

The Impact of Green Advertising on Consumer Behavioral Intention in Fast Fashion and Automobile Industries

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Abstract

This study aims to explore the impact of corporate green advertising on consumers, particularly focusing on aspects such as consumers' environmental concern, product involvement, perceived value, brand attitude, purchase intention, and recommendation intention. In this study, data was collected through questionnaire surveys, with two different questionnaires designed to evaluate fast fashion clothing and high-priced luxury cars, representing products of different price ranges and industries. The research is based on consumer behavior theory, advertising theory, and environmental psychology theory. The consumer survey was conducted across different genders, age groups, occupations, and income levels to gather relevant data. The research shows that green advertising can have a positive impact on consumer behavioral intentions across different industries, whether it is for everyday consumer goods (fast fashion clothing) or manufacturing (automobiles), emphasizing that companies should effectively utilize green advertising to promote environmental protection and a green image, thereby achieving sustainable development goals. The research results offer practical recommendations for companies in designing and implementing green advertising strategies, which can stimulate consumer interest in sustainable and environmentally friendly products, thus enhancing market competitiveness.

Keywords: Green Advertising, Environmental Concern, Brand Attitude, Perceived Value, Behavioral Intention

1. Introduction

With the rise of global environmental awareness, companies are paying deeper attention to environmental issues. To successfully sell their products, many companies have begun to invest in green marketing. Green marketing has gradually become a method for marketing to environmentally conscious consumers. Many companies seeking to establish a green image and brand utilize this approach to differentiate their products from others.

If companies can effectively implement green marketing, it helps to build a positive image and a deep emotional connection with consumers, winning their support and increasing sales. As consumers' awareness of green issues rises, the importance companies place on green advertising also increases relatively. Therefore, in the current business environment, green marketing has gone beyond a mere market strategy and has become an indispensable part.

Companies continuously develop products that are harmless to the environment, and marketers market these products to environmentally conscious consumers through "green advertising" within green marketing strategies. In this context, green advertising has become one of the most widely used marketing techniques. Thus, green advertising is not only a manifestation of modern corporate social responsibility but also a powerful tool for brand shaping and marketing. By emphasizing environmental appeals and emotional resonance, companies can effectively improve their brand image and influence consumer behavior. In the future, as society's demand for environmental protection continues to grow, green advertising will play an even more important role, leading companies toward a better future.

"Advertising" is one of the most common mechanisms for conveying green messages to consumers. In the early 20th century, as concerns about global warming intensified, green advertising began to appear more frequently. The

increase in green information may translate into favorable consumer brand attitude formation. Conversely, when consumers feel deceived, it can have a negative impact on organizational credibility and perceived corporate performance. Against this backdrop, green sustainable advertising has gradually risen, becoming an important tool for companies to convey environmental messages and establish a good image.

As a special form of advertising, green advertising is not just a means of product marketing but also an expression of a company's response to social environmental trends. Research on green advertising not only expands the understanding of advertising psychology but also reveals how companies can influence consumers' perceptions and involvement, leading to final purchase intentions through this special form of advertising. In today's society, environmental sustainability has become a focus of attention. Companies are gradually realizing that promoting environmental concepts not only helps protect the environment but also wins consumer support in the market. To achieve this goal, many companies have adopted green sustainable advertising as a means to promote products. Therefore, the purpose of this study is to explore how consumers' environmental concern and product involvement after viewing green advertising affect their perceived value and brand attitude, and ultimately, what impact this has on purchase intention

2. Literature Review

2.1 Environmental Concern and Product Involvement

Environmental concern refers to a consumer's overall attitude toward protecting the environment. Individuals who show deep concern for environmental problems and understand how to solve them are more likely to engage in environmentally responsible behaviors, thereby bringing positive environmental outcomes to organizations and society as a whole. Product involvement refers to the degree of engagement a consumer has when purchasing, using, or collecting a product. It is also the degree to which consumers value a product and assign subjective personal value to it; the higher the relevance between the consumer and the product, the higher the product involvement.

2.2 Perceived Value and Brand Attitude

Dodds, Monroe, and Grewal (1991) proposed that perceived value is the gap between perceived benefits and perceived sacrifices when consumers are willing to purchase. In other words, perceived value is the result of a relative assessment of product-related benefits and costs, representing consumers' overall evaluation of utility. Brand attitude is the consumer's requirement, reflecting the extent to which the product or service provided by the brand satisfies the consumer. The formation of this attitude is based on the consumer's evaluation and trust in the brand; the higher the level of trust, the easier it is for the brand to establish a clear and solid image. Therefore, consumers' positive or negative evaluations of brand attitude will have a profound impact on the entire company and consumers.

2.3 Behavioral Intention

Spears and Singh (2004) stated that purchase intention refers to the tendency of consumers to consciously consider buying a certain product. When consumers hold a good impression and attitude toward a product, they are likely to form a purchase intention, indicating a relatively increased subjective probability of purchasing the specific product. Moutinho (1987) believed that satisfaction depends on the customer's perception and experience of the product or service. Satisfied customers may become loyal repeat consumers or loyal advocates of the brand or product, actively recommending and promoting it through word-of-mouth behavior, further expanding the brand's influence.

2.4 Hypotheses Development

Environmental Concern and Product Involvement When consumers' involvement with a product increases, they usually actively collect relevant information about the product, including ingredients, price, functions, etc. Lin and Chang (2012) pointed out that regarding the usage of green cleaning products, the higher the consumers' environmental awareness, the richer their understanding and information about green products. Based on the above arguments, this study proposes:

H1: Environmental concern has a significant positive impact on product involvement.

Environmental Concern and Perceived Value According to research by Kumar and Polonsky (2019), when consumers believe that a product is related to environmental protection, they will perceive more value, thereby influencing consumer attitudes. Nor Azam, Patwary, and Rashid (2022) pointed out that in the tourism industry, customers' focus on environmental sustainability has a positive impact on perceived value. Based on the above arguments, this study proposes:

H2: Environmental concern has a significant positive impact on perceived value.

Environmental Concern and Brand Attitude When consumers have a more positive attitude toward the environment, the probability of taking environmental action is greater because consumers with good concepts are more likely to develop good habits. Conversely, when individuals show lower environmental concern or negative attitudes toward protecting the environment, they are less likely to participate in environmentally related behaviors and activities. Based on the above arguments, this study proposes:

H3: Environmental concern has a significant positive impact on brand attitude.

Environmental Concern and Behavioral Intention Balderjahn (1988) concluded that individuals with a positive attitude toward the environment participate more in the purchase and consumption of green products. Sichtmann (2007) noted that consumers' strong purchase intention not only drives their own purchase behavior but also affects the extent to which they are willing to share and recommend the product to others. Based on the above arguments, this study proposes:

H4: Environmental concern has a significant positive impact on behavioral intention.

Product Involvement and Perceived Value Swinyard (1993) found that users' level of involvement affects their perception and evaluation of products or received services. High-involvement users, compared to low-involvement users, place more emphasis on the experience brought by using the product or receiving the service. When high-involvement users find that a company provides more competitive prices or better quality services, their satisfaction is higher relative to low-involvement users. Based on the above arguments, this study proposes:

H5: Product involvement has a significant positive impact on perceived value.

Product Involvement and Brand Attitude Bettman (1979) pointed out that when consumers' involvement in a product's advertising increases, it indicates that consumers will further process information based on their own needs. This high level of involvement not only means that consumers invest more cognitive and psychological resources but also makes their product perception relevance more prominent. Therefore, it is inferred that when consumers are in a state of high product involvement, it will have a positive impact on brand attitude. Based on the above arguments, this study proposes:

H6: Product involvement has a significant positive impact on brand attitude.

Product Involvement and Behavioral Intention Consumers' product involvement affects the time they spend searching for and engaging with relevant product information, thereby influencing purchase decisions. Additionally, Collier and Bienstock (2006) proposed criteria for evaluating repurchase intention, which considers whether customers are willing to recommend or share good experiences with others; such sharing is usually embodied as word-of-mouth behavior. Based on the above arguments, this study proposes:

H7: Product involvement has a significant positive impact on behavioral intention.

Perceived Value and Brand Attitude Aaker (1991) found that perceived quality plays a key role when consumers make subjective evaluations of a brand, highlighting the brand's differences in products or services, and becoming an important consideration for consumers. When high perceived quality is established, it helps to strengthen consumers' attitude toward the brand. According to Johnson et al. (2006), perceived value has a direct and positive influence on brand attitude. Based on the above arguments, this study proposes:

H8: Perceived value has a significant positive impact on brand attitude.

Perceived Value and Behavioral Intention Dodds and Monroe (1985) proposed that value, quality, and perceived value are important frameworks for consumers to evaluate value when choosing goods. When the product price is perceived as lower than the psychological reference price, consumers will feel higher perceived value, and the level of perceived value will directly affect consumers' purchase intention. According to Zeithaml, Berry, and Parasuraman (1996), involvement and perceived value have a positive impact on tourists' behavioral intentions, which include promoting to others, recommending to others, encouraging others, and continuing to participate. Based on the above arguments, this study proposes:

H9: Perceived value has a significant positive impact on behavioral intention.

Brand Attitude and Behavioral Intention Neal (2000) pointed out that consumers tend to maximize product benefits when making purchase decisions and will use their preference for the brand as a reference factor for purchase behavior. Therefore, consumers' positive or negative feelings toward brand attitude will play an important role in purchase decisions. Tsiros and Mittal (2000) indicated that when consumers have positive feelings toward a

specific brand, they are more likely to consider repurchasing products of the same brand and are also willing to share their preferences with others. Based on the above arguments, this study proposes:
H10: Brand attitude has a significant positive impact on behavioral intention.

3. Methodology

The five main research variables—Environmental Concern, Product Involvement, Perceived Value, Brand Attitude, and Behavioral Intention—were modified based on previous scholarly research and the purpose of this study to shape the operational definitions and measurement items (Table 1)

Table 1 Definitions and Measurement Items of Research Variables

Variable	Definition	items	Reference
Brand Awareness	Understanding the respondent's comprehension of the brand.	1. I understand this brand," 2. I like this brand," 3. I think this brand's environmental reputation is reputable	Chen et al. (2020)
Environmental Concern	Consumers' understanding and concern for environmental protection through green advertising.	1. I understand the importance of environmental protection. 2. I care about environmental issues and take action. 3. I am attracted to products with environmental appeals. 4. I choose products that are more environmentally friendly. 5. I avoid using or purchasing products that damage the environment.	Huang, Lin, Lai, & Lin (2014)
Product Involvement	Consumers have different levels of attention to the product through green advertising.	1. The product in the ad is important to me. 2. I want to spend time understanding the product.	Laurent and Kapferer (1985).
Perceived Value	Consumers' preference and overall utility evaluation of green products through green advertising.	1. The environmental function of the product provides good value. 2. The product's environmental performance meets expectations. Source:	Isa, Lim, and Chin (2017).
Brand Attitude:	Consumers' expectations of the green product brand affect their attitude toward the product.	1. I understand this brand. 2. I like this brand. 3. I think the environmental reputation of the brand of the product in the advertisement is reputable.	Chen et al. (2020)
Purchase Intention	Actual purchase behavior consumers might take.	1. I will buy the product in the ad. 2. I will prioritize the product in the ad even if it is more expensive.	Wu and Chen (2014)
Recommendation Intention	Actual recommendation behavior consumers might take	3. I will recommend the (brand) product/service in the advertisement to others. 4. I will encourage others to use the (brand) product in the advertisement. 5. I am willing to share the advantages of the (brand) product in the advertisement with others.	Ukpabi, Karjaluoto, Olaleye, & Mogaji (2020)

For the selection of green advertising videos in the questionnaire, this study first selected three advertisements (H&M, Hyundai, and Coca-Cola) for a pilot test. 30 subjects watched the videos and selected which two videos were rich in green issues, products, and material components, scoring them from 1 (lowest) to 10 (highest). The two advertisements with the highest scores (H&M and Hyundai) were selected as the experimental manipulation advertisements for this study.

4. Research Results

4.1 Descriptive Statistical Analysis

Experiment 1 used the H&M advertisement as the manipulated green advertisement. A total of 300 questionnaires were distributed and collected (100% return rate). After deleting 22 invalid questionnaires, 278 valid questionnaires remained (92.6% effective return rate). The sample consisted of slightly more females (52.9%) than males (47.1%). The majority of respondents were aged 21-30 (46%), held a college/university degree (60.8%), worked in the service industry (31.7%), and had an average monthly income of 30,001–50,000 TWD (40.6%).

Experiment 2 used the Hyundai advertisement as the manipulated green advertisement. A total of 300 questionnaires were collected. After deleting 15 invalid questionnaires, 285 valid questionnaires remained (95% effective return rate). The sample consisted of slightly more males (52.6%) than females (47.4%). The majority were aged 21-30 (29.5%), held a college/university degree (56.1%), worked in the service industry (28.4%), and had an average monthly income of 30,001–50,000 TWD (35.8%).

4.2 Reliability Analysis

This study used SmartPLS 3 for reliability analysis. Composite Reliability (CR) and Average Variance Extracted (AVE) were calculated. Additionally, factor loadings and Cronbach's α were checked. The factor loadings for all items in the five variables were greater than 0.7, indicating validity. Cronbach's α values ranged between 0.5 and 0.9, indicating high credibility and good internal consistency. All CR values were greater than 0.7, indicating good reliability, and all AVE values were higher than 0.5, showing high convergent validity.

4.3 Validity Analysis

Convergent validity was confirmed as factor loadings were greater than 0.7, and the variables met the CR and AVE criteria. Discriminant validity was assessed using: Fornell-Larcker Criterion: The square root of the AVE for each variable was greater than its correlation with other variables. HTMT Ratio: All values were less than 0.9. Cross-Loadings: Items loaded higher on their respective constructs than on others.

4.4 Structural Model Analysis

The path analysis of direct effects (Table 2) shows that in Experiment 1, among the 10 hypotheses, only H4 was not significant and thus not supported; the remaining 9 hypotheses were supported and reached significance ($p < 0.001$). In Experiment 2, H1, H4, and H9 were not significant and thus not supported; the remaining 7 hypotheses were supported and reached significance ($p < 0.001$).

Table 2. Path Analysis of Direct Effects (Experiment 1 & Experiment 2)

Hypothesis	Path	Exp 1 (β)	Exp 1 (t-value)	Exp 2 (β)	Exp 2 (t-value)
H1	Env Concern > Product Involvement	0.611	12.379***	0.639	1.031
H2	Env Concern > Perceived Value	0.304	3.949***	0.223	16.373***
H3	Env Concern > Brand Attitude	0.179	3.558***	0.042	4.274***
H4	Env Concern > Behavioral Intention	-0.058	1.122	-0.007	0.159
H5	Product Involvement > Brand Attitude	0.458	5.355***	0.222	3.863***
H6	Product Involvement > Perceived Value	0.521	6.396***	0.682	14.273***
H7	Product Involvement > Behavioral Intention	0.395	5.879***	0.223	2.999**
H8	Perceived Value > Brand Attitude	0.336	4.455***	0.679	11.748***
H9	Perceived Value > Behavioral Intention	0.220	3.799***	-0.050	0.482
H10	Brand Attitude > Behavioral Intention	0.354	5.049***	0.724	8.332***

Note: * $p < 0.05$; * $p < 0.01$; *** $p < 0.001$ *

5. Conclusion and Suggestions

This study explored the impact of green advertising on consumer behavioral intentions, specifically focusing on environmental concern, product involvement, perceived value, and brand attitude. The findings show that environmental concern plays an important role in consumer behavioral intentions. Consumers highly concerned about environmental issues are more inclined to support brands using green advertising and have higher purchase intentions.

Product involvement significantly affects consumers' reactions to green advertising. High-involvement consumers are more easily attracted to green advertising and are willing to spend more time understanding environmental features. Green advertising can significantly enhance consumers' perceived value of products, thereby increasing purchase intention. It also helps improve brand attitude; consumers generally hold a more positive attitude toward brands using green advertising, regarding them as more responsible and credible.

Suggestions: Companies should emphasize environmental measures in green advertising to attract environmentally conscious consumers. Strategies should be tailored based on the target consumer's product involvement. Emphasizing both environmental advantages and economic benefits can enhance perceived value and shape a positive brand image.

Limitations and Future Research: The sample was concentrated on specific age groups and demographics. Future research could expand the sample range. More variables, such as brand loyalty and product attitude, could be included. Future studies could employ more rigorous experimental designs to control for external variables and conduct long-term tracking surveys.

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