



THE DETERMINANTS OF GREEN ADVERTISING ON PURCHASE INTENTION: THE MEDIATING EFFECT OF CUSTOMER ATTITUDE

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Abstract

This research investigates the relationship between customer purchase intention and five factors of green advertising: truthful claims, green perceived price, information usefulness, green emotion, and green thinking. Particular attention is paid to the role that consumer attitude towards advertisements plays in mediating this relationship. A survey with a representative

sample of 416 customers was carried out to examine the data, and structural equation modelling was employed to do the analysis. According to the findings, green perceived of the price, green emotion, green thinking and information usefulness has a considerable and favourable influence on consumers' intentions to purchase. In addition, it was found that a customer's attitude towards green advertising mediates the link between the said determinants (except green thinking) and the desire to purchase. These results show the necessity of information labelling, fair pricing, and relevant information in green advertising. Moreover, these findings illustrate consumer attitude's role in influencing the success of such advertising determinants. The concerned authority should strictly adopt a rule for environmentally friendly advertising as well as the directions that the organization should follow.

Keywords: Green Advertising, Customer Purchase Intention, Customer Attitude Green emotion, Green thinking, Bangladesh

INTRODUCTION

In recent years, there has been an increase in the importance of environmental challenges. Improvements in the manufacturing and industrial sectors have serious long-term consequences, particularly for the environment (Khan et al., 2019). Buyers are increasingly conscious of the products they consume. Customers are willing to pay extra for high-quality items. Many firms use marketing methods to promote awareness of environmental concerns to gain consumers' attention. Green advertising, also known as eco-advertising or sustainable advertising, is marketing used by many businesses that want to encourage their target customers to purchase environmentally friendly goods. Ads that are "green" highlight a company's commitment to environmental and social responsibility by highlighting their goods or services. Two categories may be used to classify the aspects that determine the impact of green advertising on purchase intention. These are the product-related factors and the consumer-related ones. The degree to which a product is favoured by the environment (Balawera, 2013), consumers' impressions of the product's quality and worth, and other aspects of the development are all product-related variables (Prakash, 2002). The degree to which a product or service is environmentally friendly is measured by how much it benefits the surrounding natural environment. The product's perceived quality refers to how the customer feels about the product's overall quality and dependability. How a customer evaluates a product's cost-effectiveness is called their "perceived value" of that product. The consumer's knowledge and ideas regarding the significance of environmental sustainability are considered when determining the consumer's attitudes toward the environment.

The extent to which a product or service is friendly to the environment is a key factor in determining whether or not consumers intend to make a purchase (Yazdanifard and Yan, 2014). If a product or service positively influences the environment, consumers are more inclined to acquire that product or service. Businesses that highlight the positive effects that their goods or services have on the environment are more likely to attract environmentally sensitive customers. The perceived level of quality and the perceived value of a product are also crucial drivers of purchase intention when it comes to green advertising. The likelihood of a consumer purchasing a product or service is increased when that product or service is of excellent quality and offers good value for the money. Customers with a deeper understanding of environmental issues are more likely to react favourably to environmentally conscious marketing. Consumers' attitudes towards the environment also play an extremely important role in purchase intention. People are more likely to see the items or services sold as having a beneficial environmental influence. As a result, they are more inclined to acquire the products or services that are being promoted.

Businesses need to have a solid understanding of the factors determining the effectiveness of green advertising on purchase intention and the role that consumer attitude plays in mediating this relationship. Companies can attract environmentally conscious customers by emphasizing their goods and services' positive effects on the surrounding ecosystem and by ensuring that their goods and services live up to the standards their customers have set for them regarding quality and value.

The purpose of this article was to fill the knowledge gap by examining the factors like product information content, source credibility, environmental awareness, and consumer values that influence the customer purchase intention. Moreover, ads trustworthy, green packaging especially customer attitude mediate green advertisements and purchase intention of the customer.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Truthful claims

Truthful claims backed up by evidence are more likely to persuade people to take action. A claim's authenticity can increase with the consumer's desire to purchase if the claim is credible and makes sense. Claims that are founded in reality have been shown to affect the likelihood of a consumer making a purchase significantly. Studies have shown that credibility is a component of trust, and they have defined its meaning as the amount to which a recipient takes into consideration the level of believability of information (Filiari, 2016; Filiari et al., 2015). In the realm of research, the idea of credibility has been extended to include various conceptualizations, such as source credibility and message credibility. Advertising credibility is

the consumer's perception of the brand's statements in the ad as true and convincing. Credibility in advertising refers to the degree to which an individual believes the claims made by an advertiser and has faith in that advertiser. According to research (Ling, Piew, & Chai, 2010), consumers' beliefs and actions are significantly influenced by the believability of advertisements. Consumers who are more engaged during online transactions place greater stock in user reviews than in product descriptions offered by merchants (Jonas, 2010). According to market researchers Erdem and Swait (2004), credibility is the essential aspect of a product when determining where to place a certain product. Consumers' perception of the truthfulness, veracity, and dependability of a source of information is known as "credibility" (Viviani and Pasi, 2017). Therefore, the proposed hypothesis is as follows:

H1: Truthful claims positively impact customer green purchase intention.

Green perceived price

Consumers' "perceived price" incorporates a purchase's actual monetary cost and intangible benefits. Consumers need help remembering individual prices, so the prices are often consolidated under umbrella categories to make comparisons easier. Readily retained in one's memory, these impressions represent the perceived price (Kashyap & Bojanic, 2000). For instance, "cheap" implies a low price or greater value, but "expensive" indicates a high price or items cost more. Petrick (2002) developed six indexes to assess how customers perceive the price of a product or service. These indexes were a great buy, equal value, above the weight, fair price, and economical. In this research, these indices served as the basis for developing the measuring items for consumers' perceived prices. Price plays a significant role in determining whether or not a consumer will purchase a product. It shouldn't be surprising that buyers place considerable importance on the cost of a product or service when making their purchasing decisions (Lung, 2010). An inverse relationship exists between one's awareness of prices and the amount they are prepared to pay for a particular product or service. Therefore, it is plausible to hypothesize that a more price-sensitive consumer would have a reduced desire to pay for a certain item. If a customer is willing to pay a premium price, it is reasonable to assume that he expects a superior quality product in exchange for his money. Therefore, the proposed hypothesis is as follows:

H2: The green perceived price has an impact on customer purchase intention.

Information usefulness

From the advertising appeal and visual presentation standpoint, academics investigated the impact of various information display styles on customer behaviours. Iyer and Banerjee

(1993) suggested classifying marketing messages according to their ecological and monetary appeals. In this context, "green appeal" means emphasizing healthful and environmentally friendly content while moderating or omitting financial considerations. The term "economic appeal" describes conveying environmentally friendly product information in a way that appeals to customers' more immediate concerns about things like cost and convenience. Researchers have mostly focused on how the styles of information presentation affect customers' choice of conventional items (Diemand-Yauman et al., 2011). Wei (2003) observed that customers' perceptions of merchants' lack of transparency and responsibility were exacerbated when shops used confusing digital information. Miller and Kahn (2005) observed that when consumers are faced with ambiguous information, such as strange colour or flavour names, they actively seek more details about the product, leading to a more favourable attribution. According to research by Xie and Kronrod (2012), consumers' varying degrees of suspicion might alter their belief in digital accuracy when displaying factual information. The credibility of information, defined as coming from a reliable source, is the first step towards swaying someone's opinion. As the starting point of the individual's persuasion process, information from highly reputable sources is valued for its contribution to knowledge transmission. Earlier studies indicated a favourable association between information credibility and customer purchase intention, especially when the knowledge was considered valuable and adaptable (Park et al. 2007; Hui 2017; Torres et al. 2018). Therefore the following hypothesis is proposed:

H3: Information usefulness has a positive impact on customer purchase intention.

Green emotion

Emotion can be define as, a process of creating a perception regarding the events in concern, appraisal of the events based on certain characteristics which are in concerned to the consumer and actions based on the appraisal (Frijda & Mesquita, 1998).Further, the term emotions has been explained as a cultural and psychological variation which allows the individual to respond dynamically to the changing environmental conditions (Scherer, 2009b). The literature argues that human decisions are always followed by emotional processes even though the consumer runs through a long process to evaluate the feasibility of purchasing a product (Alibage & Jetter, 2017).Further, the information and detail description of a particular problem issue regarding a particular situation or a cause are available, the behavior will not be raised unless the affective component not stimulated (Peter & Honea, 2012). Therefore the following hypothesis is proposed

H4: Green emotion has a positive impact on customer purchase intention.

Green Thinking

Green thinking can be described as the ability to be aware of our connection with the world and manifest our unintentional acts of damaging environment (Ali et al, 2020). Further, green thinkers are believed to show more responsible behavior toward their intentions and decisions regarding environmental issues (Jones, 2019). Similarly, it is found that thinking positively about green labels tends to create a significant and positive assessment of green products (Hughner et al, 2007). Therefore the following hypothesis is proposed

H5: Green thinking has a positive impact on customer purchase intention.

Customer attitude towards the green advertisement

Customers' sentiments about advertising are reflected in how they behave or respond to advertisements. Advertising enthusiast customers gave positive responses to environmentally friendly commercials. Conversely, disinterested consumers will need help reacting to environmentally friendly advertising. This customer can be readily swayed by environmentally conscious marketing. Apathetic consumers will need help responding to environmentally friendly advertising. The tendency of customers to buy eco-friendly goods may be influenced by how product information is presented to them (Nguyen et al., 2019). Consumers have a positive outlook on environmental protection, according to the research given by Liu et al. (2012). However, customers' positive attitudes towards green goods may not automatically translate into actual purchases due to poor environmental understanding and lack of trust. For instance, customers could not appreciate the ecological effort in purchasing green goods due to a lack of professional experience in detailed information presentation (Nittala, 2014). Moreover, customers will be less likely to buy if particular parameters are presented on product labels since they would become suspicious and want to check their legitimacy. Therefore the following hypotheses are proposed:

H6: Customer attitude towards the green advertisement positively impacts green purchase intention.

According to the research of Grayson and Martinec (2004), the words "authentic" and "real" are often used interchangeably. A product or service is considered genuine if it gives the impression of being "the original" or "the real thing" on the market. This situation occurs when a product's integrity is judged by customers based on their own experiences. Research (Chiu et al., 2012) states truthfulness is subjective. The product's potential to help customers discover their actual selves via consumption is highlighted, with the above viewpoints focusing on its perceived truthfulness.

H7: Truthful claims positively impact customer attitude towards the advertisement.

According to past experts, customers are interested in green marketing purchases on pricing between perspectives. Price, branding, and other aspects will also affect consumer buy intentions. According to Kumar and Anand (2013), "green" and "environmental" marketers target "green" customers who are prepared to spend extra for more eco-friendly items.

Customers' decisions to buy a product are heavily influenced by the product's functional value, which includes factors like price, performance, purposes, and features.

H8: The green perceived price positively impacts Customer attitude towards the advertisement.

Advertising plays a crucial role in society by disseminating information. According to Wang et al. (2009), consumers' attitudes toward advertising may be partly predicted by their propensity to seek relevant information. In addition, customers' perspectives on Internet advertising are affected by the advertisements in informativeness and their usefulness in constructing purchase behaviour. Since the consumers of advertising that transfer incentives respond favourably to these communications, it follows that knowledge is seen as a particularly good incentive in marketing. Advertising is most strongly linked with being educational when disseminated through conventional media channels. Accordingly, media consumers may rationalize their acceptance of advertising based on the belief that it may serve as a source of information for its target demographic.

H9: Information usefulness positively impacts customer attitude towards the advertisement.

The green stimuli characteristics and green self-identity significantly influence ethically minded consumer behavior and only positive emotions as a significant mediator (Gayathree K Poornima & Samarasinghe dinish.(2019). Consumer stimuli evaluations and its impact on emotions towards ethical consumerism are still untapped by academics and it would be significant in exploring further about the ethical consumer's behavior (Amatalli et.al, 2017)

H10: Green emotion positively impacts customer attitude towards the advertisement.

Wu et al. (2018) has suggested that an individual's environmental thinking or opinions is reported to positively influence green product buying decision. Rademaker and Roynes, 2018; Jones, (2019) showed that ecologically conscious consumer's accept green promotional message. Moreover, Green thinking enhances the ability to obtain green marketing information and motivates consumers to purchase green products even if it is expensive (Minbashrazgar et al. (2017).

H11: Green thinking positively impacts customer attitude towards the advertisement.

There is sufficient evidence to show a causal relationship between the three determinants (Truthful claims, Green perceived price, Information usefulness,) green attitudes, and green product purchase intentions (Cheung & To, 2019; Situmorang et al., 2021; Suki, 2016). Also, Green emotion, and Green thinking (two determinants) have a causal

relationship between green attitude & green product purchase intention respectively. Thus the following hypothesis can be proposed:

H12a: Customer attitude towards the advertisement mediating the relationship between the truthful claims and customer purchase intention.

H12b: Customer attitude towards the advertisement mediating the relationship between green perceived price and customer purchase intention.

H12c: Customer attitude towards the advertisement mediating the relationship between information usefulness and customer purchase intention.

H12d: Customer attitude towards the advertisement mediating the relationship between the green emotion and customer purchase intention.

H12e: Customer attitude towards the advertisement mediating the relationship between the green thinking and customer purchase intention.

Green purchase intention

Customers' intentions perform, in actuality, play a critical role in marketing techniques; they must be recognized. Consumers' thoughts and plans for purchases are referred to as purchasing intentions. Consumers' potential actions that could lead them to commit to or choose to buy a specific product are their behavioural intention. The study of consumers' motivations for buying green products—including their attitudes, beliefs, values, and perceptions—contributes to environmental psychology. It's useful for figuring out what motivates environmentally conscious consumers to act in the first place. Personal marketing behaviour (Ritter et al., 2015) allows consumers to compare and contrast various products and services based on quality, price, value, and availability. To encourage a more eco-friendly way of life, raising people's understanding of and engagement with green goods (Amegbe & Owino, 2017). In particular, green products' price, availability, value, and quality might significantly impact customers' willingness to make green purchases (Kong et al., 2014). In a nutshell, eco-conscious shoppers are ready, willing, and able to pay a premium for items that have shown themselves to be environmentally friendly in their manufacturing, packaging, marketing, and sales effectiveness. According to research by Mirabi et al. (2015), purchase intent is a powerful predictor of consumer behaviour because it takes into account individuals' past actions, current thoughts, and future goals. In addition, Kotler and Armstrong (2011) claim that consumers' desire to buy is established far before they actually make a purchase. Several elements, both internal and external, such as price, perceived quality, and value are cited by Dehghani and Tumer (2015) as influencing consumers' decisions to make a purchase. The study of sustainable consumer behaviour benefits from a deeper understanding of consumers' intentions while making

environmentally conscious purchases (Dimitrova et al., 2022). It elucidates the elements that influence consumers' selection of environmentally friendly alternatives, so assisting academics and professionals in formulating strategies to promote sustainable consumption habits.

METHODOLOGY

We analyzed cross-sectional data from three major cities in Bangladesh's economy. The principal towns are Chattogram, Comilla, and Dhaka. We used a convenience sample of 500 people who self-identified as job holders, business owners, students, and other occupations. Among the respondents, 416 participated in the personal interview and the rest showed uninterested in the interview. A trained team will be collected interview and data during research period. To learn more about the subject, we asked specific, in-depth inquiries. Each interview lasted around 20 minutes on average.

The quantitative data was compiled using the two-part questionnaire. Part I asked respondents to provide basic demographic data (five questions). In contrast, Part II covered topics of Truthful claims, Green perceived price, Information usefulness, Green emotion, Green thinking, Customer attitude towards the advertisement, and Green Purchase Intention. The questionnaire items were drawn from prior research and modified to suit the context of this study (Lee et al. (2002), Wang & Li (2022), Kim & Lee (2023), and Hutchins (2021)). Part II questions were agreement-type questions on a five-point Likert scale marked '1' 'strongly disagree' to '5' 'strongly agree'.

Data were analyzed using SmartPLS 3.0, a structural equation modelling (SEM) programme. Two models, the measurement and the structural, were suggested by Anderson and Gerbing (1988) as part of the SEM's two-stage procedure. Therefore, the two levels mentioned above are investigated using Smart PLS-SEM. The structural model connects latent variables like "Green purchase intention" (GPI) to other latent variables like "Truthful claims" (TC), "Green perceived price" (GP), "Information usefulness" (IU), "Green emotion" (GE), "Green thinking" (GT) and "Customer attitude towards the advertisement" (AA). The measurement model connects the observed variables to their identifiable latent variables. The suggested model links GPI (Green Purchase Intention), TC (Truthful Claims), GP (Green Perceived Price), and IU (Information Usefulness) "Green emotion" (GE), "Green thinking" (GT) through AA (Customer Attitude towards the Ad). In this case, the sample size for SEM is sufficient. According to the scholars, a sample size of 200 people is required for SEM to be employed (Kline, 2005; Weston & Gore, 2006). This study's sample size of 416 people is large enough to warrant the use of SEM (Boomsma, 2000). Internal consistency, convergent validity,

and discriminant validity were investigated to see whether the model constructs fit the items well. The conceptual framework of the study is shown in Figure 1

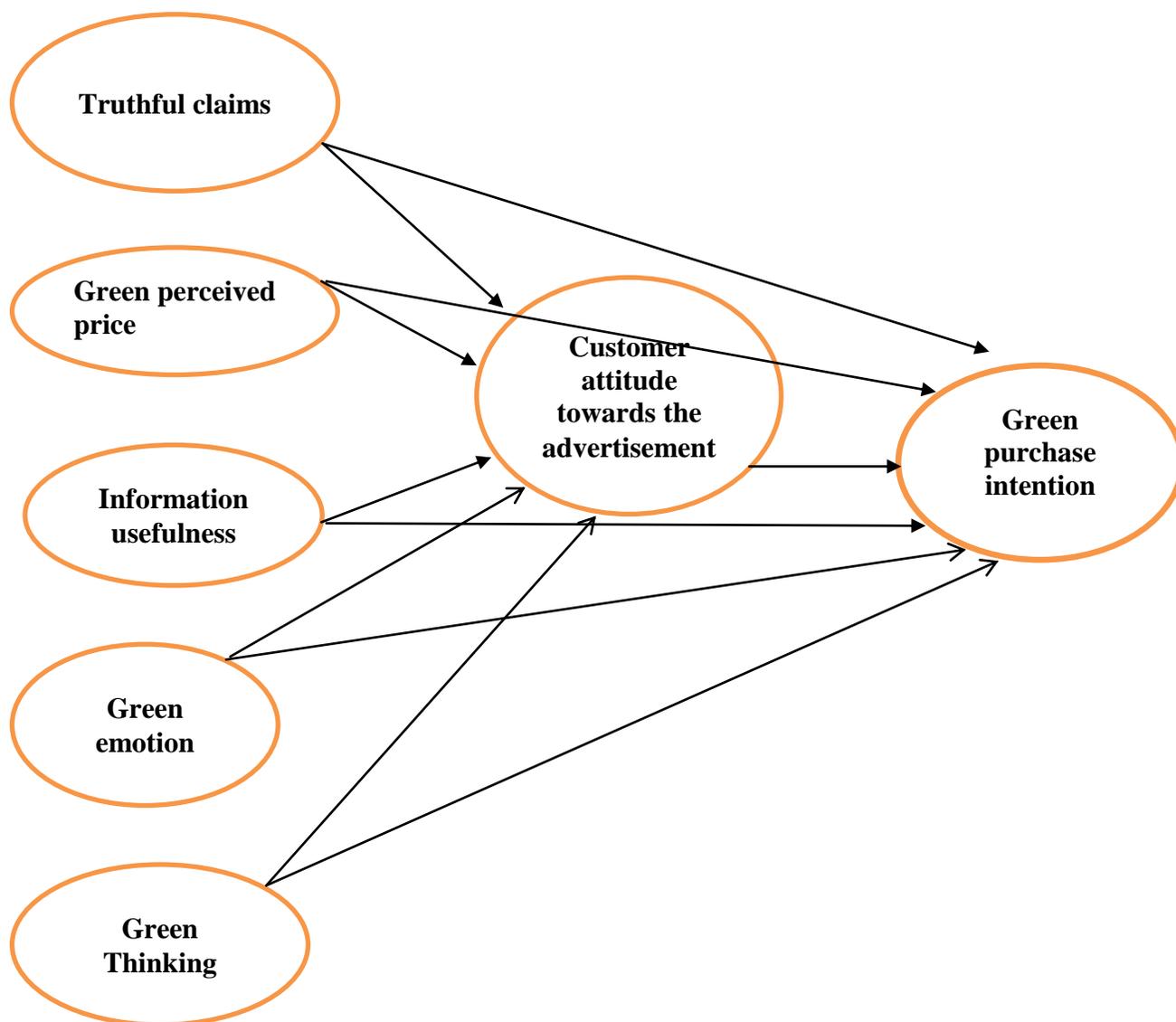


Figure 1: Conceptual model

RESULTS

Descriptive statistics

The demographic information of the final sample is summarized in Table 1. The gender distribution of the models is dominated by male participants (76.92%), female participants (23.08%). The highest percentage of respondents were from the age group between 30 and 39 years old (37.98%), followed by the age group between 40 and 49 years (26.44%). The sample was highly educated (43.27%), followed by secondary education (32.69%) and primary

education (15.63%).40.87 percentage respondents' monthly income was between tk. 20-50 (thousand), whereas only 6.49 percent of respondents' income is over one lakh taka. In addition, 47.84 percent of respondents in this study were service holders followed by business occupations (33.41%), whereas 4.33 percent of respondents were students.

Table 1: Demographics of the survey respondents (N = 416).

Demographic	Category	Frequency	Percentage
Gender	Male	320	76.92
	Female	96	23.08
Age	<30 years	85	20.43
	30-39 Years	158	37.98
	40-49 Years	110	26.44
	≥50 years	63	15.14
Education	Illiterate	35	8.41
	Primary education	65	15.63
	Secondary education	136	32.69
	Higher education	180	43.27
Income ('000 tk)	< 20	75	18.02
	20-50	144	34.61
	51-100	170	40.87
	>100	27	6.49
Occupation	Student	18	4.33
	Business	139	33.41
	Service	199	47.84
	Others	60	14.42

Confirmatory Factor Analysis

In this article, the data were processed using SmartPLS, and a structural equation model (SEM) was built using those results. The first part of this study examines the dependability and validity of the data, including reliability as well as convergent and discriminant validity. The next step in the work is to build a SEM to investigate the path coefficients between latent variables. By illustrating the connection between the observed items and the construct they measure, this study alludes to a suitable reliability measurement approach in theoretical construct space. Table 2 summarizes the survey's item loadings, demonstrating that all measures have substantial path loadings, indicating acceptable convergent validity.

Table 2: Outer loadings, reliability analysis, and AVE

Variables	Items	Outer loadings	Cronbach's Alpha	Composite Reliability	AVE
Truthful claims	TC1	0.832	0.721	0.839	0.635
	TC2	0.775			
	TC3	0.781			
Green perceived price	GP1	0.843	0.804	0.884	0.718
	GP2	0.844			
	GP3	0.856			
Information usefulness	IU1	0.833	0.820	0.893	0.735
	IU2	0.863			
	IU3	0.875			
Green emotion	GE1	0.804	0.696	0.828	0.616
	GE2	0.771			
	GE3	0.779			
Green thinking	GT1	0.816	0.783	0.861	0.611
	GT2	0.812			
	GT3	0.841			
	GT4	0.640			
Customer attitude towards advertisement	AA1	0.744	0.772	0.854	0.594
	AA2	0.733			
	AA3	0.813			
	AA4	0.791			
Green Purchase Intention	G11	0.680	0.836	0.892	0.675
	G12	0.847			
	G13	0.899			
	G14	0.844			

The first criterion considered was the internal consistency reliability, accounting for the composite reliability used to determine the measurement model's validity. Following the guideline provided by Nunnally and Bernstein (1994), the acquired convergent and discriminant validity values were above the threshold value of 0.70 (the value of a factor is nearly 0.7), which showed strong levels of internal consistency. In addition, the composite reliability ratings were all over the cutoff value of 0.70 (Fornell and Larcker, 1981), indicating strong dependability. Items with loadings between 0.40 and 0.70 were deemed unimportant by Hair et al. (2011), who advocated instead for including items with at least 0.708. Again Hair et al. (2014) mentioned:

"The outer loadings value should be higher than 0.70, and it should be considered for deletion if the removal of the indicator with outer loadings which is between 0.40 and 0.70 if it contributes to an increase in composite reliability and average variance extracted (AVE)". The study found all of the outer loadings is above threshold (two outer loadings are between 0.6 and 0.7, which is acceptable). For this, the study kept this item for further analysis. This research concluded that almost all loadings were within acceptable ranges.

Additionally, average variance extracted (AVE) values were used to evaluate convergent validity in this study. The AVE values in this investigation showed a high level of convergent validity since they were more than 0.50 (Fornell and Larcker, 1981). Items with outer loadings between 0.40 and 0.70 were kept in the measurement model because they satisfied the requirements for composite reliability and convergent validity (AVE) above the suggested threshold value. Some components on scales may not be comparable when applied to different theoretical and scientific settings, as Claver-Cortés et al. (2012) stated. As a result, the items that belong to the minimal loading criterion between 0.40 and 0.70 were included in this study. The researchers reasoned that the inclusion of these items would not have an impact on the reliability or validity of the results. These things were considered significant conceptually about the particular structures they belonged to.

Table 3: Discriminant Validity (Fornell-Larcker Criterion)

	Customer attitudes towards advertisements	Green Perceived Price	Green emotion	Green purchase intention	Green thinking	Information Usefulness	Truthful claims
Customer attitudes towards advertisements	0.771						
Green Perceived Price	0.673	0.963					
Green emotion	0.728	0.750	0.916				
Green purchase intention	0.726	0.674	0.801	0.828			
Green thinking	0.719	0.847	0.770	0.661	0.781		
Information Usefulness	0.722	0.574	0.639	0.543	0.696	0.857	
Truthful claims	0.731	0.749	0.785	0.822	0.762	0.630	0.797

Table 3 also displays the results of a Fornell-Larcker criterion analysis used to test discriminant validity. The letters AVE are printed in bold on the diagonal of the table. The

correlation coefficients are less than the diagonal components. "The average variance shared between each construct and its measurements should be greater than the variance shared between the construct and other constructs," stated Fornell and Larcker. Since the square root of the AVE (diagonal) is larger than the correlations (off-diagonal) for all constructs (see Table 3), the findings demonstrated that all constructs attained satisfactory "discriminant validity".

Coefficients of determination (R-squares) are represented in Table 4. Determination coefficient R^2 is a statistic used to evaluate the predictive power of a model; it is the fraction of the variability in the dependent variable that can be explained by the set of independent variables associated with it. A correlation coefficient of 0.735 shows that the truthfulness of the claim, green perceived price and information usefulness, green emotion, green thinking and the customer's attitude towards advertisements together account for 73.5% of the total variance in the intention to make a green purchase.

Table 4: Coefficients of determination R^2 results

	R Square	R Square Adjusted
Customer attitudes towards advertisements	0.666	0.662
Green purchase intention	0.739	0.735

Assessment of the Structural Model

Table 5 and Figure 2 show the relative importance of the exogenous constructs of truthful claims, green perceived price, information usefulness, green emotion, green thinking and customer attitude towards advertisement in predicting the endogenous construct of customer green purchase intention. To see the effects of truthful claims, green perceived price, green emotion, green thinking and information usefulness on green purchase intention, the study revealed that customer attitude towards advertisement ($\beta = 0.289$, p-value < 0.001), green perceived price ($\beta = 0.453$, p-value < 0.001), green emotion ($\beta = 0.205$, p-value < 0.05), green thinking ($\beta = -0.493$, p-value < 0.001) and truthful claims ($\beta = 0.472$, p-value < 0.001) have positive significant influences on customer green purchase intention. In contrast, the study found no significant effect of the information usefulness on green purchase intention.

On the other hand, to see the truthful claims, green perceived price, green emotion, green thinking and information usefulness impact on customer attitude towards advertisement, the study identified information usefulness ($\beta = 0.395$, p-value < 0.001) and truthful of the claim ($\beta = 0.472$, p-value < 0.001), have significant positive influences on customer attitude towards advertisement.

Table 5: Hypotheses testing summary

	Path coefficients	Standard Deviation (STDEV)	T Statistics	P Values	Decision
AA -> GI	0.289	0.046	6.350	0.000	Supported
GP -> AA	0.199	0.171	1.161	0.246	Not supported
GP -> GI	0.453	0.116	3.910	0.000	Supported
GE -> AA	0.145	0.098	1.486	0.138	Not supported
GE -> GI	0.205	0.084	2.441	0.015	Supported
GT -> AA	-0.028	0.185	0.151	0.880	Not supported
GT -> GI	0.493	0.125	3.936	0.000	Supported
IU -> AA	0.395	0.060	6.538	0.000	Supported
IU -> GI	-0.011	0.059	0.190	0.849	Not supported
TC -> AA	0.221	0.098	2.264	0.024	Supported
TC -> GI	0.472	0.092	5.112	0.000	Supported

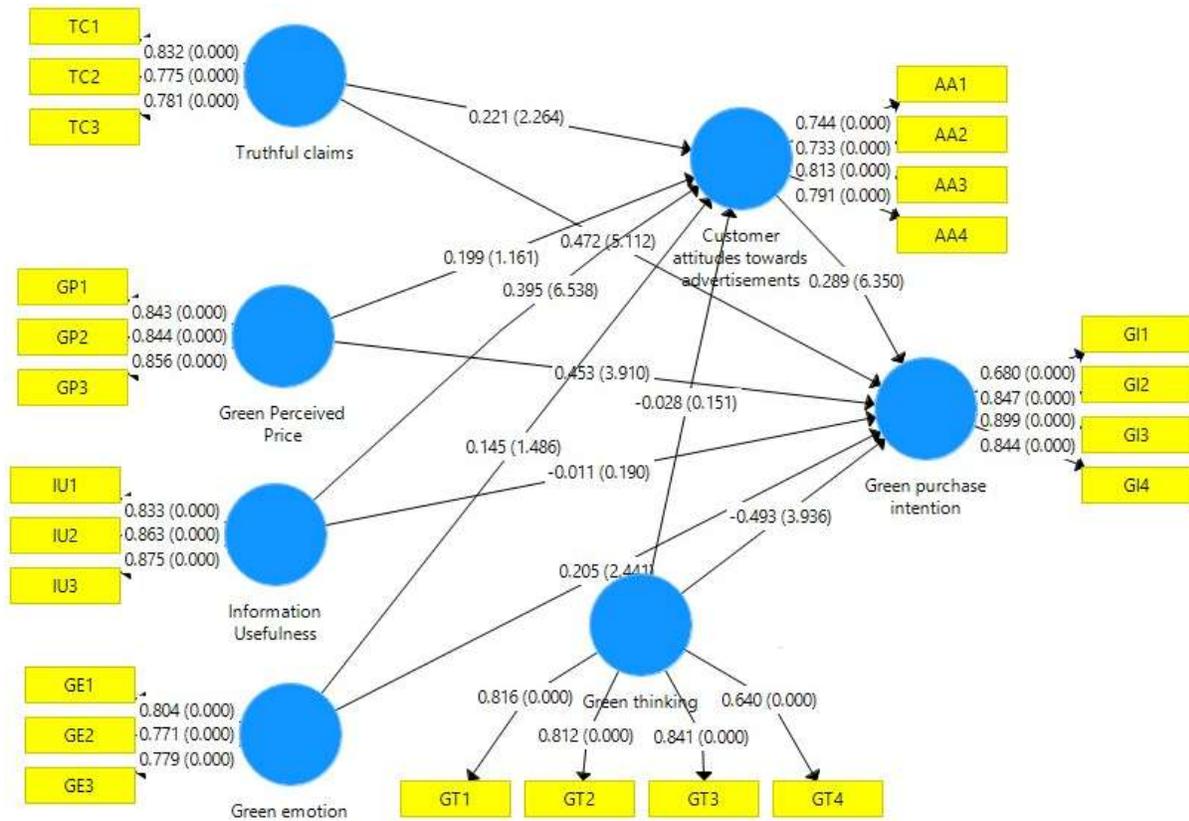


Figure 2: The structural model (two tails, bootstrapping, 0.05 significance level).

Mediating Effect of customer attitude towards green advertisement

In testing the mediating effect of customer attitude towards green advertisement, this study found that the indirect effects of truthful claims on customer green purchase intention ($\beta = 0.064$), green perceived price on customer green purchase intention ($\beta = 0.057$), information usefulness on customer green purchase intention ($\beta = 0.114$), and green emotion on customer green purchase intention ($\beta = 0.042$), were statistically significant at the 5% level with t-values of 2.060, 1.992, 4.547 and 1.988 respectively (Table 6).

Table 6: Hypothesis testing of the mediation

	Beta coefficient (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Decision
H12a: TC -> AA -> GI	0.064	0.065	0.031	2.060	0.040	Supported
H12b: GP -> AA -> GI	0.057	0.071	0.049	1.992	0.046	Supported
H12c: IU -> AA -> GI	0.114	0.117	0.025	4.547	0.000	Supported
H12d: GE ->AA-> GI	0.042	0.040	0.029	1.988	0.049	Supported
H12e:GT->AA->GI	-0.008	-0.024	0.053	0.152	0.879	Not Supported

DISCUSSION OF THE FINDINGS

As the importance of environmental preservation to marketers and consumers grows, so does the need to know how consumers will react to different environmental advertising. In the current research, reactions to three different green advertising strategies were analyzed, and a model of consumer response to green advertisements that focuses on the importance of individual characteristics was evaluated. As a result, we provide some implications for using these environmentally friendly advertising strategies and identifying customers who are more likely to react to them positively.

The findings reveal that green perceived price influences green purchasing intention, which suggests that customers acquire environmentally friendly products regardless of the cost. Consumers with a greater understanding of green goods tend to have a higher level of trust in the environmental protection features and the impact that the items have on their purchasing intentions. This fact contributes to a rise in the consumer purchasing behaviour of environmentally friendly things. Further, consumer attitude towards advertisements moderates the connection between the green perceived price and green purchase intention (Kautish et al., 2019; Yadav&Pathak, 2017), which demonstrates that customers' confidence in the environmental benefits of utilizing green goods is positively correlated with their level of

knowledge and trust in these items. Consumers who strongly believe in good consequences are more inclined to feel that personal behaviour changes (such as buying green products) may enhance the environment and minimize environmental pollution. One potential explanation for this result is that Bangladesh is a country where corrosion may be found in almost every location. Consumers tend to be concerned with the welfare of society or others by paying greater attention to environmental issues and believing that environmental problems may be addressed or remedied by their environmental behaviour. According to the results, consumer attitude towards advertisements moderates the connection between the information usefulness and consumers' purchase intentions. Information usefulness indirectly significantly affects the willingness of customers to make a purchase. A consumer's desire to buy may be influenced more by ambiguity than by exact information on green products. At the same time, they are long-lasting commodities, but the reverse is true when green items gain popularity. The findings of this study contribute to the expansion of knowledge gained from earlier studies on the information presentation of green goods. They also provide a tactical manual for the information presentation involved in the marketing of green products (Morel & Kwakye, 2012; Nittala, 2014).

Environmentally conscious consumers are more likely to engage with a purchase that makes green promises, increasing the truthfulness of the ads. Highly engaged customers see the green advertisement as more genuine and credible. As predicted, increased advertisement credibility led to higher favourable evaluations of the business and its message (Carrete et al., 2023). Therefore, the model predicts that people who benefit from the knowledge provided by green goods would increase their efforts to safeguard the environment and be more open to advertising with a green focus.

According to the results, consumers prefer a green product with clear and concise product labelling information. Therefore, a manufacturer or marketer should not only concentrate on the environmentally friendly qualities of the product but also on understandably providing information regarding the product. Businesses are responsible for introducing novel packaging for their products, ideally one that combines environmentally friendly characteristics with practical benefits. However, it is only partially obvious whether or not labelling is useful, particularly for customers who need to be more knowledgeable about issues related to sustainability and may need to comprehend the information provided on the label (Liu et al., 2012). Additionally, there is a problem with people needing to be able to recognize eco-labels and differentiate them from conventional labels. Because of this, eco-labels' usefulness is hindered by a lack of consumer understanding and trust in eco-labels. Based on the findings above, a customer's attitude towards a green product mediates the relationship between the truth claim of the product labelling and their propensity to acquire a green product.

The study identified the green emotion of customer has significantly affect green purchase intention. The study conducted by Rajput et al (2014) shown that the consumption choices for environmentally-friendly items were impacted by marketing and advertising, satisfaction from previous experiences, and word of mouth. When consumers choose to address social concerns by engaging in ecologically sustainable behavior and prosocial consumption, they will experience the generation of pleasant feelings. When customers exhibit strong emotions towards circular economy items, they will form a very favorable assessment of such things and thus feel compelled to buy them, thereby enhancing their purchase intentions. Furthermore, the findings of this research are consistent with the perspectives of previous relevant reviews (Berki-Kiss & Menrad, 2022; Liang et al., 2019). Thus, firms would possess knowledge on how to identify consumers of eco-friendly goods in Bangladesh and provide compelling content that would both emotionally resonate and serve the needs of their target clients. Environmental obligations, as defined by Lai (2000), include emotional engagement with environmental issues. Often, individuals attempt to evade their personal accountability, entrusting it to collective organizations, government, or its agents, as highlighted by Lai (2000) in his research conducted in Hong Kong.

The present study revealed that the presence of green thinking has a notable and favorable impact on the intention to engage in green purchasing. This finding aligns with the results of Liu et al. (2017), who conducted a study comparing the influence of consumers' evaluation abilities and affection tendencies on green consumption. Their report concluded that consumers' cognitive and affective concerns regarding the contribution of green measures to the green environment indicate a heightened level of pro-environmental behavior. Moreover, Hartmann and Apaolaza-Ibáñez (2012) demonstrated that environmentally aware customers who possess enough environmental knowledge shown a readiness to pay a higher price for ecologically friendly items. This finding supports the notion that consumers who adhere to green thinking in this particular setting are more likely to make such purchases. The proliferation of worldwide news and the growing prevalence of social media have facilitated the regular dissemination of environmental news to consumers, therefore instilling concerns about impending environmental hazards and consequently stimulating cognitive processes related to viable remedies for this issue (Leonidou et al., 2017).

CONCLUSION

Environmental awareness and sustainable practices are promoted through green ads. Companies educate customers about environmental responsibility by showcasing eco-friendly characteristics. Environmentally friendly items may be valued more by consumers. Customers

that have a favourable impression of green advertising are more likely to buy the offered goods. Positive feelings stem from believing the ad and the brand to be honest and dependable, which in turn enhances the desire to make a buy. The ability of advertising to maintain competitiveness is one of how it contributes to broader economic development. Consumers receive more information about goods and services due to advertising, which also contributes to a rise in the variety of goods and services from which they can choose. Businesses are turning to environmentally friendly advertising to catch their ideal customers more easily and keep a healthy relationship with them over the long run. Consumers who need to become more familiar with environmentally friendly items might benefit from the information and knowledge disseminated through green advertising. A favourable attitude towards the acquisition of environmentally friendly goods can be observed among consumers. This research confirms that green advertising techniques directly and significantly affect customers' green purchase intentions.

The concerned authority should develop public awareness by highlighting the environmental benefits of using eco-friendly goods. Create an eco-friendly packaging benchmark demonstrating the environmental benefits of adopting this practice. By doing so, customers with varying opinions on green goods are more likely to routinely choose to pay a somewhat higher premium for green products. It is suggested that more goods reused using secondary materials be manufactured. The customer will save money, the business's manufacturing costs will decrease, and the environment will benefit. Various types of social media can bolster the drive towards environmentally responsible marketing practices. To achieve this goal, marketers can organize campaigns to raise public knowledge of eco-labels, inform citizens about the meaning of eco-labels, their availability, and the benefits of using items with eco-labels, and promote eco-labels themselves.

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APPENDIX

CONSTRUCT ITEMS

Truthful claims

The information presented about the products is clear.

The information presented on the products is concise.

The information presented on the products is based on facts.

Green perceived price

When it comes to purchasing environmentally friendly goods, cost is not my primary consideration.

Despite the fact that I would prefer to purchase environmentally friendly goods, I just cannot be unable to do so.

If the price of environmentally friendly alternatives is comparable to that of my usual brands, then I will make the transition to environmentally friendly products.

Attitude toward the green advertisement

I like the green ads because of pleasant.

I like the green ads because of trustworthy.

I pay attention to the advertisement that is green and sustainable.

I am an environmentally conscious supporter of advertising.

Green purchase intention

I am more likely to buy a product if it has sustainable features.

I will give the environmentally conscious brand more attention when shopping for items.

When I shop, I always check the packaging to see whether the items include eco-friendly materials.

As compared to other items of the same kind, I am more interested in buying that green brand product.

Information usefulness

I think the green product information is valuable.

I think the green product information is informative.

I think the product information is instructive.

Green emotion

When I watch environmental documents my usual gut feeling is excited

When I see green ads, my usual gut feeling is excited

When I see environmental protection news my usual inner feeling is exited.

Green Thinking

I am thoughtful about the environment.

The condition of the environment makes me think about the quality of my life.

I am willing to find ways to protect the environment

I know that I buy products and packages that are environmentally safe.