

A Mediation Model of the Impact of
For- and Non-Profit Environmental Advertising

Andrea Maruniak

Dr. Glenn Leshner, Thesis Chair

ABSTRACT

An increase in society's environmental consciousness has spurred the use of environmental marketing strategies by many companies. This study sought to increase understanding of how participants react to environmental advertising for both for- and non-profits, as well as to determine whether certain reactions predicted behavioral intentions. This study also examined whether environmental marketing would affect consumers' attitudes toward the organization.

A simple mediation model was proposed where perceived credibility of the ads based on profit status would negatively predict third-person perceptions, which in turn positively predicted third-person behavioral intentions. The mediation models confirmed expectations for both for- and non-profits. Higher ad credibility led to weaker third-person perceptions, which led to weaker third-person behavioral intentions. The models suggest that participants were more influenced by ads with higher perceived credibility, and that this perceptual difference translated to reported higher behavioral intentions. Attitudes toward the for-profit organizations became more positive after viewing the ads to the level of the non-profits. The results are discussed in terms of theoretical contributions to third-person effects research and implications for industry.