

Comparison of the Perception of Green Appeals in Advertising Between Slovenian and Finnish Consumers

Veronika Alatič

University of Maribor, Faculty of Economics and Business
veronika.alatic@student.um.si

Domen Malc, PhD

University of Maribor, Faculty of Economics and Business
domen.malc@um.si

Abstract

Increasingly driven by a desire to promote environmental protection and sustainable practices, the growing use of green appeals in advertisements is contributing to higher environmental awareness, helping consumers recognize eco-friendly product features, and encouraging more sustainable purchasing decisions. However, cultural differences remain a crucial factor in consumer behaviour, requiring organizations to adapt their advertising strategies to specific cultural environments. This study examines consumers' perceptions of green appeals in advertisements and their relationship with purchase intentions. Given the cross-cultural context, the research compares similarities and differences between Finnish and Slovenian consumers. Data were collected through an online survey conducted among 100 respondents from Slovenia and 100 from Finland. Participants were shown an advertisement and asked to evaluate the type of appeal (self-benefit or other-benefit), their attitudes toward the ad, and their purchase intentions. Our analysis shows that Slovenian respondents exhibit a more positive attitude than Finnish respondents when exposed to an other-benefit appeal. Purchase intention is also higher among Slovenian respondents under this condition. In contrast, Finnish respondents exhibit a higher purchase intention when presented with a self-benefit appeal. Furthermore, Slovenian respondents express higher environmental accountability than Finnish respondents. Theoretical and practical implications of the findings will be further discussed.

Keywords: Green advertising appeals, ad attitude, purchase intention, environmental accountability, cross-cultural comparison.