Mountain versus Ocean: The Moderating Effects of Regulatory Focus and Mediating Effects of Self-Efficacy for The Effect of Natural Environment Type on Consumer Responses to Green Advertising

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Cite as:
Youn Nara, LEE HYUNJI, SI Sean-min (2024), Mountain versus Ocean: The Moderating Effects of Regulatory Focus and Mediating Effects of Self-Efficacy for The Effect of Natural Environment Type on Consumer Responses to Green Advertising. *Proceedings of the European Marketing Academy*, 53rd, (119881)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024

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Abstract

Based on the nature-connectedness theory, which differentiates natural environments into mountain and ocean contexts, we showed the fit effects between promotion focus and mountain-connectedness and between prevention focus and ocean-connectedness. Study 1 examines how individuals' regulatory focus (promotion vs. prevention) and the type of natural environment (mountain vs. ocean) affect attitudes and advertising effectiveness. Promotion-focused individuals respond more favorably to mountain-associated eco-friendly products, while prevention-focused individuals show a preference for ocean-related products. Study 2 further investigates these relationships by manipulating the regulatory focus. The results indicate that promotion-focused advertisements are more effective in mountain-related eco-friendly products, whereas prevention-focused ads perform better in ocean settings. Additionally, the study confirms that environmental self-efficacy mediates the interaction between mountain versus ocean natural environment type and regulatory focus on product attitude and advertising effectiveness.

Subject Areas: *Consumer Behaviour*

Track: Consumer Behaviour