

Which Generation is more Environmentally Conscious? A comparative study of Generation Z & Millennial to predict effect of Digital Ads on Green Buying Decisions

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Abstract

This paper aims to investigate the impact of green YouTube Ads toward green brand attitude and purchase intention with moderating role of environmental consciousness. The data was collected from 349 social media users (Generation Z and Millennial) who frequently use YouTube for information or entertainment purpose. The data was collected in three-time lags by employing purposive sampling technique. Results of the study indicated that YouTube ads has a significant impact on developing green brand attitude which further form the purchase intention toward green products. Environmental consciousness is an important factor as it has a buffering effect on the relationship between green brand attitude and green purchase intention. The moderation and mediation model were assessed by using process model and it is found that purchase intention is developed in presence of green brand attitude and environmental consciousness. The results of t-test revealed significant difference between generation Z and Millennial, with former more inclined toward green buying. This study establishes its originality by employing Theory of Reasoned Action to investigate consumer's attitude toward green YouTube ads by analyzing the effect of environmental consciousness. This study is significant to brand managers in terms of devising the brand communication policies and strategies through social media.

Keywords: Environmental consciousness, green YouTube Ads, Green Brand Attitude, green Purchase Intention

1. Introduction

The organizations are currently adopting green branding strategy to achieve sustainable competitive advantage and brand equity (Chen & Chang, 2012; Guo, Tao, Li, & Wang, 2017, Schiffman & Kanuk, 2014). However, all organizations are not successful in increasing green brand purchase intentions, due to ineffective communication regarding green initiatives and practices (Zhou et al., 2020; Akturan

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2018). Information asymmetry is a critical factor in communication but easily overlooked cause which makes it difficult for the consumers to understand the meaning, benefits and purpose of the green brand. Information asymmetry is characterized as incomplete or missing knowledge about the brand and false claims (Chen & Chang, 2013; Leonidou & Skarmeas, 2017). Previous studies have confirmed that the purchase intention and brand attitude are influenced by the benefits of green brand communication (Hartmann & Apaolaza-Ibáñez, 2012; Hartmann, Ibáñez, & Sainz, 2005). Similarly, consumer brand knowledge can be increased and green brand efforts can be communicated by using direct cues such as green packaging (Rokka & Uusitalo, 2008), green certification (Walter & Chang, 2017) and green innovation (Chen, 2008). Nevertheless, the examination of effectiveness of specific advertising tools including YouTube ads is still being studied (Febriyantoro, 2020). We are Social (2019) surveyed Indonesian internet users and came up with the information that many companies use YouTube as an advertisement tool as it is considered to be an effective medium for companies to advertise its products. Two types of ad advertisements is used by YouTube; skip-able and non-skipable. Both of them have their own pros and cons. Skip-able ad's viewers can skip the ad after the waiting time of 5 seconds while the non skip-able ad's viewers cannot. The most popular platform for advertising these days is YouTube and its popularity will keep on increasing with the increase in number of internet users worldwide. Currently there are over one billion users of YouTube per month which makes it one-third of the total internet users. As of 2022, there are 2 billion YouTube users and 37 million channels (solo/partnership) which are expected to grow more in the coming times. Users depend on YouTube in order to get education, entertainment and information and YouTube is considered to be the best source of information. According to the Google statistics 86 percent of the total YouTube users use it to find the latest sources of information regarding different things and products and services. Techinasia (2008) also confirmed that YouTube is the most desirable platform for watching content in Indonesia. Previous studies suggest that YouTube Marketing Communication (YMC) affects consumer attitudes positively through advertisement's impression on them, duration of impressions and consumer demographics (Duffett et al., 2019). Before making a buying decision consumers use YouTube to access product related information as it is considered to be the top rated platform for having product related content. The facts make it clear that YouTube is owned by Google and whenever users open google for searching anything YouTube come at the top of the search result making it a prominent platform. Marketing companies are advised to look at the factors that are expected to affect consumers purchase intention (Bouhlef et al., 2010; H. Y. Hsu & Tsou, 2011; C. L. Hsu et al., 2013; Mir & Zaheer, 2012; Saxena, 2011; Febriyantoro & Arisandi, 2019).

Numerous body of research has investigated the relationships between green

message content, verbal and no-verbal communication to predict consumer reaction (Kronrod et al., 2012; Amatulli et al., 2019; Kao & Du, 2020; Schmuck et al., 2018; Usrey et al., 2020). Studies have also conducted to foresee Consumer's purchase intentions that are greatly affected by advertisement, advertisement spending, and ecological consciousness (Delafrooz et al., 2014) but consumers are still confused as no direct efforts are made to predict the consumer decisions through digital communication (D'Souza et al., 2006; Rex & Baumann, 2007). It is believed by researchers that consumers' environmental attitude is the main factor behind purchasing decisions (Felix and Braunsberger, 2016; Gupta and Ogden, 2009). Previous researches about green marketing showed that green product purchase intentions and environmental knowledge result from the consumer's attitude regarding environmental-friendly behaviour (Aman et al., 2012; Barber et al., 2009; Flamm, 2009). Yadav and Pathak (2016) also carried out the similar research stating that the green purchase intention of a consumer is significantly influenced by the attitude toward green products. Digital tools of communications are considered the strongest tool for informing, forming consumer's attitude, and also playing a crucial role to communicate the pro-environmental image of a brand (Grillo et al., 2008; Kim et al., 2019). However, fewer studies are conducted so far to predict the role of communication and digital tools to predict green brand attitudes and intentions (Febriyantoro, 2020; Zhou et al., 2020; Ferreira & Fernandes, 2021). To the best of researcher's knowledge, no study has been conducted to explore which generation is more environmentally conscious. Since most of the digital marketing is directed to the youth as it is a large segment, thus to evaluate the effect of campaign is equally crucial to understand. The current study therefore aims to investigate the YouTube ads on intention to buy green brands through green brand attitude. Moreover, the moderating effect of environmental consciousness is also tested between YouTube ads and green brand attitude. Lastly, a comparative analysis of generation Z and Millennial is conducted to explore the buying preference of the generations. The paper also discussed the theoretical reflections, and research hypotheses followed by the tools and techniques of data collection and measurement. The results of the study have also been discussed in detail. Lastly, directions for future research, implications and limitations of the study are also discussed.

2. Literature Review

According to the theory of reasoned action (TRA), an individuals' behavior is determined by his/her intention to perform that behavior which is the function of attitude, subjective norm. The attitudes are formed by certain internal and external factors such as beliefs, values, personal disposition factors, demographic variables or any other external variables that form behavioral beliefs (Fishbein & Ajzen, 1975). The main objective of the theory is to explain social behaviors (Godin, 1974). TRA has

gained much attention in the past due to its proven applicability to determine future behaviors of the consumers including green consumptions (Coleman et al., 2011), preference to buy Halal products (Lada et al., 2007). Therefore, the TRA framework is logical and valid form of presenting the behaviors regarding green buying (Ajzen, Albarracin, Hornik, 2007).

There are more than one billion users of YouTube per month which is approximately one-third of the total worldwide internet users and this number is expected to increase to 1.86 billion in 2021 (Statista, 2019). YouTube evolved to be a notable revenue-generating channel from being an entertainment and an ICT digital information channel. The revenue generation is done through mobile devices such as androids and iPhone by marketing communication. The organizations can use YouTube for marketing communication as it provides them with variable formats and options hence growing significantly overtime (Stokes, 2013). YouTube became one of the most popular Marketing Communication platform as 80 out of 100 marketers prefer YouTube Marketing Communication (YMC) as an essential promotional tool by having online digital videos. The promotional budget of YMC reaches 25% making YMC very popular amongst marketing communication organizations (Chadha, 2018). Many organizations spend major part of their promotional budget on marketing communication without considering the effects of attitudes on the consumers arising due to the social media such as YouTube. Generation Z will be influenced on making positive decision about purchasing by getting stimulated by the YouTube Marketing Communication. The MC activities will result in purchasing according different results and the measurements about the purchasing can be done easily by using online analytics (YouTube, 2018).

H_{1a} : YouTube Ads on green products has a higher impact on generation Z as compared to Millennial to predict Green brand attitude.

Environmental consciousness can be defined as the cognitive behavior through which environmental issues can be recognized by an individual (Zheng, 2010). The consumers who get themselves involved in pro-environmental behaviors are termed as Environmental conscious consumers. They get troubled about the environmental problems arising from the consumptions and production activities in the society (Chen and Chiu, 2016). While purchasing and picking up between different product options in market, the perceived awareness about the environmental influence of consumption is of utmost importance in order to make environmentally conscious decisions (Chang & Fong, 2010; Danciu, 2015; Roberts & Bacon, 1997). There is a gap between an actual purchasing behaviors and consumer's concerns and beliefs, just being environmentally conscious and having environmental concerns is not enough. Environmental consciousness and the knowledge about impact of consumption on

the society and environment influences consumers in indulging in environmental friendly purchasing of the products and services that lead to less negative impact on the environment (Chang, 2012; Roberts, 1996). The relationship between the green customer behavior and environmental consciousness has been studied by Huang et al (2014). Consumer's ethical values and altruism are directly related to ethical consumption including green products. (Oh & Yoon, 2014).

Brand attitude is characterized as positive or negative response toward a brand after getting exposure through communication stimulus. It is considered an important communication outcome if brand purchase takes place (Phelps & Hoy, 1996). Brand attitude can also be defined as a network of interrelated beliefs and evaluations (Baggozzi & Yi, 1988). Brand attitude gives rise to the motivation to purchase (Percy & Rossiter, 1992). This concept of brand attitude explaining the purchase intention support our prediction that brand attitude affect consumer behavior during the purchase process. The general evaluation and preferences of a consumer are linked to the attitude towards a brand that results in likes and dislikes of a consumer (Solomon, 2014). Consumer safety behavior is impacted by food safety attitude according to a study on food safety knowledge, behavior and attitude (Lim et al, 2016). Besides the influence and guidance from colleagues, family or friends people intend to buy sustainable seafood due to the consumer attitude (Honkanen and Young, 2015). Similarly Fotopolous and Krystallis, (2002) yielded similar returns on Greek organic consumers. Earlier it was noted that purchase of green products was mainly due to the positive image of the products and the feelings and attitudes of the consumers resulting in the intentions to buy those products (Schiffman and Wisenblit, 2014; Thøgersen et al., 2015). Also consumers environmental attitudes were considered as the main factor behind purchasing decisions (Felix and Braunsberger, 2016; Gupta and Ogden, 2009). Previous researches about green marketing showed that green product purchase intentions and environmental knowledge result from the consumer's attitude regarding environmental-friendly behaviour (Aman et al., 2012; Barber et al., 2009; Flamm, 2009). Yadav and Pathak (2016) also carried out the similar research stating that the green purchase intention of a consumer is significantly influenced by the attitude toward green products. In accordance to these findings it was observed that purchase intention of Indian consumers is also influenced by the attitude towards the green products (Paul et al, 2016). Consumers having a positive attitudes towards green products mainly rely on the positioning of green products and green brands to purchase green products (Mostafa, 2009). Consumer's purchase intention towards buying a brand is strongly influenced by positive attitude towards a specific brand (Teng, 2009).

H₂: Green brand attitude has a significant impact on Purchase Intention towards

green products.

H₃: Environmental consciousness has a significant impact on green brand attitude.

H₄: Environmental consciousness strengthens the relationship between YouTube Ads on green products and green brand attitude.

To assess the behavioral influences of social media communication on brand attitude among Facebook, Twitter and Linkdin users, we added brand purchase intention to the conceptual model. As consumers are turning more frequently to social media to conduct their information searches and to make their purchasing decisions (Kim and Ko 2012), we expect brand equity to positively influence the brand purchase intentions of consumers. We further expect brand attitude to have a strong impact on purchase intention. Brand attitude is considered to be an indicator of behavioral intention (Wang & Xiao, 2009). According to Miniard, Obermiller, Page (1983), purchase intention is identified as an intervening psychological variable between attitude and actual behavior. Moreover, studies confirmed that a positive attitude toward a brand influences a customer's purchase intention and his willingness to pay a premium price (Keller and Lehmann 2003; Folse, Netemeyer, and Burton 2012). In addition, more positive customer perceptions of the superiority of a brand are associated with stronger purchase intentions (Aaker 1991).

The indicators such as attitudes towards advertising influence buying intention which is an essential indicator of advertising effectiveness according to the previous studies (SI Wu, 2006). For instance purchase intention and brand awareness are affected by attitude toward advertising (MacKenzie et al, 1986) which is in accordance with Zeng et al, (2009) identification of the importance of advertising which is directly proportional to behavioural intentions in the social media environment. The social media advertising lead to purchase intentions (Y. Kim et al, 2011). The social media channels include brand values and recommendations shared by different consumers that affect the purchase intention of consumers (Deghani & Tumer, 2015).

Successful Green brand positioning and green attributes of a product are two things due to which a consumer having a previous experience of ecological products and environmental knowledge tend to possess strong purchase intention of a green product. (Lin and Chang, 2012; Norazah, 2013b). This inclination varies consumer to consumer according to the product usage and environmental consciousness. Consequently a more positive image of green brands can be induced through the active communication campaigns telling the green attributes and green brand positioning. So many scholars have asserted earlier that green product purchase intention result significantly by green brand positioning (Huang et al., 2014; Mostafa, 2009).

H₅: YouTube Ads effects green product purchase intention through green brand attitude.

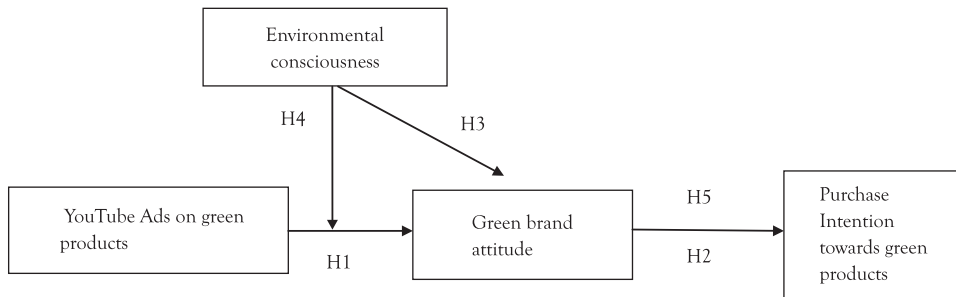


Figure 1: Theoretical Framework

3. Methodology

3.1 Population and sampling frame

The population of the study was Generation Z (born 1997-2012) and millennial (born 1981-1996). The study aimed at achieving the responses from both generations for YouTube usage in terms of frequency and duration. Purposive probability sampling technique was used for data collection and sample units were chosen based on desired characteristics. Among 550 respondents, 349 were completely filled questionnaire with response rate of 63%. From 349 respondents, 158 were from generation Z and 191 were from millennial. Hybrid data collection proved to be a good strategy of data collection as it resulted in increased response rate which is above average in emerging countries like Pakistan. Two YouTube campaigns were selected that were focusing on keeping environment clean and green. One of the ads was of the fuel company about clean and green Pakistan. Second was about YouTube campaign of a private TV channel on “hoga saaf Pakistan” (lets clean Pakistan). The links of the campaign were shared for reference.

3.2 Data collection method

Due to COVID-19, data collection method was hybrid, online and in-person. The information on green products and concept of environmental consciousness was shared with the respondents to give them a brief idea about the purpose and anonymity of the research. Additionally, they were briefed about the digital ads on products with green digital advertising. Data was collected with minimal researcher interface to investigate the influence of YouTube ads, environmental consciousness and brand attitude on predictor (purchase intention). The quantitative method was employed to analyze the data as survey technique was used for data collection. For

online data collection, survey questionnaire was shared with millennial and Generation Z on various platforms such as Whatsapp, Facebook, LinkedIn and Twitter. A quick link on Google Doc. was generated to share with the potential respondents through above mentioned social media tools. Moreover, the second technique used for data collection was close-ended self administered questionnaire distributed by researchers to reachable respondents. The data of IV & DV was collected in first time lag, data of mediator was conducted in second time lag and data on moderator was gathered in third time lag. Each time lag had duration of two months. Data from online respondents was collected through same sources; however data from field was coded with their CNIC (National identity card) numbers by using last four digits to ensure anonymity. None of the CNIC and personal email ID was mentioned in data analysis to ensure the confidentiality of the responders. In order to ensure the goodness of data, reliability and validity tests were performed.

3.3 Measurement

The variables of the study were adopted from the previous work with acceptable reliability and validity indicators. Five point likert scale was used to gauge the responses ranging from strongly disagree (1) to strongly agree (5). The scale of YouTube ads was adopted from the work of Febriyantoro (2020) having four indicators such as informativeness, annoyance, entertainment and customization. The variables of green brand attitude and green purchase intention were employed from the work of Herman, Udayana, and Farida (2021). Additionally, the variable of environmental consciousness was measured by using the scale of Huang et al., (2014). The data was collected in three time lags.

4. Data Analysis

4.1 Sample characteristics

The sample size of 349 respondents is validated by using various validity techniques for consistency and accuracy of sample and measure. Based on the path relationships and number of independent variables, the sample size confirms the requirements to predict the statistical results (Hair et al. 2014). The table 4.1 shows that 58% of the respondents are male and 42% of the respondents are females. Regarding age, we categorize it into generation Z which accounts for 45% of the sample and millennial which contributes to 55% of the total sample. It is important to know the qualification of the respondents as the purposive sampling is used which aimed to collect data from respondents who have some basic knowledge about environment and online sources of communication such as You Tube. The table exhibits that 48% of the respondents are having 16 years of education and 29% are having the 18 years

of education which is also equivalent to advance level diplomas and certifications. Moreover, it is also important to know the income level of respondents as sustainable products are relatively higher than the regular products. The table shows that 54% of the respondents have a good income as per capita income in Pakistan.

Table 1: Sample Characteristics

Variable	Frequency	Percentage
Gender		
Male	201	57.59
Female	148	42.41
Age (category)		
Millennial	191	54.73
Generation Z	158	45.27
Education(years of education)		
14	49	14.04
16	168	48.14
18	102	29.23
Others	30	8.60
Income		
45000-70,000 PKR	58	16.62
75000-110000 PKR	189	54.15
110000 PKR and above	102	29.23

The table 4.2 reports the green buying frequency, types of green products, sources of green buying motivation and duration of watching YouTube ads. The table demonstrates that 42% of the respondents buy green products 5-9 time in a complete grocery cycle and 24% of the respondents buy 10-14 times. However, referring to the types of green products, it is found that 31% respondents prefer environment friendly fuel as it is also considered safe for the vehicles. However, 23% of the respondents prefer organic cooking oil (due to its health benefits) and 18% prefer to buy organic fruits and vegetables based on the availability. Moreover, the sources of green motivation are the YouTube ads (66%), TV ads (12%) and reference from the family and friends (15%). Respondents were also asked about frequency to use YouTube and results are surprising as 54% of the respondents use YouTube ads 4-8 hours/day.

Validity is performed to test the accuracy of measuring tool to perform the function of measuring the specific variable. Researchers have employed Confirmatory Factor Analysis (CFA) by using SPSS 24.0 to validate the scale. Prior to the CFA, Kaiser

Table 1: Sample Characteristics

Variable	Frequency	Percentage
Frequency of green buying		
1-4 times	119	34.10
5-9 times	145	41.55
10-14 times	85	24.36
Types of green products		
Organic cooking oil	82	23.50
Organic honey	28	8.02
LED lights	52	14.90
Solar panels	12	3.44
Environment friendly fuel	110	31.52
Organic fruits and vegetables	65	18.62
Source of Green Buying Motivation		
YouTube ads	231	66.19
TV ads	45	12.89
Print media	18	5.16
Referrals through friends and family	55	15.76
Duration of watching YouTube ads		
8-10 hours	72	20.63
4-8 hours	189	54.15
Less than 4 hours	88	25.21

Meyer Olkin (KMO) and Bartlette's were performed to test the sampling adequacy and correlation among variables. The score of KMO-MSA must be higher than 0.05 to see the predictability power of the variables. The higher results of KMO predicts the homogeneity of the variables. The value of KMO is 0.883 with p value of 0.000 and the factor loading is higher than 0.40. Hair et al (2010) refers the value of factor loading greater than 0.40 as acceptable and suitable to perform further tests. The table of factor loading shows that all variables exhibit the values higher than threshold with minimum factor loading as 0.698 and maximum as 0.901. Reliability tests are also used to test the persistent if the research tool used in the current study. Cronbach alpha and composite reliability is used to test the reliability. The instrument exhibited sound reliability value which is greater than 0.7. Moreover, composite reliability is also above threshold level ranging from .819 to .900.

Convergent and discriminant validity is further performed to examine the scale

Table 3: Validity Tests

Variables		Factor Loadings	Cronbach Alpha	CR	AVE
YouTube Ads	YA1	.734	.839	.900	.767
	YA2	.778			
	YA3	.699			
	YA4	.886			
Environmental Consciousness	EC1	.776	.727	.819	.653
	EC2	.899			
	EC3	.887			
	EC4	.901			
	EC5	.812			
	EC6	.832			
	EC7	.698			
Green Brand Attitude	GAT1	.734	.823	.857	.558
	GAT2	.894			
	GAT3	.861			
	GAT4	.879			
Green Brand Purchase Intention	GBPI1	.776	.874	.904	.718
	GBPI2	.764			
	GBPI3	.894			
	GBPI4	.878			

through Average Variance Extracted (AVE), HTMT ratio and shared variances. The bootstrapping method of 500 sub-samples display the standardized loading which is higher than 0.60 and are loaded on their own factors. Besides, the values of all constructs is higher than 0.50 as suggested by Fornell and Larcker (1981). Discriminant validity is done by comparing the shared variances between factors with AVE which is individual factor (Fornell and Larcker, 1981). The values of HTMT ration are less than 0.90 assuring discriminant validity of the constructs (Henseler et al., 2015). Table 4.3 shows the value of shared variances between factors which depicts that all values are lower than square root of individual factor which verifies that constructs are empirically and theoretically different from each other. Further, it also depicts that there is a strong to moderate correlation between the variables ranging from .305 to .0613 with significance at $p < .05$.

Table 4: Correlation Analysis

Variables	Mean	Std. Dev	YA	EC	GAT	GBPI
YA	3.9800	.51855	.818	.306	.167	.172
EC	3.9033	.66225	.321**	.779	.700	.613
GAT	4.2044	.44836	.356**	.359**	.756	.339
GBPI	3.8911	.82963	.305**	.218**	.459	.895

N= 349: Mean, Standard deviation, correlations, Shared variance, HTMT ratio

** Correlation is significant at 0.01 and .005* levels (2-tailed).

4.2 Structural model

After assessing the validity and reliability of the scale, we measure the relevance and significance of the hypothesized relationships of structural model. For the assessment of the coefficient estimates and significance, we checked the collinearity issues, model fit and strength, value of R^2 and effect size f^2 by following the guidelines of Hair et al. (2019). The value of R^2 was checked for each path to predict the percentage of variance being explained by criterion variables. The combined variance explained by criterion variables on predictor was 49.46%. Moreover, the value of effect size is also calculated which shows the variation in R^2 caused by excluding the criterion variables. The effect size of H_1 is .284, for the relationship between green brand attitude and purchase intention toward green brands, the effect size is $f^2 = .407$. Likewise, the effect size between environmental consciousness and green brand attitude is $f^2 = .671$. Values of variance inflation factor falls between 3-5 which confirm that collinearity does not exist (Hair et al., 2014, 2019).

Table 5: Regression Analysis

Variables	Coefficients	t-value	p-value	f^2
Direct effects				
H1: YA...>GAT	.481	11.744	.000	.284
H2: GAT...>GBPI	.539	15.906	.000	.407
H3 EC...>GAT	.610	22.801	.000	.671
Moderating effects				
H4: YA X EC ...> GAT	.487	2.585	.0109	.644

Moreover, we investigated the path coefficients, t-value, and significance of the hypothesized relations. Results of the study reveals that YouTube ads has a significant positive relationship with green advertising attitude ($\beta_1 = 0.481$, t-value = 11.744, $p > .05$). Furthermore, green brand attitude is regressed on purchase intention of green

brands which shows a positive and significant association ($\beta_1 = 0.539$, $t\text{-value} = 15.906$, $p > .05$) supporting H_1 and H_2 . Moreover, t -test was also performed to predict which generation is having higher green brand attitude. To estimate the relevance and significance of environmental consciousness, we evaluated the path coefficients and significance which is positive ($\beta_1 = 0.610$, $t\text{-value} = 22.801$, $p > .05$) supporting H_3 . Finally, the moderating effect of Environmental Consciousness on green brand attitude and purchase intention toward green brands is assessed by employing process model 1 of Preacher and Hayes (2008). The effect of moderator is ascertained by estimating the upper and lower limit (LLCI = .1097, ULCI = .8155) with coefficient of $\beta_1 = .487$, and significant of $p = 0.0190$. Since, zero lies between upper and lower limit of confidence interval and path is also significant thus moderation is accepted.

4.3 Mediation analysis

Researchers have employed the recommendations of Hair et al. (2014) to test the mediation paths. First, we estimate the significance of the direct effects of YouTube ads on green products on purchase intention towards green products and excluded the mediator variable, green brand attitude. The direct effect of YouTube ads on green products on purchase intention towards green products is significant (0.602 ; $p = .000$). Second step is the assessment of the indirect effects of YouTube ads on green products, including the mediator variables in the model. The results show that the effect of YouTube ads on purchase intention towards green products via green brand attitude is not significant (0.008 ; $p = .729$). Lastly, the strength of the mediation was checked by calculating the Variance Accounted For (VAF), which falls between 20% to 80% exhibiting that the effect of YouTube ads on green products on purchase intention towards green products is fully mediated by green brand attitude (Hair et al., 2014). Hence, H_5 is accepted.

5. Discussion and Conclusion

The present study investigates the impact of YouTube ads on green products, consumers' attitude toward green brands, environmental consciousness, and green product purchase intention. Next, the mediating impact of green brand attitude between YouTube ads and green brand purchase intention is examined. Finally, the moderating effect of environmental consciousness is assessed on the relationship between YouTube ads and green product purchase intention. The results of the study support the theorized relationships. The findings of the study show that YouTube ads which are made on green products influence the attitude toward green brands as a significant and positive effect and relevance is found between the hypothesized relationships. These results are aligned with the previous studies that YouTube is considered as most desirable platform to watch content thus it influences the desirable

attitude toward green brands (Techinasia, 2008; Walter & Chang, 2017; Delafrooz et al., 2014). Consumer's purchase intentions are strongly influenced by digital advertisement (Delafrooz et al., 2014) as it is the strongest tool for informing, getting consumer's attitude, and also playing a crucial role to communicate the pro-environmental image of a brand (Grillo et al., 2008; Kim et al., 2019). Moreover, YouTube appeared as top of the web browsing platform making it a prominent social media tool for information. Therefore, marketing companies are interested to know the factors that are expected to affect consumers purchase intention (Bouhlef et al., 2010; H. Y. Hsu & Tsou, 2011; C. L. Hsu et al., 2013; Mir & Zaheer, 2012; Saxena, 2011; Febriyantoro & Arisandi, 2019). Thus the second hypothesis of attitude toward green brands and its effect on purchase intention is supported which is aligned with the past studies. Previous studies have confirmed that the purchase intention and brand attitude are influenced by the benefits of green brand (Hartmann & Apaolaza-Ibañez, 2012; Hartmann, Ibañez, & Sainz, 2005). Similarly, consumer brand knowledge through various means of communications may be increased (Rokka & Uusitalo, 2008). In the past studies, consumers environmental attitudes are also considered as the central factor behind purchasing decisions of green products and services (Felix and Braunsberger, 2016; Gupta and Ogden, 2009). Moreover, studies on green marketing also support that green product purchase intentions and environmental knowledge result from the consumer's attitude regarding environmental-friendly behaviour (Aman et al., 2012; Barber et al., 2009; Flamm, 2009). The same results are also confirmed by Yadav and Pathak (2016) which endorse that the green purchase intention of a consumer is significantly influenced by the attitude toward green products. Particularly, it was observed that purchase intention of Asian consumers are also influenced by the attitude towards the green products which is emerging yet under consideration by the aware customers (Paul et al., 2016). The relationship between the green customer behavior and environmental consciousness has been studied by Huang et al (2014). Earlier it was noted that purchase of green products was mainly due to the positive image of the products and the feelings and attitudes of the consumers resulting in the intentions to buy those products (Schiffman and Wisenblit, 2014; Thøgersen et al., 2015). Therefore, it is inferred based on the past research and found in the present study that environmental consciousness strengthens the relationship between attitude and intention which deepens the understating and importance of environmental consciousness call for more attention to study this predictor.

5.1 Conclusion and implications

This study contributes to the existing literature with the comparative study of Generation Z and Millennial to investigate the effect of YouTube ads on green products, consumers' attitude toward green brands, environmental consciousness, and

green product purchase intention. According to the results, it is found that there are significant differences among both generations regarding green buying decisions. Generation Z is emerging as the most sustainable generations due to their spending patterns and environmental crisis that they have experiences. Millennial will be the next generation which will be called as sustainable generation and will be more environmentally conscious due to their close interaction with generation Z. The study contributes to the existing literature of social brand communication as well due to the importance of studying the digital platforms to communicate with the emerging generations. The study attempts to bridge the gap as mentioned earlier in introductory section which was suggested by previous researchers to predict YouTube ads as a tool for buying decisions. The findings prove that social brand communication is important predictor of purchase intention and environmental consciousness significantly contribute to strengthen the relationship.

This study provides meaningful managerial and policy implications. Marketing managers, advertisers, and brand managers should use elements of environmental consciousness while using digital means of communication such as YouTube ads to influence the buying decisions of the consumers. Brand building strategies should also be formulated with environmental aspect to reinforce the idea of purchasing green products. The reinforcement through multiple means may form a favorable positing in the hearts and minds of consumers yet building a strong brand attitude. Policy makers should encourage those companies who are using their advertising campaigns for the awareness and sensitization of clean and green environment. This will encourage other private sector companies to practice the environment friendly campaigns which will overall develop and eco system.

5.2 Limitations and Direction for Future Research

The limitations of the study include but not limited to the selection of few variables such as YouTube Ads' direct relationship with buying decisions. Future studies may conduct an in-depth analysis of YouTube ads with actual buying behavior. Secondly, the study was limited to environmental context; however, future studies should investigate the relationship of YouTube ads on luxurious and non-luxurious brands. Thirdly, the sample of the study was two generations; however, more in-depth analysis is required to understand the environmental oriented buying behaviors of generation Z. Moreover, cognitive based moderators may also be included to understand the predicting power of YouTube ads to understand buying decisions. The replication of the study in other countries may also be carried out due to variation in socio-economic development of countries.

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