

Public Abstract

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Title:A mediation model of the impact of for- and non-profit environmental advertisement

An increase in society's environmental consciousness has not only generated advancement for environmentally conscious advertisers and their products, but has also spurred the use of environmental marketing strategies by many other companies whose products are relatively unrelated to the environmental movement. This study sought to increase the understanding of how participants react to both non-profit and for-profit advertising in the domain of pro-social environmental messages, as well as to determine whether certain reactions predicted the likelihood that participants would act on the behaviors requested by the ads. This study also aimed to determine whether environmental marketing would affect consumers' attitudes toward the organizations.

This experimental study consisted of a pre-test questionnaire followed by exposure to six environmental ads from non-profit organizations and six ads from for-profit organizations, after each of which was a questionnaire. The questionnaire measured how affected by the ads participants perceived themselves to be, the perceived credibility of the advertisers, and participants' behavioral intentions regarding the actions requested by the ads.

The study proposed that the profit status of the ads would determine the perceived credibility of the ads, which would predict perceived affectedness and behavioral intentions. These expectations were confirmed for both non-profit and for-profit organizations. In both cases, higher ad credibility led to weaker perceptions of affectedness and weaker behavioral intentions. The results suggest that participants were more influenced by ads with higher perceived credibility and that this difference translated to increased intentions to act on the ads' recommendations. Additionally, the study revealed that attitudes toward for-profit organizations became more positive after viewing the ads, making them statistically equal to the attitudes towards the non-profits. This finding is significant to for-profit advertisers, suggesting that consumers' attitudes toward the advertisers improve when environmental marketing strategies are employed.