

Impact of Green Advertising on Consumer Purchase Intention in Organic Food Industry of Sri Lanka: The Moderating Effect of Consumer Innovativeness

R M S S Rathnayake

Department of Marketing Management, University of Kelaniya, Sri Lanka
sachinirathnayake1998@gmail.com

D A G P K Gayathree

Department of Marketing Management, University of Kelaniya, Sri Lanka
poornima@kln.ac.lk

This article aims to analyze the impact of green advertising attributes on consumer purchase intention, specifically within the organic food industry in Sri Lanka, and to examine the moderating effect of consumer innovativeness. Based on a review of existing literature, a conceptual model was developed and tested using data collected from 330 organic food consumers via an online survey. A linear regression model was applied to assess the impact of green advertising attributes on consumer purchase intention, and Process 3.5 by Andrew F. Hayes, Model 1, was used to examine the moderating effect of consumer innovativeness. The findings indicate a positive and significant impact of green advertising attributes (i.e., reliability, informativeness, attractiveness) on consumer purchase intention. Additionally, the results reveal that consumer innovativeness moderates the relationship between attractiveness and consumer purchase intention. These findings enhance the understanding of the importance of green advertising attributes in developing green advertising strategies. In the Sri Lankan context, the effects of green advertising on consumer understanding of products and brands, as well as on buying decisions, require further exploration.

Keywords: *Consumer Innovativeness, Consumer Purchase Intention, Green Advertising Attributes*