

Drivers of Green Purchasing Intention Triggered from the Advertising Appeals in Social Media Platforms: with Special Reference to Green FMCG Goods

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This research explores how abstract appeal (i.e., describing the features of green products more vaguely) and concrete appeal (i.e., describing the features of green products) can encourage consumers to engage in green consumption behavior purchasing green products. This research is based on the theoretical and supporting empirical observations found through the Construal Level Theory (CLT). The results are used to explore the influence of green advertising appeals on purchase intention. This analysis was quantitative; structured questionnaires were used to obtain primary data from the sample, which was defined via a non-probabilistic sampling technique for convenience. Through the hypotheses testing, this research tests the prediction that abstract appeal is more effective in generating green purchase intentions than concrete appeal in situations where the brand attitude is mediating the relationship between green advertising appeal and purchase intention. The green product knowledge moderates the effect of the brand attitude of green FMCGs. When the consumers with green product knowledge, the abstract appeal is more effective than concrete appeal. The results provide critical managerial implications for marketers who seek to promote green consumption by suggesting that rather than merely depending on the types of advertising appeals, marketers should modify their advertising message to match the products and the situations. No study used CLT to test the Green Purchase Intention.

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