

Comparison of the perception of green appeals in advertising between Slovenian and Finnish consumers.

Veronika Alatič

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

Domen Malc, PhD

Faculty of Economics and Business, University of Maribor
Marketing
Razlagova ulica 20, 2000 Maribor
domen.malc@um.si

Abstract

This paper examines how Slovenian and Finnish consumers respond to two types of green advertising appeals: self-benefit appeals, which emphasise benefits for the individual consumer, and other-benefit appeals that emphasise benefits for others, society, or the environment. The study was based on an online scenario-based experiment with 200 respondents – 100 from Slovenia and 100 from Finland. Respondents were randomly assigned to an advertisement for an electric food waste composter that used either a self-benefit or an other-benefit appeal. Based on the advertisement, the respondents evaluated the ad, reported their purchase intention, and answered questions on environmental accountability and selected cultural dimensions. Our results provide only limited support for the hypothesised differences between appeal types and countries. Other-benefit appeals did not lead to significantly more favourable attitudes or higher purchase intention in the full sample, and the interaction between country and appeal type was not statistically significant. However, attitude toward the advertisement was strongly and positively associated with purchase intention. The findings suggest that the effectiveness of green advertising may depend less on the type of appeal and more on how consumers evaluate the advertisement. Practical implications and implications for future studies are also discussed.

1

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

1 Introduction

One of the biggest challenges today is growing expectations about environmental protection. Many companies follow these trends by participating in environmental protection programs, adopting responsible resource use, and limiting their carbon footprint. These actions help companies penetrate new markets and appeal to new and existing consumers who are more environmentally aware. Consumers exhibit this shift in attitudes through the demand for environmentally friendly products and by prioritising companies capable of supplying them (Soomro et al., 2025). Therefore, it is crucial for companies to understand how to affect consumers' attitudes and how these attitudes translate into purchase intention for sustainable products (Mandliya et al., 2020).

Besides the issues related to the development and supply of sustainable products, another key question is how to motivate consumers to choose such offerings. One of the key components in this area was the introduction of green advertising, which aims to foster positive attitudes toward green products and to encourage environmentally responsible consumption. Green advertising highlights the various benefits of consuming green products – both personal benefits for consumers and broader environmental and societal benefits. However, companies must decide which benefits to highlight to encourage purchase (Dai & Sheng, 2022; Gahlot Sarkar et al., 2019).

The presentation of product benefits relies on advertising appeals. Traditionally, appeals can be divided into informational (rational) or transformative (emotional) appeals. However, green advertising focuses on green appeals that emphasise environmentally relevant product features and benefits. Past research shows that the use of green appeals has already led to higher levels of consumer environmental awareness (Mandliya et al., 2020) and that consumers prefer brands that actively encourage them to adopt ethical and responsible behaviour (Townsend, 2024).

Unfortunately, favourable attitudes toward green products do not necessarily translate into actual purchases. A study by Yang and colleagues (2015) identified several other factors contributing to this, including education, age, and general involvement in environmental concerns. Green advertising could help bridge this gap by offering relevant information, educating consumers, and consequently increasing their purchase intention and actual purchases (Zheng et al., 2022).

Additionally, past research also highlights the influence of culture. Cultural factors can also influence how consumers treat their environment, including their responses to green marketing initiatives (Huang et al., 2024; Raza et al., 2020). Here, we focus on Slovenian and Finnish consumers. While both countries foster environmental awareness, cultural differences may still affect how Slovenian and Finnish consumers respond to green advertising appeals, especially regarding the distinction between self-oriented and other-oriented appeals.

The present study, therefore, aims to examine the relationships among green advertising, consumer attitudes, purchase intention, and cultural influence by experimentally examining how Slovenian and Finnish consumers perceive green advertising appeals and how these appeals relate to their attitudes toward the advertisements and purchase intentions. Specifically, our study compares how consumers respond to self-benefit and other-benefit green appeals and investigates whether these responses differ between Slovenian and Finnish respondents. Our findings contribute to green marketing and green advertising research by showing that the effects of green appeals in advertising may be context dependent. This could help advertisers, especially more sustainability-oriented brands, to design contextually sensitive messaging for different markets to increase advertising efficiency.

2 Theoretical background

Green advertising began in the 1990s, when the first research was conducted to understand what it entails and how it should be utilised. Defining the concept remains somewhat challenging, but we will follow Banerjee and colleagues (1995), who view green advertising as any ad that explicitly or implicitly

links a product to the environment, promotes a green lifestyle, or communicates corporate environmental responsibility. Green advertising is not just a promotional tool, but rather a way of encouraging consumers' acceptance of environmentally responsible practices. Some authors also view it as a facilitator in reshaping and improving other business strategies, including recruiting and market share management (Mandliya et al., 2020; Suttikun et al., 2025; Tih et al., 2016).

A defining component of green advertising is the use of green appeals. Green appeals can affect the purchasing decisions of various consumer segments, and their use can increase the efficiency of advertising green products. However, their efficiency also depends on how well the appeals align with other factors, such as product attributes, consumer characteristics and the supposed product benefits. Zhang and colleagues (2024) show that green appeals are most effective when an ad clearly connects the product to environmental protection. Ads without green appeals, on the other hand, must highlight products' quality, efficiency or technological superiority to be as effective. Similarly, Amallia and colleagues (2021) report that advertising with green appeals has a positive influence on consumer attitudes: greater exposure to this type of advertisement increases the ad's perceived likability, consumers' knowledge of ecological products, and the ease of decision making. The same authors also note that green appeals can increase consumers' engagement with an ad and, more importantly, heighten the desire to purchase.

Green appeals are usually categorised into two broad types, corresponding to two motivations for environmentally friendly consumption (Green & Peloza, 2014): self-benefit and other benefit. White and Peloza (2009) define self-benefit appeals as the appeals that highlight the benefits the product provides to the consumer. This usually involves cost savings, but could also entail reduced hassle, time savings and social status effects. On the other hand, other-benefit appeals focus on the societal benefits of consuming green products (White & Peloza, 2009). These may include benefits such as protecting the environment, conserving natural resources, or contributing to society. Past research has shown that using either can yield different effects, but the results remain somewhat inconclusive. Allen (1982) found no distinguishable effects between self-benefit and other-benefit appeals but noted that different forms of other-benefit appeals lead to differential effects. Green and Peloza (2014), on the other hand, have shown that other-benefit appeals are more efficient. Consumers who responded more positively to other-benefit appeals, compared to self-benefit appeals, also showed greater purchase intentions, more favourable attitudes, and reported a higher probability of choosing an environmentally friendly product. Dai and Sheng (2022) reached similar conclusions, stating that other-benefit appeals increase the likelihood of purchase. However, authors agree that additional moderating factors should be accounted for, including environmental accountability and culture (Dai & Sheng, 2022; Green & Peloza, 2014; Yang et al., 2015).

Environmental accountability refers to the extent to which an individual sees themselves as responsible for environmental issues and is willing to contribute to environmental protection (Dai & Sheng, 2022). People with higher environmental accountability are more motivated to participate in conservation activities and are more inclined to purchase eco-friendly products than those with lower environmental accountability. Consumers with strong beliefs about environmental protection pay more attention to product attributes that affect the environment. They also tend to be more exposed to external influences that prioritise environmental concern (advertising, word of mouth). For environmentally accountable consumers, green appeals make it easier to focus on relevant information; however, if properly designed, they may also grab the attention of less environmentally involved consumers (Schuhwerk & Lefkoff-Hagius, 1995). Past research also shows that the level of environmental accountability can affect the perception of green appeals and their effects. Green and Peloza (2014) found that consumers with higher reported environmental accountability tend to respond more favourably to other-oriented appeals. Similarly, Yoon and Kim (2016) reported that environmentally accountable consumers develop more favourable attitudes toward green advertising.

Comparison of the perception of green appeals in advertising between Slovenian and Finnish consumers.

Environmentally responsible consumption is also shaped by cultural influences. Focusing on the relationship between green consumption and Hofstede's cultural dimensions, past research has identified several important findings. Pro-environmental behaviour and green consumption values are usually associated with higher collectivism, lower indulgence (at the individual level), and a long-term orientation (Halder et al., 2020; Heydari et al., 2021; Mi et al., 2020). On the other hand, the effects of power distance, uncertainty avoidance, and motivation towards achievement and success are inconsistent.

The present study focuses on Slovenia and Finland. According to The Culture Factor Group (2023), these two countries differ primarily in power distance and uncertainty avoidance, while other dimensions show less variation (as seen in Table 1).

Table 1: The comparison of cultural dimension scores for Slovenia and Finland

	Slovenia	Finland	Absolute diff.
Power distance	71	33	38 pt.
Individualism	81	75	6 pt.
Motivation towards Achievement and Success	19	26	7 pt.
Uncertainty avoidance	88	59	29 pt.
Long-term orientation	50	63	13 pt.
Indulgence	48	57	9 pt.

Source: (The Culture Factor, 2023)

Given these differences and findings from past research on the relationship between cultural dimensions and green consumption, we might assume that Finnish culture should be more likely to exhibit green consumption practices. However, a closer investigation shows a more nuanced comparison. Research shows that Slovenian consumers exhibit a weak correlation between positive attitudes about sustainability and actual sustainable behaviour (Krsnik & Erjavec, 2024). The latter is also significantly influenced by social norms, the availability of sustainable products, habits, and trust in sustainability claims. The same study also showed that Slovenian consumers appreciate detailed and credible product information, including its benefits, ethical aspects, and environmental impact.

On the other hand, Finnish consumers appear to be well informed about environmental issues (Huhtala, 2024). They also report above-average tendencies toward future sustainable consumption and support these claims through their current behaviour, which includes recycling, energy conservation, and a preference for local production (Huttunen & Autio, 2010; Konuk et al., 2015). However, their purchasing behaviour also reflects concerns about pricing, brand trust, perceived product value, and brand recognition (Salonen et al., 2018; Vainio et al., 2020).

The literature thus suggests that some sustainable practices may already be more ingrained in Finnish consumers' everyday routines than they are among Slovenes, and we can also expect that the use of self-benefit or other-benefit claims might affect their attitudes toward the ad and purchase intentions differently.

This leads to the following research question: How do Slovenian and Finnish consumers respond to self-benefit and other-benefit green advertising appeals, and do these responses differ between these two nations in terms of attitude toward the advertisement and purchase intention?

Based on our literature review, we developed the following hypotheses:

H1: Other-benefit appeals lead to more favourable attitudes toward the advertisement than self-benefit appeals.

H2: Other-benefit appeals lead to higher purchase intention than self-benefit appeals.

H3: Attitude toward the advertisement correlates positively with purchase intention.

H4: The effect of green advertising appeal type on attitude toward the advertisement differs between Slovenian and Finnish consumers.

H5: The effect of green advertising appeal type on purchase intention differs between Slovenian and Finnish consumers.

3 Methodology

3.1 Sample

The present study was conducted among Slovenian and Finnish consumers. The final sample comprised 200 respondents: 100 from Slovenia and 100 from Finland. The final sample consisted of 53% female respondents, 46% male respondents, and 2% respondents who identified as non-binary or preferred not to disclose their gender. The mean age of the participants was 27,2 years. The sample structure for both Slovenia and Finland is presented in Table 2. Participants were recruited through social media platforms and email using a convenience sampling approach. This method was chosen because it is practical, cost-effective, and less time-consuming than other sampling approaches. While convenience sampling enabled efficient data collection, it may have introduced selection bias and a less representative sample, potentially limiting the generalizability of the findings (Malhotra, 2020).

Table 2: The sample structure for Slovenia and Finland (gender, age, education, income)

	Slovenia		Finland		Total	
Gender	f	%	f	%	f	%
Female	60	60%	46	46%	106	53%
Male	40	40%	51	51%	91	46%
Non-binary/Refuse	0	0%	3	3%	3	2%
Education	f	%	f	%	f	%
Less than a completed basic education	0	0%	0	0%	0	0%
Basic education	0	0%	3	3%	3	1.5%
Vocational upper secondary education	15	15%	6	6%	21	10.5%
General upper secondary education	11	11%	31	31%	42	21%
Bachelor's or equivalent	52	52%	40	40%	92	46%
Master's or equivalent	22	22%	20	20%	42	21%
Doctoral or equivalent	0	0%	0	0%	0	0%
Income	f	%	f	%	f	%
0-500€	13	13%	19	19%	32	16%
501-1000€	23	23%	36	36%	59	30%
1001-1500€	20	20%	7	7%	27	14%
1501-2000€	19	19%	5	5%	24	12%
2001-2500€	8	8%	5	5%	13	7%
2501-3000€	2	2%	10	10%	12	6%
>3001€	4	4%	8	8%	12	6%
Do not know/Refuse	11	11%	10	10%	21	11%
Age						
Mean	25,8		28,7		27,2	
SD	6,3		10,3		8,6	

Source: (own)

While the Finnish and the Slovenian samples exhibited certain differences in terms of gender structure, age, education level and income, the two samples were almost identical in terms of environmental accountability ($M_{SLO} = 3,00$, $SD = 0,35$; $M_{FIN} = 2,94$, $SD = 0,36$; $t(198) = 1,22$, $p = 0,112$). As for the cultural dimensions, due to the poor reliability of the scales, we only provide the difference testing results for

descriptive purposes (Table 3). These results should be understood only as a broad comparison between Slovenian and Finnish respondents, and not as evidence of differences in specific Hofstede dimensions.

Table 3: Descriptive statistics (M and SD) and the results of difference testing for collectivism, power distance, and indulgence dimensions for Slovenia and Finland

Dimension	Slovenia		Finland		T-test	
	M	SD	M	SD	t	p
Collectivism	3,06	1,05	2,82	1,21	1,50	0,680
Power distance	4,20	0,81	3,10	1,10	7,71	0,001
Indulgence	3,43	0,72	3,60	0,80	3,37	0,001

Source: (own)

3.2 Measurement instrument and data collection

The study used a scenario-based experimental approach, in which respondents first viewed an advertisement (image) for an electric food waste composter, a household appliance that processes food waste. The respondents were randomly assigned to an advertisement that used either a self-benefit or other-benefit appeal:

Self-benefit: LESS WASTE, MORE CONVENIENCE – food recycler turns your food scraps into dry, mess-free grounds overnight. Cleaner counters, fewer trash bags, no smell – effortlessly turn yesterday's leftovers into tomorrow's resource.

Other-benefit: FEED THE EARTH, NOT THE LANDFILL – food recycler turns food scraps into dry, nutrient-rich grounds that return to nature faster. Less landfill waste, lower emissions, healthier soil – supporting sustainable farming and a thriving planet.

6

The self-benefit appeal highlighted gains and benefits that primarily focus on the individual or a household: convenience, cleanliness, odour-free, and savings (due to reduced need for trash bags). The other-benefit appeal proposes a set of environmentally friendly outcomes: feeding the earth, providing nutrients for the soil, and reducing emissions.

After viewing the advertisement, we asked respondents to complete a manipulation check to assess whether it highlights the benefits of others or of an individual. Later, they had to evaluate nine items measuring their attitudes toward the advertisement using a 5-point Likert scale (e.g., I like this advertisement; Cronbach $\alpha = 0,89$) and four Likert-scale items for purchase intentions (e.g., The probability of me considering a purchase of this electric composter is high; Cronbach $\alpha = 0,85$). The next part of the questionnaire was used to evaluate respondents' environmental accountability (4 items; e.g., I alone hold the responsibility for protecting the environment; Cronbach's $\alpha = 0,69$), followed by cultural dimensions items (collectivism, power distance, indulgence; 3 items each) and demographic questions. We note that the scales for measuring cultural dimension items exhibited poor reliability, so we've kept the cultural dimensions results purely for descriptive purposes rather than for analysis or explanation of the hypotheses.

4 Results and discussion

Due to the research design, we first analysed the manipulation check item's values across the entire sample and the samples from both countries to determine whether respondents perceived the advertisement as intended. Across the entire sample, the independent t-test indicated that the manipulation was successful ($t(198) = 5,42, p < 0,001$), although both experimental groups skewed toward self-benefit. The difference between the two experimental groups was more pronounced among the Finns ($t(98) = 4,18, p < 0,001$) than among the Slovenians ($t(98) = 3,43, p < 0,001$). Due to

significant differences in the answers under the experimental manipulation, we proceeded with the analysis.

Table 4 presents the descriptive statistics for the key constructs across the two countries' samples and between appeal conditions: attitude toward the advertisement and purchase intention.

Table 4: Descriptive statistics (M and SD) for key constructs for Slovenia and Finland and the two appeal conditions

	Slovenia		Finland		Sample	
	SB	OB	SB	OB	SB	OB
Attitude toward the ad	3,37 (0,67)	3,67 (0,70)	3,38 (0,77)	3,38 (0,66)	3,37 (0,71)	3,53 (0,69)
Purchase intention	3,27 (0,75)	3,45 (0,81)	3,19 (0,91)	2,99 (0,80)	3,23 (0,83)	3,22 (0,83)

SB – Self-benefit; OB – Other-benefit; Source: (own).

The results show that Slovenian respondents reported more favourable attitudes toward the advertisement with the other-benefit appeal than toward the advertisement with the self-benefit appeal. However, the results from the Finnish respondents were identical in both conditions. The results from the entire sample, however, favour the advertisement with the other-benefit appeal. To test our first hypothesis (H1: Other-benefit appeals lead to more favourable attitudes toward the advertisement than self-benefit appeals), we conducted an independent t-test on the entire sample, which showed that the difference in attitude toward the advertisement between the two conditions was not significant ($t(197) = 1,58$; $p = 0,06$).

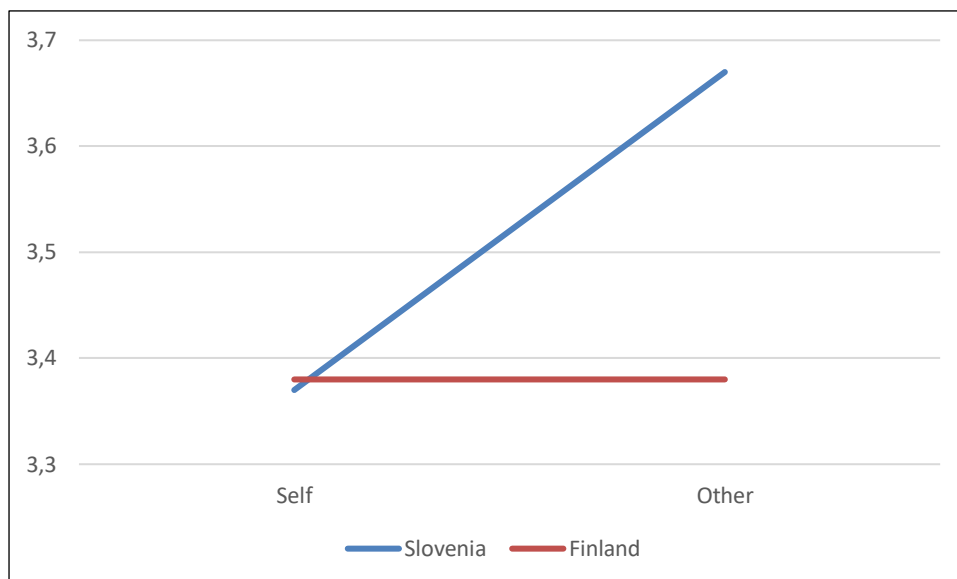
The differences in purchase intention between groups were more intriguing. Slovenian respondents reported higher purchase intention in the other-benefit appeal condition, whereas the opposite was true for Finnish respondents. The results for the entire sample were almost identical ($t(198) = 0,08$; $p = 0,47$), which led us to reject our second hypothesis. Other-benefit appeals do not lead to higher purchase intention than self-benefit appeals.

Our findings regarding these two hypotheses are consistent with some studies on self-benefit and other-benefit appeals, with some reporting stronger effects of other-benefit appeals (Green & Peloza, 2014) and others finding weaker differences between the effects of the appeal types (Allen, 1982).

To test our third hypothesis (H3: Attitude toward the advertisement correlates positively with purchase intention), we calculated the Pearson correlation coefficient between attitude toward the advertisement and purchase intention. The results support our hypothesis, as $r = 0,67$ and was significant at $p < 0,001$. Attitudes toward advertisements remain a significant indicator of the effectiveness of green advertising, as they relate to purchase intention. While the appeal type did not yield statistically significant differences across the entire sample, the respondents who evaluated the advertisement more favourably also reported higher purchase intention.

As for hypothesis H4 (The effect of green advertising appeal type on attitude toward the advertisement differs between Slovenian and Finnish consumers), Table 3 already provides some indicative evidence, as does the interaction shown in Figure 1. To test these differences, we ran separate independent t-tests for the Slovenian and Finnish samples. As indicated by the values in Table 3, the difference in attitudes toward the self-benefit and other-benefit advertisements proved significant for the Slovenian sample ($t(98) = -2,22$; $p < 0,05$), but not for the Finnish sample ($t(97) = -0,06$; $p = 0,48$). However, to test H4 directly, we used a two-way ANOVA. The interaction between country and appeal type was not significant ($F(1, 195) = 2,22$, $p = 0,14$). There were no significant differences in attitudes toward the advertisements between Slovenian and Finnish respondents when accounting for the type of advertising appeal. Thus, we rejected our fourth hypothesis.

Figure 1 Estimated marginal means for attitudes toward the advertisement based on the interaction between country (Slovenia and Finland) and appeal type (self-benefit and other-benefit)

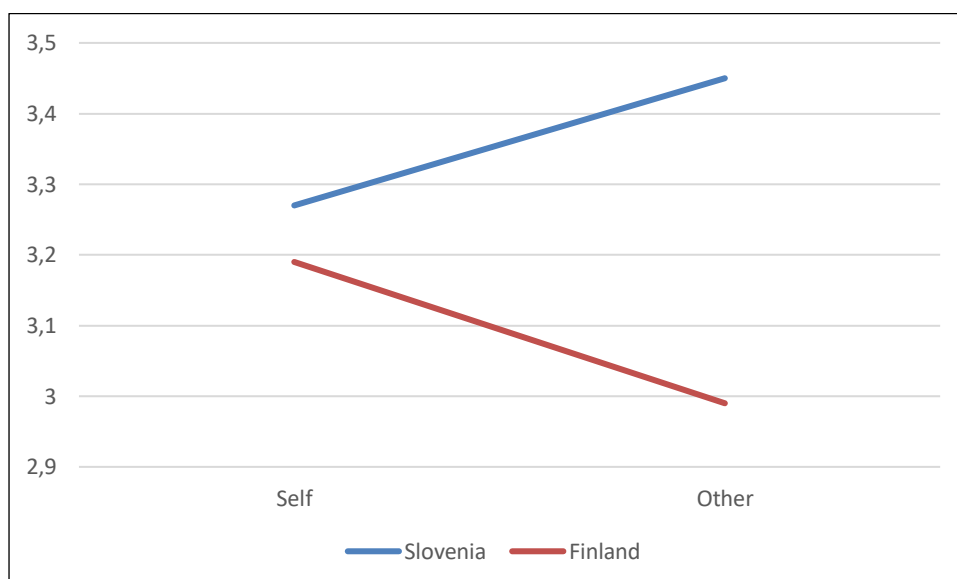


Source: (own).

We followed the same procedure when we tested our final hypothesis (The effect of green advertising appeal type on purchase intention differs between Slovenian and Finnish consumers). Figure 2 shows the effect of the interaction between country and the appeal type on purchase intention. In this case, the separate independent t-tests for the Slovenian and Finnish samples showed no significant differences between the conditions. The results of the two-way ANOVA showed no significant differences in purchase intention between Slovenian and Finnish respondents and the two experimental conditions ($F(1, 196) = 2,70, p = 0,10$). Hence, we rejected our H5.

8

Figure 2 Estimated marginal means for purchase intention based on the interaction between country (Slovenia and Finland) and appeal type (self-benefit and other-benefit)



Source: (own).

The interaction patterns shown in Figures 1 and 2 suggest that Slovenian and Finnish respondents did not respond to the two appeals in the same way. However, these differences were not statistically significant. The results thus remain indicative rather than conclusive, as they do not provide sufficient evidence of country-specific changes in the effects of appeal type on attitudes or purchase intentions. Even then, these results may indicate that the effects of green appeals depend not only on the appeal type (self-benefit or other-benefit), but also on how consumers interpret the product, the advertised benefit, and the perceived credibility of the message in individual markets.

Table 5 summarises the results of hypothesis testing, indicating whether each hypothesis was supported based on the statistical analysis.

Table 5: Summary of hypothesis testing results

Hypothesis	Statement	Result
H1	Other-benefit appeals lead to more favourable attitudes toward the advertisement than self-benefit appeals.	Rejected
H2	Other-benefit appeals lead to higher purchase intention than self-benefit appeals.	Rejected
H3	Attitude toward the advertisement correlates positively with purchase intention.	Supported
H4	The effect of green advertising appeal type on attitude toward the advertisement differs between Slovenian and Finnish consumers.	Rejected
H5	H5: The effect of green advertising appeal type on purchase intention differs between Slovenian and Finnish consumers.	Rejected

5 Conclusion

This study investigated how Slovenian and Finnish consumers respond to self-benefit and other-benefit green advertising appeals. While previous research (e.g. Green & Peloza, 2014) suggests that other-benefit appeals are generally more effective, our study provides only limited support. Our comparison indicates some differences between Slovenian and Finnish respondents, especially in the effects of other-benefit appeal, but these differences were not statistically significant. However, we found a positive relationship between attitude toward the advertisement and purchase intention, indicating that the effectiveness of green advertising depends on consumers' evaluations of the advertisement.

From a practical perspective, our findings suggest that (green) advertisers should be cautious when assuming the superiority of other-benefit appeals over self-benefit appeals. Our results indicate that their effectiveness might also depend on other factors, such as message clarity, product category, and other contextual factors. Furthermore, we can attest to the need for a thorough analysis of the appeals used. In this study, the respondents perceived both appeals as skewing toward self-benefit. This may have reflected the product category used or the wording of the stimuli. An electric food waste composter is a household appliance, so even environmentally framed benefits may have been interpreted as personal convenience and gain. Also, it should be noted that this product could be considered a premium offering, whereas using a cheaper, everyday FMCG product might show different results.

Finally, our findings should be considered in light of some limitations. The study employed a relatively small, non-representative convenience sample and focused on a single, specific product category. Additionally, the manipulation check showed that both stimuli skewed toward self-benefit, and the cultural-dimension scales showed poor reliability. Therefore, future studies should use more clearly

differentiated stimuli, larger and more representative samples, and additional product categories. Responses to green appeals may differ for more common products, as well as for cheaper, more frequently purchased, or more salient consumer products. Future research could also examine perceived credibility and greenwashing scepticism, as these factors may help further explain why favourable attitudes toward green products do not always translate into purchase intentions.

References

- Allen, C. T. (1982). Self-Perception Based Strategies for Stimulating Energy Conservation. *Journal of Consumer Research*, 8(4), 381. <https://doi.org/10.1086/208878>
- Amallia, B. A., Effendi, M. I., & Ghofar, A. (2021). The Effect of Green Advertising, Trust, and Attitude on Green Purchase Intention: An Evidence from Jogjakarta, Indonesia. *International Journal of Creative Business and Management*, 1(1), 66. <https://doi.org/10.31098/ijcbm.v1i1.4553>
- Banerjee, S., Gulas, C. S., & Iyer, E. (1995). Shades of green: A multidimensional analysis of environmental advertising. *Journal of Advertising*, 24(2), 21–31. <https://doi.org/10.1080/00913367.1995.10673473>
- Dai, J., & Sheng, G. (2022). Advertising strategies and sustainable development: The effects of green advertising appeals and subjective busyness on green purchase intention. *Business Strategy and the Environment*, 31(7), 3421–3436. <https://doi.org/10.1002/bse.3092>
- Gahlot Sarkar, J., Sarkar, A., & Yadav, R. (2019). Brand it green: young consumers' brand attitudes and purchase intentions toward green brand advertising appeals. *Young Consumers*, 20(3), 190–207. <https://doi.org/10.1108/YC-08-2018-0840>
- Green, T., & Peloza, J. (2014). Finding the right shade of green: The effect of advertising appeal type on environmentally friendly consumption. *Journal of Advertising*, 43(2), 128–141. <https://doi.org/10.1080/00913367.2013.834805>
- Halder, P., Hansen, E. N., Kangas, J., & Laukkanen, T. (2020). How national culture and ethics matter in consumers' green consumption values. *Journal of Cleaner Production*, 265. <https://doi.org/10.1016/j.jclepro.2020.121754>
- Heydari, A., Laroche, M., Paulin, M., & Richard, M. O. (2021). Hofstede's individual-level indulgence dimension: Scale development and validation. *Journal of Retailing and Consumer Services*, 62. <https://doi.org/10.1016/j.jretconser.2021.102640>
- Huang, C. J., Liu, H. Y., Lin, T. L., & Lai, J. Y. (2024). Revisiting Hofstede's dimensions of national culture and environmental sustainability. *Energy and Environment*, 35(3), 1251–1269. <https://doi.org/10.1177/0958305X221140579>
- Huhtala, M. (2024). *Factors affecting the green decision-making process of young adults in Finland* [University of Oulu]. <https://urn.fi/URN:NBN:fi:oulu-202405133393>
- Huttunen, K., & Autio, M. (2010). Consumer ethoses in Finnish consumer life stories - Agrarianism, economism and green consumerism. *International Journal of Consumer Studies*, 34(2), 146–152. <https://doi.org/10.1111/j.1470-6431.2009.00835.x>
- Konuk, F. A., Rahman, S. U., & Salo, J. (2015). Antecedents of green behavioral intentions: A cross-country study of Turkey, Finland and Pakistan. *International Journal of Consumer Studies*, 39(6), 586–596. <https://doi.org/10.1111/ijcs.12209>
- Krsnik, S., & Erjavec, K. (2024). Comprehensive Study on the Determinants of Green Behaviour of Slovenian Consumers: The Role of Marketing Communication, Lifestyle, Psychological, and Social Determinants. *Sustainability (Switzerland)*, 16(17). <https://doi.org/10.3390/su16177555>

- Malhotra, N. K. (2020). *Marketing research: an applied orientation* (7th edition). Pearson.
- Mandliya, A., Varyani, V., Hassan, Y., Akhouri, A., & Pandey, J. (2020). What influences intention to purchase sustainable products? impact of advertising and materialism. *International Journal of Productivity and Performance Management*, 69(8), 1647–1669. <https://doi.org/10.1108/IJPPM-12-2019-0591>
- Mi, L., Qiao, L., Xu, T., Gan, X., Yang, H., Zhao, J., Qiao, Y., & Hou, J. (2020). Promoting sustainable development: The impact of differences in cultural values on residents' pro-environmental behaviors. *Sustainable Development*, 28(6), 1539–1553. <https://doi.org/10.1002/sd.2103>
- Raza, S. H., Abu Bakar, H., & Mohamad, B. (2020). The effects of advertising appeals on consumers' behavioural intention towards global brands: The mediating role of attitude and the moderating role of uncertainty avoidance. *Journal of Islamic Marketing*, 11(2), 449–469. <https://doi.org/10.1108/JIMA-11-2017-0134>
- Salonen, A. O., Siirilä, J., & Valtonen, M. (2018). Sustainable living in Finland: Combating climate change in everyday life. *Sustainability (Switzerland)*, 10(1). <https://doi.org/10.3390/su10010104>
- Schuhwerk, M. E., & Lefkoff-Hagius, R. (1995). Green or non-green? Does type of appeal matter when advertising a green product? *Journal of Advertising*, 24(2), 45–54. <https://doi.org/10.1080/00913367.1995.10673475>
- Soomro, S. A., Habeeb, Y. O., & Khoso, U. (2025). Consumer response to green advertising appeals: the role of susceptibility to normative influence and need for uniqueness. *Management of Environmental Quality*, 36(3), 855–874. <https://doi.org/10.1108/MEQ-08-2024-0363>
- Suttikun, C., Mahasuweerachai, P., & Bicksler, W. H. (2025). Environmental messaging, corporate values, online engagement and purchase behavior: a study of green communications among eco-friendly coffee retailers. *Journal of Hospitality and Tourism Insights*, 8(3), 1073–1094. <https://doi.org/10.1108/JHTI-06-2024-0556>
- The Culture Factor. (2023). *Country Comparison Tool*. <https://www.theculturefactor.com/country-comparison-tool?countries=finland%2Cslovenia>
- Tih, S., Chan, K. T., Ansary, A., & Ahmed, A. (2016). Green advertising appeal and consumer purchase intention. *Jurnal Pengurusan*, 47, 157–168. <https://doi.org/10.17576/pengurusan-2016-47-13>
- Townsend, S. (2024). Sustainability Marketing Just Got Tricky, And Better. *Forbes*. <https://www.forbes.com/sites/solitairetownsend/2024/02/11/sustainability-marketing-just-got-tricky-and-better/>
- Vainio, A., Pulkka, A., Paloniemi, R., Varho, V., & Tapio, P. (2020). Citizens' sustainable, future-oriented energy behaviours in energy transition. *Journal of Cleaner Production*, 245. <https://doi.org/10.1016/j.jclepro.2019.118801>
- White, K., & Peloza, J. (2009). Self-benefit versus other-benefit marketing appeals: Their effectiveness in generating charitable support. *Journal of Marketing*, 73(4), 109–124. <https://doi.org/10.1509/jmkg.73.4.109>
- Yang, D., Lu, Y., Zhu, W., & Su, C. (2015). Going green: How different advertising appeals impact green consumption behavior. *Journal of Business Research*, 68(12), 2663–2675. <https://doi.org/10.1016/j.jbusres.2015.04.004>
- Yoon, H. J., & Kim, Y. J. (2016). Understanding Green Advertising Attitude and Behavioral Intention: An Application of the Health Belief Model. *Journal of Promotion Management*, 22(1), 49–70. <https://doi.org/10.1080/10496491.2015.1107006>

- Zhang, X., Chen, K., & Li, S. (2024). The effects of green advertising appeal and message type on purchase intention. *Journal of Retailing and Consumer Services*, 81. <https://doi.org/10.1016/j.jretconser.2024.104007>
- Zheng, M., Tang, D., Chen, J., Zheng, Q., & Xu, A. (2022). How different advertising appeals (green vs. non-green) impact consumers' willingness to pay a premium for green agricultural products. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.991525>