



Green Advertising Impact on Consumer Behavior

Guest Editors:

Dr. Ainsworth Bailey

Marketing & International
Business Department, College of
Business & Innovation, University
of Toledo, Toledo, OH 43606, USA

Dr. Aditya Shankar Mishra

Department of Marketing, Indian
Institute of Management Ranchi,
Ranchi, Jharkhand Pin-834008,
India

Dr. Mojisola Tiamiyu

Department of Psychology,
College of Arts & Letters,
University of Toledo, Toledo, OH
43606, USA

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Message from the Guest Editors

In this Special Issue, we focus on the topic of green advertising, as room exists to enhance this stream of research by exploring some of the issues that have not received as much attention as they should.

The issues that this Special Issue will address include, but are not limited to:

- The impact of green advertising in complementing other forms of green marketing by companies;
- Comparisons of green advertising across cultures;
- The impact of culture on consumer response to green advertising;
- The financial consequences of green advertising for companies and brands/links between green advertising and firm financial outcomes;
- The consequences of greenwashing on companies and brands;
- The impact of personality variables on consumer receptivity to green advertising;
- The impact of demographic variables (age, gender, education level, income level, among others) on consumer receptivity to green advertising.





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Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

Message from the Editor-in-Chief

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
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