidungsproduktion werden enorme Mengen Wasser verbraucht bzw. verschmutzt. Den wievielten Platz der schädlichsten Industrien nimmt die Modeindustrie diesbezüglich ein? (Fashion Revolution Week, 2021)
 - a. den sechsten Platz
 - b. den vierten Platz
 - c. **den zweiten Platz**
4. Um wie viel länger muss ein Kleidungsstück im Schnitt getragen werden, um dessen CO2- und Wasser-Fußabdruck um 25-30% zu senken? (Fashion Revolution Week, 2021)
 - a. **9 Monate**
 - b. 2 Jahre
 - c. 5 Jahre
5. Anbauflächen für Baumwolle machen ca. 2% der weltweiten Landflächen aus. Wie viel Prozent der verbrauchten Pestizide werden für konventionelle Baumwolle eingesetzt? (Fashion Revolution Week, 2021)
 - a. 5%
 - b. **25%**
 - c. 36%
6. Nur rund 15% der Textilien werden derzeit recycelt. Welche dieser Textilien sind derzeit NICHT gut recycelbar?
 - a. Naturfasern, z.B. 100% Baumwolle
 - b. Synthetische Fasern, z.B. 100% Polyester
 - c. **Mischfasern, z.B. 95% Baumwolle, 5% Elasthan**
7. Um wie viel Prozent sind Textilabfälle in den USA seit 1960 gestiegen (Stand 2015) (US Environmental Protection Agency, 2019)?
 - a. 230%
 - b. **811%**
 - c. 78%
8. Im Durchschnitt kaufen Menschen heutzutage 60% mehr Kleidung als vor 15 Jahren. Wie lange wird diese Kleidung im Vergleich getragen? (Greenpeace, 2020)
 - a. **Halb so lange**
 - b. Ein-Viertel-mal so lange
 - c. Ein-Drittel-mal so lange
9. Ca. 40 Millionen Menschen arbeiten im Bereich der Modeherstellung. Wie viele davon sind Frauen?
 - a. **85%**
 - b. 65%
 - c. 45%
10. Wie viele Arbeiterinnen in Textilfabriken in Südostasien haben sexuelle Belästigung erfahren? (CARE International, 2019)
 - a. Jede siebte Arbeiterin
 - b. Jede vierte Arbeiterin
 - c. **Jede zweite Arbeiterin**
11. In welchem Land ist der Stundenlohn für Textilarbeiter*innen am niedrigsten? Der Lohn liegt bei nur \$0,32. Um davon leben zu können, müsste er 4,5-mal so hoch sein. (Fashion Revolution Week, 2021)
 - a. Pakistan
 - b. **Bangladesch**
 - c. Indien
12. In Kambodscha verdienen Textil- und Bekleidungsarbeiter*innen ungefähr 46% von dem, was sie eigentlich in diesem Land zum Überleben bräuchten. Wie viel Prozent sind es in Bulgarien? (Clean Clothes Campaign, 2020)
 - a. **51%**
 - b. 76%
 - c. 9%

13. In welchen Bereichen der Produktionskette für die Modeindustrie wurde Kinderarbeit belegt? (Fashion Revolution Week, 2021)
- a. Im Landwirtschaftsbereich, z.B. Saatgutproduktion, Ernte
 - b. In der Textilherstellung, z.B. Spinnerei, Weberei, Nähen
 - c. In allen genannten Bereichen**
14. 59% des Verkaufspreises eines T-Shirts bekommt der Verkäufer, 12% die Marke. Welchen Anteil des Verkaufspreises erhält ein*e Textilarbeiter*in im Schnitt? (Clean Clothes Campaign, 2020)
- a. 0,6%**
 - b. 4% (diesen Anteil bekommen im Schnitt die Fabrikbesitzer)
 - c. 8% (diesen Anteil machen im Schnitt die Transportkosten aus)
15. Um wie viel teurer müsste ein T-Shirt sein, damit die Bedürfnisse der Textil- und Bekleidungsarbeiter*innen gedeckt wären? (Clean Clothes Campaign, 2020)
- a. 10 US-Dollar
 - b. 1 US-Dollar
 - c. 10 US-Cent**
-