

Examining Green Advertising and Its Impact on Consumer Skepticism and Purchasing Patterns

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Abstract

The twenty-first century has seen a significant increase in environmental awareness and activism, which has ultimately developed into a pro-environmental trend. Similar to previous societal trends such as cigarette smoking and fashion fads, environmentalism has recently entered the advertising world under the term “green advertising.” This research aimed to identify the impact of green advertising through evaluating consumers’ connection to the environment, trust in advertising and willingness to purchase green products. An analysis of 107 online survey responses indicated that consumers are generally skeptical of green advertisements, and have clear motivating and deterring factors when purchasing green products. This research is useful for advertisers, as it can help environmental firms understand and reach their target consumers more effectively.

I. Introduction

This research was designed to provide credible environmental companies with more effective and ethical ways of advertising to their desired target audiences.

Over the past couple of decades, the green movement has become more and more of a presence in our society. Organic items are more readily available, fuel efficient vehicles are becoming more popular, and many consumers are looking to make an environmental difference no matter how small it may be. The green movement has also made its way into advertising and the consumer marketplace, where communicators are using the trend to spark consumer interest and drive sales. Labels with green color schemes, print advertisements with “natural” images and commercials boasting environmental claims both intentionally and subliminally address the green movement—and are examples of what many refer to as “green advertising.”

This research was structured to better understand green advertising’s impact on consumers. However, in order to understand the impact of green advertising, one must first understand the green consumer. The success of an advertisement is critically dependent upon the advertisers’ ability to motivate action through consumer-specific messages. Therefore, this research investigated consumers’ connection to the environmental movement, their skepticism of green advertising and what motivates and deters them from making green purchases.

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II. Literature Review

Much research has been conducted in response to the recent increase in green advertising in the U.S. and abroad. The effectiveness and impact of green advertising is often difficult to gauge, as consumers' actions are often dependent upon numerous subjective variables (e.g. brand perceptions, ethical beliefs, product convenience, perceived product value, etc.). Therefore it was necessary to further investigate consumer environmental insights and their connectivity to advertising—and ultimately purchasing patterns—in order to fully understand the relationship between green advertising and the consumer market. The following sections outline the methods of recent studies pertaining to green advertising and consumers.

Consumers' Responsiveness to Advertising

This section defined the relationship between advertisements and consumers on a general level. Consumers' responsiveness to advertising is critical to the effectiveness of an advertisement, and is, therefore, a cornerstone in understanding the impact of green advertising. In a society that is constantly digesting advertisements on all media platforms, consumers respond to advertising content in many different ways. A particular response could either be driven by individual motives and preferences, or more collective and communal motives that are shared within a particular sub-culture or group. These motives are then what ultimately shape consumer insight in advertising. Hilliard, Matulich, Haytko & Rustogi (2012) stated that a consumer's response to an advertisement will directly impact either negative or positive brand perception, ad skepticism or ad activism (i.e. product purchase).

Recent studies explained such responses through the application of the Theory of Reasoned Action. This theory describes the relationship between individuals' beliefs, attitudes, intentions and behaviors (Hilliard et al., 2012). Furthermore, an individual will have a favorable attitude toward a behavior if they believe it will lead to a positive outcome, and vice versa. This theory has been used to explain why people choose to engage or not engage in certain actions, and can help predict one's behavioral response to various interventions (i.e. advertisements). Advertisements are thus created with this theory in mind, and are designed to change not only behaviors themselves, but also the beliefs that will, in turn, change behavior and drive a desired action or purchase (Coleman, Bahnan, Kelkar & Curry, 2011). Such concepts are critical to understanding one's responsiveness to advertising, in light of preconceived attitudes/ beliefs and their level of flexibility.

The Many Shades of Green

This section investigated the complexity of the green movement and its relation to advertising. In order to fully understand the perceptions, effectiveness and impact of green advertising, one must first define the term "green." That being said, most studies are in agreement that there are many "shades" of green consumers, products and advertisements.

A product's level of "greenness" is gauged by various elements such as recyclable packaging, "all natural, organic" ingredients or eco-friendly production, consumption and disposal standards. While these are just a few examples, research has shown that such claims are most frequently associated with products that are considered green.

A consumer's level of "greenness" is commonly gauged by their actions and behaviors. Environmental enthusiasts may partake in a wide range of "green" activities such as recycling, energy conservation, purchasing energy efficient appliances, joining sustainability programs, etc. (Coleman et al., 2011). The complexity then lies within one's frequency and consistency of environmental actions and behaviors. Is the non-recycler with an electric car considered more or less green than the avid recycler driving a Hummer? Such variances allow advertisements to create a wide window of content—applicable to whichever "shade" of green consumer they're strategically targeting.

An advertisement's level of "greenness" is a bit trickier to gauge. Researchers have labeled an advertisement as green due to various elements such as stating environmental claims, the highlighting of "green" product attributes, or the placement of natural images/symbols into the advertisement's design. Leonidas, Palihawadana & Hultman (2011) measured the level of greenness in particular advertisements as being shallow, moderate or deep in complexity. Their findings concluded that of the 473 advertisements analyzed, most claims exhibited either shallow or moderate greenness. No further research has been conducted in order to clarify the scale of an advertisement's greenness.

As detailed above, the various shades of green—in both advertisements and consumer enthusiasm—have led to falsifications and skepticism of environmental claims. Researchers have coined this action with the term “greenwashing,” which is defined as the “disinformation disseminated by an organization so as to present an environmentally responsible public image” (Mitchell & Ramey, 2011). Recent years have shown a dramatic increase in companies that utilize greenwashing, resulting in consumer doubt regarding ethical practices of various organizations. The motivations and implications of greenwashing has been the topic of many studies, highlighting its negative impact on valid environmental organizations whose competitive edge is underpinned by others’ false yet convincing claims. However, there has been little research on greenwashing’s impact on consumer’ purchasing patterns. According to Furlow (2010), the power—or lack thereof—of greenwashing ultimately lies within the decisions of consumers. Such controversy is not uncommon when discussing green advertising, thus motivating further research to define consumers’ inclination to “buy green” at the face of skepticism.

Willingness to Purchase Green

This section investigates the final piece of the green advertising puzzle—the purchase. Similar to other universal product trends (e.g. technology, fashion, etc.), the green “industry” has unique properties and consumer relationships that influence purchasing patterns, both negatively and positively. Consumers’ willingness to purchase green products has often been contributed to their self-labeled level of environmental enthusiasm, coupled with their skepticism and awareness of green claims.

Leonidas et al., (2011) studied the relationship between consumers’ *knowledge* of environmental issues and the effectiveness of advertising claims. The advertisements used in these studies featured basic or “shallow” claims, and were perceived by consumers to be lacking in credibility and comprehensiveness. Results also concluded that only low environmentally involved participants found validity in the green appeals (Leonidas et al., 2011).

Contrastingly, researchers Mitchell & Ramey (2011) suggested that consumers’ willingness to purchase green may be rooted in their *passion* for the environment. They wrote that those who are considered environmental enthusiasts are more likely to purchase green products than others. Mitchell and Ramey (2011) go on to state that those passionate about the environment will be motivated to purchase any product that is “green”—no matter what “shade” of green it may be.

According to Nyilasy, Gangadharbatla & Paladino (2012), such discrepancies can be attributed to the complexity in environmental issues, making it difficult for even the most enthusiastic consumer to be completely updated on jargon and claims featured in green advertisements.

Research conducted by Basgöze, & Tektas (2012) found various factors that make a difference in consumers’ purchasing decision after interviewing both environmental and non-environmental enthusiasts. Their research outlined various elements and barriers that impact consumers’ willingness to purchase green products:

- Price: Consumers have a clear comfort zone in regard to pricing of green products. If they perceive a product’s value as outweighing its monetary cost, they will follow through with the purchase. However, if the quality did not outweigh that of a cheaper, non-green product, then they more than likely did not make the purchase. Additionally, their research found that consumers would purchase environmentally sustainable products, such as appliances, if the product would benefit their long-term financial investments.
 - Time: In a fast-paced society, many participants in the study stated that their schedules do not permit the extensive research required to make sound and informed purchasing decisions. The convenience of stopping at one store to get all of their items outweighed the multiple stops it may have taken to purchase green products.
 - Confusion: Many of the participants vocalized concerns with the complexity of green advertising and environmental products and issues. Difficulties in deciphering advertisements and understanding product labels often deterred consumers from purchasing green products. Furthermore, they were often left confused as to whether a product was green or not.
 - Unavailability: In particular geographic areas, consumers addressed that there was a lack of green options available in their area. Additionally, participants felt that the U.S. was not “set up to be green . . . with big cars, big packaging . . . our community design just doesn’t cur-
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rently support green.”

- Trust: One of the largest and most pertinent issues addressed by consumers was skepticism of green products, labels and advertisements. Some products advertised recyclable packaging; however, participants were unsure whether the actual production was sustainable. Participants often questioned the claims of the advertisements, the politics fueling some green movements and whether or not green products were necessarily domestic. (Basgöze, & Tektas, 2012)

Similar research conducted by Leonidas, Palihawadana & Hultman (2011) highlighted that the most challenging aspect of green advertising and consumer purchasing patterns is the gap between the attitudes and buying behavior of consumers. One study conducted by Coleman et al. (2011) suggested that purchasing patterns might follow the foundations of the Competitive Altruism Theory. This theory describes the process in which an individual attempts to outcompete others in terms of generosity/status. For example, a green enthusiast would view a green purchase as a means of obtaining long-term gains, such as respect or admiration for their actions. However, research has also documented environmental enthusiasts avoiding green products. Such contradictions have also been interpreted through the Competitive Altruism Theory. In this view, environmental enthusiasts believe that by *avoiding* false claims in green advertising they are in turn paying a *better* service to the environmental community. Ultimately, the disconnect within green advertising lies between what is getting consumers interested, and what is getting them to act on these interests.

Research Questions and Hypotheses

RQ1: Does the level of environmental enthusiasm determine the level of trust a consumer has in green advertising?

Out of RQ1, the following hypothesis was derived.

H1: If a consumer is an environmental enthusiast, then this person is skeptical of green advertising.

RQ2: What factors lead consumers to avoid green products?

Out of RQ2, the following hypotheses were derived.

H2: Price will be a barrier to consumers' willingness to purchase green products.

H3: Trust will be a barrier to consumers' willingness to purchase green products.

III. Methodology

Data was collected through a SurveyMonkey inquiry of 107 students and faculty of Elon University, who were asked 13 questions about their demographics, level of environmental enthusiasm, and responsiveness to green advertising.

Procedure

The sampling frame comprised both Elon University on-campus organizations that were considered environmentally sensitive, and Elon student and faculty peers of the research conductor. The survey link was sent out via email with a message that requested recipients' participation in the survey. The link was also posted to the research conductor's Facebook page, asking the current Elon student and faculty friends to complete the survey.

All members of the previously listed on-campus organizations were emailed directly because of their interest in and activism toward environmental issues. However, convenience sampling through Facebook and general email contacts was used to reach participants who were indifferent to environmentalism.

Questions

Survey questions were structured in order to operationalize concepts in the previously outlined research questions. In order to discover the connectivity between environmental enthusiasm and ad skepticism, respondents were asked to rank environmentalism's level of personal importance in comparison to other cat-

* Elon Outdoors, Elon Sustainability Department, Elon Garden, Sierra Club, Environmental Studies Department.

egories such as personal finances, education, etc (see Appendix). They were also asked to share their level of agreement with various statements that indicated their personal perceptions of the green trend in advertising. Furthermore, respondents' environmental involvement was measured by asking respondents to list any affiliations they had with environmental organizations.

In order to discover consumers' barriers to purchasing green products, respondents were asked to define their personal definition of green products and advertisements, and their awareness of green messages. Additionally, respondents were asked to list their motivations for choosing to or opting out of making green purchases.

Explanation

The above-mentioned research method was used in order to generate anonymous feedback regarding consumer skepticism of green advertising as well as consumer purchasing patterns. The participant sample covered a wide range of demographics and environmental activism in order to explore the correlation between enthusiasts and green purchasing patterns. Furthermore, the research method was designed to allow participants to openly share their opinions of green advertising and the "greenwashing" trend.

IV. Findings

Among a total of 107 individuals who completed the online survey, 73 (68.2%) were female, and 34 (31.8%) were male. All were affiliated with Elon University, totaling in 98 (91.6%) student and 9 (8.4%) faculty respondents. Additionally, of the 107 respondents, 22 were indicated as members of various on-campus environmental organizations.

They were asked to rank specific items in order of personal importance. The results indicated that the majority of respondents (56.6%) valued their health and well-being as the most important item, followed by education, personal finances, recreational activities, environmental issues and political/economic issues. *Figure 1* below illustrates the average respondent rankings and their respective respondent totals. As seen in *Figure 1*, 43 (40.6%) respondents ranked environmental issues 5th in order of overall personal importance.

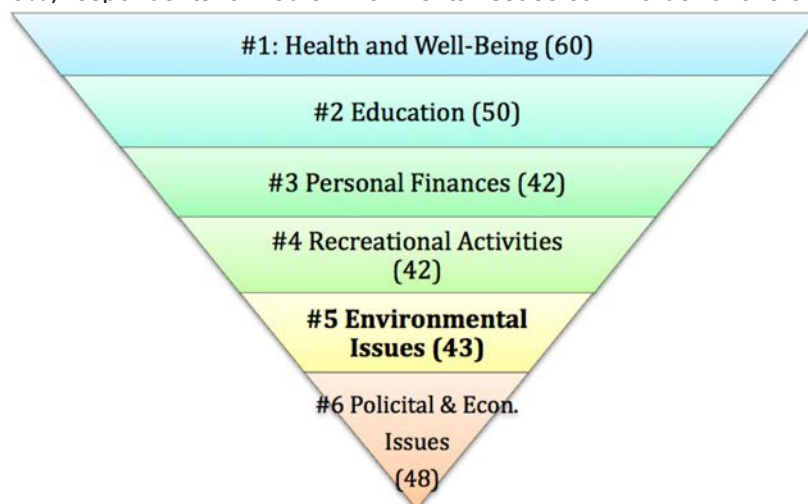


Figure 1: Ranking of items respondents considered most important

Respondents were then asked to indicate whether or not they would consider themselves to be an environmental enthusiast. Of the 107 respondents, the majority of the respondents considered themselves *not* to be environmental enthusiasts (see *Figure 2* on the next page).

Participants were then asked to describe in their own words what made a product "green." Responses frequently included the following key words or phrases: sustainable; recyclable; minimal environmental impact; biodegradable; no harmful chemicals; small carbon footprint; low emissions; organic; efficient; minimizes waste; natural; environmentally friendly; and renewable resources.

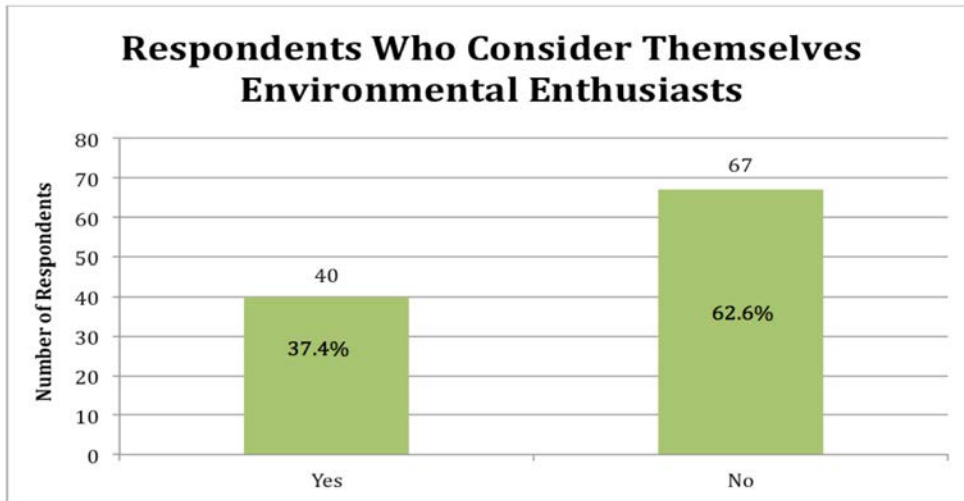


Figure 2: Respondents who consider themselves environmental enthusiasts

Respondents were then asked whether or not they purchased green products as they defined. The majority of the respondents (80.4%) answered positively (see Figure 3).

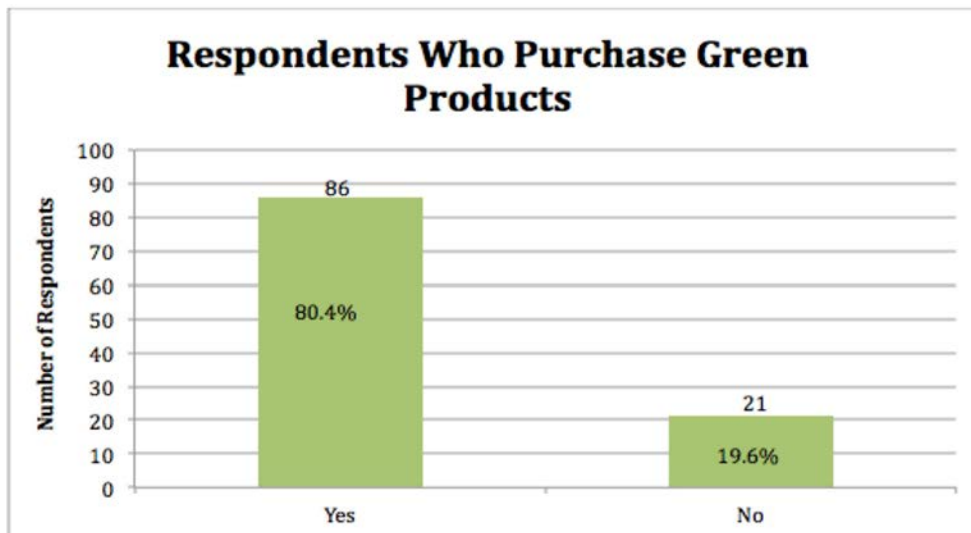


Figure 3: Respondents who purchase green products

Regarding their level skepticism of advertisements in general, most respondents fell within the neutral–skeptical–very skeptical range, with only 9.3% of respondents indicating trust in advertisements (see Figure 4 on the next page).

Participants were then asked to identify elements that led them to perceive an advertisement as “green”. Responses frequently included the following key words or phrases: natural images; accreditation labels; fair trade logos; usda organic; green colors; using low-waste advertising mediums; uses environmental buzz words (green, recyclable, etc); identifies environmental efforts; and personal testimonies

After identifying their awareness of green advertising, respondents were then asked to indicate their level of skepticism in regard to *green* advertising. Results indicated that, similar to advertising in general, the majority of respondents (93.5%) fell within the neutral-skeptical-very skeptical range (refer to Figure 5 for more details).

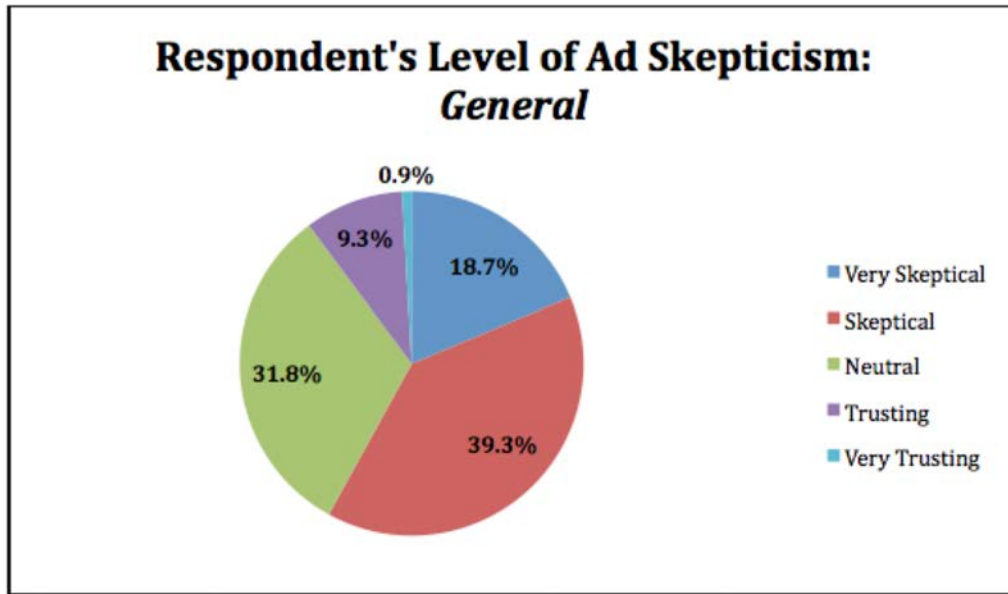


Figure 4: Respondents' skepticism regarding general advertising

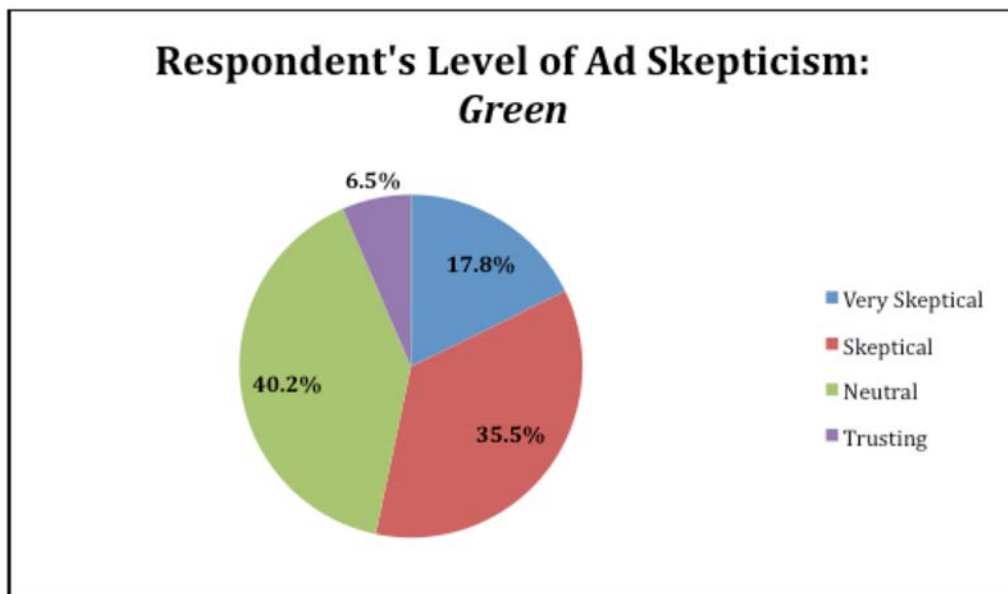


Figure 5: Respondents' skepticism regarding green advertising

Respondents were then given a set of questions to which they indicated their level of agreement, ranging from “strongly agree” to “strongly disagree.” These questions allowed respondents to express their knowledge of and position on green advertising and its appeals. Results can be seen below in Table 1 on the next page.

The online survey then asked respondents to list the top three reasons they would be motivated to purchase green products. Of the various responses provided, the top purchasing motivations are illustrated below in Figure 6 on the next page. As seen in the graph, many respondents (39.8%) listed perceived environmental benefits as their primary motivation for purchasing green products.

Table 1. Respondents' insight regarding green advertising

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am educated in environmental issues.	18.7% (20)	46.7% (50)	22.4% (24)	12.1% (13)	0
I am often exposed to green advertisements.	16.0% (17)	50.9% (54)	23.6% (25)	9.4% (10)	0
I find environmental issues complex and confusing.	8.5% (9)	34.9% (37)	26.4% (28)	26.4% (28)	3.8% (4)
Green advertisements are necessary for environmental awareness.	20.6% (22)	48.6% (52)	19.6% (21)	10.3% (11)	0.9% (1)
More people should purchase green products.	41.1% (44)	43.0% (46)	15.0% (16)	0	0.9% (1)
Green products are not truly "green".	4.7% (5)	35.5% (28)	50.5% (54)	9.3% (10)	0
I often question green advertisements.	15.9% (17)	37.4% (40)	33.6% (36)	13.1% (14)	0
I actively research products' environmental claims.	11.4% (12)	12.3% (13)	19.0% (20)	33.4% (36)	22.9% (24)
Green products are priced appropriately.	5.6% (6)	11.2% (12)	37.4% (40)	42.1% (45)	3.7% (4)
Green advertisements accurately reflect a brand's environmental efforts.	2.8% (3)	19.8% (21)	46.2% (49)	23.6% (25)	7.5% (8)

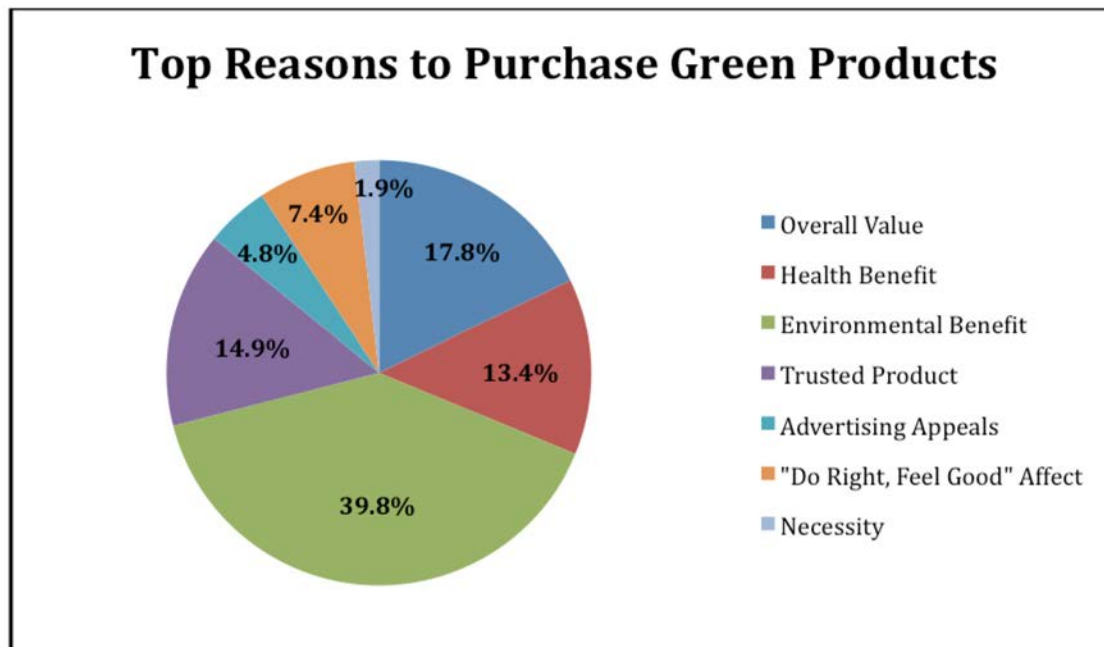


Figure 6: Key motivators when purchasing green products

In addition to the top reasons driving respondents' purchases, consumers were also asked to list the top three reasons they would *not* purchase green products. Results indicated that price and advertising skepticism were the most commonly expressed green purchasing deterrents (See *Figure 7*).

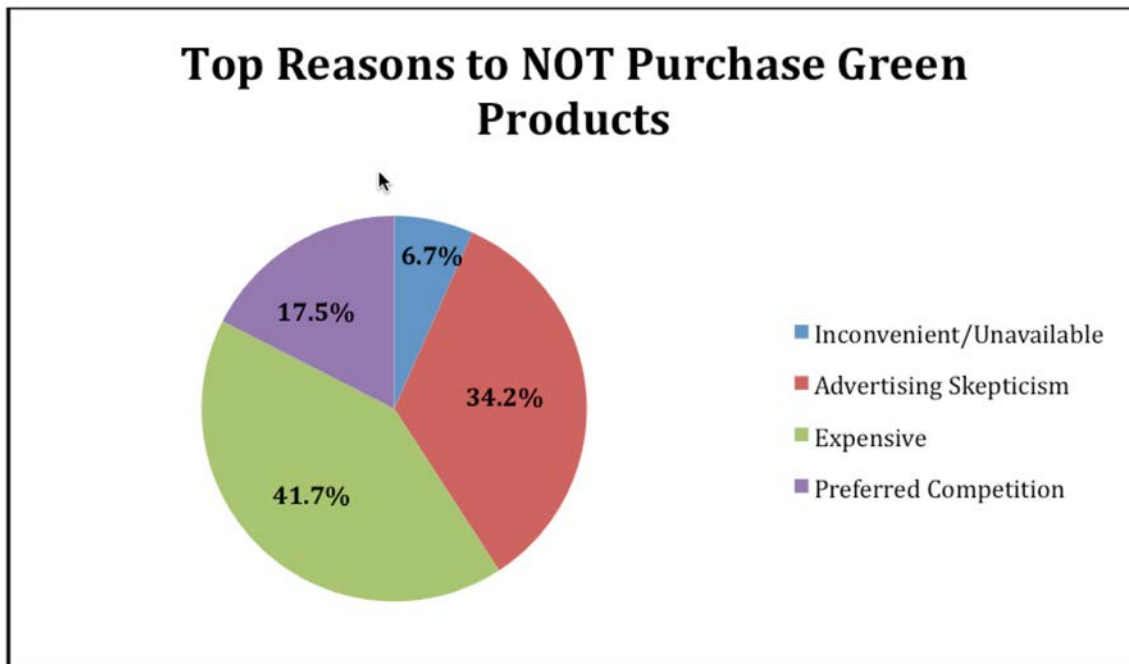


Figure 7: Key deterrents when evaluating green purchases.

V. Analysis

The results of this study did not provide enough evidence to draw conclusive answers to RQ1: “Does the level of environmental enthusiasm determine the level of trust a consumer has in green advertising?” Having only 37.4% of respondents consider themselves environmental enthusiasts significantly impacted the study’s ability to gauge whether or not enthusiasm directly determined the level of trust consumers had in green advertising. However, while a minority of respondents considered themselves enthusiasts, the vast majority of respondents (80.4%) indicated that they do indeed purchase green products. This information provided insight for half of the equation—in that the non-enthusiast may be more susceptible to green advertising appeals. While 65.4% of respondents indicated that they were well-educated in environmental issues, only 23.3% of respondents stated that they actively researched environmental claims in advertising. Respondents also indicated that they were more than likely either neutral or skeptical of both general and green advertisements. In both circumstances, fewer than 10% of respondents indicated trust in advertising. This information may indicate that advertising skepticism is a previously developed doubt, which is simply carried over to green advertising. Tables 2 and 3 below illustrate the crosstab relationships found between environmental enthusiasm and consumer skepticism.

As seen in the Table 2 on the next page, 39.3% of respondents indicated that they were skeptical of advertising in general, of which the respondents were split down the middle in terms of environmental enthusiasm: 22 were self-reported environmentalists while 20 were not. Furthermore, in Table 2, of those 40 respondents that answered yes to environmental enthusiasm, 55.0% stated that they were skeptical of advertisements in general. Of the 67 respondents that answered no to environmental enthusiasm, 46.3% stated that they were neutral to advertisements in general.

Table 2. Crosstab of interaction between environmental enthusiasm and *general* skepticism

		<i>Would you consider yourself to be an environmental enthusiast?</i>		
		Yes	No	Total
<i>How skeptical are you of advertisements in general?</i>	Very skeptical	13 (32.5%)	10.4% (7)	20 (18.7%)
	Skeptical	22 (55.0%)	29.9% (20)	42 (39.3%)
	Neutral	3 (7.5%)	46.3% (31)	34 (31.8%)
	Trusting	1 (2.5%)	13.4% (9)	10 (9.3%)
	Very trusting	1 (2.5%)	0	1 (0.9%)
	Total	40 (37.4%)	67 (62.6%)	

Table 3. Crosstab of interaction between environmental enthusiasm and *green* skepticism

		<i>Would you consider yourself to be an environmental enthusiast?</i>		
		Yes	No	Total
<i>How skeptical are you of green advertisements?</i>	Very skeptical	30% (12)	10.4% (7)	19 (17.8%)
	Skeptical	37.5% (15)	34.3% (23)	38 (35.5%)
	Neutral	27.5% (11)	47.8% (32)	43 (43%)
	Trusting	5.0% (2)	7.5% (5)	7 (6.5%)
	Very trusting	0	0	0
	Total	40 (37.4%)	67 (62.6%)	

Similarly, as seen in the Table 3 above, of the 40 respondents who indicated environmental enthusiasm, 37.5% indicated that they were skeptical of green advertisements. Likewise, of the 67 respondents who indicated non-enthusiasm, 47.8% indicated a neutral level of green advertising skepticism. Such findings indicated that respondents in this study viewed advertisements (both general and green) more skeptically if they were considered environmental enthusiasts. While this provided insight in regard to RQ1, further research would need to be conducted in order to acquire a larger, random sample size that would allow results to be generalized.

Other implications found through this study were rooted in RQ2: “Which factors lead consumers to avoid green products?” Consumers’ willingness to purchase green products can depend on a variety of factors, and this study uncovered a breadth of information regarding respondents’ green purchasing motives and deterrents.

According to the study, respondents were more likely to purchase a green product if it advertised valid, environmental and health benefits at a valuable price. Respondents stated that claims must be transparent, as they are more likely to purchase green items if “[they are] produced in a sustainable manner, and [do] not harm the environment in all stages of production, use and disposal.” They also expressed a great interest in the health aspect of green products. As indicated in the study’s ranking question (*Figure 1*), the majority of survey participants (56.6%) value health and well-being as #1. Therefore, the health benefits of green products are a big motivator for purchasing patterns. Price was another big motivator for green purchases, according to survey respondents. While many expressed concern for cheap and affordable products, a significant percentage (17.8%) stated that long-term value was more important than initial costs (i.e. assumed health benefits, environmental support, etc.). Respondents also indicated that they were often inspired to purchase a green product in order to achieve a sense of accomplishment that the researcher has called the “do right, feel good” effect. Survey participants stated that they “felt like they were part of a larger initiative,” when they purchased green, or that they often “felt better about some of their other non-green habits.” Such findings complemented previous studies, as well as the application of the Competitive Altruism theory outlined in the literature review (Coleman et al., 2011).

In contrast to the above-mentioned purchase motivators, respondents also provided significant insight regarding purchase deterrents. Participants said that they would often abstain from purchasing green due to inappropriately priced items that are either too difficult to seek out, or are often overshadowed by more readily available, cheaper competitors. Respondents expressed a large concern over the pricing of green products, with many stating that they would “definitely buy more green items if I could actually afford them in college.” Additionally, respondents felt that their preferred one-stop shopping locations did not feature as many green products. This concept of inconvenience and unavailability was a key deterrent for many respondents, which led some to elaborate that they often “wonder[ed] where to even find green items more easily.” In addition to the previously listed deterrents, respondents also stated that false advertising played a large role in their refusal to buy green products. Many responses included statements such as “if it says its ‘green’ but doesn’t have an accreditation seal of some sort—it is not going in my cart!” Similar respondents also stated that they felt a lot of products simply “slapped a green leaf on their logo” in order to bait environmentally conscious buyers. Such respondents vocalized that such actions “made them feel like they couldn’t trust *any* green brand,” and therefore stopped buying green products altogether.

VI. Conclusion

According to this research, there is evidence linking environmental enthusiasm with consumer skepticism of both general and green advertising. This study indicated that environmental enthusiasts are often more skeptical of both forms of advertising, with non-enthusiasts remaining more neutral. However, this research did *not* indicate that environmental enthusiasm was *directly* related to consumers’ responsiveness to green advertising. Instead, this study provided a better understanding of both the motivators and deterrents impacting consumers’ willingness to purchase green products, which were independent of one’s self-labeled environmental enthusiasm.

Ultimately, this research indicated that consumers are skeptical of green advertisements. They are conscious of advertisements’ usage of natural images, green color schemes, and environmental accreditation labels, yet do not actively research environmental claims. Consumers value green products and brands that are trustworthy, affordable, healthy and environmentally beneficial. If such values are expressed in green advertisements, consumers are generally more willing to make green purchases. Such findings could be applied to green advertising planning, as the research provided a deeper understanding of consumers’ green insights. Green advertisers could use this research to craft designs, themes and messages that would better motivate consumers to purchase green products.

Further research should be conducted in order to broaden the scope of the study and thus solidify any claims. Obtaining a larger, random sample size would benefit this study, as the researcher used both convenience and purposive sampling methods. Furthermore, obtaining an equal balance of both environmental enthusiasts and non-enthusiasts would benefit this study’s ability to track the relationship between enthusiasm and skepticism of advertising. One may even consider conducting two separate surveys, one for enthusiasts and one for non-enthusiasts, in order to compare their differing levels of skepticism and purchasing patterns more effectively. Additionally, further research should be conducted in order to test consumers’ responsiveness to green advertising appeals. For example, allowing participants to view and then respond to various green advertisements may have provided more conclusive answers regarding consumer responsiveness.

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Appendix: Survey Questionnaire

1. Please rank the following items in order of personal importance and interest, with 1 being the most important and 6 being the least important.

- _____ Education
- _____ Health and well-being
- _____ Personal finances
- _____ Recreational activities
- _____ Environmental issues
- _____ Political and economic issues

2. Would you consider yourself to be an environmental enthusiast?

- Yes
- No

3. In your own words, describe what makes a product “green”:

4. In accordance with your above definition, do you purchase green products?

- Yes
- No

5. How skeptical are you of advertisements in general?

- Very skeptical
- Skeptical
- Neutral
- Trusting
- Very trusting

6. What elements lead you to perceive an advertisement as “green”?

7. How skeptical are you of green advertising?

- Very skeptical
- Skeptical
- Neutral
- Trusting
- Very trusting

8. For each of the following statements, please indicate your level of agreement:

Strongly Agree Agree Neutral Disagree Strongly Disagree

I am educated in environmental issues.

I am often exposed to green advertisements.

I find environmental issues complex and confusing.

Green advertisements are necessary for environmental awareness.

More people should purchase green products.

Green products are not truly “green”.

I often question green advertisements.

I actively research products’ environmental claims.

Green products are priced appropriately.

Green advertisements accurately reflect a brand’s environmental efforts.

9. Please list the top 3 reasons you would be motivated to purchase green products:

- _____
- _____
- _____

10. Please list the top 3 reasons you would NOT purchase green products:

- _____
- _____
- _____

11. Please list any environmental organizations/departments of which you are a member (e.g. Sierra Club, Sustainable Living, Environmental Studies department, etc):

12. Please provide your affiliation to Elon University:

- Undergraduate student
- Graduate Student
- Academic faculty member
- Non-academic faculty member

13. What is your gender?

- Male
 - Female
 - Other
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