

**Exploring the Impact of Consumers' Attitudes towards Green Advertisements  
on the Intention to Purchase Green Products: The Mediating Role of  
Environmental Responsibility**

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**Abstract**

It is widely known that environmental degradation caused by human behaviors that are incompatible with the natural world, and the excessive misuse of natural resources, leads to changes in consumer behavior. This change involves a greater sensitivity to the environment and a preference for products that are less harmful to the planet. This study aims to determine the impact of green advertisements on the intention to buy eco-friendly products and the mediating role of environmental responsibility in this relationship. Data for the study was collected through an online questionnaire from 794 millennials from the Y generation. The study used the "purposive sampling" method, which is a non-probabilistic sampling technique. The collected data was analyzed using AMOS and SPSS software through structural equation modeling and a structural mediation model. The research findings show that attitudes towards green advertising affect environmental responsibility and intention to purchase green products, with environmental responsibility playing a mediating role in this relationship. Furthermore, it was observed that Y-generation individuals' attitudes towards green advertising, environmental responsibility, and green product purchase intentions differ based on age, education, income, marital status, and whether the family has children or not.

The study's results indicate that positive attitudes towards green advertising and environmental responsibility may lead to high purchase intention, which could contribute positively to the long-term solution of environmental problems. Advertisers who take into consideration the demographic characteristics of the Y generation could develop green advertising strategies that promote permanent positive behaviors in the name of the environment. This study provides a detailed investigation of consumers' attitudes towards green advertising, focusing on the Y generation. The driving force behind this research is the absence of studies on the Y generation, which is considered a critical force in solving environmental problems and accounts for approximately 26 million people in our country's population.

## Introduction

In the last 20 years, the green movement is indisputably one of the most important social movements in recent history (Kim et al., 2019). Increasing concerns of consumers about the environment have led to a change in purchasing decisions. This change has brought about a review of their consumption behavior. Businesses benefit from green communication strategies in order to reach these consumers that are environmentally responsible and publicize their products. Prothero (1997) states that a successful green strategy depends on good communication (Dangelico and Vocalelli, 2017). This is because advertising is one of the best consumer communication methods. Today, green advertising has become a responsibility rather than a benefit for most businesses (Easterling et al., 1996).

Green advertising is an important marketing tool to convey an organization's green image. It is a driving force behind promoting environmental awareness, and environmentally friendly behavior. (Synodinos et al., 2013). Evaluating the business of green advertising plays an important role in understanding the different attitudes, intentions, and behaviors. As a matter of fact, Baldwin (1993) states that environmental advertisements contribute to the formation of consumer values and that these values support the emergence of attitudes and intentions, which are effective predictions of green purchasing (Rahbar and Vahid, 2011). The purpose of green advertisements is to inform the target audience about the environmental features of the products and services of the enterprises, to support the development of environmental responsibility and positive environmental attitudes of consumers, and to reinforce the demand for green products (Segev et al., 2016). At this point, consumers' environmental responsibility is defined as the protective behavior of the individual or group in terms of the sustainable use of natural resources (Sivek and Huggerford, 1990).

Many things may change when the consumer changes. Everyone has the distinctive characteristics of the generation he/she is in and There is also variation in their attitudes accordingly (Altıntuğ, 2012). Individuals who represent the Y-generation represent the group born between 1980 and 2000 (Akdemir et al., 2013). Lee (2009) states that the individuals who represent the Y-generation symbolize the future of the environment and environmentalism, and this makes the Y-generation a critical component in the success of the green revolution (Synodinos, 2014). The number of this generation in our country's population of 83 million is approximately 26 million which equals 36% (TÜİK, 2019). The number of Y-generation individuals living in our country is higher than the total population in many European countries (Toruntay, 2011). It has been seen that variables related to technology, business life, and behavioral sciences related to Y-generation consumers are frequently used in generation-oriented studies in our country. On the other hand, the absence of research related to this generation's attitudes towards green advertisements with environmental responsibility and intention to purchase green products was considered a gap. For this reason, it is considered an important issue that the Y-generation constitutes the research universe. However, most of the research on this generation assumes that all consumers that belong to the Y-generation are alike. However, it includes a heterogeneous group such as those between the ages of 20 and 40, and the purchasing motivations of a 20-year-old youth

and a 40-year-old member of this generation, considered the oldest within this generation, will be different. This wide age range makes it difficult to generalize the findings to the entire generation (Noble et al., 2009). Consequently, the ages of the individuals who represent the Y generation were grouped and included in the study.

Haytko and Diana (2008) and Kükrcer (2012) examined the attitudes and behaviors of consumers towards green advertisements focusing on their environmental responsibilities, Hindol (2012) and Aydođan and Dinar (2019) conducted studies to examine the effect of green advertisements and environmental concerns on the intention to purchase green products and these studies report positive results. On the other hand, Synodinos (2014); Prusa and Sadilek (2019) found that environmentalism significantly affects the green product purchasing behavior of the Y generation. However, research on the mediating role of environmental responsibility on the intention to purchase green products regarding the effect of attitudes towards green advertisements on environmental responsibility was not found in the literature and the fact that the Y generation constitutes the universe of the research increases the importance of the study. This study was prepared to determine the effect of Y generation individuals' attitudes towards green advertisements on their intention to purchase green products and to investigate the mediating role of environmental responsibility in this relationship. In addition, based on the findings of previous studies in the literature, demographic factors (gender, age, education, income, marital status, and the status of families with or without children) were included in the study, with the assumption that the demographic characteristics of Y generation individuals could be effective in this relationship as background factors.

The aim of this study is to investigate the impact of consumers' attitudes towards green advertisements on their environmental responsibility and intention to purchase green products. Specifically, the authors will examine the mediating role of environmental responsibility in this relationship, by analyzing the effect of both environmental responsibility and green advertising on purchase intention. Additionally, they will explore whether attitudes towards green advertisements, environmental responsibility, and intention to purchase green products vary based on the demographic characteristics of the Y generation. Through this research, the authors hope to gain a deeper understanding of the environmental responsibilities and intentions of this powerful market segment, and to provide valuable insights for marketing practitioners and researchers. The findings may also assist advertisers in establishing effective environmental advertising strategies. Moreover, by examining environmental responsibility as a mediating variable, this study aims to offer a unique perspective to the literature on this subject. To achieve these goals, the authors will first explain important concepts related to this subject and include relevant findings from previous research in literature. Next, they will present their research hypotheses and supporting evidence, describe the research model, methodology, data collection, and analysis. Finally, in the results section they will include theoretical and practical implications of their findings.

## **Literature Review**

### ***Green advertisements***

Green advertisements are accepted as a response to consumers' information requests about products that are fed with a sense of responsibility towards the environment and do not harm the environment (Holder, 1991). While it contains messages that appeal to the needs and wishes of consumers, on the other hand, it plays a critical role in improving the environmental image and environmentally friendly product features of businesses (Kim et al., 2019). Green advertising has become a driving force behind the growing public awareness of ecological issues and the rapidly increasing demand for environmentally friendly products (Leonidou et al., 2011). According to Kotler (2003), advertising is an important element of marketing communication strategy and is widely used in all business sectors (Djurđjevac, 2019). Green advertising is a strategy that advertisers use to position green products in the minds of consumers (Erdoğan-Eren et al., 2016). Thus, it can also support consumers' environmental awareness (Kim et al., 2019). As with any type of advertising, an important determinant of the success of green advertising is consumers' attitudes toward green advertising and the corresponding environmental responsibility (Synodinos et al., 2013). Banerjee et al., (1995), Kilbourne (1995), Shrum et al., (1995), Manrai et al., (1997), Wagner and Hansen (2002) conducted studies to examine the anatomy of green advertisements, or the level of environmental information conveyed in the advertisement (Vlieger et al., 2013). Although these studies reveal early information about green advertising, there has been a focus on consumer-based studies that analyze the effectiveness of green advertising practices and consumers' attitudes, understanding, skepticism, or reliability towards them in recent years (Chamorro et al., 2009).

### ***Attitude toward green advertising***

The attitude shaped by the views and morals of the individual is expressed as positive, and negative evaluation (Bisschoff and Liebenberg, 2016). The dimensions of the attitude towards the advertisement discussed within the scope of the study are considered trust in the advertisement and the advertiser, general attitude towards the advertisement, advertisement perception, and mood. However, as Köksal (2011) stated in his study, how mood affects the attitude toward green advertising was not included in the research model since it cannot be measured with a survey study. Consumers will perceive a direct correlation between how convincing an advertiser is and trust in the advertisement coming from the advertiser (Lutz et al., 1983). Various research (Chaudhuri and Holbrook, 2001; Erdem and Swait, 2004; Ranaweera and Prabhu, 2003; Willmott, 2003) revealed that trust leads to many positive outcomes such as loyalty, consumer retention, positive word of mouth, and purchase intention (Koç et al., 2015). In general, attitude towards advertising is defined as a learned predisposition to respond positively or negatively, yet consistently. A correlation was observed between consumers' general attitudes toward the advertisement and their subsequent ratings of certain advertisements. Thus, a consumer's general emotional response to the advertisement tends to influence his/her attitude toward any advertisement (MacKenzie and Lutz, 1989). Fazio and Zanna (1981) stated in their model in which they examined the attitude-behavior relationship that the attitudes that are available at a given moment guide the information processing process. For this reason, if consumers' attitudes

towards advertising occur towards the purpose, effects or the advertiser of the advertisement, these attitudes also affect the perceptions of the consumers regarding the advertisement stimulus they are exposed to (MacKenzie and Lutz, 1989). Within the context of green advertising, these variables are usually used to evaluate attitudes toward advertising (Köksal, 2011; Leblebici Koçer and Delice, 2016).

### ***Environmental responsibility***

The fact that consumption is at the center of all production activities is universal. However, production and consumption can be the main sources of environmental problems without the proper use of environmental resources. This fact has led consumers to be environmentally responsible in their consumption behavior (Chen and Chai, 2010). However, as the global interest in environmental issues increased, businesses started to include environmental issues in their business strategies. Such an assessment partly emerged in response to consumers' increasing environmental responsibility and green product purchasing trends (Kim et al., 2019). The environmental responsibility of the consumer states the intention of a person to take an action towards the improvement of environmental problems, as well as acting in the direction of social-environmental benefit, not as an individual consumer with her own economic interests (Stone et al., 1995). It is environmental responsibility that encourages green consumers to be sensitive to environmental problems, to take responsibility for the protection of the environment, and to fulfill pro-environmental behaviors in a desirable way.

### ***Purchase intention of green product***

Investigating purchase intention in consumer-based research not only helps businesses to better position their products and services but also enables them to predict the trend of the market. Intention to purchase is the sharpest determinant of the relationship between an individual's attitude toward an object and purchasing behavior (Wu and Chen, 2014). It is an important variable widely used in academic and commercial research. This is because it is an important representative of the actual purchasing behavior of consumers (Chandon et al., 2005). Green purchase intention is the probability or expectation of purchasing a green product based on the value and benefits from a previous evaluation by consumers (Alamsyah et al., 2020). Consumers are aware that they contribute to the environment with these decisions (Chen and Lee, 2015).

Green purchasing also represents green consumerism as one of the types of environmentally conscious behavior (Sarumathi, 2014). A green consumer is generally defined as a person who adopts environmentally friendly behaviors and purchases green products over standard alternatives (Shamdasani et al., 1993). At this point of view, we can define green products as environmentally friendly products, which are designed and produced with reduced effects that may pollute the environment, both in the production and distribution stages and during the consumption process (Sembiring, 2021). Green consumers prefer these products within market conditions and reward them. Thus, they are people who aim to protect themselves and their environment by using their purchasing power (Hussein and Cankül, 2010).

### ***Generation Y***

When it comes to investigating the characteristics of the generations, the representatives of the Y generation have become the first representatives of the consumption world by destroying the perception of production. The Y generation is shaped by the information and information age is individualistic, consumerist, focused on instant pleasures, and far from loyalty on one hand. On the other hand, it draws an image that embraces concepts such as sustainability, ethics, and social responsibility (Altıntuğ, 2012). Although Y generation individuals are known for their consumption-oriented characteristics, it was seen that they are also sensitive to the environment they live in and reflect this on their purchasing behavior (Aydın and Tufan, 2018). As the representatives of this generation face many global environmental problems such as climate change, depletion of the ozone layer, and greenhouse gasses while growing up, they are aware of the importance of environmental responsibility and protecting the environment (Kim et al., 2011). There are studies in the context of sustainability for the Y generation in the literature (Hill and Lee, 2012; Aydın and Tufan, 2018; Aktaş and Çiçek, 2019), consumption behaviors and preferences (Noble et al., 2009; Klapilova, 2016; Sarı and Harta, 2018; Yazıcı, 2018), conscious consumption (Çelebi and Bayrakdaroğlu, 2018), the effect of green advertisements on the environmental behavior of Y generation (Synodinos et al., 2013).

### **Research Hypotheses**

It is seen that research on the effect of attitudes towards green advertising is more limited although there have been extensive studies on the factors affecting green product consumption in recent years. Synodinos et al. (2013) in his study to determine the effect of conventional attitudes towards green advertising on the environmental behavior of students who belong to the Y generation in South Africa, shows that the conventional attitudes of the Y generation students towards green advertising have a significant positive effect on their environmental responsibility. Kusuma et al. (2018) concluded in their research that environmental knowledge and green advertising have a positive and significant effect on environmental attitude and green purchase intention, while environmental attitude is an important determinant of green purchase intention as well. On the other hand, studies conducted by Morel and Kwakye (2012) state that attitudes do not completely affect the intention to purchase environmentally friendly products. Alamsyaha et al., (2020) state that green advertisements increase consumers' green product awareness and environmental awareness, while green awareness leads to a positive change in their intention to purchase green products. As a result, attitudes towards green advertising are not only limited to influencing a target audience's purchase intention but also serve as a predictor of that target market's attitude towards pro-environmental behavior (Synodinos et al., 2013). At this point of view, it is thought that consumers' attitudes toward green advertising may affect environmental responsibilities.

*H1.* The attitudes of the Y generation towards green advertising have a positive and significant effect on environmental responsibility.

*H1a.* The trust of the Y generation in advertising and the company that advertises has a positive and significant effect on environmental responsibility.

*H1b.* The general attitudes of the Y generation towards advertising have a positive and significant effect on environmental responsibility.

*H1c.* The advertising perception of the Y generation has a positive and significant effect on environmental responsibility.

The results of the study conducted by Stern et al. (1999) revealed that there is a positive and significant relationship between consumers' environmental responsibilities and their pro-environmental behavior. According to a study conducted by Lai (2000) in Hong Kong, it was expressed that consumers have become much more conscious when it comes to environmental issues in the last few years. This situation clearly shows that consumers are more responsible for protecting their environment. However, the study also revealed that the sense of individual responsibility for taking environmental corrective measures is significantly weaker despite being more aware of the problems (Cherian and Jacob, 2012). Cheah and Phau (2011) observed that consumers with positive environmental attitudes are more likely to display green product purchasing behavior. In their study, Attaran and Çelik (2015) show that there is a direct relationship between university students' environmental responsibility and their willingness to pay for green buildings. The results of Yue, (2020) research revealed that consumers' environmental responsibility significantly affects green consumption intention. It can be said that environmental responsibility reflects the individual's positive mental state, courage and determination, self-control ability, and social spirit in terms of solving ecological problems. The following hypothesis was formed based on this information.

*H2.* The environmental responsibility of the Y generation has a positive and significant effect on the intention to purchase green products.

D'Souza et al., (2007) report that green advertisements affect consumers' attitudes toward purchasing green products. Similarly, Chang et al., (2015) found that attitudes toward advertising can have a direct effect on intention. The result of Chan (2004)'s study is that the reliability of the advertisement is among the factors that will positively affect the green purchasing intention of consumers. Zhu (2013) concluded that consumer attitude towards green advertisements and the reliability of green advertisements significantly affect consumers' intention to purchase green products. The findings of the study support the results of Chan (2004). However, some studies did not support this view. Crane (2000) reports that consumers exhibit skeptical attitudes toward green advertising. Patel and Chugan (2015) found that consumer perception of green advertising has significant positive effects on green purchase intention. On the other hand, in their study, Cinnioğlu et al., (2016) concluded that students' perceptions of green advertisements are low. Rizwan et al., (2014) revealed that the green advertising variable has a positive effect on the green product purchase intention and contributes 34% to the green purchase intention. Amalia et al., (2021) express that green advertising and attitude towards green products have a significant and positive effect on green purchase intention directly. Although academic studies have shown different results, it can be stated that advertisements are an important communication process that enables consumers to focus on the green products of a business. Therefore, green advertisements can lead consumers to want to purchase (Kusuma et al., 2018).

The following hypotheses were developed based on this information.

*H3.* The attitudes of the Y generation towards green advertising have a positive and significant effect on the intention to purchase green products.

*H3a.* The trust of the Y generation in the advertisement and the advertiser has a positive and significant effect on the purchase intention.

*H3b.* The general attitude of the Y generation towards advertising has a positive and significant effect on purchase intention.

*H3c.* The advertisement perception of the Y generation has a positive and significant effect on purchase intention.

From the explanations made so far, it may have been thought that attitudes towards green advertisements would mediate the intention to purchase green products. However, the media is one of the communication tools with the highest power to influence the consumer today. The products and services that we see and know through advertisements and the way they are promoted have a great impact on our thoughts, beliefs and attitudes about the products, and services. Thanks to a product that is promoted as green, our environmental awareness can improve. Environmental awareness, on the other hand, plays a role as a triggering force in the development of responsible environmental behavior of individuals. Therefore, attitudes towards green advertisements can trigger environmental awareness, and this awareness also helps to develop environmental responsibility (Leblebici Koçer and Delice, 2016). It is thought that green advertisements affect environmental responsibility, and this responsibility would mediate the intention to purchase green products based on this explanation. It is considered as important that this assumption may bring a different perspective to the literature. In addition, it was stated in previous studies that in determining consumers' intention to act pro-environmentally by including environmental responsibility in the equation and it was stated that it would be estimated more accurately, and this idea was supported by Arbuthnot (1977); Granzin and Olsen (1991); Hines et al., (1987; Çelik, 2015). Although there is no study in the literature that exactly overlaps with this research, similar studies report important results. Alamsyaha et al., (2020) express that green advertisements increase consumers' green product awareness and environmental awareness, while green awareness leads to a positive change in their intention to purchase green products. In their study in which Kim et al., (2019) investigated the use of green advertising in the congress industry, they revealed that green advertising affects the pro-environmental intention of the individual.

*H3.* Environmental responsibility has an intermediary role in the effect of the attitude of the Y generation towards green advertising on purchase intention.

Studies conducted to determine the basic characteristics of consumers who have positive behaviors related to environmental problems have revealed that some demographic and personality traits, human values, and attitudes may be descriptive in revealing these characteristics (Citing Baydaş et al., 2000; Aracioglu and Tatlidil, 2009). For this reason, it was included in the research with the thought that attitudes towards green advertisements, environmental responsibility, and intentions to purchase green products may differ according to the demographic characteristics of the Y generation as background factors. Haytko and Matulich (2008) found that women tend to be more environmentally responsible. Demographic factors related to green consumption have been of interest to researchers for many years. In the meantime, Roberts (1996) states

that environmental concerns are now global, and it may not be important to define green consumers by demographic characteristics, while some researchers such as Schwartz and Miller (1991) and Stern (2000) found that demographic factors still seem important. For instance, they state that women are more environmentally friendly than men (Kim and Yoon, 2017). In their study, Zelezny et al., (2000) proved that women's perceived personal responsibility for environmental protection is higher than that of men. According to a study by Gough (1994), women tend to be more capable of taking control and taking responsibility to alleviate problems in the world (Cherian and Jacob, 2012). The following hypotheses have been developed by considering all these explanations.

*H4* The attitudes of the Y generation towards green advertising differ significantly by gender.

*H5* The environmental responsibilities of the Y generation differ significantly by gender.

*H6* The intention of the Y generation to purchase green products differs significantly by gender.

Although previous research comparing age groups has produced mixed results, most studies found that younger consumers are more likely to engage in environmentally friendly behavior (Wang et al., 2019). Sinnappan and Rahman (2011) stated that age has a significant relationship with all antecedent statements about green product purchasing behavior and that young consumers under the age of 20 have a stronger perception of environmental factors than adults. On the other hand, Jain and Kaur (2006) express that there is no significant relationship between the age variable and environmental awareness. In their study, Kim and Yoon (2017) found that consumers' perceptions of green products, perception of green advertising, and age were positively related to attitudes toward green advertising. In their study related to determining the effect of green advertising, trust, and attitude on the intention to purchase green products, Amalia et al., (2021) state that potential consumers are demographically young people aged 18-26 and women. The following hypotheses have been developed based on all these explanations.

*H7* The attitudes of the Y generation toward green advertising show significant differences according to age groups.

*H8* The environmental responsibilities of the Y generation show a significant difference by age group.

*H9* The intention of the Y generation to purchase green products shows a significant difference by age group.

Education, as a socio-economic variable, has attracted great attention from searchers as it is associated with environmental variables. The findings of the studies conducted by Gifford and Nilsson (2014), Liere and Dunlap (1980) generally support the relationship between higher education attainment and environmental responsibility (Smith and Sharon, 2021). However, Samdahl and Robertson (1989) stated that education is negatively related to environmental attitudes and behaviors. Shrum et al., (1995), and Diamantopoulos et al., (2003) concluded that education has no significant relationship with environmental attitudes. For this reason, the following hypotheses are proposed.

*H10.* The attitudes of the Y generation toward green advertising show a significant difference according to their educational status.

*H11.* The environmental responsibilities of the Y generation show a significant difference according to their educational status.

*H12.* The intention of the Y generation to purchase green products shows a significant difference according to their educational status.

Teoh and Gaur (2018) state that income, which is among the socio-demographic factors, can be an important determinant in consumer behavior research. Income plays an important role in terms of spending as it determines how much a person can spend. For example, individuals may have claimed to be green consumers. However, they may have difficulty acting as green consumers due to their low income. Because green products are generally more expensive than other products. On the other hand, Kim and Yoon (2017) investigated the effects of attitudes towards green advertising and the determining factors of behavioral intention on environmentally friendly consumption, and they did not include demographic factors in the study based on the results that income has inconsistent effects on environmentally friendly behavior. Kükreer (2012) found in his research that income is an important variable in displaying a positive attitude towards both the environment and green advertisements. The following hypotheses have been developed in line with the explanations.

*H13.* The attitudes of the Y generation towards green advertising show a significant difference according to their income status.

*H14.* The environmental responsibilities of the Y generation show a significant difference according to their income status.

*H15.* The intention of the Y generation to purchase green products shows a significant difference according to income status.

In the study conducted by Laroche et al., (2001) it was revealed that the group with a high level of environmental awareness was married women with at least one child. In their study Diamantopoulos et al., (2003) found that there was no statistical relationship between the number of children and the environmental awareness of families. Diamantopoulos et al., (2003) suggest that the presence of children in the household (regardless of the number of children) can be discussed as a more relevant variable rather than the number of children in families. Although this hypothesis has not been discussed in the literature, they state that it can be investigated as a more related variable. Benli et al., (2017) found that singles have a higher perception of negative advertising. Kuzucu (2018) found that married people have higher trust in green advertising and advertising companies, and the average of married participants in the green purchasing dimension is higher than singles. Based on these findings, the following hypotheses have been developed.

*H16.* The attitudes of the Y generation towards green advertising show a significant difference according to marital status.

*H17.* The environmental responsibilities of the Y generation show a significant difference according to marital status.

*H18.* The intention of the Y generation to purchase green products shows a significant difference according to marital status.

*H19.* The attitudes of the Y generation towards green advertising show a significant difference according to the family's situation with or without children.

*H20.* The environmental responsibilities of the Y generation show significant according to the situation of the family with or without children.

*H21.* The intention of the Y generation to purchase green products shows a significant difference according to the family's situation with or without children.

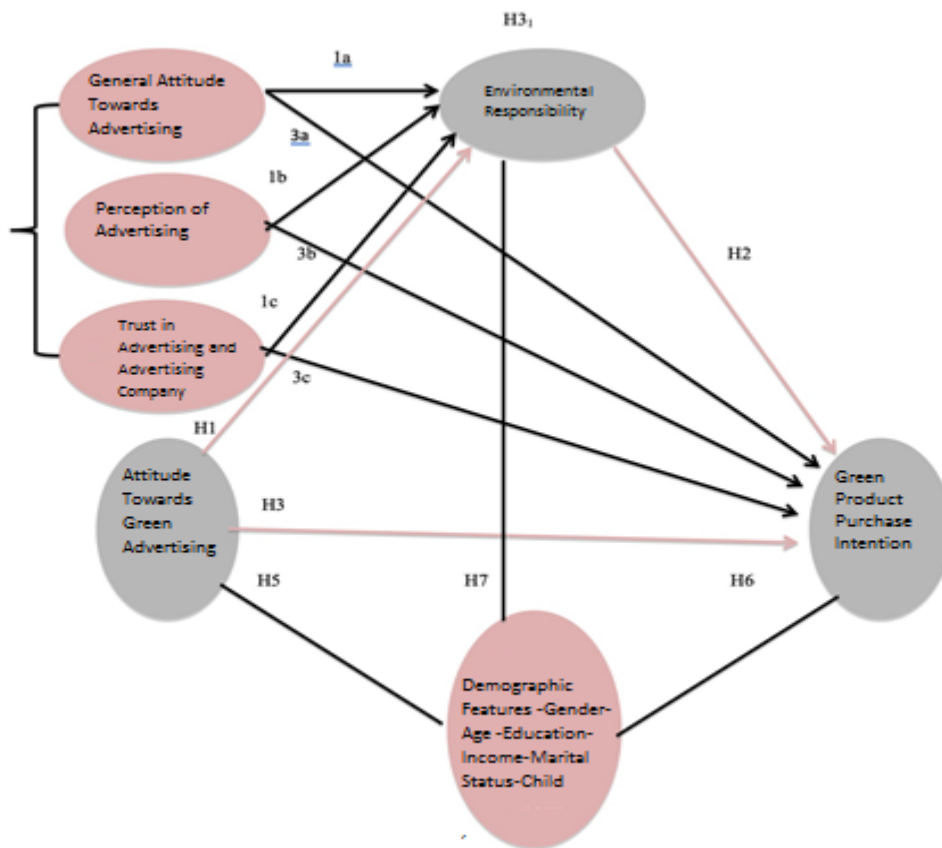
## **Method**

### ***Working model and its purpose***

This study aimed to investigate the effect of Y generation individuals' attitudes towards green advertisements on environmental responsibility and green product purchase intention. The study also analyzes the mediating role of environmental responsibility in the effect of attitude towards green advertisements on green product purchase intention. Additionally, with the assumption that these effects may differ according to the demographic characteristics of the participants, they were included in the study as background variables (gender, age, education, income, marital status, and whether the families were with or without children). Since cause-and-effect relationships between multiple variables will be analyzed in the research, the structural equation model will be used. The research has been based on the causal screening model accordingly. In the conducted research, trust in the advertisement and the company that advertises, the general attitude towards advertisement and perception of advertisement have been considered as independent variables as elements of attitude towards green advertising. Furthermore, while the intention to buy the green product has been considered as a dependent variable, environmental responsibility has been considered as a dependent, independent and mediating variable. The model of the research in Figure 1 has been developed within the scope of the theoretical framework and the results of empirical research, and it consists of a visual representation of the hypotheses to be tested in the study.

### ***Universe and sample***

The universe of the research includes Y generation individuals that live in Çorum Province. The participants have been reached through an online survey via Google Forms, using the "purposive sampling" method which is one of the non-probability sampling techniques. 384 samples have been considered sufficient to provide 95% confidence interval representation in social sciences (Krejcie and Morgan, 1970) and a total of 794 people have participated in the study. There are researchers who state that a Z score between -3 and +3 is an extreme value in literature (Karagöz, 2017). 28 questionnaires indicating outliers have been excluded from the sample and 766 questionnaires were evaluated. In surveys using Likert-type scales, data are often not normally distributed. Normal distribution fit can be examined with the Q-Q Plot drawing (Chan, 2003). Additionally, the normal distribution of the data used depends on the skewness and kurtosis values being between  $\pm 3$  (Shao, 2002). It was seen that the skewness and kurtosis of the scales were 2.86 for environmental responsibility skewness, 2.56 for kurtosis, 1.47 for purchase intention skewness, 2.53 for kurtosis, 0.85 for skewness related to green advertising, and 1.10 for kurtosis. It was observed that the scales showed normal distribution. Data collection took place between January and March 2021.



**Figure 1.** Research model proposal.  
Source: Authors.

### **Study Scales**

The scales used in the study consisted of four parts and have been taken from previous academic studies. The scales and their sub-dimensions have been chosen in line with the purpose of the study, and great importance has been given to their compatibility with the literature. In the study, firstly, a pilot study was conducted by applying a questionnaire to 158 people in order to determine how the scale, which had previously received academic approval, would work with different samples. As a result of the pilot study, the environmental responsibility and purchase intention scale consisted of one dimension in accordance with the literature. Similarly, the scale of attitude towards green advertisements consisted of three dimensions in accordance with the literature, but two expressions of the overall attitude towards advertising dimension (RT4 and RT54) were excluded from the scale due to cross-loading. Additionally, the expression (RT1) was under the dimension of trust in the advertisement and the advertising company. In line with the data obtained after the pilot study, "Reliability Analysis" was conducted to test the reliability of the scales, "Exploratory Factor Analysis (EFA)" to test the construct validity, and "Confirmatory Factor Analysis (DFA)" to test the suitability of the model. As a result of all these analyses, the attitude scale towards green advertisements consisted of three dimensions and a total of (8) expressions as to be

explained below. In order to measure the trust in the advertisement and the advertising company, (3) statements such as "Green advertisements draw attention to environmental problems and do not use them as exploitation", "Green advertisements are not deceptive" and "Green advertisements are reliable" were used. In the dimension of the general attitude towards advertising, there are (2) statements such as "The claims of environmental advertisements are realistic" and "Environmental advertisements are professional". The advertising perception dimension, which aims to measure the perception of the Y generation towards advertising, includes a total of (3) statements such as "I can pay more money for products and services that are promoted as eco-friendly", "I prefer to use products in packages with green emblems" and "I want to replace the products and services I currently use with environmentally friendly products and services". The environmental responsibility scale includes one dimension and (5) statements. Statements such as "I make a special effort to buy products that use environmentally friendly packaging" and "I can call myself an environmentalist" are part of the scale. The scale of attitude towards green advertising and environmental responsibility was taken from the study developed by Haytko and Matulich (2008) and conducted by Köksal (2011).

Altuğ et al. (2020) used a scale that consisted of (4) statements in order to measure the intention to purchase green products. "I avoid buying products that may be harmful to the environment" and "I make a special effort to purchase paper and plastic products made from recycled materials" are examples of purchase intention. In the fourth part of the scale, there are statements regarding the demographic characteristics of the participants (gender, age, education, income, marital status, and being with or without children). The scales were subjected to a 5-point Likert-type rating, and the participants' levels of participation for each item were scored as 1=I Strongly Disagree 5=I Strongly Agree.

### ***Operation mode and participants***

Within the scope of the study, data were obtained from individuals representing the Y generation in order to evaluate consumer values, attitudes and intentions in order to achieve the assumed goals and test the theoretical model. The online survey link via Google Forms was directed to the e-mail addresses and phones of the participants. A total of 794 people participated in the survey with this method.

## **Findings**

### ***Descriptive statistics findings***

The distribution of the participants according to their general information is given below (Table 1). Within this context, it was determined that 61.2% of the participants were women, 36.2% were in the 20-26 age group and 50.5% were single. It was determined that 57.2% of the participants were childless, 53.3% were university graduates and 34.5% had an income of 2901-5800 TL.

#### **Table 1.**

Distribution of participants within the scope of general information (n=766).

Features		n	%
Gender	Female	469	61,2
	Male	297	38,8
Age	20-26	277	36,2
	27-33	239	31,2
	34-40	250	32,6
Marital status	Single	387	50,5
	Married	379	49,5
Having a child	Yes	328	42,8
	No	438	57,2
Educational level	Primary and/or middle school	31	4,0
	High schools and their equivalents	223	29,1
	University	408	53,3
	Postgraduate	104	13,6
Monthly income	2300 TL and below	252	32,9
	2301-4600 TL	264	34,5
	4601 TL and above	250	32,6

Source: Authors

## 5.2 Creating the measurement model: Reliability, explanatory and confirmatory factor analysis.

### 5.2.1. Environmental responsibility

The minimum value required for the item-total test correlation, which shows the discrimination power of the items in the scale, is specified as 0.20 (Kline, 2000). It was observed that the scale items in which we examined the item correlations were above 0.20. The raw scores obtained from the scale were ranked from largest to smallest. In order to determine the distinctiveness of the items, and the average scores of the groups in the lower 27% and upper 27% were compared with the independent sample t-test. There is a significant difference at the  $p < 0.05$  level between the averages of the lower and upper group item scores for all items as a result of the comparison. From this point of view, it can be said that the scale is distinctive in terms of measuring the desired quality. It was determined that the environmental responsibility scale (0.800) is reliable.

The Kaiser-Meyer-Olkin (KMO) test was applied to test whether the sample size was suitable for factor analysis before the exploratory factor analysis application. As a result of the analysis, it was determined that the KMO value was 0.797. Within the scope of this result, it was concluded that the number of samples was "adequate" for factor analysis. In general, the minimum KMO value considered satisfactory by researchers is 0.7 (Altunışık vd., 2010:266). In addition, when the results of the Bartlett Sphericity test were examined, it was seen that the chi-square value obtained was acceptable ( $\chi^2(10) = 1137,119$ ;  $p < 0,01$ ). The tool consisting of 5 items that aim to measure the

environmental responsibility of the participants was used based on a single theoretical dimension. In the exploratory factor analysis performed to reveal the factor pattern of the environmental responsibility scale, it was determined that the factor load values were above 0.30. In the exploratory factor analysis, it was seen that factor loads are between 0.664 and 0.784. The single factor that occurred explains 55,592% of the total variance. It is considered sufficient for the variance explained in single factor designs to be 30% or more (Tavşancıl, 2010).

**Table 2.**

Exploratory factor analysis results regarding the environmental responsibility scale.

	Factor Loads
ER1	0,776
ER2	0,784
ER3	0,778
ER4	0,719
ER5	0,664
<b>Revealed Variance (%)</b>	<b>55,592</b>
<b>Eigenvalue (<math>\Lambda</math>)</b>	<b>2,780</b>
<b>KMO =0,797; <math>\chi^2(10) =1137,119</math>; Bartlett's Test of Sphericity (p) = 0,000</b>	

Source: Authors

According to the Confirmatory Factor analysis, it was seen that the structural equation model result of the scale was significant at the  $p=0.000$  level, and it was related to the scale structure with 5 items and one factor. According to the results of the first level single factor analysis, when it comes to consider the goodness of fit indexes of the environmental responsibility scale; RMSEA 0.049; GFI 0.994; CFI 0.994; If  $\chi^2$ , NFI is 0.990; it can be said that it is at an acceptable level with values of 2.806 ( $p=0.000$ ) (Table 3).

**Table 3.**

Environmental responsibility scale confirmatory factor analysis compliance indexes'

Measurements of the goodness of fit	Perfect fit measurements	Acceptable Cohesion Measurements	Research	Finding
CMIN/Df	$0 \leq \chi^2/df \leq 3$	$3 \leq \chi^2/df \leq 5$		2,806
GFI	$\geq 0,90$	$\geq 0,80$		0,994
CFI	$0,90 \leq CFI \leq 1$	$0,80 \leq CFI \leq 0,9$		0,994
RMSEA	$\leq 0,05$	$\leq 0,08$		0,049
NFI	$0,95 \leq NFI \leq 1$	$0,80 \leq NFI \leq 0,9$		0,990
	,00	0		
	,00	5		

(Source: Brown and Cudeck, 1993; Dehon et al., 2005; Simon et al., 2010).

The results regarding the measurement model of the environmental responsibility scale are shown below (Table 4). As can be seen, factor loads vary between 0.469 and 0.774. It was seen that factor loads were above 0.40 and all correlations were found to be significant. A factor loads of 0.40, at least, is a desired criterion (Erefe 2002; Polit and Beck 2004).

**Table 4.**

Results on the measurement model of the environmental responsibility scale.

Factors	Definitions	Factor Loads	t Values	p Values
Environmental responsibility	ER1	0,730	-	-
	ER2	0,774	17,593	***
	ER3	0,729	17,062	***
	ER4	0,545	13,213	***
	ER5	0,469	11,407	***

\*\*\*p<0.05

Source: Authors

### 5.2.2 Purchase intention of green product

When the results of the Bartlett Sphericity test were examined, it was seen that the scale (0.700) was reliable, the KMO value was 0.721, and the chi-square value obtained was acceptable ( $\chi^2(6) = 535,326$ ;  $p < 0,01$ ). The tool consisting of 4 items that aims to measure the purchase intention of the participants was used based on a single theoretical dimension. It is seen that factor loads are between 0.629-0.798. The single factor that occurred explains 52,907% of the total variance (Table 5).

**Table 5.**

Explanatory Factor Analysis Results Related to the Intention to Purchase Scale.

	Factor Loads
PI1	0,706
PI2	0,765
PI3	0,629
PI4	0,798
<b>Revealed Variance (%)</b>	<b>52,907</b>
<b>Eigenvalue (<math>\Lambda</math>)</b>	<b>2,116</b>
<b>KMO =0,721; <math>\chi^2(6) =535,326</math>; Bartlett's Test of Sphericity (p) = 0,000</b>	

Source: Authors

It was determined that the structural equation model result of the scale (Structural Equation Modeling Results) according to Confirmatory Factor analysis was significant at the  $p=0.000$  level and it was related to the scale structure with 4 items and one factor. It is seen that the accepted values for the fit indexes are provided in the model (Table 6).

**Table 6.**

Intention to Purchase Scale First Level Single Factor Model Confirmatory Factor Analysis Fit Indexes.

Measurements of the goodness of fit	Perfect fit measurements	Acceptable Cohesion Measurements	Research Finding
CMIN/Df	$0 \leq \chi^2/df \leq 3$	$3 \leq \chi^2/df \leq 5$	4,150
GFI	$\geq 0,90$	$\geq 0,80$	0,995
CFI	$0,90 \leq CFI \leq 1,00$	$0,80 \leq CFI \leq 0,90$	0,988
RMSEA	$\leq 0,05$	$\leq 0,08$	0,064
NFI	$0,95 \leq NFI \leq 1,00$	$0,80 \leq NFI \leq 0,95$	0,985

(Source: Browne and Cudeck, 1993; Dehon et al., 2005; Simon et al., 2010)

The factor loads of the scale are shown below (Table 7). As can be seen, factor loads vary between 0.463 and 0.744. It was seen that factor loads were over 0.40 and all correlation relationships were significant.

**Table 7.**

Results on the Measurement Model of the Intention to Purchase Scale

Factors	Definitions	Factor Loads	t Values	p Values
Purchase Intention	PI1	0,549	-	-
	PI2	0,680	11,564	***
	PI3	0,463	9,327	***
	PI4	0,744	11,586	***

\*\*\* $p < 0.05$

Source: Authors

### 5.2.3 Scale of attitude towards green advertising

It was found that the attitude scale towards green advertising (0.808), the RRG dimension (0.788), the RT dimension (0.669), and the RA dimension (0.648) were reliable. It was concluded that the KMO value was 0.821 and, in line with this result, the sample adequacy was "adequate" for factor analysis. Additionally, it was seen that the chi-square value obtained was acceptable when the results of the Bartlett's Sphericity test were examined ( $\chi^2(28) = 1862,937$ ;  $p < 0,01$ ) (Table 8).

**Table 8.**

Explanatory Factor Analysis Results on Attitudes Towards Green Advertisements Scale

	Factors		
	RRG	RA	RT
RRG1	0,814		
RRG3	0,814		
RRG4	0,719		
RA1		0,726	

RA2		0,766	
RA3		0,742	
RT1			0,863
RT2			0,692
<b>Revealed Variance (%) (68,547)</b>	43,316	15,192	10,039
<b>Eigenvalue (<math>\Lambda</math>)</b>	3,465	1,215	0,803
<b>KMO =0,821; <math>\chi^2(28) =1862,937</math>; Bartlett's Test of Sphericity (p) = 0,000</b>			

Source: Authors

The tool, which consists of 8 items and aims to measure the attitudes of the participants towards green advertisements, was used within the frame of three theoretical dimensions. According to the Joliffe criterion, factors can also be determined by eigenvalue, and values greater than or equal to 0.70 are acceptable (Karagöz, 2014: 652). It was observed that the eigenvalues were above 0.70. On the other hand, another process related to removing the items in the scale from the scale starts when the factor load values are less than 0.1 factor load difference in two or more factors (Çokluk et al., 2010). It was seen that the items RRG2, RRG5, RRG6, RRG7, which aim to measure the trust (RRG) of the participants in the advertisement and the advertising company, as well as the overlapping items, were not included in the dimensions and were removed from the scale. In order to reveal the factor pattern of the scale, principal component analysis was chosen as the factorization method, and varimax, one of the vertical rotation methods, was chosen as rotation. Şencan (2005) made a rating for the factor load reference as follows and associated the adequacy of factor loads with the sample size (Çokluk, Şekercioğlu and Büyüköztürk, 2010: 194):

- 350 sample size if factor load is 0,30
- 200 sample size if factor load is 0,40
- 120 sample size if factor load is 0,50
- 85 sample size at least if factor load is 0,60
- 60 sample size at least if factor load is 0,70

It was determined that factor load values were above 0.30 in the study with a sample size of 766 in the explanatory factor analysis performed in order to reveal the factor pattern of the attitude scale towards green advertisements. When the items were evaluated in terms of whether the factor load values met the acceptance level, it was seen that the factor loads were between 0.692 and 0.863 in the analysis made for three factors. These factors explain 68,547% of the total variance. According to this statement, while "RRG" factor explains 43,316% of the total variance, the advertisement perception "RA" factor explains 15,192% of the total variance, and the general attitude dimension towards advertisement "RT" explains 10.039% of the total variance.

According to the Confirmatory Factor analysis, it was determined that the scale was significant at the structural equation model  $p=0.000$  level, and the items that form the scale and three factors were associated with the scale structure. In the model, it was seen that the values accepted for the fit indices were provided in the fit index calculations. When it comes to examining the goodness of fit indexes of the attitude scale towards green advertisements according to the results of the first level multi-factor analysis, it can be said that values of RMSEA 0.045; GFI 0.986; CFI 0.985; NFI 0.977;  $\chi^2$  are at an acceptable level with 2,582 ( $p=0.000$ ) values (Table 9).

**Table 9.**

Attitudes Towards Green Advertisements Scale First-Level Multi-Factor Model  
Confirmatory Factor Analysis Fit Indexes.

Measurements of the goodness of fit	Perfect fit measurements	Acceptable Cohesion Measurements	Finding	Research
CMIN/Df	$0 \leq \chi^2/df \leq 3$	$3 \leq \chi^2/df \leq 5$	2,582	
GFI	$\geq 0,90$	$\geq 0,80$	0,970	
CFI	$0,90 \leq CFI \leq 1,00$	$0,80 \leq CFI \leq 0,90$	0,985	
RMSEA	$\leq 0,05$	$\leq 0,08$	0,045	
NFI	$0,95 \leq NFI \leq 1,00$	$0,80 \leq NFI \leq 0,95$	0,977	

(Reference: Brown and Cudeck, 1993; Dehon et al., 2005; Simon et al., 2010)

Source: Authors

According to the first level confirmatory factor analysis of the attitude scale towards green advertisements, it is seen that factor loads are between 0.586 and 0.873 (Table 10). It was seen that factor loads were above 0.40 and all correlation relations were significant.

**Table 10.**

Results on the Measurement Model of the Attitude Towards Advertisement Scale

Factors	Definitions	Factor Loads	t Values	p Values
Trust in advertising and advertising company	RRG1	0,586	-	-
	RRG3	0,873	16,349	***
	RRG4	0,817	16,091	***
General attitude towards advertising	RT1	0,618	-	-
	RT2	0,816	13,916	***
Perception of Advertising	RA1	0,641	-	-
	RA2	0,604	11,028	***
	RA3	0,620	11,129	***

\*\*\*p<0.05

Source: Authors

It is expected that there may be significant relationships between the variables since the existence of significant and positive correlations (Table 11) between the dependent (intention to purchase green product), independent (attitude towards green advertisements) and dependent independent and mediator (environmental responsibility) variables of the research.

**Table 11.**  
Relationship Between Scales

Variables	1	2	3	4	5	6
1.Environmental Responsibility	-					
2.Purchase Intention	0,705**	-				
3.Trust in advertising and advertising company	0,371**	0,329**	-			
4.General attitude towards advertising	0,418**	0,315**	0,567**	-		
5.Perception of Advertising	0,584**	0,501**	0,384**	0,391**	-	
6.Attitude towards green advertising	0,569**	0,479**	0,856**	0,780**	0,739**	-

\*\*p<0.01

Source: Authors

#### 5.2.4 Testing research hypotheses

In this section, it will be explained whether the hypothesis and hypothesis test results are supported or not.

##### 5.2.4.1 Structural equation model

Goodness of fit values, ( $\chi^2/sd=2,656$ ;  $p<0,05$ ; RMSEA=0,047; CFI=0,972; NFI= 0,956; GFI=0,970), obtained by testing the model as a result of the path analysis drawn with SPSS-AMOS showed that the model had good fit values. A value of  $\chi^2/sd=2,656$  of 3 and below indicates a good fit for the model. However, acceptable values were also obtained in the most preferred goodness of fit indices, which reveal the fit between the model and the sample. The hypotheses and their results are shown in Table 12 accordingly.

**Table 12.**

Hypothesis Test Results Expressing the Effect of Attitude Towards Green Advertising on Environmental Responsibility.

Hypothesis Relationships	Standard $\beta$	p	Accept/	Reject
H1a: RRG → ER	-0,093	0,207	Reject	
H1b: RT → ER	0,193	0,023	Accept	
H1c: RA → ER	0,776	0,000	Accept	

Source: Authors

The hypothesis H1a representing the assumption that trust in the advertisement and the advertising firm, which is the components of the attitude towards green advertising in the established structural equation model, will affect environmental responsibility, was rejected with the standard  $\beta$  coefficient -0.093 obtained as a result of the path analysis ( $p>0,05$ ). Hypothesis H1b (standard  $\beta$  coefficient 0.193) expressing that it will affect the environmental responsibility of general attitude factor towards advertising which is the determinant of the attitude towards green advertising and the hypothesis no. H1c

(standard  $\beta$  coefficient 0.776) which assumes that the perception of advertising which is the other determinant that will affect environmental responsibility ( $p < 0,05$ ) were accepted. The trust in the advertisement and the advertiser, the general attitude towards the advertisement and the perception of advertisement explains 72% of the change on environmental responsibility ( $R^2 = 0,72$ ).

Within the scope of the hypothesis expressing the effect of attitude towards green advertising on purchase intention, the fit values ( $\chi^2/sd = 2,798$ ;  $p < 0,05$ ;  $RMSEA = 0,067$ ;  $CFI = 0,968$ ;  $NFI = 0,951$ ;  $GFI = 0,971$ ) obtained as a result of testing the model showed that the model had good fit values. The established hypothesis and its results are as follows (Table 13).

**Table 13.**

Hypothesis Test Results Expressing the Effect of Attitude Towards Green Advertising on Intention to Purchase.

Hypothesis Relationships	Standard $\beta$	p	Accept/Reject
H3a: YRRG $\rightarrow$ YSAN	0,095	0,244	Reject
H3b: YRT $\rightarrow$ YSAN	-0,042	0,656	Reject
H3c: YRA $\rightarrow$ YSAN	0,705	0,000	Accept

Source: Authors

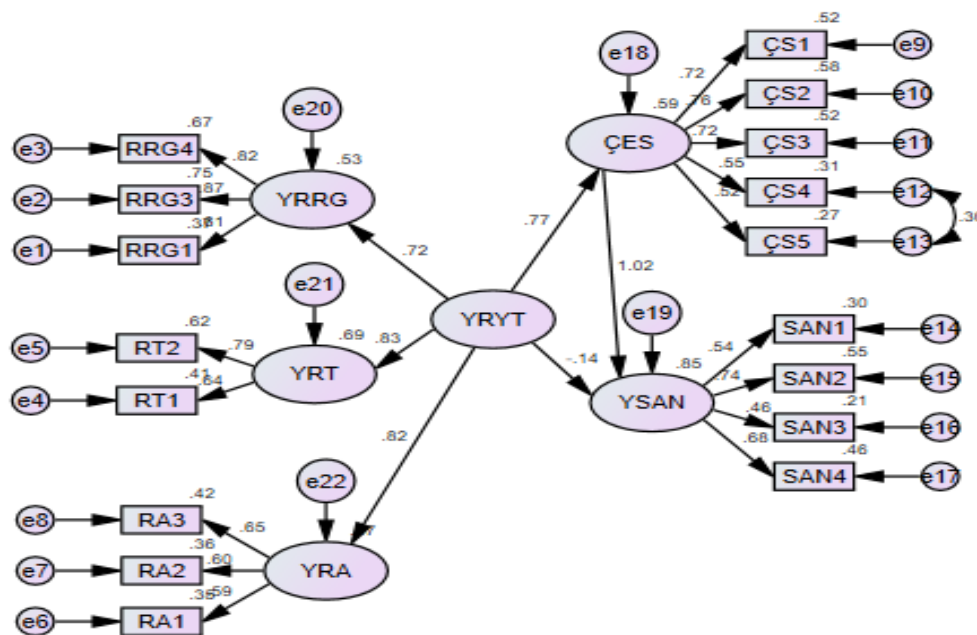
The H3a hypothesis assumed that trust in the advertisement and the advertiser affected the purchase intention, and this hypothesis was rejected with the standard  $\beta$  coefficient 0.095 obtained as a result of the path analysis ( $p > 0,05$ ). The H3b hypothesis assumed that the general attitude towards the advertisement affected the purchase intention, and this hypothesis was rejected with the standard  $\beta$  coefficient -0.042 obtained as a result of the path analysis ( $p > 0,05$ ). The H3c hypothesis assumed that advertisement perception affected purchase intention, and the hypothesis was accepted with the standard  $\beta$  coefficient 0.705 obtained as a result of the path analysis ( $p < 0,05$ ). Trust in the advertisement and the advertiser, general attitude towards the advertisement and advertisement perception explains 53% of the change in purchase intention ( $R^2 = 0,53$ ).

#### 5.2.4.2 Mediation model analysis according to the modern approach (mediated structural model)

The steps of the contemporary approach were followed in testing the mediated structural model established within the frames of hypothesis H31, which assumes the mediating role of environmental responsibility in the effect of green advertising attitude on green product purchase intention. According to this, the indirect effect of attitude towards green advertising on purchase intention through environmental responsibility was tested with the bootstrap technique. In order to talk about mediation or indirect effect, bootstrap test results of indirect effect should be significant (95% confidence intervals should not include 0 (zero) value) (Fritz and MacKinnon 2007; Hayes 2018). Within this context, as a first step, the fit values gained as a result of testing the model, ( $\chi^2/sd = 4,479$ ;  $p < 0,05$ ;  $RMSEA = 0,067$ ;  $CFI = 0,932$ ;  $NFI = 0,915$ ;  $GFI = 0,951$ ), developed to determine the total effect of attitude towards green advertising on purchase intention

showed that the model had good fit values. In the model, attitude towards green advertising has a positive and significant effect on purchase intention ( $\beta=0,598$ ;  $t=9,712$ ;  $p<0,05$ ). The total effect was 0.598. Attitude towards green advertising explains 36% of the change in purchase intention ( $R^2=0.36$ ). H3 hypothesis was accepted. In the following step, the model for the mediating effect of environmental responsibility on the effect of attitude towards green advertising on purchase intention was tested (Figure 2).

The fit values obtained as a result of testing the model, ( $\chi^2/sd=4,438$ ;  $p<0,05$ ;  $RMSEA=0,067$ ;  $NFI=0,894$ ;  $CFI=0,916$ ;  $GFI=0,921$ ), showed that the model had good fit values. In the model, attitude towards green advertising has a positive and significant effect on environmental responsibility ( $\beta=0,766$ ;  $t=13,998$ ;  $p<0,05$ ). Attitude towards green advertising does not have a significant effect on purchase intention ( $\beta=-0,139$ ;  $t=-1,753$ ;  $p>0,05$ ). Environmental responsibility has a positive and significant effect on purchase intention ( $\beta=1,025$ ;  $t=9,879$ ;  $p<0,05$ ). There was no direct effect (the effect of attitude towards green advertising on purchase intention). When it comes to examine the indirect effect, it was determined that it was significant since the confidence interval did not contain the value of 0 (zero), and there was a mediation effect ( $\beta=0,785$ ; %95 GA [0,603, 1,094]). The indirect effect found by Bootstrap analysis was found to be 0.785. Attitudes towards green advertising and environmental responsibility explain 85% of the change in purchase intention ( $R^2=0,85$ ). H1, H2, H31 hypotheses were accepted.



**Figure 2.** The Model of the mediation effect of environmental responsibility on the effect of attitude towards green advertising on intention to purchase. (ATGA: Attitude towards green advertising, PI: Purchase intention, ER: Environmental responsibility). Source: Authors

### *5.2.5 Analysis of demographic variables*

In order to determine whether the attitudes towards green advertising, environmental responsibility and purchasing intentions of the Y generation differ according to gender, an independent sample t-test was applied. According to this, it was determined that the average score of the participants' attitudes towards green advertisements ( $0.123 > 0.05$ ) and environmental responsibilities ( $0.331 > 0.05$ ) according to gender did not show a statistically significant difference ( $p > 0.05$ ). H4 and H5 was not accepted. On the other hand, it was determined that the average scores of the participants' purchase intention scale by gender showed a statistically significant difference ( $0,031 < 0.05$ ). It is seen that the level of purchasing intention of women is higher than that of men by looking at the results, ( $p < 0.05$ ). H6 was accepted.

A one-way Anova (F) test was applied to the data to determine whether the participants' attitudes towards green advertisements, environmental responsibility and intention to purchase green products differ according to age. It was seen that the average score of the participants towards green advertisements ( $0.002 < 0.05$ ), environmental responsibility ( $0.000 < 0.05$ ) and intention to purchase green products ( $0.000 < 0.05$ ) showed statistically significant differences according to age ( $p < 0, 05$ ). According to this data, those aged 34-40 have higher attitudes towards green advertisements, environmental responsibility and intention to purchase green products than other groups. The Bonferroni test, which is one of the multiple comparison tests, was used to see which group caused the difference. According to the results, the 27-33 age group has higher attitudes towards green advertisements, environmental responsibility and green product purchase intention than the 20-26 age group ( $1 < 2$ ;  $1 < 3$ ). H7, H8 and H9 were accepted.

A one-way Anova (F) test was conducted to determine whether the attitudes towards green advertisements, environmental responsibility and green product purchase intention levels of the participants differed according to their education level. It has been observed that the attitude towards green advertisements of the Y generation ( $0.002 < 0.05$ ) and the average environmental responsibility score differ statistically according to the education level. According to this data, the attitudes and environmental responsibility levels of postgraduate students towards green advertisements are higher than the other groups ( $p < 0.05$ ). Bonferroni test results show that the attitudes towards green advertisements and the level of environmental responsibility are higher than the graduate group, high school and equivalent group, and university group ( $2 < 4$ ;  $3 < 4$ ). Similarly, it was observed that the average purchase intention scale score ( $0.000 < 0.05$ ) of the participants according to their education level showed a statistically significant difference, and the purchase intention level of the graduate students was higher than the other groups. According to the Bonferroni test results, the level of purchase intention is higher in the postgraduate group than the primary and/or secondary school, high school and equivalent, university groups ( $1 < 4$ ;  $2 < 4$ ;  $3 < 4$ ). H10, H11 and H12 were accepted.

A one-way Anova (F) test was applied in order to determine whether the average scores of Y generation individuals' attitudes towards green advertisements, environmental

responsibility and green product purchase intention level differ according to monthly income. In the study, it was seen that the average score of the attitudes of the participants towards green advertisements according to monthly income ( $0.003 < 0.05$ ) differed statistically significantly ( $p < 0,05$ ). According to this, the attitude levels of those who have 5801 TL or more income towards green advertisements were higher than the other groups. According to the Bonferroni test results, the group with 2901-5800 TL has a higher attitude level towards green advertisements than the group with 2900 TL and below, the group with 5801 TL and above has a higher attitude level towards green advertisements than the group with 2900 TL and below ( $1 < 2$ ;  $1 < 3$ ). It was seen that the environmental responsibility scale average score of the participants according to monthly income ( $0.000 < 0.05$ ) differed statistically significantly ( $p < 0,05$ ). According to this, the environmental responsibility level of those with a monthly income of 2901-5800 TL, 5801 TL and more is higher than those with a monthly income of 2900 TL and six months. According to the Bonferroni test results, the group with 2901-5800 TL, 5801 TL and above has a higher environmental responsibility level than the group with 2900 TL and below ( $1 < 2$ ;  $1 < 3$ ). Similarly, it was seen that the participants' average purchase intention scale score ( $0.000 < 0.05$ ) according to monthly income showed a statistically significant difference ( $p < 0,05$ ). According to this, the purchase intention level of those with 5801 TL and above is higher than the other groups. According to the Bonferroni test results, the group with 2901-5800 TL, 5801 TL and above has a higher purchase intention level than the group with 2900 TL and below. H13, H14 and H15 were accepted.

An independent sample t-test was applied to determine whether the average scores of the participants' attitudes towards green advertisements, environmental responsibility and green product purchase intention levels differ according to marital status. It was determined that the participants' attitudes towards green advertisements ( $0.000 < 0.05$ ), environmental responsibility ( $0.000 < 0.05$ ) and green product purchasing ( $0.000 < 0.05$ ) points according to marital status showed a statistically significant difference ( $p < 0.05$ ). According to this, it is observed that attitudes towards green advertisements, environmental responsibility and intention to purchase green products of married people are higher than those of singles. H16, H17 and H18 were accepted.

An independent sample t-test was applied to determine whether the mean scores of the participants' attitudes towards green advertisements, environmental responsibility and green product purchasing levels differ according to the presence of children. It was determined that the mean scores of the participants' attitudes towards green advertisements ( $0.020 < 0.05$ ), environmental responsibility ( $0.017 < 0.05$ ) and green product purchase intention ( $0.000 < 0.05$ ) according to the presence of children showed a statistically significant difference ( $p < 0.05$ ). According to this data, it is observed that the attitudes, environmental responsibility and green product purchase intention levels of those who have children are higher than those who do not have children. H19, H20 and H21 were accepted.

## **Discussion**

Today, the increasing demand for green products is initially due to the increasing awareness of consumers about the environment (Başgöze and Tektaş, 2012).

Environmental degradation, which has increased with industrialization, has also brought about reactions to products that are harmful to the environment. When the issue of whether the product is harmful to the environment or not is added to the factors affecting the purchasing criteria of consumers, businesses have started to create green product policies and produce green products (Kuduz, 2011). Within this concept, as organizations try to communicate with consumers who are concerned about the environment, green advertising becomes more important (Carlson et al., 1993). The most effective way to reach consumers who exhibit green behavior can be considered to investigate the perspective of green advertisements. Since the Y generation make up a large percentage of the world's population and represent the next economically active generation, they are potential customers for most companies. This generation is an important generation that companies should invest in while doing market research (Sandoval and Padilla, 2016). Therefore, this generation is frequently the subject of research in the field of marketing. This study investigates the mediating role of environmental responsibility in the effect of Y generation's attitudes towards green advertisements on their environmental responsibility and intention to purchase green products. The conducted studies have shown that individuals representing the Y generation have important attitudes towards green advertisements and environmental behaviors. McQueen, one of the world's most important strategists, states that consumers representing the Y generation are extremely conscious and not wasteful (Acilioğlu, 2015). A two-stage approach was followed to determine the attitude, environmental responsibility and green product purchase intention of the Y generation towards green advertisements. Having reached a valid measurement model as a result of reliability, explanatory factor analysis and confirmatory factor analysis, the causality relationship between the variables in the structural model of the research, structural equation modeling and findings of the study in which the structural model were used showed that there is a positive and significant relationship between the variables and the environmental responsibility has a mediating role within this relationship.

### *6.1 Theoretical contributions*

More consumption of consumers, more profit and the welfare cycle of businesses have caused the depletion of non-renewable resources and pollution reached dangerous levels in the universe we live in. Yet, it is also known that consumers have a high level of concern and concern about environmental degradation in recent years, and their environmental awareness has also improved. These concerns have crossed the borders of countries and have become global today. In addition to the legal measures taken in the development of consumers' awareness, organizations such as non-governmental organizations and universities, the influence of the media is undeniable. In the face of these developments, businesses have developed a strategy and started to develop products that are least harmful to the environment. Businesses benefit from advertisements in the promotion of green products. So, green advertisements entered the literature as a growing component of green marketing. Consumers' environmental responsibilities and attitudes towards green advertisements differ undoubtedly. This study reports environmental responsibilities and green product purchase intentions of Y generation consumers in the focus of attitudes towards green advertisements and the mediating role of environmental responsibility in this relationship.

According to the H1a hypothesis investigating the effect of attitude components towards green advertisements on environmental responsibility using structural equation modeling, trust in the advertisement and the advertising firm did not affect environmental responsibility. Consumers' distrust towards the business may negatively affect their intention to purchase green products, as well as reducing the power of businesses against their competitors. This result may be an indicator of the skeptical approach of the Y generation towards businesses and their advertisements. According to the H1b hypothesis, it was seen that the general attitude towards advertising affects environmental responsibility. According to the H1c hypothesis, it was found that advertising perception affects environmental responsibility. According to this result, environmental responsibility of Y generation individuals can be explained by the general attitude and perception of advertising.

According to the H3a hypothesis, which investigates the effect of the components of attitude towards green advertising on the intention to purchase green products using structural equation modeling, trust in the advertisement and the advertising firm did not affect the purchase intention of the generation Y. This finding supports the assumption that consumers perceive a direct relationship between how believable an advertiser is and trust in the advertisement coming from the advertiser (Koç et al., 2015). According to the H3b hypothesis, the general attitude towards advertising did not affect the intention to buy green products. This finding differed from Sabır et al., (2014)'s finding. According to the H3c hypothesis, it was found that advertising perception affected the intention to purchase green products. This result is like Rahim et al., (2012)'s findings. According to this, the effect of the attitudes of the Y generation towards green advertisements on the intention to purchase green products can be explained by the advertisement perception. As a result of testing the mediated structural model, which assumes that environmental responsibility has a mediating role in the effect of attitudes towards green advertisements on the intention to purchase green products, it has been observed that the attitudes of the Y generation towards green advertising, which is assumed by the H1 hypothesis, have a significant positive effect on environmental responsibility. According to this result, it can be said that attitudes towards green advertisements are an effective predictor in determining environmental responsibilities. When it comes to considering the ratio of the Y generation in the country's population and the power of this generation to influence its environment, it can be an important inference for the future of the environment. This result that was supported of findings by Synodinos et al., (2013), Koçer and Delice (2016), Kim et al., (2019), Alamsyaha et al., (2020) who reported the effect of green advertising on environmental responsibility in the literature. In the model, according to the H2 hypothesis, it was seen that environmental responsibility significantly and positively affects the intention to purchase green products. It is accepted that the attitude towards green advertising, which is assumed by the H3 hypothesis, has a positive and significant effect on purchase intention. In the literature, these findings showed similarities with the findings of Ansar (2013), Zhu (2013), Ankit and Mayur (2013), Patience *et al.*, (2014), Delafrooz et al., (2014), Rizwan et al., (2014), Aydoğan and Dinar (2019), Amallia *et al.*, (2021), Chang et al., (2015). On the other hand, there are studies in literature reporting that attitudes towards green advertisements do not affect the intention to purchase green products. Crane (2000),

Richards (2013) stated that consumers exhibit skeptical attitudes towards green advertising, Kong et al. (2014) revealed that green advertising does not have a significant effect on consumers' intention to purchase green products. The mediating role of environmental responsibility predicted by the H31 hypothesis was accepted in the model. As a result, attitudes towards green advertisements positively affect the environmental responsibility of the Y generation, and the intention to purchase green products is supported through environmental responsibilities. This result indicates that green advertisements not only aim to promote green product consumption, but also to raise awareness about environmental issues. It has been seen that the obtained findings support similar studies in literature. Hindol (2012) supports the finding that green advertising and environmental behavior have a positive effect on the intention to purchase green products. This study acknowledges the impact of green advertising on green product purchase intention through environmental responsibility.

Below are the remarkable findings about whether the attitudes towards green advertisements, environmental responsibility and green product purchase intentions of the Y generation differ or not according to demographic factors. Within the terms of purchasing green products, we can define women who belong to the Y generation as educated, have high-income, married and with children and in the most mature age group (34-40).

In terms of environmental responsibility, the Y generation was presented as educated, high-income, married and individuals with children, in the most mature group (34-40).

Y generation in terms of trust in advertising and advertising company; They are educated, married and have children. Y generation in terms of general attitude towards advertising; The most mature age group (34-40) is educated, high-income, married and have children. Y generation in terms of advertising perception; women are educated, high-income individuals.

Based on the findings, it can be said that the education and income status of the participants is the most distinguishing factor. This study also confirmed that education and income are generally the strongest determinants among demographic characteristics in literature. In the literature, Kuzucu (2018), Gifford and Nilsson (2014), Liere and Dunlap (1980), Straughan and Robert (1999), Chan (2004), Çabuk et al. (2008)'s findings of research also support the relationship between higher education attainment and environmental responsibility in general. As Maloney et al., (1975) pointed out, the possible reason for such a relationship between education level and environment may be that those who can understand the complex relationship between human and environment are much better educated people (Diamantopoulos et al., 2003; Jain and Kaur,2006). The theoretical reasoning underlying such a positive relationship seems to be supported by the findings. The income-related finding also supports Teoh and Gaur (2018)'s statement that income, which is among the socio-demographic factors, can be an important determinant in consumer behavior research. In addition, Kükreer (2012) and Chan (2000) are compatible with previous studies in literature.

In this study, it was determined that attitudes towards green advertisements, environmental responsibility and green product purchase intention levels of Y generation individuals who are married and have children are higher than those who are single and without children. Results support Kuzucu (2018), Laroche (2010) Kayapınar et al., (2019)'s findings. This attitude of those who are married and have children may have two important consequences for the future of the environment. First; the importance of the family in every development stage of the child is undeniable, and it is highly possible that an individual who grows up in an environmentally conscious environment will be affected by this approach. In other words, it will be a positive achievement for society as an environmentally conscious individual. Secondly, it can enable parents not only to be the stakeholders of today who are affected by the negative consequences of environmental problems, but also to show their future protective behaviors with the concern of what kind of environment their children will live in in the future.

Another result of the study was that environmental responsibility did not differ by gender. It can be considered as a different finding from many studies in literature. Likewise, the common view in previous studies is that women have higher environmentalist attitudes than men. In that case, it can be suggested that the messages to be given by the enterprises in the communication to be established in the context of environmental responsibility should be directed to the whole audience. According to this, the data obtained supports the findings of Chen and Chai (2010) and Karaca (2019). However, Jain and Kaur (2006), Zelezny et al. (2000) did not support their results.

Another result of the study, which differs from the literature in general, is that the consumers in the most mature age group of the Y generation, such as 34-40 years, have higher purchase intention, environmental responsibility and attitudes towards green advertisements than other groups. This result differs from many studies conducted by Lyons and Breakwell (1994), Çabuk et al., (2008), Sinnappan and Rahman (2011), Amallia et al., (2021) who have reached the finding in which consumers are considered as "young", generally considered as green consumer in literature, and are more likely to display environmentally friendly behavior. In contrast, few studies in recent years include Sandahl and Robertson (1989), Roberts (1996), D'Souza et al., (2007) explain the findings that the average age of green consumers is increasing (Akehurst et al., 2012).

## *6.2 Practical contributions*

In this study, the attitudes of generation Y individuals towards green advertisements, their environmental responsibilities, their intention to purchase green products and the mediating role of environmental responsibility in all these relations were investigated in depth. It can be said that the Y generation individuals perceive the necessity of acting environmentally responsible and this situation affects their preferences based on the results of the research. For this reason, advertisers can achieve the desired success by highlighting the contribution of green product consumption to the solution of

environmental problems in green advertisements. In addition, the positive effects of each environmentally responsible individual's behavior on the environment can be conveyed to consumers through advertising messages. Determining that the Y generation differs according to their demographic characteristics can create a competitive advantage for businesses that can develop advertising strategies for the target group. The results of the research show that as the income status of the Y generation increases, the attitude towards green advertisements, environmental responsibility and purchase intention increase. In order to support low-income consumers to purchase green products, businesses can increase the consumption of green products by bearing the additional costs of green products compared to other products, together with consumers, and bringing the price of green products to a competitive level. In other words, appropriate pricing strategies for green products can be developed.

Another inference is that the attitudes of the Y generation, who are married and have children, towards green advertising, their intention to buy green products and their environmental responsibility levels may offer some opportunities to businesses. The Y generation is defined as a generation that attaches importance to the concept of family. In this case, giving importance to the family emphasis by highlighting the social aspect of the Y generation in the promotion and positioning of green products can increase the expected success in green advertising by turning this strong motivation into positive environmental behaviors and green product purchasing behavior.

## **1. Limitations Conclusion**

The purpose of green advertisements is to encourage consumers to use products with minimal environmental damage and to create purchasing behavior. For this reason, it is very important for advertisers to determine the reaction of the target audience to green advertisements. The Y generation are critical to the future of the green movement. Reporting results about the environmental attitudes and intentions of this powerful segment, especially for marketing practitioners in our country, can be very beneficial for marketers. It can be recommended for marketers to consider the most mature age segment of this generation, those who are married and have children, and the educated and high-income segment. Although one of the sub-dimensions of the attitude towards green advertising is hesitant towards the advertisement and the advertiser, it can still be effective when the green advertisement is prepared and presented successfully.

### *7.1 Limitations and recommendations to researchers*

The universe of the study is limited to the province of Çorum. When suitable conditions are provided, the results can be compared by repeating the research on a regional basis and even on a country basis as in other studies. When the population and sample of the research change, the findings to be obtained with the participation of Y generation individuals from different regions or different countries can give researchers more general ideas about the subject. In addition, the research was conducted in the city center. Conducting such a study in rural areas may provide researchers with a different perspective. This research was carried out on green products in a broad sense. It may

be advisable for future researchers to investigate the attitude towards green advertisements based on a specific green product.

In addition, variables such as the residence and occupation of the participants can be added to the demographic characteristics of the research. At the time of this research, the Z generation was not included in the research, considering that it did not have full purchasing power yet. In future research on the subject, a comparison can be made by including this generation in the research. Summarizing, green products cause less or no harm to the environment.

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