

The Impact of Green Advertising on Consumer Purchase Intention of Green Products

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Chinese advertising industry has dramatically developed as consumers' concerns over the impact of environmental degradation on their lives and interests increase, which results in a significant sale of green products. This study aims to explore how green advertising affect consumers purchase intention of green products. The data were collected from 313 consumers in Shanghai, China. The research findings reveal that credibility of claim ($\beta=0.847$, $p<0.001$) and consumer attitude toward green advertising ($\beta=0.65$, $p<0.05$) significantly influence consumer purchase intention of green products.

Key words- Attitude towards green advertising, Credibility of Claim, Purchase Intention

1. Introduction

The most effective tool that the marketers and advertisers often use to get consumers' attention is advertising, which helps consumers to elaborate their knowledge about product attributes and specification (Buda and Zhang, 2000). Zinkhan & Carlson (1995) defined green advertising as the appeals that try to fulfill consumers' needs and aspiration regarding to environmental concern and health issues from different perspectives including ecology, sustainability, and pollution-free messages. Many scholars have engaged to study how green message have affected the audiences, and the organizations that expect to win market competition tend to invest more in advertising campaigns by injecting environmental claim (Conolly and Prothero, 2003; Banerjee et al., 1995; Carlson, et al, 1993).

There are various dimensions in green advertising: One is education-focused which aims to enhance consumers' understanding towards the nature and environment; another is commercial-focused which is designed to increase the sales of products or services; some concern about the improvement and enhancement of firm's green image in order to generate long-term customer

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