

Greenfluencers and consumers' sustainable fashion behavior: an Information Adoption Model perspective

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Abstract

Since fast fashion is one of the world's most polluting industries, it is essential to determine how consumers can be driven towards more sustainable fashion behaviour. Greenfluencers are important actors in disseminating sustainability-related messages, with many focusing on fashion-related content. This study aims to understand the processing of green fashion influencers' posts building upon the Information Adoption Model (IAM). Specifically, we investigate how argument quality and source credibility affect information usefulness, which is known to predict information adoption and behavioural intentions. Based on a cross-sectional survey (N=177) we find that greenfluencers affect consumers' information usefulness through argument quality. Moreover, contrary to the IAM, information adoption does not seem to affect consumers' sustainable purchase intentions. In a follow-up experimental study, we are exploring the same mechanisms but focusing on a non-purchase related outcome (i.e., intention to repair clothes). Data is currently being collect and results will be presented at ICORIA 2024.

Keywords

Greenfluencers, fashion, information adoption, consumer behavior, sustainable behavior