

Green Advertising Appeals of Social Media Platforms on Green Purchasing Intention

Shalini Kulasekara

Poornima K. Gayathree

B.S.S.U. Bandara

University of Kelaniya, Sri Lanka

Advertising via social media platforms becoming popular recently due to vast increase of social media users. Social media users are daily exposed to variety of advertisements and this research explores how advertising appeals can encourage consumers to engage in green consumption behaviour. Construal Level Theory (CLT) was used as the based theory and observations supported by empirical findings. Abstract and Concrete appeals were identified as advertising appeals that can influence changing brand attitude towards green products, while green product knowledge plays a moderating role. The study is quantitative in nature, and a structured questionnaire was used to gather data using the convenience sampling technique. To satisfy the study's objectives statistically, the SPSSv20 statistical software was used. The Andrew Hayes process macro was employed to test the mediation and moderating effects. The results of the hypothesis testing indicate that the abstract appeal has a higher impact than the concrete appeal. At the same time, brand attitude mediates the effect between advertising appeals and purchasing intention. The green product knowledge only moderates the relationship between abstract appeal and brand attitude. Based on the findings, the researchers recommend having more abstract appeals in the marketing communication process when marketing green products to develop a good brand attitude, which will ultimately increase consumers' purchasing intention.

Keywords: *Abstract Appeal, Brand Attitude, Concrete Appeal, Construal Level Theory (CLT), Green Product Knowledge, Green Purchase Intention*