
ENVIRONMENTAL ATTITUDES AND ENVIRONMENTALLY SENSITIVE TELEVISION COMMERCIALS

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ABSTRACT

Environmental problems have been increasingly relevant for consumers and companies. Consumers with strong ecocentric attitudes prefer to purchase green products. Companies that are aware of the change develop new marketing strategies. Some of these companies focus on innovation in the products, while others focus on promotion. While it may not be possible for companies to convert every product to a green product, every company can carry out a green marketing promotion strategy. The commercial is the most effective of these strategies with many functions, including raising awareness and providing information. The aim of this research is to examine the relationships between variables on the basis of environmental attitudes and to investigate the effect of a TV commercial with an emphasis on environmental sensitivity through a structural model. A survey was conducted with 579 participants within the scope of the research. The partial least squares (PLS) method was used to examine the relationships within the models established during the analysis phase. In this study, the Finish brand dishwasher detergent commercial shown on TV channels in Turkey was evaluated within the scope of a structural model. The commercial variable was used as a moderator in the model. The content of the commercial subject to the research is related to environmental sensitivity. In the commercial, it is recommended that consumers place dishes in the dishwasher without prewashing the dishes for less water consumption. Our research results reveal that the environmentally sensitive commercial has a moderating effect between ecocentric attitude and brand trust.

Keywords: Ecological environment, environmental attitudes, green marketing, social marketing, commercial.

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ÇEVRESEL TUTUMLAR VE ÇEVREYE DUYARLI TELEVİZYON REKLAMLARI

ÖZ

Çevre sorunları tüketiciler ve řirketler için giderek daha önemli bir hale gelmiştir. Güçlü ekosentrik tutuma sahip tüketiciler, çevreci ürünler satın almayı tercih ederlerken, deęişimin farkında olan firmalar yeni pazarlama stratejileri geliřtirmektedir. Bu firmalardan bir kısmı ürünlerde yenilięe bir kısmı ise tutundurmaya odaklanmaktadır. Firmaların her bir ürününü çevreci bir ürüne dönüřtürmesi mümkün olmasa da her firma yeřil pazarlama temelinde tutundurma stratejileri yürütebilir. Farkındalık geliřtirmek ve bilgi vermek gibi birçok işlevi olan reklam da bu stratejiler içerisinde en etkili olanıdır. Bu arařtırmanın amacı çevresel tutumlar temelinde deęişkenler arasındaki ilişkileri incelemek ve çevreye duyarlılık vurgusu taşıyan bir TV reklamının etkisini yapısal bir model aracılıęıyla arařtırmaktır. Arařtırma kapsamında 579 katılımcı ile anket yapılmıştır. Kurulan modellerdeki ilişkileri incelemek için analiz aşamasında kısmi en küçük kareler (PLS) yöntemi kullanılmıştır. Bu çalışmada Türkiye'deki televizyon kanallarında gösterilen Finish marka bulařık makinesi deterjanı reklamı yapısal bir model kapsamında deęerlendirilmiştir. Modelde reklam, düzenleyici deęişken olarak kullanılmıştır. Arařtırmaya konu olan reklamın içerięi çevresel duyarlılıkla ilgilidir. Reklamda daha az su tüketimi için tüketicilerin bulařıkları ön yıkama yapmadan bulařık makinesine koymaları önerilmektedir. Arařtırma sonuçlarımız, çevreye duyarlı reklamın, çevre merkezli tutum ve marka güveni arasında düzenleyici bir etkiye sahip olduğunu ortaya koymaktadır.

Anahtar Kelimeler: Ekolojik çevre, çevresel tutumlar, yeřil pazarlama, sosyal pazarlama, reklam.

1. Introduction

New economic, social and technological changes are experienced worldwide due to globalisation. Thus, new forms of political, environmental and social mobilisation are emerging that encourage new strategies for sustainable development in developed and developing countries. Individuals who emphasise environmental concerns believe that people should live in harmony with nature, try to protect the natural environment and avoid behaviors harmful to the natural environment. This is why people care about environmental quality because they believe that a degraded environment threatens people's health. Their main concern is not a threat to the environment but a threat to people's well-being. In this case, people are in an anthropocentric approach (Jian et al., 2020).

In the ecocentric approach, people have completely environmental concerns regardless of their own interests. These approaches differ from each other due to ethical understanding of nature. Whether a person has an Ecocentric or Anthropocentric approach, s/he can be environmentally conscious in any case. In this context, Thompson and Barton (1994) developed an attitude scale that investigates attitude towards environment under the titles of eccentric and anthropocentric. (Erten and Aydođdu, 2011).

Environmental problems have become increasingly relevant for consumers and companies. Consumers with ecocentric attitudes prefer to purchase green products. Companies with this awareness are developing marketing strategies for these consumers. Some of these companies focus on innovation in products, while others focus on promotion. While it may not be possible for companies to convert every product to a green product, every company can carry out a green marketing promotion strategy. The commercial is the most effective of these strategies with many functions, such as raising awareness and providing information.

While environmental change is a scientific fact, the real problem is how people and businesses should react to this change. If consumption contributes to environmental degradation, it must be presented to allow them to minimise the negative impact of consumer choices on the environment. Businesses are required and expected to design and deliver environmentally safe products, use more environmentally friendly components in their products, and adapt corporate processes and products to be less harmful to the environment (Taghian et al., 2016).

In the study, consumers' attitudes towards the environment are determined in the light of an ecocentric and anthropocentric perspective. This study aims to determine the effect of attitudes on brand trust and their effect on the purchase intention of consumers and the intention to place the dishes in the dishwasher without prewashing.

In this study, the Finish brand dishwasher detergent advertisement shown on TV channels in Turkey was evaluated within the scope of a structural model. The commercial variable was used as a moderator in the model. The content of the

Finish brand advertisement is about environmental awareness. In the commercial, it is recommended that consumers place dishes in the dishwasher without prewashing them for less water consumption.

2. Literature Review and Hypotheses

Rapid industrialisation and population growth, uncontrolled urbanisation, climate change, and rapidly increasing air and water pollution threaten the world's ecological balance and human health, so the need for ecological awareness and environmental protection has become a necessity (Kanibir and Saydan, 2007; Aziz and Yani, 2017). The world is experiencing to a much worse ecological crisis than the financial or economic crises experienced due to the excessive use of natural resources (Subramanian, 2018). As a result of this negative trend in the ecological environment, changes in the attitudes and behaviors of individuals and businesses have started to emerge. It can also be said that individuals (consumers) and businesses encourage each other in increasing awareness and behavior change, and this emerging change has made it imperative for businesses to consider and improve the environmental performance of their products in order to strengthen their brand values (Chen, 2010).

Consumer demand, increased environmental regulations, ethical concerns, and customer satisfaction factors force industries to be more environmentally friendly (Noor et al., 2016). Successful development and production of environmentally sustainable products or services are essential to reduce the impact of industrial activities on the environment and to promote cleaner production (Dangelico and Vocalelli, 2017). For this reason, many disciplines have evolved along the lines of "green thinking". Thus, the traditional marketing discipline has been restructured to be more sensitive to the environment, and, as a result, the green marketing concept has emerged (Rahman, 2018). Green marketing, a term that refers to marketing that considers ecological problems, has emerged as consumer behavior becomes more environmentally conscious, which can be seen as a continuation of the process of adapting marketing thinking to the needs of the age (Karna, 2003). Green marketing is the management process responsible for defining, predicting, and meeting the needs of the customer and society in a profitable and sustainable way (Chen and Chai, 2010). However, green marketing does not have a universal definition, including environmental awareness in marketing management (Zhu and Sarkis, 2016). Green marketing consists of many activities designed to ensure that the fundamental aspects of the process have a minimal negative environmental impact, protect the environment, are responsible for the environment, establish long-term relationships with customers and other stakeholders, and create natural needs (Chen and Yang, 2019). Over-emphasising or misinterpreting environmental quality than customer satisfaction can be called marketing "myopia"; green marketing should fulfil two objectives: better environmental quality and customer satisfaction (Ottman et al., 2006). In addition, examples of the results of the research in the literature on the relationships between the variables of this research are presented in Table 1.

Table 1. Summary of Key Empirical Findings from Previous Research on Variables

	Source	Analysis Method	Key Findings
Environmental values, companies and green advertising	Butt et al., 2017	Structural equation modelling	Companies should allocate resources not only for environmentally friendly products to increase their brand equity but also to increase consumers' environmental awareness.
	Davari and Strutton, 2014	Linear regression	Green brands' promotional activities are becoming more meaningful to consumers who are already concerned with environmental issues and seeking opportunities to avoid harming the environment.
	Davis, 1994	T-tests	When pre-existing assessments of corporate environmental concern are positive, consumers are significantly more likely to respond positively to the ad, the advertised message, the advertiser, and the advertiser's products. The positive responses to be received also contribute to the image of the product and the company.
	Yoon and Kim, 2016	T-tests and Multiple Regression	Having an environmental concern, whether it be an eco-centered attitude or a human-centered attitude, is associated with sensitivity to green advertising. The formation of a positive attitude towards green advertising is important in the persuasion process that leads to the formation of behavioral intentions.
	Kaida and Kaida, 2016	Structural equation modelling	As environmental values, both ecocentric and anthropocentric attitudes positively affect environmental behaviour.

Media and environment	Kao and Du, 2020.	Two-way ANOVA	Advertisements emphasising protecting the environment will be more effective when consumers have positive feelings about protecting the environment.
	Huang, 2016	Structural equation modelling	Media has a strong positive influence on promoting and embedding environmental behavior.
	Propheto et al., 2020.	Structural equation modelling	Brand image has a positive and significant effect on trust.
Brand image and trust	Chen, 2010	Structural equation modelling	Green brand image, green satisfaction and green trust are positively associated with green brand equity. If businesses invest in increasing green brand image, green satisfaction and green trust, this will help increase green brand equity.
	Widyastuti et al., 2019	Structural equation modelling	The marketing strategy and corporate social responsibility program of the company subject to the research bring benefits to society and contribute to the image of the enterprise.
Social responsibility activities	Pivato et al., 2008;	Structural equation modelling	Consumers' perceptions of a firm's corporate social responsibility level are positively associated with consumer trust.
	Dang et al., 2020		
	Castaldo et al., 2009	Structural equation modelling	Trust can explain the success or failure of a socially responsible company in the marketplace. Trust and socially responsible companies can gain competitive advantage.
	Park et al., 2014	Structural equation modelling	Corporate social responsibility activities create and increase consumers' trust in the company.
	Lowe et al., 2015	Ordinary least squares regression; F-test	The social marketing program reduced household water consumption.

2.1. Environmental Attitudes and Trust

The green product trend is turning into a subculture as, today, many consumers prefer green products and see this as an effective way to protect nature (Ahmed and Zhang, 2020). Green consumers see themselves as socially responsible consumers, and one of the most important factors in green buying behavior is environmental attitude (Aziz and Yani, 2017). However, individuals' attitudes towards the ecological environment often do not match their behavior, indicating a gap between attitude and behavior. The level of social desirability regarding the ecological environment may further increase this gap. However, attitudes can still provide important clues for understanding the individual. It is important to understand the background of the attitude towards the ecological environment. Research on the subject shows that analysing benefits in terms of the individual and nature is important in evaluating environmental attitudes. However, there are different labels and classifications in the field, this research classified attitudes as ecocentric and anthropocentric. Kortenkamp and Moore (2001) asserted that human beings are central in anthropocentric ethics and that nature and other lifestyles are important only because of the benefits they provide to people. An anthropocentric person supports environmentalism by considering its benefits to people, while an ecocentric person also supports environmentalism, but their inspiration is nature-centered. (Xu and Fox, 2104). Ecocentric values give importance to the environment for the environment's sake, while anthropocentric values give importance to the environment only to meet human needs (Kaida and Kaida, 2016; Robinson and Brownlow, 2015). Despite very positive views on the environment, many people do not practice conservation behaviors that would help reduce damage to the environment. Ecocentric and anthropocentric attitudes underlie the support given to environmental problems. Both ecocentric and anthropocentric individuals display positive attitudes towards environmental problems (Thompson et al., 1994).

Although green marketing includes environmental awareness in the whole process, from product planning to after-sales recycling, it will be insufficient to have a real impact on the ecological environment because it cannot be said that green marketing fully encourages behaviors of non-consumption or less consumption. However, the impact of increased consumption on the depletion of resources is great. At this stage, social marketing can come into play. Social marketing refers to the use of marketing principles and methods to affect the target audience's behaviour to benefit both the target audience and society (Kotler and Lee, 2010). For example, social marketing can encourage individuals to consume less water and electricity or promote the habit of doing sports in the young population. Examples of social marketing are common in the field of health. Businesses that implement green marketing can also use social marketing, taking into account both their products and social needs. It is important to know whether the target audience's attitudes towards the environment are ecocentric or anthropocentric.

This difference will affect all marketing activities of the business. While the response to an anthropocentric attitude will be product-weighted, the response to an ecocentric attitude will be insufficient if it only focuses on the product and requires an active role in social responsibility projects. Even if the activities are fulfilled merely due to social responsibility, it is possible that an effort in this direction will provide a commercial benefit to the business. In a study by Nielsen (2015) with 30,000 consumers from 60 countries, it was determined that most consumers were willing to pay more for products and services purchased from socially and environmentally responsible companies, another study by Unilever (2017) involving 20,000 consumers from five major developed and emerging economies reveals that one third of consumers often buy products from companies that they think are focused on having a positive impact on society and the environment (Halder et al., 2020).

An ecologically environmentally conscious approach brings businesses more than just selling products. However, this approach comes with the need for more trust. Businesses have to show that they are reliable. At this stage, the importance of brands is revealed once again. Brand image has a significant effect on trust (Alamsyah et al., 2020; Propheto et al., 2020); an environmentally sensitive image is likely to increase trust in the business. Brand image is the evaluation of the interaction with the brand (Veloutsou, 2015). Consumers' attribution of trust to a brand is based on their experience with that brand (Delgado-Ballester and Munuera-Aleman, 2001). Because green trust and green impact are achieved through experience, customers are likely to have more trust with a green brand through frequent positive experiences. Therefore, an investment that aims to create and inform green consumers about the sensitive attitudes and behaviors will nurture and influence green trust (Harris, 2010). Experience with the brand includes not only product experience but also external communication. Therefore, communication that emphasises social responsibility, such as environmental awareness, will increase trust in the brand. Businesses that are sensitive to issues affecting society, such as the environment, will receive support from society in return for their efforts (Widyastuti et al., 2019). The environmental awareness image will contribute to trust marketing regardless of the products. Therefore, we proposed the following hypotheses.

H₁: Environmental attitudes positively affects trust in the brand.

H_{1a}: Ecocentric attitude positively affects trust in the brand.

H_{1b}: Anthropocentric attitude positively affects trust in the brand.

2.2. Trust and Intention to Purchase

Consumer trust is the main determinant of long-term consumer attitude. It has been revealed that brand trust affects the purchasing intentions of the customers

thus, it is significantly affected by the trust of the customers and is the determinant of the purchasing intention of the consumer (Alshura and Zabadi, 2016; Harris, 2010; Lee et al., 2011; Rahardjo, 2015). While the trust of consumers in brands has decreased worldwide in recent years (Rajavi et al., 2019), the activities of businesses that pursue the social benefit they identify with their brands can make a significant contribution to establishing brand trust. Community-oriented activities will add originality to the brand. Brand originality affects brand trust, and nowadays, originality is an important factor in achieving success (Portal et al., 2019). Negative attitudes of consumers towards marketing are common (Heath and Heath, 2008), and it has been argued that trust is something to be marketed outside of marketing mix elements (Brenkert, 1997). Therefore, we proposed the following hypothesis:

H₂: Trust in the brand positively affects purchasing intention.

2.3. Green Advertising as a Moderator Effect

The increase in the environmental awareness of consumers has changed consumption patterns and purchasing behavior in terms of the protection of the environment (Sharma and Iyer, 2012; Yang, 2017). The efforts of businesses to meet the expectations of environmentally friendly consumers have triggered several marketing initiatives, including green advertising and the development of products targeting green consumers (Bailey, 2016). Green advertisements have also increased due to the growing interest in environmental friendliness by businesses and consumers. Banerjee et al. (1995) define green advertising as “any advertisement that explicitly or indirectly deals with the relationship between a product or service and the biophysical environment, supports a green lifestyle with or without highlighting a product or service, and offers an image for corporate environmental responsibility.” Green advertising is one of the most common types of green marketing that marketers use to position their products as green in the minds of the consumers, and companies often emphasise the environmental advantages of their products using green advertising. (Kao and Du, 2020; Mo et al., 2018). Buying a green product is often seen as ethical behavior, i.e., helping people to protect the environment; another reason for buying green products is that it helps people express their environmental identity (Meijers et al., 2019).

As green marketing and advertising efforts continue to grow, it turns out that understanding and predicting environmental behavior is extremely difficult. Almost everyone has environmental concerns and beliefs, but environmental attitudes are not in line (Haytko and Matulich, 2014).

Academic research on green advertising has been limited despite the high interest in environmental awareness. Studies have focused more on understanding and predicting environmental behavior or green consumers. Some studies focusing on advertising have measured the general attitude towards green advertising, created

a green advertising typology, and measured how different message elements increase message effectiveness. Although they are helpful, these studies only offer a fragmented understanding of how attitudes towards green advertising form and how subsequent behavioral intentions are formed. Past research has found that advertisements can play an important role in shaping consumers' attitudes. While green advertising is a for-profit communication, it can inform consumers about current green products and shape their sustainable consumer attitudes. As part of a larger effort to develop environmentally-conscious behavior, it will be useful to identify what shapes positive green advertising attitude and behavioral intention in general (Yoon and Kim, 2016).

The concept of trust is becoming more and more important in environmental concerns. On the grounds that consumers trust reputable organisations more, businesses need to emphasise more on the distinctive features of their business rather than product features (Bozbay et al., 2019). The effect of green trust on green purchasing intention can be determined by the consumer's judgment in terms of long-term trust in a particular product as it has a positive effect on the environment, thus leading to an increase in the consumer's purchase intention. Therefore, increased green confidence in consumers will lead to higher green purchase intention (Rahardjo, 2015). These findings have led us to form the following hypotheses:

H₃: The path coefficient between intention to purchase and without prewashing of those watching the environmental commercial is higher than the group that does not watch the commercial.

H_{4a}: Environmental commercial has a moderating effect on the relationship between ecocentric attitude and brand trust.

H_{4b}: Environmental commercial has a moderating effect on the relationship between anthropocentric attitude and brand trust.

In this study, the Finish brand dish machine detergent commercial shown on TV channels in Turkey was evaluated within the scope of a structural model. The consequence variable of the model was the intention to place the dishes into the dishwasher without prewashing. In the Finish brand dish machine detergent commercial, it is recommended that consumers place dishes in the dishwasher without prewashing the dishes for less water consumption.

3. Methodology

3.1. Measurement Instrument

In this study, five basic variables were measured for the models created: ecocentric attitudes, anthropocentric attitudes, brand trust, intent to purchase, and use of dishwashers without prewashing. The scale developed by Thompson and Barton (1994) was based on the measurement of ecocentric and anthropocentric attitudes.

In the measurement of brand trust, the original form was Chaudhuri and Holbrook (2001) and Matzler et al. (2008) and later included in the studies of Özdemir and Koçak (2012), the scale items were used. The scale items in the research by Dodds et al. (1991) were used in the measurement of purchase intent. The use of a dishwasher without prewashing was measured by asking the participants if they had this intention.

3.2. Sample and Data Collection

The target sample of the study consists of people who use Finish brand dishwashing detergent. The convenience sampling method was chosen due to the large population to be reached and the lack of sampling frame. The data in this study were obtained through the survey method via a self-administered questionnaire. In order to test the comprehensibility and feasibility of the survey by consumers, a pilot study was conducted with a group of 25 people with target audience characteristics, and the survey was finalised. The survey was sent to the participants both face-to-face and online between February 2019 and March 2019. The number of the sample has been determined considering the features of the study, the number of variables in the study, the features of the analysis that would be used in the study and the number of the sample that has been used in similar studies (Nakip, 2004; Altunışık et al., 2004). A five-point Likert scale that is graded from 1=definitely disagree to 5=definitely agree was used to collect participants' answers. Within the scope of the research, the data of 579 participants were included in the analysis. The analysis of the data was done through SPSS and The Smart PLS 3 programs. Information such as gender, age, and education was used as descriptive characteristics. Descriptive statistics of respondents are given in Table 2. When the distribution of gender was analysed, it could be seen that the ratio of female participants among the respondents was 62.5%. The distribution of the participants regarding age groups was very close to each other. In terms of educational status, the university graduates ranked first with a rate of 63%. In addition, the ratio of the people who watched the advertisement, which is an important variable within the scope of the research, to the total number of participants was approximately 68%.

Table 2. Demographic Profile of Respondents and Descriptive Statistics

n	Gender	(%)	Age	(%)	Educational Status	(%)
579	Female	62.5	18 - 25	24.3	High school and lower	30.2
			26 - 35	25.8	Undergraduate	63.0
	Male	37.5	36 - 45	26.3	Graduate	6.8
			46 - 46+	23.6		

3.3. Findings

The partial least squares (PLS) method was used to examine the relationships within the models established during the analysis phase. The Smart PLS 3 program was used in the analysis (Ringle et al., 2015). In the research, three different models were established. The first model contained the data of those who watched the commercial, and the second model contained the data of those who did not watch the commercial. In the last model, which examined the moderating effect, the data of all respondents were included. The model's reliability and validity analysis was first tested for each model, and then path analyses were carried out. Table 3 shows the results of the measurement reliability and validity of the model constructs. Composite reliability values carried sufficient reliability values for the variables that made up each group (model). The average variance extracted (AVE) values of the variables in each model were higher than 0.50. In all models, the diagonal elements were greater than the off-diagonal elements in the corresponding rows and columns. These two results indicated that discriminant validity had been provided (Fornell and Larcker, 1981).

Table 3. Reliability and Validity

Groups	CR	AVE	Discriminant Validity								
			Antrop.	Ecoc.	Trust	Int. to purch.	Without prewashing	Int. to purch.	Without prewashing		
Watched	.852	.536	Antrop.								
	.908	.667	Eco.	.732							
	.971	.892	Trust	.343	.817						
	.937	.832	Int. to purch.	.490	.315	.945					
	1.000	1.000	Without pre-washing	.451	.250	.770	.912				
			.299	.160	.312	.335	1.000				
Not watched	.853	.539	Antrop.								
	.896	.633	Ecoc.	.734							
	.960	.856	Trust	.296	.796						
	.907	.765	Int. to pur.	.415	.175	.925					
	1.000	1.000	Without prewashing	.299	.177	.675	.875				
			0.387	.244	.206	.237	1.000				
Moderator (all participants)	.852	.536	Antrop.								
	.910	.670	Ecoc.	.732							
	.968	.882	Trust	.322	.819						
	.898	.644	Mod effect	.464	.271	.939					
	1.000	1.000	Watch comm.	.016	-.057	.088	.803				
			-.019	.208	.077	-.156	1.000				
			.402	.240	.746	.050	.137	.902			
			.317	.233	.288	-.099	.196	.325	1.000		

3.4. Comparison of Groups' Models and Moderating Effect

In Figure 1, the results for two models that include the participants who watched the commercial (C+) and the participants who did not (C-) may be seen. As a result of the path analysis, it was found that all the coefficients among the variables in the model belonging to C+ were higher than C- values. In addition to this basic finding, while there was no significant relationship between “ecocentric attitude” and “trust” in the C- model ($\beta = .057, p > .05$), it was remarkable that the coefficient for the relationship was significant in the model of C+ ($\beta = .166, p < .001$). On the other hand, according to the results of the model including all the participants' data (Figure 2), it was found that both ecocentric ($\beta = .125, p > .001$) and anthropocentric ($\beta = .423, p > .001$) attitudes positively affect trust. According to the results obtained, the H_{1a} and H_{1b} hypotheses are supported.

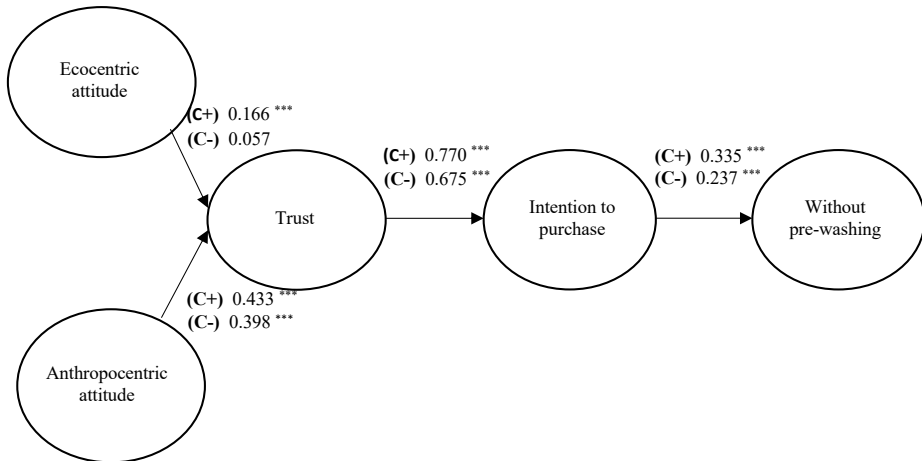


Figure 1. Path Coefficients and Comparison of Groups' Models

C+: Respondents who watched the commercial; C-: Respondents who did not watch the commercial

(* $p < .05$, ** $p < 0.01$, *** $p < .001$).

Analysis results related to the model with all data (C+ and C-) and including the moderating effect are shown in Figure 2 (The hypothesis results are shown in Table 4). The findings revealed that each path coefficient was significant and that a one-unit increase led to a positive increase in the relevant variable.

In the model in Figure 2, it is seen that the path coefficient between brand trust and purchase intention also supports the H_2 hypothesis ($\beta = .746, p > .001$). Findings showing the relationship between intention to purchase and without prewashing for those who watch the advertisement and those who do not also support our H_3 hypothesis (Figure 1). The path coefficient between intention to purchase

and without prewashing of those watching the environmental commercial is higher than the group that does not (C+: $\beta = .335$, $p > .001$ and C-: $\beta = .237$, $p > .001$). Additionally, the results showed that (Figure 2) the moderating effect of the commercial was statistically significant in the ecocentric attitude-trust relationship ($\beta = .100$, $p < .05$). However, it was found that the commercial did not have a moderator effect between anthropocentric attitude and trust. Therefore, the H_{4a} hypothesis was supported, and the H_{4b} hypothesis was not. This finding better explained how the non-significant path coefficient of C- in Figure 1 became meaningful in C+.

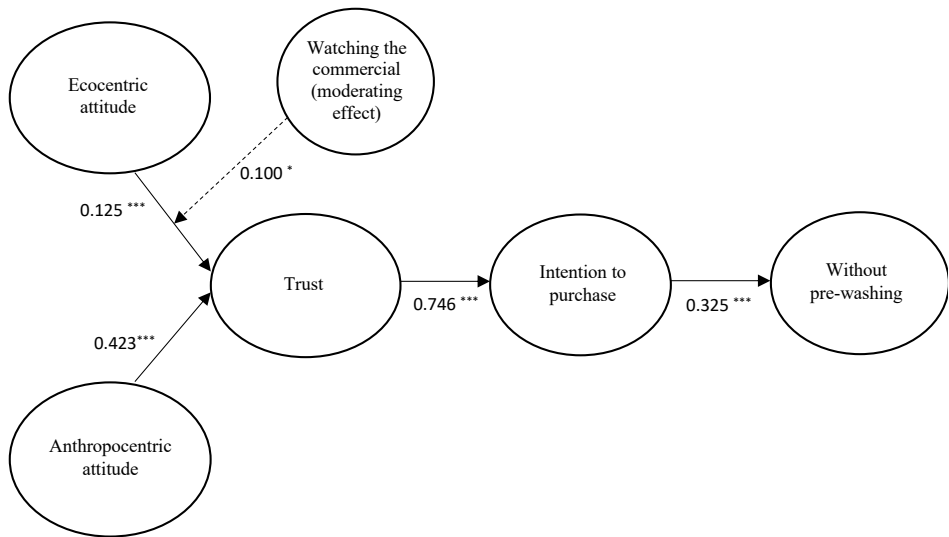


Figure 2. Path Coefficients of Model

(* $p < .05$, ** $p < .01$, *** $p < .001$).

Table 4. Hypothesis and Structural Modelling Results

Hypothesis	Linkages in the model	Path Coefficients (Standard β)	Result
H_{1a} : Ecocentric attitude positively affects trust in the brand.	Ecocentric attitude \rightarrow Trust	.125 ($p < .001$)	Supported
H_{1b} : Anthropocentric attitude positively affects trust in the brand.	Anthropocentric attitude \rightarrow Trust	.423 ($p < .001$)	Supported
H_2 : Trust in the brand positively affects purchasing intention.	Trust \rightarrow Intention to purchase	.746 ($p < 0.001$)	Supported
H_3 : The path coefficient between intention to purchase and without prewashing of those watching the environmental commercial is higher than the group that does not watch the commercial.	(Respondents who watched the commercial)	.335	Supported
	Intention to purchase \rightarrow Without prewashing	($p < 0.001$)	
	(Respondents who did not watch the commercial)	.237 ($p < 0.001$)	
H_{4a} : Environmental commercial has a moderating effect on the relationship between ecocentric attitude and brand trust.	Environmental commercial – Moderating effect	.100	Supported
	(Ecocentric attitude \rightarrow Trust)	($p < .05$)	
H_{4b} : Environmental commercial has a moderating effect on the relationship between anthropocentric attitude and brand trust.	Environmental commercial – Moderating effect	.050	Not Supported
	(Anthropocentric attitude \rightarrow Trust)	($p > .05$)	

4. Conclusions

In this study, the Finish brand dish machine detergent advertisement was evaluated. This commercial shown on TV channels in Turkey explains that there will be no drought if we consume less water; thus, the content of the commercial is about environmental awareness. The study aimed to evaluate the commercial variable effect within the scope of a structural model. The variable was used as a moderator in the model. According to our research results, it was determined that the commercial has a moderating effect on the model. The moderator effect was between ecocentrism and trust. In other words, the effect of the TV commercial came to the fore in individuals whose environmental awareness was environmentally centered. This result supports some studies in the literature (e.g. Davis, 1994; Davari and Strutton, 2014; Yoon and Kim, 2016).

According to the model, ecocentric and anthropocentric attitudes affect trust in the Finish brand. This effect increased even more according to the status of whether or not consumers watched the commercial. Trust in the Finish brand also affected its purchase intention. Studies conducted to support this result (Anisimova, 2016; Chang and Chen, 2012; Lal et al., 2017; Rahardjo, 2015; Teng and Wang, 2015). The consequence variable of the model was the intention to place the dishes into

the dishwasher without pre-washing. It is promising that an advertisement is not solely focused on sales but also on raising awareness about fighting drought. This important action by the Finish brand set an example for its competitors. About six months after this advertisement was shown, the Fairy brand dish machine detergent screened similar advertisements.

Today, ecocentrism is an attitude that consumers attach importance to, not only in developed countries but also in developing countries such as Turkey. Moreover, the number of consumers with ecocentric attitudes or behavior is constantly increasing. Conscientious firms that realise this change makes a difference for their marketing strategies evidenced by TV commercials with environmentalism and social marketing content. Thanks to these strategies, companies both protect decreasing clean water resources and gain the trust of consumers. For this reason, we recommend that firms focus on the consumers with ecocentric attitudes and create commercials with environmentalism and social marketing content as a marketing strategy.

It is thought that the study will make the consumers more willing to buy green products. In addition, this study will enable advertisers to measure how consumers respond to environmental advertisements and increase communication with consumers through environmental advertisements.

This study is limited to one specific product, Finish brand. In future research, other green products can better understand the consumer's view of green products. It can be applied to a wider sample of respondents, including cultural differences, in future studies.

As green marketing can be a way to differentiate, firms that are positioned today should use the environmental concerns of consumers to differentiate and position their products to capture new green markets. Companies should develop long-term strategies to realise their green marketing and include their environmental missions in their business strategies rather than just promoting their green products.

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