



## Green Ads, Green Hearts: How Ads and Caring for The Planet Boost Your Eco-Friendly Shopping Goals

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### Abstract

*Based on the Theory of Planned Behavior, this research investigates the relationship between green advertising, green purchase intention, and environmental concern, employing a structural model analysis to explain their complex dynamics. Through careful examination of empirical data, it is established that green advertising exerts a significant positive influence on both green purchase intention and environmental concern. However, contrary to initial hypotheses, environmental concern does not act as a mediator between green advertising and green purchase intention which is unexpected, nor does it directly influence green purchase intention. These findings highlight the complex nature of consumer behavior in the context of sustainability, highlighting the interplay between advertising stimuli, environmental attitudes, and purchasing intentions. By shedding light on these dynamics, this study contributes to the scholarly discourse surrounding environmentally responsible consumption patterns, providing valuable insights for marketers, policymakers, and researchers alike.*

**Keywords:** *Green Advertising, Environmental Concern, Green Purchase Intention.*



## Introduction

In today's world, consumers are increasingly aware of the environmental impact of their purchasing decisions. The continuous growth of business activities and production has resulted in widespread pollution and damage to the natural environment, prompting individuals to consider the environmental consequences of their consumption (Klabi & F, 2022). In the current business landscape, companies are primarily focused on raising awareness among individuals about the significance of green products. This is particularly targeted towards individuals who have a strong interest in understanding the environmental friendliness of a product. The main objective of companies is to encourage the use of eco-friendly products (Rahbar & Wahid, 2011). Green advertising involves the use of messages that promote natural, ecological, and environmentally friendly content, to meet the desires and concerns of environmentally conscious consumers (Carlson, 1995). Advertising plays a crucial role in facilitating communication about ecological issues and raising awareness among both consumers and organizations about the availability and benefits of environmentally friendly products. (Joshi & Rastogi, 2016). Green advertising is advertisements presented to consumers that give the consumers the chance to compare, to find out what proportion of recycled items are used and what they are made of, and provide them with real environmental information (Ong, 2007). Consumer decision-making regarding product purchases is significantly influenced by the level of purchase intention they possess. Green purchase intention and behavior are the choices and actions individuals make when deciding to buy environmentally friendly products. It involves ethical decision-making and reflects responsible behavior. When people care about the environment, they make sure to focus on buying green products to make a positive impact on society. (Massoud Moslehpour, 2023). Purchase intention is a critical factor that consumers consider when determining whether or not to make a purchase (Bilal & Ali, 2013). Green products are often perceived as more expensive compared to conventional products. Not all consumers have a strong awareness of environmental damage or actively engage in environmentally friendly practices. This can create a challenge for companies that want to target environmentally conscious consumers. Environmental concerns have emerged as a crucial factor influencing consumers' decisions to purchase green products. Environmental concern is when someone understands and cares about problems in the environment and wants to help solve them. It can also mean when people are made aware of the fact that there are not enough natural resources and the environment is in danger (Maichum, Parichatnon, & Peng, 2017)



Consumers are becoming more concerned about environmental issues and if organizations do not take any action relating to environmental issues by offering green products they may lose credibility in their customers. Hence, organizations tend to participate in environmental issues and fulfill the customer's expectation (Sharma & Aswal, 2017). Earlier research on green advertising reveals that consumers who prioritize environmental concerns and actively take steps to promote a healthy environment demonstrate a strong inclination toward purchasing green products. These consumers also express a clear intention to buy products that make ecological claims. (Batool & Iqbal, 2016)

The lack of standardized criteria or certifications for green products makes it difficult for consumers to differentiate between genuinely eco-friendly products. Companies need to address these issues and ensure transparency and authenticity in their green advertising efforts. (Batool & Iqbal, 2016). By providing reliable information, organizations can build trust with customers, which increases the perceived value of the products. This leads to customers being more inclined to purchase green products (Ashoush & Kortam, 2022). Higher prices can deter some consumers from having the intention to purchase green products. By providing cost-effective options for green products offer incentives like discounts or promotions to make green products more affordable and appealing to consumers. Some consumers may be skeptical about the authenticity and effectiveness of green products, leading to lower purchase intention. Enhance transparency and credibility through certifications and labels. (Ramli & Rashid, 2009).

Companies can invest in green advertising, social media initiatives, and partnerships with environmental organizations to raise awareness and educate consumers about the importance of sustainability (Nizar Fauzan, 2019). The role of social media is very prominent in the current era (Mohiuddin, Iraqi, & Iqbal, 2018). Earlier research on green advertising reveals that consumers who prioritize environmental concerns and actively take steps to promote a healthy environment demonstrate a strong inclination toward purchasing green products. These consumers also express a clear intention to buy products that make ecological claims. (Batool & Iqbal, 2016). Previous research discusses the factors green advertising research has focused on the effectiveness of different advertising claims and people's interactions with the environment (Song & YanLuximon, 2019).

This study focused on the relationship among green advertising, environmental concern, and green purchase intention. Marketers should prioritize increasing consumers' knowledge, awareness, attitude, and concern to influence their green purchasing intention (Azarcon,



Guzman, Olalia, & Antonio E. Etrata, 2022). This research aimed to understand how to influence consumer behavior towards green products for profitable green marketing.

### **Objectives of the Study**

The research aims to assess the impact of green advertising on consumers' green purchase intentions, with a specific focus on understanding the mediating role of environmental concerns. The objectives include investigating the influence of green advertising on consumer perceptions and attitudes towards environmentally sustainable products, examining how environmental concern mediates this relationship, and measuring the level of green purchase intention among consumers exposed to green advertising.

### **Literature Review and Hypotheses Development**

Theory of Planned Behavior posits that behavioral intentions are determined by three factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of green advertising, favorable attitudes towards environmentally friendly products portrayed in advertisements, perceived social pressure to engage in eco-friendly behavior, and the perceived ease of purchasing green products can influence individuals' intentions to buy environmentally friendly products (Lavuri et al., 2023).

The growing global concern for environmental issues and the increased use of green products have led to a focus on purchasing intentions towards green products. (Massoud Moslehpour, 2023). The current generation is facing numerous environmental challenges such as climate change, water pollution, global warming, and hazardous waste disposal. These challenges have a significant impact on people's psychology and consumer behavior. (Nguyen, Huynh, Ho, Le, & Doan, 2022). Many studies revealed that awareness, environmental concern, green advertising, and product attributes have a significant and positive impact on consumers' green purchase intentions. (Madhavika, Amaraweera, Fernando, Perera, & Perera, 2021).

Green purchase intention refers to individuals' inclination and likelihood to choose eco-friendly products over traditional ones. It has been found to positively impact consumers' decisions to buy green items (Massoud Moslehpour, 2023). Previous research has suggested a direct link between environmental concern and purchase intention, which can provide valuable insights into green product intention. Therefore, consumers' understanding of eco-friendly goods and their environmental concerns play a crucial role in shaping their green purchasing behavior. (Azarcon, Guzman, Olalia, & Antonio E. Etrata, 2022). Environmental concern is linked to individuals' fundamental values and demonstrates a positive correlation



with the purchase intention of green products. Consumers with elevated environmental concerns are more inclined to purchase green products and embrace a green lifestyle (Li, Yang, Zhang, Li, & Chen, 2021).

Consumers who exhibit heightened attention to environmental problems often display positive attitudes toward green products, indicative of a commitment to maintaining a healthy and eco-friendly lifestyle. This heightened environmental concern significantly influences purchase decisions, particularly concerning green products (Wencan Zhuang & Riaz, 2021). Environmental concerns have also been shown to positively influence the purchasing decisions of young consumers. (Tan, Ojo, & Thurasamy, 2019). Environmental concerns play a crucial role in shaping purchasing decisions, particularly when it comes to environmentally friendly products. Consumers who prioritize the ecological environment are more likely to purchase green products (Chawla & Joshi, 2019). It is an important factor that affects how consumers behave, especially when they're buying things that are good for the environment (Fraccascia, Ceccarelli, & Dangelico, 2023)

Green advertising involves asserting that the features of the promoted product or associated production processes contribute positively to environmental protection. The primary objective of environmentally friendly advertising is to influence consumer purchase intentions by motivating them to choose environmentally benign products. The aim is to draw attention to the positive outcomes of their buying behavior. Green advertising has a notable impact on consumer purchase intentions for environmentally friendly products (Amallia, Effendi, & Ghofar, 2021).

Green advertising demonstrates a positive and significant impact on the green purchase intention of environmentally friendly products. The increased visibility of such advertisements has the potential to enhance consumer enjoyment and knowledge about eco-friendly products, thereby influencing purchasing decisions. The presence of such green advertising is expected to generate public and consumer interest motivating them to actively consider and purchase environmentally friendly products (Kusuma & Sulhaini, 2018). Effective green advertising not only enhances the company's image but also builds consumer trust (Aslam, Iqbal, & Zaman, 2021). Green advertising has the potential to impact green awareness among consumers, thereby enhancing purchasing intention for environmentally friendly products. (Alamsyah, Othman, & Mohammed, 2020). It is a vital method for introducing environmentally friendly products, motivating consumers to believe that their actions contribute positively to the environment (Sun, Luo, Wang, & Fang, 2020). Therefore,



incorporating effective green advertising strategies can be a key decision for companies looking to influence consumer behavior and drive the adoption of environmentally friendly products (Amallia, Effendi, & Ghofar, 2021).

Studies indicated that the goal of green advertising is to influence consumer purchase intention by encouraging consumers to purchase eco-labeled products and to allow them to realize the positive impact on both themselves and the environment (Sun, Luo, Wang, & Fang, 2020). Previous research on green advertising indicates that consumers who prioritize the environment are more inclined to purchase green products. These environmentally conscious consumers show a strong intention to purchase products that make ecological claims. In addition, consumers who express higher levels of concern about the environment tend to switch to products with ecological attributes. (Batool & Iqbal, 2016). Appeal in green advertising has a significant impact on consumer attitudes towards environmental behavior, influencing brand judgments and purchase intentions for eco-friendly products (Kim & Cha, 2021). When a consumer's intention to purchase a product increases, their likelihood of actually making the purchase also increases. This emphasizes the need for managers to create proactive advertising strategies that embrace environmentally friendly concepts, to enhance purchase intention and drive positive purchasing decisions from consumers (Amoako, Dzugbenuku, & Doe, 2020). On the basis of the above discussion, following hypothesis is developed:

H1: Green Advertising has a positive influence on Green Purchase Intention.

The level of environmental awareness among consumers directly influences their behavior and its impact on the environment. Environmental concern refers to the extent to which individuals or groups express their concern for the environment and their willingness to address existing environmental issues. Environmental concern has a direct impact on consumers' intentions to make green purchases and directs them towards companies that have a positive reputation for environmental preservation. (Elektronik, 2019). Consumers who prioritize environmental issues have a positive attitude towards green products, and this positively influences their intention to make green purchases. Therefore, organizations need to prioritize environmental concerns and promote environmentally friendly products. This contributes to the development of a green and healthy lifestyle (Massoud Moslehpour, 2023). The level of environmental concern significantly impacts the green purchase intention of consumers. Higher levels of environmental concern encourage behavioral changes in addressing environmental issues, leading to an intention to buy green products.



Environmental concern reflects an individual's worry about current or future environmental changes (Adiputra, Nataherwin, & Aoleria, 2023). In the light of the above arguments, following hypothesis is established:

H2: Environmental Concern has a positive influence on Green Purchase Intention.

Advertising claims refer to the informativeness, objectivity, concreteness, and quality of advertising messages (Iqbal, Siddiqui, & Khan, 2023). Consumer responses to advertising are influenced by the claims provided in an advertisement (Harsha Gangadharbatla, 2020). In response to the increasing environmental awareness among consumers, numerous companies have positioned themselves as eco-friendly by actively promoting their environmentally sustainable products and services (Choi & Johnson, 2019). Green advertising is characterized by a combination of features and advantages that are environmentally beneficial and create a favorable impression on customers, ultimately increasing their environmental consciousness. (Sharma & Foropon, 2019). Advertisements that include environmental claims are becoming increasingly relevant as companies strive to connect with environmentally conscious consumers (Ashok & T.Aswathanarayana, 2018). Therefore, it is hypothesized that:

H3: Green Advertising has a positive significant impact on influence Environmental Concerns.

Consumers who have a strong focus on environmental issues are more inclined to possess a heightened sense of environmental responsibility and engage in eco-friendly behaviors. (Zhang, Dayuan, Cao, & Huang, 2018). The primary objective of green advertisements is to educate the target audience about the environmental attributes of products and services offered by businesses. Green advertising is a marketing approach that promotes products as environmentally friendly and natural, aimed at positioning them in the minds of consumers as eco-friendly option (Kim & Cha, 2021). Green advertising plays a crucial role in promoting environmentally friendly products and motivating consumers to believe that their behavior can positively impact the environment. By effectively communicating the eco-friendly attributes of products, green advertising influences consumers' green purchase intention (Sun, Luo, Wang, & Fang, 2020). The higher the concern, the higher the intention, or the lower the concern, the less likely the intention to purchase green (Sharma & Foropon, 2019).

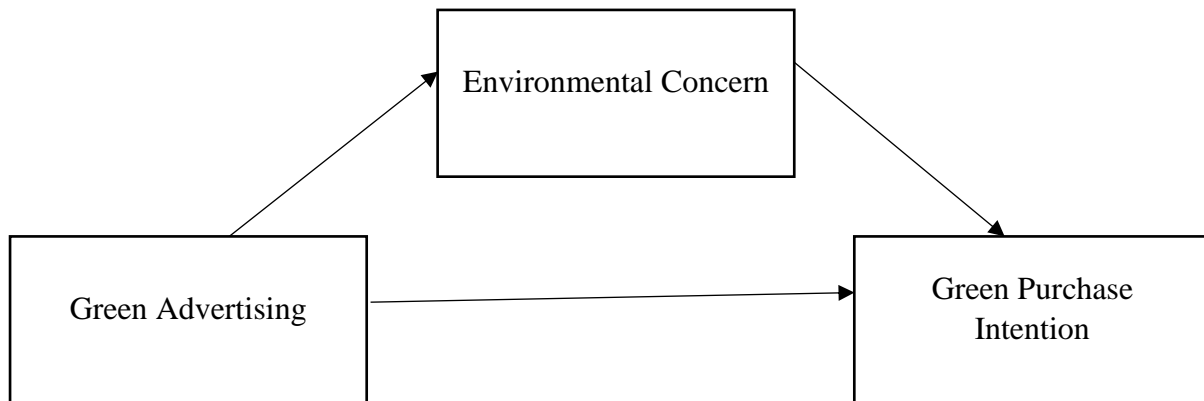
Environmental concern positively influences green purchase intention, as individuals who are genuinely concerned about the environment are more likely to choose and purchase environmentally friendly products. This reflects a growing sense of environmental

responsibility and the desire to make eco-conscious choices (Karunarathna, Bandara, Silva, & Mel, 2020). Hence:

H4: Green Advertising Influences Green Purchase Intention through Environmental Concern

Figure 1

Conceptual Model



### Research Methodology

The research paper aims to investigate the impact of green advertising and environmental concerns on green purchase intention. The variables of interest include green advertising as the independent variable, environmental concern as the mediator, and green purchase intention as the dependent variable. Data was collected from 160 respondents through questionnaires. Convenience sampling was used to select the participants. The questionnaire consisted of closed-ended questions, utilizing a rating scale ranging from "Highly Disagree" to "Highly Agree." This scale allows participants to provide nuanced responses and assess their agreement with various statements related to green advertising, environmental concerns, and green purchase intention. The scale of (Torkar & Bogner, 2019) was adapted to measure environmental concern, and the adapted items of (Juwaheer, Pudaruth, & Noyaux, 2012) and (Haytko & Matulich) were used to measure green advertising, and green purchase intention were measured from the scale of (Mostafa, 2009) after adaptation. MS Excel, SPSS, and SmartPLS software are used for data management and analysis. PLS-SEM is used to analyze the collected data.



### Data Analysis and Results

Table 1  
 Demographics of the Respondents (N = 160)

Demographics	Frequency	Percentage
<b>Gender</b>		
Female	127	79.4%
Male	33	20.6%
<b>Age</b>		
18-23	26	16.3%
24-30	123	76.9%
31-40	8	5.0%
41 and above	3	1.9%
<b>Qualification</b>		
Intermediate	101	63.1%
Bachelors	34	21.3%
Masters	25	15.6%

Source: Author's Calculation

The demographic profiles of survey respondents are listed in Table 1. The results show that the majority of the respondents were female, accounting for 79.4% (n = 127), while males represented 20.6% (n = 33) of the sample. In addition, the largest proportion of respondents fell within the 24-30 age range, constituting 76.9% (n = 123) of the sample. The 18-23 age group accounted for 16.3% (n = 26) of the respondents, while smaller percentages were observed for the 31-40 (5.0%, n = 8), 41 and above (1.9%, n = 3) age categories. In terms of educational qualifications, the highest percentage of respondents (63.1%) reported having an intermediate qualification of the sample. The Bachelor's qualification was reported by 21.3% (n = 34) of the participants, while 15.6% (n = 25) held a Master's degree.

Figure 2  
 PLS-SEM Measurement Model

### Measurement Model Analysis

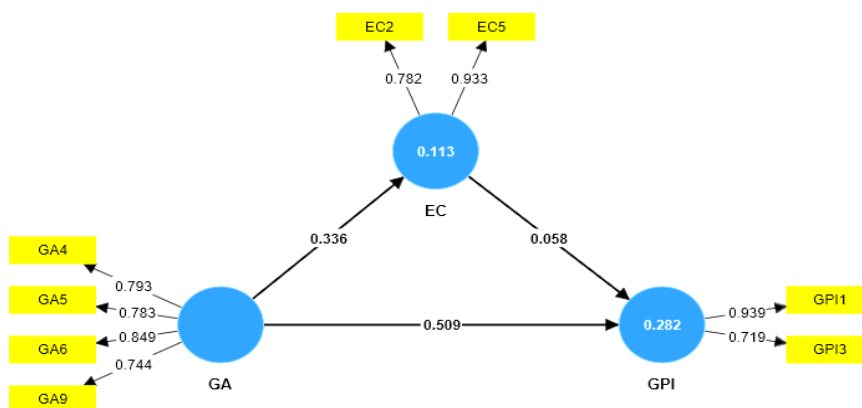




Table 2  
Reliability and Convergent Validity

	Outer loadings
<i>Environmental Concern (EC) CR = 0.850, AVE = 0.740</i>	
EC2	0.782
EC5	0.933
<i>Green Advertising (GA) CR = 0.871, AVE = 0.629</i>	
GA4	0.793
GA5	0.783
GA6	0.849
GA9	0.744
<i>Green Purchase Intention (GPI) CR = 0.821, AVE = 0.699</i>	
GPI1	0.939
GPI2	0.719

Source: Author's Calculation

The Composite Reliability (CR) values are used to analyze the internal consistency. It is recommended that CR should be greater than 0.7 (Hair et al., 2022). Table 2 presents the results of CR, indicating that it meets the recommended threshold value.

Average Variance Extracted (AVE) and outer loadings values to evaluate the convergent validity of the constructs. To ensure convergent validity, outer loadings should be  $\geq 0.708$  and AVE should be  $\geq 0.5$  Hair et al., 2022). Table 2 indicates that both outer loadings and AVE are above the recommended values. Besides, the items with outer loadings less than 0.708 were removed.

Table 3  
Discriminant Validity

	Fornell–Larcker criterion		
	EC	GA	GPI
EC	0.860		
GA	0.336	0.793	
GPI	0.229	0.528	0.836

Source: Author's Calculation

The discriminant validity was evaluated by the Fornell–Larcker criterion. Table 3 reveals that all the diagonal bold values are greater as compared to the values in horizontal and vertical sites. As per (Fornell & Larcker, 1981), the discriminant validity has been attained.

Table 4  
Cross Loadings criterion result

	EC	GA	GPI
EC2	0.728	0.183	0.166
EC5	0.933	0.360	0.222
GA4	0.252	0.793	0.482
GA5	0.365	0.783	0.360
GA6	0.275	0.849	0.486



GA9	0.161	0.744	0.395
GPI1	0.196	0.555	0.939
GPI3	0.204	0.261	0.719

Source: Authors' Computation

Table 4 reveals that all the items have the highest loadings on their respective construct. The results depict that discriminant validity has been achieved.

Table 5  
HTMT Results

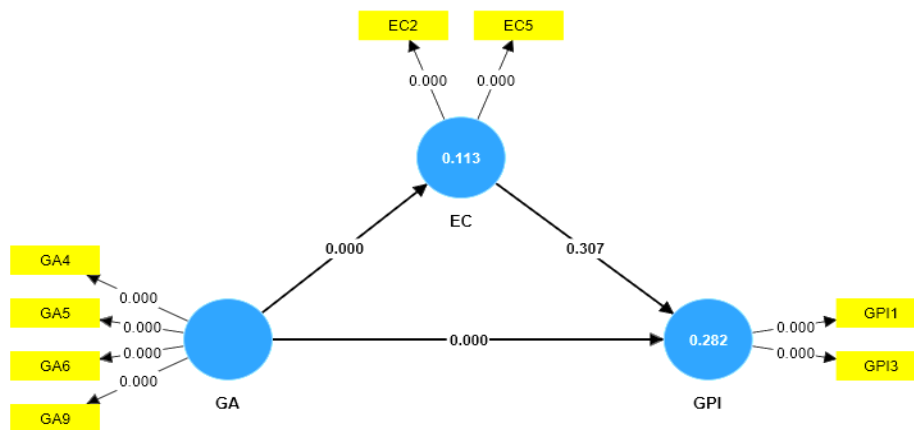
	Environmental Concern	Green Advertising	Green Purchase Intention
Environmental Concern			
Green Advertising	0.420		
Green Purchase Intention	0.370	0.685	

Source: Author's Calculation

Table 5 reveals that all the values are either  $< 0.850$  or  $< 1$ . As per Henseler et al. (2015), the discriminant validity has been attained.

### Structural Model Analysis

Figure 3.  
PLS-SEM Structural Model



### Structural Model Analysis

Table 6.  
Complete Hypothesis Testing Results

Relationship	Coef.	T Stat	Decision	Outcome
			<i>p</i> -Value	
Environmental Concern -> Green Purchase Intention	0.058	0.503	0.307	Unsupported
Green Advertising -> Environmental Concern	0.336	3.369	0.000	Supported
Green Advertising -> Green Purchase Intention	0.528	8.328	0.000	Supported
Green Advertising -> Environmental Concern -> Green Purchase Intention	0.020	0.452	0.326	Unsupported

Source: Authors' Computation



Results in the table 6 reveal that green advertising positively significantly influence environmental concern as well as green purchase intention. However, environmental concern does not influence green purchase intention, nor it acts as a mediator in the relationship of green advertising and green purchase intention.

### **Discussion and Conclusion**

The empirical findings presented in this investigation offer invaluable insights into the intricate dynamics governing the nexus between green advertising effectiveness, environmental consciousness, and consumer intent concerning environmentally sustainable product purchasing. Through rigorous analysis, it has been established that favorable perceptions of green advertising exert a notable influence on individuals' inclination towards purchasing eco-friendly merchandise which is consistent with the study conducted by (Ashoush & Kortam, 2022). This discernment underscores the pivotal role that proficient green advertising endeavors assume in shaping consumer behavior, thereby fostering a proclivity towards environmentally conscientious choices.

The significance of green advertising transcends mere promotional endeavors; rather, it emerges as a potent instrument wielded by businesses to articulate their steadfast commitment towards sustainable practices while concurrently stimulating consumer adoption of eco-friendly alternatives. Scholarly discourse has consistently underscored the transformative potential of well-crafted green advertising campaigns in engendering a paradigm shift in consumer attitudes, consequently elevating their environmental cognizance and proclivity towards eco-centric consumption patterns (Nabilla, 2019).

Indeed, the scholarly discourse posits that the efficacy of green advertising transcends its conventional marketing function, serving as a catalyst for societal transformation towards sustainability. This assertion finds resonance in extant research, which underscores the transformative potential of adeptly executed green advertising initiatives in engendering a shift towards environmentally responsible consumer behavior. Consequently, it is imperative for businesses to strategically leverage green advertising as a conduit for fostering ecological awareness and catalyzing sustainable consumption practices among consumers.

Based on the findings presented, it can be concluded that while green advertising demonstrates significant positive impact on both green purchase intention and environmental concern, the relationship between these variables is not mediated by environmental concern. Furthermore, environmental concern does not exert a direct influence on green purchase intention. These results suggest that while green advertising may effectively promote



environmentally-friendly purchasing intentions and increase awareness of environmental issues, the decision-making process regarding green purchases appears to be influenced by factors beyond individual levels of environmental concern. This underscores the complexity of consumer behavior in the context of sustainability and highlights the need for further research to explore the nuanced interactions between advertising, environmental attitudes, and purchase intentions in greater depth. Such insights are crucial for developing more targeted and effective strategies to encourage environmentally responsible consumption patterns in society.

### **Implications for Marketers and Policymakers**

For marketers, the findings underscore the importance of leveraging green advertising to directly enhance green purchase intentions, as it effectively influences consumer behavior without necessarily altering their environmental concerns. Marketers should focus on creating compelling green advertisements that highlight the benefits and effectiveness of eco-friendly products. For policymakers, the research suggests that while promoting environmental concern is valuable, it may not directly translate into green purchasing behaviors. Therefore, policy initiatives should also aim to support and encourage green advertising efforts that can drive consumer actions more directly. By recognizing the distinct pathways through which advertising affects consumer choices, both marketers and policymakers can better design strategies that promote sustainable consumption practices.

### **Future Direction**

This research is not without limitations and these limitations open the doors for future researches. Firstly, this is a cross sectional study and future researches may opt longitudinal approach. Secondly, the research used convenience sampling, future endeavors may use probability sampling techniques, such as, random sampling. Thirdly, future researches may consider other potential mediators to study the mechanism, for instance, ease in the availability of the ecofriendly products, price of the eco-friendly products etc.



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