

**IMPACT OF GREEN ADVERTISEMENT AND ENVIRONMENTAL KNOWLEDGE
ON CONSUMERS' INTENTION TO BUY GREEN PRODUCTS**

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Abstract: This article analyzes how green (ecological) advertising and consumers' environmental knowledge affect their intention to purchase green products. The results of the study show that consumers' environmental awareness and green advertising campaigns positively shape consumers' purchasing behavior. Green advertising emphasizes the environmental friendliness of products, creating a positive image in the minds of consumers. At the same time, increasing environmental knowledge strengthens consumers' sense of environmental responsibility and increases the demand for green products.

Keywords: green advertising, environmental knowledge, consumer behavior, green products, purchase intention.

Today, with the intensification of environmental problems, green marketing and green products are taking an important place in the market. Consumers are increasingly seeking to choose environmentally friendly products. In such conditions, studying the role of green advertising and the impact of environmental knowledge on consumers' purchasing decisions is of urgent importance.

Nowadays, consumers' intentions to protect the environment and adopt green practices are of great importance. Green consumerism has therefore become a growing idea that causes consumers to be sensitive to environmental problems and choose environmentally friendly products. The study showed that environmental problems are forcing manufacturers to engage in the production and sale of eco-products.

Modern society is facing various problems due to rapid urbanization and industrialization. The health crisis and environmental pollution are negatively affecting the living conditions of current and future generations. Therefore, it is of great importance to form a culture of ecological consumption, use green services and reduce pollution by choosing environmentally friendly means of transportation. Such measures play an important role in maintaining the health of society and improving the quality of life.

Today's generation should actively participate in environmental protection through their actions, support ecological products and implement this in their daily lives. The European Union has launched the Green Deal initiative to protect the environment, which includes measures to reduce greenhouse gas emissions and reduce pollution.

This initiative is aimed at both industry and consumers, and aims to develop products that are healthy, affordable, long-lasting, and can be repaired, recycled or reused.

Rapid changes in production and distribution systems are needed to achieve the goals of the Green Deal. At the same time, it is also crucial to raise public awareness and make them willing

to buy green products and pay more for environmentally friendly products in order to achieve sustainable results. The role of green marketing in this process - the development and promotion of green products - is invaluable.

Green advertising is a marketing strategy that emphasizes the environmentally friendly aspects of a product or service.

Green advertising often promotes the benefits of environmentally friendly products and their positive impact on sustainability, which creates a positive attitude towards such products. Consumers' perception of the environmental value emphasized in green advertising increases their intention to purchase green products.

It includes the following main objectives:

- To demonstrate the environmental benefits of the product,
- To arouse a sense of environmental responsibility in consumers,
- To form a positive attitude towards the brand.

Research shows that green advertising increases consumers' trust in the product and makes them more interested in green products.

That is, green advertising can change social norms by emphasizing the appropriateness of environmentally friendly behavior. When people see others supporting or adopting green practices through advertising, these social cues influence their purchase intentions.

Green advertising is an important marketing tool to communicate an organization's environmental values and positive attitude towards the environment to the public. It not only demonstrates the company's environmental responsibility, but also serves to raise awareness of environmental protection among consumers and encourage environmentally friendly behavior. Through green advertising, businesses play an important role in shaping consumers' environmental values and their attitudes towards green products.

In fact, green advertising helps to strengthen consumers' values and attitudes based on them, as well as their intentions to purchase green products. Through this process, consumers' positive attitude and demand for green products increases. The main task of green advertising is to familiarize the target audience with the environmental characteristics of products or services, emphasize the responsibility of enterprises to the environment, and thereby develop consumers' environmental awareness.

From this perspective, consumer environmental responsibility is interpreted as their behavior towards sustainable and responsible use of natural resources. As consumers' attitudes towards environmental responsibility change, positive changes can also occur in society. Because each generation has its own values and unique attitudes towards the environment.

In particular, the Young Generation, born between 1980 and 2000, is seen as one of the main forces shaping the ecological future today. This generation plays a leading role in promoting environmental awareness and the ideas of the Green Revolution.

The Young Generation has significant differences in the areas of technology, work life and consumer behavior. They are distinguished by their own unique consumer habits and values, which are important in shaping marketing strategies, in particular green advertising activities. However, in our country, there has been insufficient research on the environmental responsibility of young consumers and their intentions towards green products.

Therefore, studying the young generation and analyzing their attitudes towards environmentally friendly products through green advertising remains a pressing issue for current scientific and

practical research. Research in this area will not only help improve green marketing strategies, but also help achieve environmental sustainability.

Ecological knowledge is the level of information a person has about environmental problems, their causes, and ways to solve them.

Environmental knowledge provided through green advertising can align with people's environmental protection values, leading to strong beliefs about the importance of sustainability.

Higher levels of environmental knowledge:

Leads to behaviors such as increased awareness of environmental issues,

Making responsible purchasing decisions,

Preferring green products.

Environmental knowledge and awareness encourage consumers to consider the environment in their purchasing habits.

Green advertising and environmental knowledge influence consumers' intention to purchase green products in two main ways:

- Emotional impact: The positive emotions conveyed by green advertising form a warm relationship between consumers and the product.

- Informed decision-making: Environmental knowledge helps consumers make informed and responsible purchasing decisions.

Environmental knowledge encompasses information and concepts related to various areas such as ecosystems, natural resources, environmental problems, conservation practices, and the impact of human activities on nature. If consumers have sufficient knowledge about environmental issues, they will have positive attitudes towards environmentally friendly products and sustainable lifestyles. These positive attitudes, in turn, will also motivate their purchasing behavior. Consumers who are well informed about environmental benefits will value products not only in terms of their environmental impact but also in terms of their long-term benefits, which will have a positive impact on their purchasing decisions. Research shows that environmental knowledge creates a strong desire for environmentally friendly behavior in people. If a consumer is environmentally aware, they will actively support environmental initiatives through their purchases, critically analyze green advertising claims, and make informed choices that are consistent with their values and the information presented in advertisements.

Research shows that when green advertising and environmental knowledge are combined, consumers' trust in green products and the likelihood of purchasing them increases significantly.¹

In conclusion, Green advertising and environmental knowledge have a positive effect on consumers' intention to purchase green products. Companies should also pay special attention to increasing environmental knowledge when developing green marketing strategies. In this way, they will not only strengthen their brand image, but also contribute to environmental protection.

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