

## **Impact of Green Advertising on Purchase Intention with Mediating Effect of Green Brand Attitude**

**By**

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### **Abstract**

As concerns of consumers about the impact of environmental damage on their lives and desires grow, Indian publicity has grown rapidly and has led to a large sale of green goods. The purpose of this paper is to assess the impact of green advertisements (GA) on consumer green purchase intention (PI), with mediating effect of green brand attitude in the context of electric cars in India. Electric vehicles are a new phenomenon in India that was previously unavailable from automobiles. A four-step hierarchical regression analysis was used to test the impact of green advertisement (independent variable) on green purchase intention (dependent variable) with mediating effect of green brand attitude. Results of mediation effect reflect that green brand attitude partially mediate the relationship between GA and PI. From the analysis it was evident that consumers, who had more favorable attitude towards green product resulting in strong purchase intention of electric car. Our results provide empirical evidence of green brand attitude as a partial mediator and demonstrate its role in established direct relationship of green advertising and purchase intention. This study gives marketers insights to develop positive green brand attitude which may partially increase the impact of their advertisement on consumers purchase intention.

**Key words-** Green advertising, Green brand attitude, Purchase Intention

### **Introduction**

Consumers have become more aware of environmental concerns in recent years (Chitra, 2007). Environmental issues are debated in academia and industry for more than two decades (Sarkar et al., 2019). Davis (1993) argues that people are more concerned about changes in society and expect environmentally sound advertisements that give new different brands that are profitable and environment-friendly. Customer survey analyzes 56% of global customers' willingness to pay premium prices for company goods and services to achieve sustainable business practices (Fletcher and Nielsen, 2017). Environmentally sound business practice refers to sustainable marketing strategies for companies and that aim to achieve social and environmental prosperity in the long term (Short et al., 2014). However, very little market research focuses on green purchasing and green brand attitudes (BA) using GA (Hartmann et al., 2005; Matthes et al., 2014). Pagiaslis and Krontalis (2014) propose that future researchers should examine different types of advertising appeals to determine the effectiveness of green communication in influencing green purchasing decisions. While urging customers to engage in environment-friendly consumer behavior, advertisers rely, in particular, on the persuasive power of many advertising campaigns (Juwaheer et al., 2012).

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Advertising enables customers to learn about product features and requirements and is the most powerful tool used by advertisers and marketers to attract customer interest (Ahmad and Thyagaraj, 2015). Iyer and Banerjee (1993) described GA including messages on biodiversity, sustainability, and non-contamination, as a response to consumer needs, environmental and health issues. Researchers have investigated how the GA influences the public and, preferably, firms that expect customers to invest by including environmental claims in marketing campaigns (Kumar, 2017). GA contains ads that meet the needs and expectations of environment-friendly people (Kumar, 2017) and discuss environmental, economic, and sustainability issues (Zinkhan and Carlson, 1995). GA has several dimensions; some focus on education to increase consumer awareness of the environment and nature; the other focuses on trade to increase product or service sales. Several questions are raised about improving and enhancing the green image of business for building loyalty to long-term customers (Banerjee et al., 1995).

GA awareness is driving consumer willingness to buy green brands all around the world (Charan et al., 2022). GA, according to Fletcher and Nielsen, 2017, is one that has a major eco-advantage over its competitors and can attract more customers who are concerned about making environmentally aware purchases. GA, according to Sharma and Foropon, 2019, is one that provides a collection of characteristics and benefits that are good for the environment and make a positive impression on customers, therefore boosting their environmental consciousness. Customers that care about the environment and are prepared to spend money on green products are becoming more numerous. Furthermore, Sarkar et al., (2019) state that consumers' green purchasing habits are influenced by a product's efficiency as well as their care for the environment. Similarly, Kaur et al., (2022) argued that a company's environmental friendliness and social attractiveness, as well as its willingness to incorporate customer input on green products, impact the decision to acquire a green product. Mostafa (2007) discovered that those who have a positive attitude about green products are more inclined to buy them. Tan (2022) asserts that when people enjoy a brand, they are more likely to purchase it.

As a result of companies' attempts to instill environmental consciousness in their customers, they will have access to a wide range of brands. Individuals' feelings about a brand are determined by what they like and dislike about it, as well as their overall feelings about the brand Wijekoon et al., (2021). Previous research on the green market has shown that how people feel about doing things that are good for the environment has a big impact on their environmental knowledge and proclivity to buy green products (Khan et al., 2021). This finding is consistent with what Hartmann et al., (2005) discovered which is that a consumer's attitude toward a green product has a major impact on whether or not he or she wants to buy one. According to Mostafa (2007) research, people who have a favorable perception of green products are more likely to buy green things from companies that market their green brands. People are more likely to buy a brand if they enjoy it (Klabi and Binzafrah, 2022). According to a recent study, how customers feel about green brands has a big impact on whether or not they buy green brands. Furthermore, previous studies on "green purchase intention" found direct correlations between "green advertising," "green brand attitude," "environmental concern," and "green purchase intention," however the results were not always consistent (Yadav and Pathak, 2016).

All countries are now making their own efforts to protect themselves against harmful emissions of carbon, industrial waste and any products that threaten the atmosphere and take environmental protection important. The objective is to raise awareness and encourage people to respond in an optimistic manner to ecological products and educate them on environmental issues (Ritov and Kahneman, 1997). Over the past two decades, GA has (Futerra, 2008) become

an effective and powerful force in increasing social awareness of environment-friendly goods (Polonsky et al., 1997). Companies are implementing green approaches because they are aware of the environmental problems (Ginsberg and Bloom, 2004) and are designing promotional activities by using environmental messaging to attract consumers and improve their competitive edge (Hartmann et al., 2005).

The Indian advertising industry has grown significantly in two-digit growth, reflecting the need for easy production methods and a shared concern for safety and well-being. Businesses are now introducing green strategies and designing promotional activities using environmental messages to attract customers and achieve a more competitive edge (Yadav and Pathak, 2016). Excessive environmental disputes create fear; however, buying and using green food will avoid this negative feeling (Spears and Singh, 2004), the promotion of green products was therefore taken into account. As a result, affluent and professional Indian customers are more willing to pay for green products (Aman et al., 2017). The Indian advertising industry remains disappointed by the abuse of the green trend in terms of quality, security, and qualities of green goods. It causes problems for retailers, advertisers, and manufacturers as consumers lose confidence in their advertising and it has pushed suppliers, distributors, and advertisers to look for ways to restore consumer confidence (Gupta et al., 2009). Data are available on production methods practices, and in advertising, the idea of “green benefits” has been put forward to make consumers aware of the environmental impact of their use and to attract “cool buyers” who are proactive in responding to “natural” and “green” products (Davis, 1993). GA and a positive response to consumer demand for green products are now targeted in the Indian market. Marketing for the environment has several factors that affect consumer interest in environmental products (D'souza and Taghian, 2005).

The “Going-Green” movement is on the rise in the Asian region, where the ecological strain is alarming for both government and people (Lee, 2008). India is facing toxic air emissions from high-intensity traffic, poor water quality, and noise pollution. The Government of India and the general public are now beginning to understand and report on environmental change. Consumers have become more aware of environmental concerns (Chitra, 2007). Research is now underway to increase their competitiveness in environmental sustainability to attract more green consumers, companies, and industries (Chen and Chang, 2012). While GA is very important in today’s highly competitive marketplace, little emphasis has been put on analyzing consumers’ reactions to green BA by using different types of green appeals (Hartmann et al., 2005; Matthes et al., 2014). Examining the wishes of the green consumer and the marketing needs of advertisers in a manner that best suits the interests of the customer is the need of the time (D'Souza et al., 2007). This article assesses the impact of GAs on customer purchase intention (PI), as well as the mediating effect of green BA in the context of consumer purchase behavior of electric cars (EC) in India.

## **Literature Review**

The planet is enthralled by the “climate” problem of modern times. The logic behind “Going Green” is evident from the factors such as global warming and uncontrollable population growth, which have led to a near loss of natural resources and a possible threat to human life and prosperity (Kwok et al., 2015). Studies suggest that this is a multifaceted construct (Ottman et al., 2015). The vibration of intense advertising competition is not so easy to break, and let your message hear on the target market. Advertisers face real difficulties in getting their advertising heard by customers because of the lack of creativity and innovation (Ahmad et al., 2010). However, many consumers think of advertising notifications as an

annoyance than an essential or beneficial source of information (Carlson, 1996). In exchange, advertisers create the right type of message and make statements that create the least possible doubt and risk. Positive or negative reviews by the customer are being published in the literature (Ong and Phau, 2007). Marketers can use GA as an environment-friendly marketing tool, if the company's green reputation is low (Chase and Smith, 1992).

Sustainability has become very critical for companies seeking a competitive advantage globally. Consumer expectations and preferences for green products and services have been extensively examined and discussed. Giving attention to the green brand has been a benchmark in all marketing strategies, as advertisers invest to build the correct view of the green brand (Bhat and Reddy, 1998). Green BA helps separate marketers' products from competitors and play an important role in dynamic brand execution. Green branding also delivers self-sufficient benefits to customers and provide a mechanism for connecting consumers to companies, thereby, enhancing customer-brand relationships with psychological partnerships (Aaker, 2009; Carroll and Ahuvia, 2006). A specific set of self-expressive advantages can be derived from green brands in a social context, as consumers communicate about environmental concerns with others (Hartmann et al., 2005). Effective communication can develop an attitude of the green brand. Some studies report that communicating realistic eco-friendly brand attributes and associated benefits to consumers through advertising can improve consumer attitudes toward green brands, which further positively influence consumer PIs.

GA refers to a communication that underlines the environmental dimension of the product or organization including promotional activities that focus on the aspects of the neighborhood. By GA, consumers are encouraged to buy products that do not pollute the environment and focus on the positive effects of their buying habits on themselves and the world (Rahbar and Wahid, 2011). GA helps shape consumer interests and converts them into green product purchases (Baldwin, 1993). Companies, governments, activists, and consumers have been mainly concerned with environmental issues. The US Department of Energy is providing environmental awareness of recycling and health. However, social groups are actively involved in green initiatives and environment-friendly products (Shin and Ki, 2019). Advertising is used by corporations to enhance their green credibility as a reputation for the environment (Adelaar et al., 2003).

GA is how marketers bring their goods to customers as green products (Eren-Erdogmus et al., 2016). GA has an impact on customer perceptions of advertising and their desire for eco-friendliness (Sharma and Foropon, 2019). Experts generally accept that GA plays a role in marketing; however, persuasive strategies remain unclear as to the effectiveness of GA, and green standards are not defined in this context (Kong and Zhang, 2014). The effect of GA was identified by Richards (2013), who examined consumer relations with the environment and factors that suggest trust in advertising and willingness to purchase green products.

Sustainability is very important for companies that strive to create a competitive advantage in the world. Customers analyze and discuss extensively BAs and expectations toward green products and services (Reto and Braunsberger, 2016). Baldwin (1993) argues that "environmental advertising changes the value of the customer and turns certain ideals into a green product." GA includes the distribution and impact of information on community products (D'Souza et al., 2007). The promotion by GA is well known and providers are aware of the challenges and causes of climate change (Tsen et al., 2006).

Previous studies have shown that green consumers are prepared to pay higher for green commodity prices (Prakash, 2002). GA affects consumer perceptions and generates the



emotions and opinions of consumers (Batra and Ray, 1986). Variations between consumer impact, consumer emotion from advertising use, consumer choice of advertising, and cognitive response are important (Zhu, 2012). Therefore, consumers affect their brand decisions in the way they feel about the advertisement they see (Edell and Burke, 1987). Green customers developed positive attitudes toward environmental and green marketing issues (Zinkhan and Carlson, 1995).

International interest and social pressure have affected efforts to promote small, sustainable enterprises (MacInnis et al., 2002). Green consumption has become a focal point for businesses, academics, and researchers alike (Schaffner et al., 2015). Consumers could make every possible use of energy through environmental awareness and buy energy-efficient products. Companies use advertising to depict and enhance their images as a marketing device (Vazifehdoust et al., 2015). Therefore, it is not only to educate and persuade consumers that the role of the advertisements has changed; instead, in the light of controversial awareness campaigns, acts or environmental initiatives, companies are putting their advertising campaign on social issues (Yadav and Pathak, 2017).

Suki (2016) argued that “an individual is predisposed to judge a particular subject positively or unfavorably.” The environmental attitude is a major historical precedent for green pro-environmental behavioral advertisements (Muralidharan and Xue, 2016). Environmentally aware consumers were more open-minded and more likely to buy the green brand (Tucker et al., 2012). Green BA will be aligned with corporate social responsibility, otherwise, the actions of the customer toward the brand will be negative (Mohd Suki and Mohd Suki, 2015). If a company’s environmental efficiency is low, GA would have an adverse effect on its customers. Customer procurement decisions are a dynamic and multifaceted process (Nyilasy et al., 2014).

The transport sector is a key factor in air pollution that contributes to climate change due to greenhouse gas (GHG) emissions in most urban areas, leading to the electrification of road transport, a positive step in the direction of urban development by replacing internal combustion vehicles with electric vehicle (Oliver and Lee, 2010). Electric vehicle mobility technologies have changed rapidly; therefore, the literature has also increased significantly. The research has largely covered the multifaceted, heterogeneous, and segmented aspects of the electric vehicle industry (Das et al., 2011). Although, electric vehicle priorities vary from each other in physical, cultural, economic, and social advantages (Khandelwal et al., 2016). EC-buying behavior is influenced by vehicle size, the total cost of ownership, driving, resource availability, social impact, climate awareness, etc. Understanding these variables might improve your understanding of EC adoption.

Therefore, environment-friendly road freight is a vital tool for reducing emissions in developed countries. Developing countries will decouple pollution from economic growth if the level of road transport in developed countries is reached (Banerjee and Pillania, 2009). The EC is an electric motor and an internal combustion engine, a hybrid battery vehicle (Wan et al., 2015). High-potential market shares for ECs are currently under discussion, as a result of recent innovations and their possible application to growing economies. Electric vehicles are environmentally sound, minimize traffic pollution, reduce overall CO<sub>2</sub> emissions and increase energy consumption. ECs increase the reliability of energy supply by reducing oil imports. The current energy system is complemented by a regulated and intelligent integration of renewable energy (Ma et al., 2013). However, ECs face additional challenges such as long charging times. While these issues remain a concern and are partially overcome by proper market segmentation, their benefits can be used differently depending on regional characteristics (Bradsher, 2017).

Suki (2016), brand effect is a brand's attitude to make customers feel good about it. In other words, when people buy a certain brand, they experience positive emotions such as excitement, happiness, and satisfaction. It could be considered a beneficial emotional commitment based on how the brand makes people feel and how it makes them feel. Bradsher (2017) proposes methods for gauging how people feel about a brand based on the polarisation of emotional space. "Brand attitude" describes how people feel when they recognise a brand (Singh et al., 2012). In terms of how a customer feels about a brand's products. We can use brand emotions to understand why people choose a particular brand. When a brand has a higher likelihood of making customers happy and making them feel good about themselves, it has a positive brand effect. This increases the likelihood that customers will buy the brand's products or services (Khan et al., 2021). It is a psychological phenomenon in which emotions are frequently involved. Customers are more likely to buy a brand if it makes them happy or evokes an emotion, indicating that they adore it (Kaur et al., 2022). Customers who like a brand are more likely to be satisfied with it and buy it again. When a customer is deciding what to buy, brand attitude is an important factor (Futerra, 2008). Consumer behaviour when purchasing green products is influenced by their thoughts and emotions. Brand attitude is a factor in the brand selection process, according to Wright's "impact referral" theory. Most of the time, people disregard product information and instead select the brand with the best reputation. Customers will buy more and be more loyal to a company if it makes them happy, thrilled, or emotionally charged. Customers have strong feelings about businesses that go above and beyond to encourage repeat purchases. This is an important signal for predicting purchase intention (Kaur et al., 2022).

Webb et al. (2008) have identified social benefits demands as the driving force behind green consumption so that consumers pay more or neglect private benefits by buying environment-friendly products. On the one hand, (Singh et al., 2012) argued that private motives, such as saving money, are the only way to promote pro-social behavior. Green and Pelozo (2014) argued that community responses to GA appeals significantly affect the context of decision-making. In particular, they play a moderating role in managing impressions that enable people to make good judgments about others and look better for themselves. These results show that consumers' purchasing habits are affected by requests for societal benefits when they are publicly informed. Brand image influences consumer trust in advertising the green value of the company (Meenaghan, 1995). Brand positioning effect of customers is important, in particular, in the automotive market, in which brand images convey the car's quality and features (Kirmani and Zeithaml, 1993). Green advertisers find useful information that is more optimistic than nongreen consumers (Miller and Berry, 1998)

Green marketing studies have shown that consumer knowledge and green product PI have a significant impact on their environment (Chan et al., 2013). Ansar (2013) suggests that customer perceptions toward green products had a significant impact on their green PIs. At the same time, Ankit and Mayur (2013) note that Indian consumers' thinking has a significant impact on their intention to purchase a green product. The Mostafa survey (2009) found that green consumer behavior has increased the desire to buy green goods with green labels and increased green brand dependence. Suki (2016) stated that consumers who have a positive attitude towards a particular brand are more likely to purchase the brand. The following theoretical context and structure for conceptual analysis shall be established by reference to the literature review.

### ***Theoretical Background and Conceptual Framework***

GA is a commercial that provides maintenance products that are socially, organically, and environmentally friendly to meet the needs and expectations of customers (Zinkhan and

Carlson, 1995). Legislation and factors affecting companies put pressure on businesses to adapt their strategies and solutions to make products attractive to the public inline with environmental changes (Chan, 2004). GA plays a key role in exchanging words about environment-friendly products and in raising consumer and producer awareness of environmental issues. Rapid growth in green ads has occurred in the last 20 years (Futerra, 2008). It raises awareness of environment-friendly resources and the climate. According to Hartmann and Apaolaza (2009), there are three aspects of GA to companies. First, the exchange begins with an ethical assertion of corporate interest. Second, advertising describes the way in which it expresses its interest and commitment to environmental development. Third, advertising highlights the specific environmental successes of the company. The following hypothesis is developed based on the discussion:

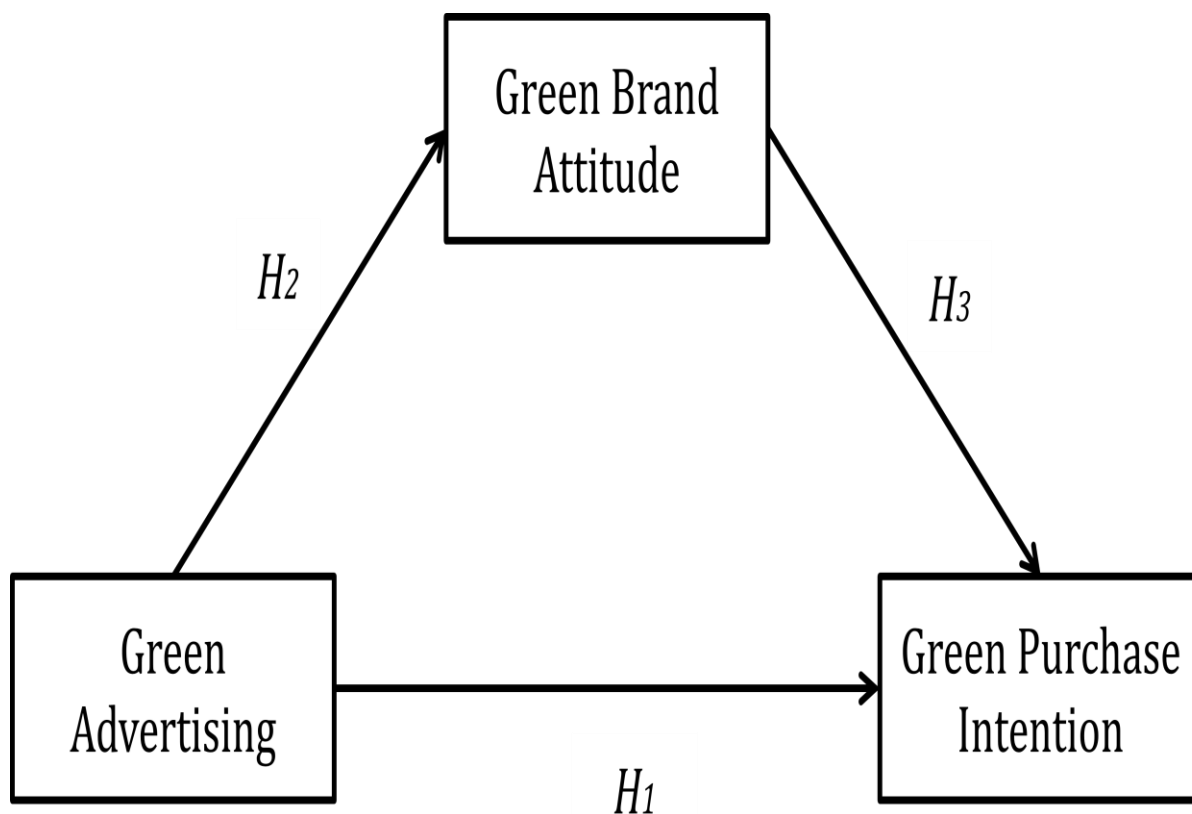
H<sub>1</sub>: GA has positive effect on green purchase intention (PI).

Customer attitude is the most important concept used in research marketing. It teaches habits to address objects or classes consistently or unfavorably (Keller and Lehmann, 2006). It reflects the notion of an object being ready to respond. Another relevant concept is “an attitude is an indicator of whether or not an individual likes it” (Ajzen and Fishbein, 1980). BA is related to the customer’s desire and a global assessment that reflects your love and hatred (Lutz, 1985). Sanlier and Konaklioglu’s (2012) on food safety awareness and behavior found that food safety attitudes affect consumer attitudes. In addition to the family, friends, and colleagues who monitor or support the sustainability of seafood, Honkanen and Young (2015) noted that the consumer approach to the sustainable seafood purchase was the most critical factor. Similar findings have been made in the Greek study on organic consumers (Skuras and Vakrou, 2002). Researchers have said that purchasing decisions are generally based on consumer preferences for the environment. The main effects of customer behavior and buying green goods are emotions and a positive image (Pickett and Ozaki, 2008). Customers who care more about the environment and try to make their world safer, look forward to buying green products and are more interested in buying certain environment-friendly items, take safety into account when making purchase decisions (Kong and Zhang, 2014). The following hypothesis is developed based on the above discussion:

H<sub>2</sub>: GA has a positive effect on green BA.

PI may be described as a possibility of a consumer purchasing a product (Saleem, 2017) or a likelihood of visiting a service store (Nguyen et al., 2017), a decision resulting from a customer’s interests and benefits (Zeithaml and Zeithaml, 1988). PIs have always been seen as an essential feature and are used in literary research as advocates of the true purchasing behavior of customers (Schmuck et al., 2018). Customer PI surveys allow experts to understand the market trend and to transform the position of the product or service. Green PI is buying an environment-friendly product with a low environmental impact; conscious of its contribution to the environmental cause, the customer is aware of this (Trivedi et al., 2018). PI is the result of the decision-making process to purchase products or services that are affected by differentiating factors, social and international influences (Huang et al., 2018). PI is defined as an individual’s ability to purchase a product/brand. Attitudes and preferences depend on the customer, price, quality, and perceived value that might change it. Consumers are influenced by internal or external bias throughout the purchasing process. The desire to do this or not is a basic part of the actual action (Azizan and Suki, 2013). The following hypothesis is developed based on the above discussion:

H<sub>3</sub>: Green BA mediates the relationship between GA and green PI.



**Figure 1:** *The Conceptual Framework*

## Research Methodology

This study measures the impact of GA on the PI with the mediating effect of green BA in the context of EC purchasing. An online survey questionnaire has been designed comprising three different sections. First gives a link where video ad of an EC brand recently launched in India. After viewing this, the respondent moves to the second section comprised 14 statements: three statements for green PI (Mei et al., 2012), six for GA (D’Souza and Taghian, 2007), and five for green BA (De and Rayp, 2005). Responses are collected on a 7-point Likert scale, where 1 means strongly disagree and 7 means strongly agree. The third section comprises five demographic questions on gender, age, occupation, marital status, and education qualifications.

The target population was the residents of metropolitan cities of India and potential consumers of cars, as the awareness level is high for urban consumers (Joshi and Mishra, 2011; Ruddar and Sundharam, 1990). These cover the national capital region of India, Mumbai and Bangalore. We used the online mode for data collection during May 2019 to December 2019. The sample covers businessmen, academicians, and government officials. Convenience (non-probability) and referral sampling technique are used for sample selection. Individual respondent was the sampling element. Since the population is more than 10 lakh, only 380 are included in this study (Krejcie and Morgan, 1970).

Reliability and validity tests were conducted on each factor. Reliability was measured using Cronbach’s  $\alpha$ . Cronbach’s  $\alpha$  values are more than 0.7 for all our constructs, which was satisfactory for an exploratory study. Factor analysis was conducted to evaluate the ability of the items to measure each construct. This analysis was performed using VARIMAX rotation. The results are presented in Table 1.



**Table 1: Measures and reliability analyses**

Construct	Measures	Factor loading	Alpha
Green Purchase Intention	I would definitely intend to buy this environmental friendly electric car	.865	0.853
	I would absolutely consider buying this environmental friendly electric car	.836	
	I would absolutely plan to buy those products that are environmental friendly	.814	
	This Ad show product recycling symbols	.763	
Green Advertising	This Ad emphasize on how consumers will obtain environmental benefits	.714	0.784
	This Ad show environmental labels, based on third party accreditation	.717	
	This Ad promote company image	.797	
	This Ad promote a promotion of donating to environmental groups or causes	.788	
	This Ads is clear about environmental claims	.775	
Green Brand Attitude	I feel that green product's environmental reputation is generally reliable	.811	0.788
	I feel that green product's environmental performance is generally dependable	.763	
	I feel that green product's environmental claims are generally trustworthy	.843	
	Green product's environmental concern meets my expectations	.868	
	Green products keep promises and responsibilities for environmental protection	.740	

Regression and Sobel tests have been used for data analysis; the latter is a method of testing the significance of the mediation effect.

### **Data Analysis and Interpretation**

The first section of the analyses comprised the demographic characteristics to understand the sample demographics in-depth. Table 2 shows that almost 64% of our sample comprised of males. In terms of age group, the maximum sample is from the age group 25–40 years.

**Table 2: Demographic profile of the respondents**

Demographic characteristics	Frequency	%	Cumulative %
<b>Gender</b>			
Male	243	63.95	63.95
Female	137	36.05	100.00
<b>Age</b>			
Less than 25	97	25.53	25.53
25-40	189	49.74	75.26
40-60	71	18.68	93.95
Greater than 60	23	6.05	100.00
<b>Occupation</b>			
Employed	191	50.26	50.26
Self-employed	163	42.89	93.16
Unemployed	26	6.84	100.00
<b>Marital Status</b>			
Married	265	69.74	69.74
Unmarried	115	30.26	100
<b>Qualification</b>			
Intermediate	33	8.68	8.68
UG	146	38.42	47.11
PG and more	201	52.89	100.00

### *The direct effect*

For testing H1, we examined the relationship between GA and green PI through regression. A significantly positive relationship was found between GA and PI in the context of ECs ( $\beta = 0.524$ , P-value = 0.000). For testing H2, we applied regression between GA and BA, a significant relationship was found between GA and BA ( $\beta = 0.362$ , P-value= 0.000) (Table 3).

**Table 3: Direct effect**

	<b>Estimated Correlation</b>	<b>R2</b>	<b>Std. Error</b>	<b><math>\beta</math></b>	<b>p-value</b>	<b>Direct effect</b>
GA-PI	0.337	0.274	0.729	0.524	.000	Significant
GA-BA	0.381	0.131	0.296	0.362	.000	Significant

### *Mediating effects*

A four-step hierarchical regression analysis was used to test the relationship between GA (independent variable) and green PI (dependent variable) with the mediating effect of green BA. The procedure is suggested by Baron and Kenny (1986). According to Baron and Kenny (1986), the conditions for mediation effects must be present are (1) regression of the mediator on the independent variable (the independent variable must influence the mediator), (2) regression of the dependent variable on the independent variable (the independent variable must be shown to affect the dependent variable), (3) regression of the dependent variable on both the independent variables (the mediator must affect the dependent variable), and (4) the effect of the independent variable on the dependent variable controlling for the mediator should be zero (full mediation) or become significantly smaller (partial mediation). Table 4 summarizes the results of mediated hierarchical regression analyses of green BA on the relationship between GA and green PI.

For the analysis, the predictor (independent) variables were entered in three successive steps. First, BA was a significant predictor of PI ( $t = 6.565$ ,  $P = 0.000$ ) and accounted for 27.4% of the variance. Second, GA was entered and was also a significant predictor of PI ( $t = 4.274$ ,  $P = 0.000$ ). This model explains 18.4% of the variance. All the independent and mediating variables were able to meet the conditions for mediation (Table 4). The effect of GA on PI was significant ( $\beta = 0.524$ ,  $P < 0.01$ ), but the beta value had a decreasing effect in the presence of BA ( $\beta = 0.428$ ,  $P < 0.01$ ), thereby, implying partial mediation.

**Table 4: Summary of Regression Analysis**

<b>Model</b>	<b>R Square</b>	<b>Beta</b>	<b>Std. Error</b>	<b>t</b>	<b>Sig.</b>
GA-PI	0.274	0.524	0.729	6.565	.000
BA-PI	0.184	0.374	0.285	4.274	.000
GA-BA	0.131	0.362	0.296	4.143	.000
GA-BA-PI	0.306	0.195	0.428	6.383	.000

Additionally, the Sobel test (Preacher and Leonardelli, 2001) was conducted for testing whether mediation is significantly significant. It considers the unstandardized regression and standard error for examining the relationship between the independent variable and the mediating variable, and also the unstandardized regression and standard error for the relationship between the mediating variable and the dependent variable. If the z-score is greater than 1.96, the impact is greater than expected by chance and concludes the effect to be significant (MacKinnon and Dwyer, 1993).

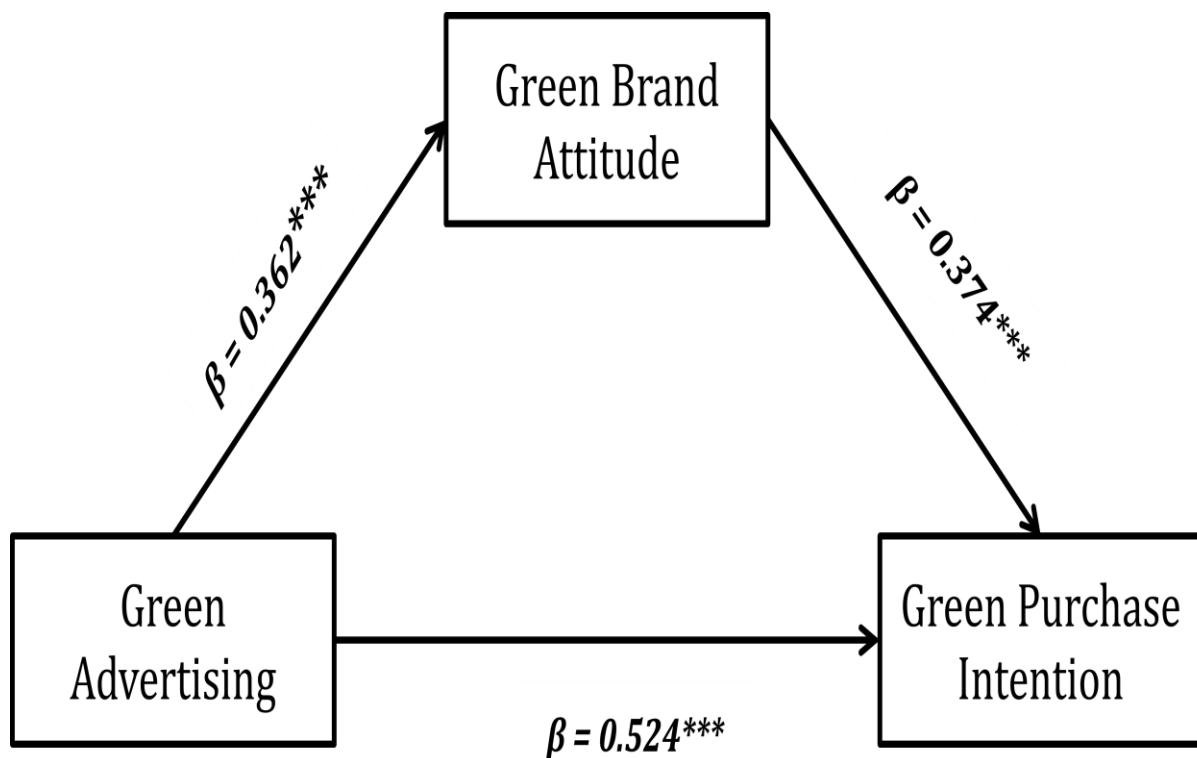
The decision whether to call the outcome partial or complete mediation depends on whether the direct path from independent variable to dependent variable is statistically

significant. If after the introduction of mediating variable the direct path is not statistically significant, the result may be interpreted as complete mediation and if the direct path remains statistically significant, then only partial mediation may be occurring.

Partial mediation was found in the model ( $z = 3.509, P = 0.000$ ; Table 5). Similarly, the effect of GA on PI was significant but the beta value had a decreasing effect in the presence of BA, thereby, implying partial mediation. Therefore, H3 is partially supported.

**Table 5: Sobel Test Analysis**

Mediator	Path	Beta	Std. Error	Sobel Test	p-value
BA	GA-BA (a)	0.362	0.296	3.509	.000
	BA-PI (b)	0.374	0.285		



**Figure 2: Final Research Model**

## Discussion and Conclusion

Some studies found the impact of GA on PI (citation required) but this research measures the mediating effect of green BA in the established relationship in the context of ECs in India. Because of sky-high oil prices and adverse environmental impact now almost all companies are in the process of launching ECs. Few MNCs have already launched the same and getting a good response. Results of the mediation effect reflect that green BA partially mediates the relationship between GA and PI. It was evident that consumers who had a more favorable attitude toward green products result in having strong PI of EC. Thus, the consumers' perception toward GA affects the consumer green attitude level leading to their PI of EC. This result is consistent with the results of previous researches (Khandelwal and Bajpai, 2011, Lee et al., 2009, Rahbar and Wahid, 2011). Ajzen (1991) established that a positive consumer attitude leads to a stronger intention to purchase. The preferences of Indian consumers to buy green goods are influenced by GA with partial green attitude mediation. Customers respond

positively to GA businesses and their goods. Therefore, companies highlight their environmental behavior, enabling customers to distinguish between “green” firms and “nongreen” firms as green products are in demand.

This study establishes the relationship of advertising and PI by extending the same in GA context with the mediating effect of the green brand effect. Our results provide empirical evidence of green BA as a partial mediator and demonstrate its role in the established direct relationship between GA and PI.

Organizations seeking entry to India’s EC market will consider consumer demand for green products and services. An important part of learning how to communicate effectively with consumers is exploring mechanisms that appeal to consumers’ desires to buy ECs and other confusing variables. This study gives marketers insights into developing a positive green brand mindset that can partially increase the impact of their advertisement on customer purchasing. A GA campaign should be associated with a clear, transparent, understandable, and concise environmental claim through which the firms will be able to grab the consumers’ attention.

The study reveals a dynamic and multidimensional field of green purchasing. A customer is exposed to advertising that affects his or her response to advertising and trust in the company. Customers are aware of this and advertisers need to provide full information on the green product when developing GA campaigns.

This research begins with an overview of the notion of green advertising. Firstly, this is done to help studies on green advertising and to encourage more consumers to buy green items by making them feel more positively about green businesses. Second, no research has been undertaken to identify the relationship between the green advertising, green brand attitude, and the green purchase intentions. This research shows that green advertising and brand attitudes have a positive impact on green purchasing intentions. This fills a research need. Third, our research shows that the relationship between how a brand makes people feel and their desire to buy something green is completely mediated by how the brand makes people feel about it and what it stands for. The green advertising and green brand attitude all boost the number of people willing to buy green products. Companies that want their customers to like their green brands more must increase both their green advertising with green brands and their attitudes toward green brands. This will improve the possibility of their customers purchasing environmentally friendly products. This suggests that businesses can increase their customers’ green brand connections and attitudes in order to urge them to buy more environmentally friendly products. Although green brand affect cannot directly impact people’s inclinations to purchase green products, green advertising and brand attitude can. This study can assist managers in developing a more successful strategy for leveraging green branding to entice consumers to buy green products. Companies must trace the origins of their green purchasing programmes and strengthen them. In other words, corporations may strengthen their customers’ perceptions of green brands, green advertising, and feelings toward green brands in order to raise the possibility that customers will buy green products.

### ***Limitations and Scope for future study***

A complex phenomenon is undergoing constant and rapid development to measure the PI of ECs and is, therefore, a challenging research task. Although we have taken all possible steps to deliver results in a systematic manner, as a natural phenomenon, there are also some limitations to every research. You can set a range of limitations and the most important will be elaborated. However, some of these limitations can and should be viewed as positive avenues



for future research. First, this study was conducted in the National Capital Region of India; thus, the results cannot be generalized across other nations. As the level of technology adoption is different globally, understanding toward GA may also be different. Second, we considered only one mediating variable, the future researcher may also take more mediating and moderating variables for the more in-depth and holistic study. Last, the research is based on cross-sectional data and could be enlarged and complemented by having access to panel data.

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