

**“Green Intentions: An Exploratory Study on Advertising
and the Environmental Movement”**

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Introduction

Over the past few decades, environmentalism has become an issue of much public interest. Beginning in the 1980s and continuing today, public opinion polls have been inquiring about citizens' opinions on environmental issues. Recently, the Pew Research Center has indicated that sixty percent of Americans self-identify as environmentalists ("Americans spending more," 2010) that percentage is up significantly from two decades prior.

In addition to general public interest, environmentalism has become an important factor in business today. Numerous companies over the past two decades have incorporated "green" appeals into their advertising messages. From SunChips' "solar powered chip," fashion brand Diesel's "Global Warming Ready" campaign, to 7Up, Mentos, Starbucks, Adidas, Clorox, Hagendas, BP and just about every automobile maker and hotel chain, corporations have incorporated some sort of environmental policy or marketing appeal. In a longitudinal study of green appeals in advertising, Easterling, Kenworthy and Nemzoff found an upward trend of green advertising in the 1970s, with stabilization in the 1980s, followed by another upward swing in the 1990s (1996). Today, the green trend continues.

Over the years, many consumers have realized that their consumption habits have an impact on our environment, and marketers alike have turned their attention toward what is referred to today as "green marketing." Green marketing is well established in both

the business world and the academy. Marketers see green advertising claims (e.g. eco-friendly or recyclable) as one of several ways to entice buyers, while scholars view the area as one that is ripe for continued inquiry. Many such scholars have approached the phenomenon seeking a better understanding of what green marketing actually is (Banerjee et al, 1995, Hartmann & Apaolaza-Ibanez, 2009, and Kilbourne, 1995), how green marketing works (Kotler 2011, and Meister et al. 2006, Chen 2010), as well as if and how consumers respond to green advertising and marketing claims (Montoro-Rios et al. 2008, Mostafa 2007, Chan 2001).

One important and somewhat understudied area regarding green advertising is the study of consumer intent. Beyond concern for the environment, what are consumer intentions when it comes to buying green? And are there any additional motivating factors that might lead to increased green purchase behaviour?

This article examines what potential effect the use of green appeals in advertising has on the young adult consumer, and provides a framework for better understanding the power of green appeals on young adults in regards to their intentions toward consumption of eco-friendly products and the environmental movement in general. Fifteen in-depth interviews inform the research while analysis and interpretation lead to the theory of trying, and the conclusion that perceived success and/or failure of eco-friendly acts plays a major role in green purchase behaviour.

Green Advertising

Many scholars have attempted to define “green” as it relates to advertising. Banerjee et al. (1995) define green advertising as advertising that meets various requirements including a relationship between the product or brand being advertised and the biophysical environment, promotion of a green lifestyle, or the presentation of a corporate image of environmental responsibility.

Kilbourne (1995) analyzes and classifies green advertising through a two-dimensional framework that includes both political and ecological (or human positional) perspectives. On the political end of the spectrum there is reformation (improving upon something that exists) to radicalism (starting new, with sometimes extreme views), while on the ecological spectrum there is anthropocentric (human being centered thought) to ecocentric (serious concern for the earth) perspectives. These perspectives are divided into five categories that span diverse political and ecological views including environmentalism, conservationism, human welfare ecology, preservationism and ecologism.

Because the definition of green marketing and/or green advertising varies throughout the literature, this study will define green marketing consistently with the FTC definition such that green marketing puts forth

“...environmental claims included in labeling, advertising, promotional materials and all other forms of marketing, whether asserted directly or by implication, through words, symbols, emblems, logos, depictions, product brand names, or through any

other means, including marketing through digital or electronic means... claim(s) about the environmental attributes of a product, package or service in connection with the sale, offering for sale, or marketing of such product, package or service for personal, family or household use, or for commercial, institutional or industrial use.”

(Federal Trade Commission n.d.).

Or as Hartmann and Apaolaza-Ibanez (2009) note, it can simply be explained as the marketing or advertising of a product or brand through the use of basic environmental claims (such as environmentally-friendly, eco-safe, recycled, bio-degradable, etc).

A review of the current literature on green advertising in advertising and marketing journals recognized two general patterns of work. First were studies that analyzed green consumers and consumer behaviour in relation to green appeals, and second were studies attempting to uncover the intent and overall scope of green advertisements.

Green Consumer Behaviour. A large portion of the literature reviewed for this proposal focused on the green or environmentally friendly consumer. These consumer studies vary from national (Stafford, Stafford and Chowdhury, 1996, Kassarian, 1971) to international perspectives (Hartmann and Apaolaza-Ibanez, 2009, Montoro-Rios, Luque-Martinez and Rodriguez-Molina, 2008), and differ in their scope and agenda.

Several previous scholars have examined and profiled the green consumer. Shrum, McCarty and Lowery (1995) determined that consumers who tend to buy green products do

not generally have positive responses to advertising. Green consumers were also noted to be skeptical about advertising that uses green claims (Schrum et al. 1995). Zinkman's study, in the same issue, confirmed these findings (1995).

An additional consumer study from the 1990s found that consumers who are highly involved in the environmental movement are less impacted by environmental advertising claims than those who are less involved with the environment (Schuhwerk and Lefkoff-Hagius 1995).

In a more recent study the "green" consumer is divided into three different categories: the antihero, the environmental hero, and the anarchist (Autio, Heiskanen, and Heinonen 2009). First, the identified antihero is a consumer who realizes the tensions and contradictions in today's society where one hand is pushing forth consumerism, while on the other is instructing us to be environmentally conscious. The antihero chooses to live comfortably and easily disassociating "himself/herself from the ideology of individual responsibility, and [leaving] the fate of mankind up to a scientific, determinist explanation" (Autio et al, 2009, 45). This attitude is the enemy of the "green" movement. The "green" movement will only survive and make progress if individuals believe that they can make a difference and that their personal consumption choices will impact society.

The other two categories of "green" consumers, according to Autio et al, are the environmental hero and the anarchist, both of which follow environmentalist attitudes and philosophies. The environmental hero knows that she can make a difference through

strategic consumption choices (such as buying from environmentally friendly companies and by simply limiting her consumption all together), and the anarchist really wants to make a statement about environmentalism, and wants to do his part to help the environment, however sometimes he questions the impact that he can really have as an individual (Autio et al 2009).

Understanding where consumers are positioned in regards to their opinions toward the environmental movement itself is key to understanding consumer opinions regarding green marketing. The tie to advertising relies on determining how consumers view green advertising appeals. Stafford, Stafford and Chowdhury (1996) analyzed seven different green advertising claims (concern for individual health, concern for wildlife, concern for waste, energy awareness, concern for popular issues, concern for environmental technology and concern for biosphere) in an effort to determine which claims are most effective in increasing green purchase intention. Findings indicated that the most effective appeal was the relationship of environmentalism to individual health, all other claims were not statistically significant.

Mostafa (2007), also examining consumer behaviour, determined that consumers green purchase behaviour is influenced by their knowledge of environmental issues, their natural environment orientation, and their personal concern for the environment.

Scope of Green Advertisements. The second general area identified in the green advertising literature was that of scholars striving to understand the scope of green

advertisements. Once again, the 1990s produced the most work surrounding green advertising with a content analysis in 1993 and another in 1996.

The first study, conducted by Carlson, Grove and Kangun (1993) identified an original typology meant to describe the landscape of green advertising at that time. The typology divided green ads into four categories. The categories include ads about: 1) product (being made out of eco-friendly materials), 2) process (be it the production process or transportation process, 3) brand or company image or 4) simply referring to generic environmental facts (Carlson, Grove & Kangun, 1993).

Easterling, Kenworthy and Nemoff (1996) used the typology designed by Carlson, Grove and Kangun (1993) and applied it to take a longitudinal look at environmental ads over a twenty-five year time period, 1970-1995. In their study, they found that the two most common approaches used by advertisers was the product and brand image style (Easterling, Kenworthy & Nemoff, 1996).

Other scholars have also studied the magnitude of green advertising in different ways. Hansen and Machin (2008) determined that the use of green advertising appeals, specifically the incorporation of nature photography into advertisements, by the advertising and marketing industries has commodified the environmental movement—commodification being the opposite from “green” in their minds. While Peattie and Crane (2005) theorize that green marketing as we know it today is really neither “green” nor “marketing,” and if

advertising is to have the potential to make an impact on the environmental movement, it needs to change. With this, other scholars agree (Meister, Chamberlai & Brown, 2006).

The literature on green advertising uncovers several current consumer behaviour studies, authenticity studies, and green advertisement characteristic studies from the 1990s. An empirical study striving to measure the potential impact of green advertising on the environmental movement today is still a research area that is left uncharted, and as this proposal indicates, green advertising today requires another look.

Other observations related to green marketing include the possibility that despite the growth and interest in the environmental movement among consumers, many companies do not think that the movement has matured enough to drive corporate environmentalism (Sandhu, Ozanne, Smallman and Cullen 2010) and that the responsibilities associated with green consumerism are much too large for an individual consumer to bear, and that simply buying green products is not enough to truly impact or make a difference in improving our current environmental state. Moisander (2007) quickly calls out that big business and larger communities are responsible for 80% of green house emissions—not the individuals, and that attention of green issues should move from the individual consumer to whole communities of consumers.

Prior research indicates that green marketers face many challenges, ranging from understanding “true greenies” and how to ease their skepticism of green advertising appeals to determining if environmentalism is a passing fad or a viable corporate

movement. But according to Hartmann and Apaolaza-Ibáñez (2006), the biggest challenge for advertisers seems to be convincing individual consumers that there are strong individual benefits to “going green.”

But not all scholars agree. Haanpaa (2007) believes that green consumption decisions are a result of striving for a green lifestyle, and not as simple as a consumer seeking a product benefit. A green lifestyle, according to Haanpaa, includes not only environmental concern, but also specific social structures. “Although many of the consumers of Western societies are aware of environmental problems and the impact that their own behaviour has on the environment, favouring green products at an attitudinal level is often an expression of going along with social norms” and not necessarily individual benefits (Haanpaa 2007, 484).

Two final consumer studies conducted in 2010 and 2011 include findings consistent with earlier green consumer research. Prothero, McDonagh and Dobscha (2010) created a new typology to better represent green consumers. Their typology includes dividing consumers as individual consumers and citizen consumers with either micro or macro motivations (Prothero et al. 2010). Lee (2011) analyzed youth consumers in Hong Kong with results that appear consistent with those in the West. Lee’s results include identifying key factors that determine the success of green marketing efforts such as: peer influence and environmental involvement. These key factors have also previously been noted by previous Western scholars including Zinkhan and Carlson (1995), Schuhwerk and Lefkoff-Hagius

(1995), and Shrum et al (1995). In his study Lee also identified a new contributing factor to the success of green marketing: basic consumer environmental knowledge (2011).

Luchs, Naylor, Irwin and Raghunathan (2010) set out to measure the degree of impact of sustainability in marketing. They found that sustainability, or “environmentally friendly” claims are not always an asset to a product and that the degree of impact depends on the desired consumer benefit. “Consumer-citizens” often view the purchase of green products as a way to exercise their moral and social concerns (Shah et al. 2007), however not all consumers fit this category. According to Luchs et al, social and environmental problems could be somewhat corrected if consumer and/or marketplace behaviour reflected deeply held values, however, people tend to report how they feel, but they fail to act on it (2010).

To summarize, prior research in the area of green advertising and marketing has investigated and categorized the green consumer, as well as examined his or her willingness to buy green products. Prior research has also recommended frameworks for finding success in using green appeals and has begun to explore company perspectives on employing green marketing techniques. An area that previous scholarship is very limited in is its investigation of the social impact of green advertising. The author seeks to combine thoughts on the social impact of green advertising with the intentions of young adult consumers, or in other words, in an attempt to look through the lens of young adult

consumers this research study examines the intention to act on ones moral and social concerns.

Rationale for the Study

Why study the potential effect of green advertising appeals in regards to consumers and the environmental movement? There is no question that the environmental movement is a prominent social and political issue today, and mass communication and marketing scholars have been studying green appeals in strategic communication for decades. However, researchers have tended to focus on classifying consumers, and determining if green appeals have the ability to move product. The present study is different and important because it looks at advertising as more than a business tool used to promote brands and sell products. This study strives to understand the young adult consumer and his or her beliefs about the impact of green advertising and marketing.

Methodology

Study Design and Data Collection

This research begins with unanswered questions. In this study the question under examination is as follows:

Research Question: Beyond concern for the environment, what are young adult consumer intentions when it comes to buying green? And are there any additional motivating factors that might lead to increased green purchase behaviour?

The methodology includes a set of fifteen in-depth interviews with young adult college students at a mid-western university (see figure 1) in which the participants were asked about their thoughts, opinions and understanding of energy conservation, the green movement, green products and advertisements that incorporate green appeals. Young adults were selected as the interview participants for three reasons. First, the theory of generational replacement (Delli Carpini 2006; Ryder 1965) points to the idea that environmental viewpoints of younger generations have social pertinence. Second, young adults are often socially malleable during their years at University, and they are often considered to be open to examining and identifying their worldview (Wray-Lake et al. 2010). Lastly, U.S. young people's views may offer a glimpse into the likelihood of future environmental concern, policy, action and law (Wray-Lake et al. 2010).

informant	age	gender	ethnicity
1	20	female	Caucasian
2	21	male	Caucasian
3	20	female	Caucasian
4	19	male	Caucasian
5	19	female	Caucasian
6	22	female	Caucasian
7	22	female	African
8	20	male	Caucasian
9	21	male	Caucasian
10	19	female	Caucasian
11	20	female	Caucasian
12	21	female	Caucasian
13	23	male	Asian
14	19	female	Asian
15	20	female	Caucasian

Figure 1

All interviews were conducted by the author¹ in an effort to create a holistic understanding of the subjects' views and to aid in analysis of the data. Interview questions

¹ The author recognizes the limitation this adds to the research, however consistency in the interview process was of high importance to the researcher. In addition, the sole author/researcher wanted to control follow-up questions, and experience participant responses—verbal and nonverbal—first hand.

were written in an effort to unearth two different kinds of information. First, the subjects general views on environmentalism, and second, the subjects views on the incorporation of green appeals in the marketing and advertising sector. Lifestyle choices, purchasing motivations and intents, as well as stories related to environmental issues were drawn out. Sample interview questions include the following: Are you involved in the environmental movement? What is your opinion on companies that incorporate the environmental movement or “green” ideas with their products? What do you think about “green” products and/or “green” advertising? Tell me about a time that you bought a product because you thought you would be helping the environment.

Visual stimuli used to enhance the interview discussion included print advertisements for products that incorporated green appeals in their messaging (including Method cleaning products and SunChips), as well as a triadic comparison of green and non-green products (Burt’s Bees natural toothpaste, Tom’s natural toothpaste and Crest toothpaste)². The same stimuli were used for each interview.

Theoretical Framework

Bagozzi and Warshaw’s Theory of Trying has a theoretical fit with the data analyzed in this study (see figure 2). The Theory of Trying considers attitudes toward success and

² Toothpaste was chosen as the green product stimuli because it is an every day convenience good. In addition, toothpaste is not a politically charged product (as organic foods or hybrid cars may be). The researcher recognizes that incorporating other green product stimuli could produce different results.

failure, as well as attitude toward the actual process of trying, as it leads to actual trying (or action) (Bagozzi and Warshaw 1990).

Expanded Theory of Trying (Bagozzi & Warshaw, 1990)

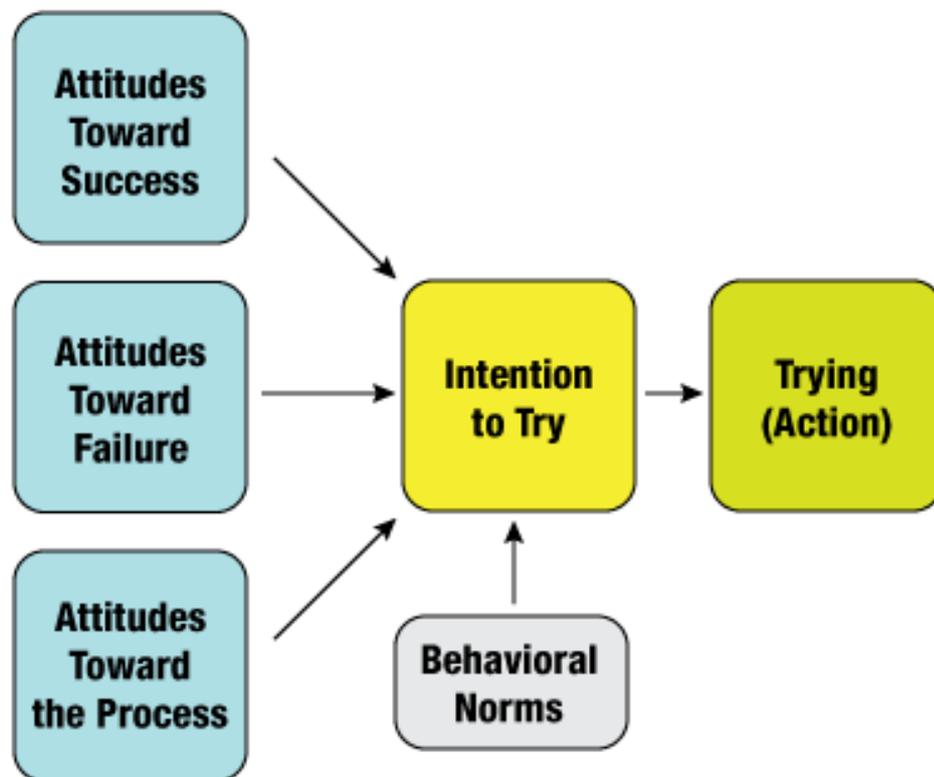


Figure 2

In this study, it has been uncovered, and will be explained further in the analysis and interpretation section, that due to mixed attitudes of potential success and/or potential failure of sustainable actions (e.g. recycling and/or eco-friendly purchase behaviour and

their subsequent impact on the environment) young adult consumers have mixed attitudes about their intention to try eco-friendly practices and products. Attitudes toward the process including the degree of difficulty or convenience of recycling, the idea of turning lights off when not in use, or paying a higher price for chemical free cleaning products, also influence consumers' intentions and eventually their actions.

Attitudes toward the process of becoming more environmentally conscious are influential in predicting action as well. In this study, attitudes toward the process seemed to be positive overall—many like the idea of conserving electricity or water based on the manifest function of saving money (being eco-friendly tends to be received as a latent function). Most claim that recycling is really not that difficult. However, when consumption is introduced as a method or part of the process of environmental stewardship, the attitude toward the process becomes more complicated. Price becomes a major factor influencing intention to try.

It would be a mistake not to mention behavioural/subjective norms and how they play a role in young adults intentions act in an eco-friendly manner. Because the topic of environmentalism is present in education, home and media settings, and is strongly encouraged by American society, these norms do play a role in consumer intent and potential action. That role is usually a positive role and theoretically would lead to higher attitudes and intentions to buy or participate, but the attitudes toward success or failure seem to be stronger factors influencing intent to act in this exploratory study.

Analysis and Interpretation

Once the interviews were transcribed, the author reviewed the research question, and began to code and categorize the data. Open coding, axial coding, selective coding and finally theoretical coding were executed. The researcher sought an understanding and connection between the subjects' attitudes towards the environmental movement and their impressions of green marketing and advertising in an effort to inform thoughts of green marketing and advertising and its potential impact on the environmental movement as a whole. Two main themes were uncovered: scepticism on the environmental movement in general, and scepticism on green advertising and marketing. Additional insights that were present include concern with the cost of going green, and risk with brand switching to an unfamiliar eco-friendly product.

In addition to supporting some prior studies related to consumer attitudes toward the green movement and green purchase behaviour, such as green attitudes being related to overall environmental knowledge, and parental influence (Lee 2011), this study uncovered that counter to public opinion, and as noted by PEW at the start of this article, young adults have skepticism about the environmental movement in general, and many consider green advertising appeals as simply another way for companies to sell their product and make money.

Attitudes toward the Environmental Movement

Of the fifteen informants interviewed, about 1/4 of the interviewees were uninformed or unsure about the environmental movement (“is that the same as the green movement?”), 1/4 were cynical (“I roll my eyes when I hear “green.”), and the remaining half appeared to be interested and at least a bit knowledgeable about the movement. When specifically asked if they would consider themselves an environmentalist, all replied in the negative.

Subjects portrayed a variety of views on environmentalism including attitudes of ignorance, apathy, confusion and cynicism. For example when asked about the environmental movement or global warming, informants had this to say:

Interviewer: Are you involved in the environmental movement?

Informant 9: What is the environmental movement?

Interviewer: Do you believe that the world is really getting warmer and our environment does need extra care?

Informant 12: I don't even know... I am not really sure what to believe, I guess I need more information.

Interviewer: Do you believe in global warming?

Informant 1: At this point of time in my life, I don't...it just feels imaginary. I have heard like different things on it.

And in the case of further cynicism:

Informant 2: When I hear green, I kind of roll my eyes a little bit, you know, because I do get sick of hearing about it and I think that by and large a lot of the people who, you know like I said, I believe that you should conserve if possible, but I think a lot of the times the people who are out there running around and ready to throw people up on a cross because they didn't recycle a water bottle... I think about half of them don't really understand what they are talking about.

Even the subjects who were somewhat knowledgeable and concerned about the environment seemed to lack confidence in their opinions, and were slow to commit to a response as to whether or not the environmental movement is legitimate, or to what degree environmental concern is a priority in their lives.

Interviewer: Would you consider yourself an environmentalist?

Informant 5: Not an extremist. I try to recycle, I try not to waste stuff, but by no means am I very conscious about it as I could be.

One thing that seemed very consistent across subjects was specific comments regarding the perceived cost of being an environmentalist. Subjects seem to agree that economics outweigh function and altruistic virtues, and that money is higher a priority in their lives than sustainability concerns. No one mentioned anything about consuming less as an option to increase sustainability or environmentally friendly efforts ('why buy toothpaste, deodorant, or a car at all?') A true "greenie" might say, 'to really help the environment you

should live off the land'). Thoughts, ideas or attitudes such as simply decreasing consumption did not come up in any of the interviews.

Subjects ranged in their explanations of their personal green activities and included activities such as weeding a garden, turning lights off when not in use, picking up litter, buying all natural lotion and opting for fair trade coffee. Another consistency across the majority of informants was that for the majority of the time, the sustainability factor was simply an extra bonus to a consumption choice or an eco-friendly action that was carried out. For example:

Interviewer: Have you ever bought an environmentally friendly cleaning product?

Informant 2: Maybe, but if I did I didn't buy because it was green, I bought if it was on sale.

And:

Informant 13: If I consider the price, and if it is also good for our health and good for the environment, then why not. But I consider the price first.

And yet another example:

Informant 12: As far as conserving energy, I always yell at my roommates for leaving the lights on, but that's more so as they cost money, it is not really that I care about them being on.

Due to a lack of information and/or education on the reality of environmental issues, young adults have their doubts about the environmental movement, sustainability and energy conservation in general. They rely on parents, teachers and the world around them

to provide the details. Of the informants who had been educated on the movement they seemed pleased that environmentalism was incorporated into their education via class projects, classroom experiences and/or lectures. Outside of the formal classroom, and although they repeated time and again in their interviews that research and education was the key to recognizing and understanding the sustainability issues in our world, informants acts of researching environmental issues and educating themselves on the topic appeared to be quite limited. According to this study, young adults appear uncommitted to environmentalism as a whole due to their lack of knowledge and/or proof of the need for sustainability, however, informants did not appear inspired to seek the necessary knowledge to become informed.

Attitudes toward Green Marketing and Advertising

Thus, we turn to another source of knowledge for young adults, the marketplace and the advertising that goes along with it. Can the marketplace provide the additional information on environmentalism that young adults desire? The findings of this present article indicate that young adult consumers are somewhat aware of the green movement in the marketplace. Most of this marketplace awareness centers around organic foods, but as far as household, fashion and personal care products are concerned, the marketplace is doing a fair job of increasing awareness and providing additional information about the movement.

Green products in the marketplace include a variety of items that encompass nearly every product category. To young adult consumers, the presence of green products in the marketplace and particularity product marketing and advertising produces cognitive dissonance. On one hand young adults are bombarded with “go green” messages—via teachers, advertising, and American society in general, but on the other hand informants are skeptical and often respond with complacency due to the fact that they perceive a lack of proof that the green movement is not just a marketing ploy. The findings of this study indicate that respondents are confused about the green movement and in turn are even more so about the authenticity of eco-friendly product advertising as well as its ability to sell products.

When shown an advertisement in which a green appeal is employed, interviewees were asked about their thoughts:

Interviewer: What do you think about this ad, again incorporating the environmental movement?

Informant 10: ...like why are people going to care if chips are made of solar power? Maybe some people might not even know what solar power is.

And as much as informants want to see the good in people, when it comes to advertising these they are not convinced in the authenticity of green advertising:

Informant 15: I read the little thing on the back that said like 'behind the scenes we are trying to do our part'... I want to believe them. I don't know if it's honestly true or not, I am just taking their word for it.

Informant 5: When I see green things in an advertisement like this [I think] this is going to help the environment or something like that, I pay more attention because I am aware of those kinds of things especially because I do not usually like being influenced by publicity and something like that, but if it comes from those green kinds of advertisements, I am always like, Oh! Maybe I should try that... Yet, you don't even know about the advertisement, they may not really do anything to help the environment, just use it to sell their products, I don't know.

When it comes down to it, there is such a variety of products putting forth green marketing and advertising messages that young adults don't really know who or what to believe. Although the FTC works to regulate green marketing and advertising claims, they are constantly fielding consumer complaints and taking legal action against those companies who are not in compliance (Bureau of Consumer Protection Business Center n.d.). Although one informant simply states that if it's being advertised, then it better be true, others are not so sure:

Interviewer: Do you think that the companies that use the environmental or green movement to sell their products, do you think that they are authentic? Do you think they are really trying to better the world and the environment?

Informant 9: No...You are either helping people or you are not. It is either about people or it is about money, and I think more often it is about money.

And:

Informant 8: I mean, you know, it comes down to like their head production people. Like are they in it for the profits or are they in to actually change the world?

Overall the informants in this study were sceptical of green advertising that is not a new phenomenon in advertising scholarship. The fact that they were sceptical of the advertising because they are first sceptical of the environmental movement itself should be of interest to scholars.

Other Overall Insights and Attitudes

Other observations of note made throughout this study include the impression that informants did not believe that there were any major gains or losses to purchasing and using environmentally friendly products, except for where price was concerned. Informants perceive environmentally friendly products as more expensive than “regular” products. Overall, informants conclude that if an environmentally friendly product is priced the same, works the same, and tastes the same, they would be open to switching to an eco-friendly brand or product. That said, most also admit that they often fall back to a familiarity and convenience driven purchasing habit.

Informants also mentioned risk involved with switching from their preferred brand, to a new brand, confirming that brand loyalty is important to young adults. Informant Larissa, connected brand loyalty to environmental concerns in so much as she voiced her concern that if she tried a new eco-friendly brand and didn’t like it, it would be just as bad for the environment as if she hadn’t tried it in the first place because she would end up

throwing it out and thus creating more waste. Thus her intentions to try the product may be overruled by her thoughts of failure to like the product.

The present research shows the theory of trying at work. Those who have a positive attitude toward the success of their actions or those who believe that environmental issues are real and that they can make a difference, tend to make an honest effort to be good stewards of environmentalism. Those who have a negative attitude toward success or rather an attitude leaning toward failure, and who question the environmental movement in general, tend to feel that their efforts are probably not worth it, and they may not even try to act or consume in an eco-friendly manner.

Conclusion

This study hopes to further the literature on consumer attitudes and intentions in regards to green marketing and advertising appeals. It reveals that in the subjects under study attitudes toward success and/or failure play a major role in young adult consumer willingness and intention to try eco-friendly products and/or practices. Further study in the areas of environmentalism, green marketing and advertising, and green consumption is encouraged as portions of the findings in this work contradict those in previous scholarship. This study opens the door for additional scholars to ask more than just what do marketers get out of using environmental claims, but hopefully creates a desire to uncover additional information about the intentions of consumers in regards to green purchase behaviour, as

well as the implications of green marketing on consumers, society and ultimately the environmental movement itself.

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