

# Different Shades of Green: How Consumer Political Orientation Shapes Green Purchase Intention

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## **Abstract**

Intrigued by prevalent political polarization and increasing brand activism, the authors investigate the relationship between consumer political orientation and purchase intention on green new products and the mediating role of believability. Two experimental studies show that liberal consumers are more likely to believe in green messages. This inclination is amplified when the source of activism aligns with their liberal values and is weakened when there is a misalignment. Yet, liberal consumers showed decreased believability but surprisingly increased green purchase intention when exposed to conservative sources. This counterintuitive finding contradicts current views in the literature on source alignment and highlights the need for further investigation. These insights provide implications for policymakers and marketers, highlighting the intricate relationships between consumer political orientation and consumer decision-making processes in the context of sustainable consumption.

## **Keywords**

*consumer political orientation, green purchase intention, green new products*

## **Track:**

*Social Responsibility & Ethics*