

Investigating the effect of mental employment generated by advertising message on the perception of green advertising

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Today, in the era of the environment, companies need to look for an opportunity to enhance their environmental performance to boost their brand value. The presence of many environmentalists in the world has led to a significant increase in the sales of green products today; hence, customers who are willing to pay more for purchasing green products have also increased. The present study, which was conducted among the students of the Faculty of Accountancy and Management, examines the mental employment generated by the promotional message on the perception of green advertising. This research is applied to the target and in terms of controlling the variables is a non-experimental research type and is a descriptive survey type of research. The statistical population in this research is the students of the Faculty of Accounting and Management of Islamic Azad University (Rasht Branch). Data were gathered using a questionnaire. Smartpls software was used to analyze the data and test the hypotheses of the research using Structural Equation Modeling. The findings of the research hypothesis show that there are positive and meaningful relationships between the variables.

Keywords : Era of the environment, Trademark, Green products

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