



Abstract | *The 1st Research Innovations in Sustainable Marketing: A Global Virtual Symposium*

Educating Global Green Consumers: The Role of Online Education and Brand Communication in Promoting Green Buying Behavior

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Abstract: This study first examines the influence of educational factors on a consumer's willingness to buy green products and on building a brand's green image. Second, it explores the effects of environmental concern and perceived consumer effectiveness in mediating the relationships between educational factors and green buying behavior. Third, it takes a cross-country perspective by investigating green buying behavior under distinct cultural contexts (collectivism versus individualism). The hypothesized model was tested with data collected in the United States and Brazil and using structural equation modeling analysis. Findings reveal that sustainability education, whether initiated by the consumer or by the organization, contributes positively to promote a brand's green image. Environmental concern and perceived consumer effectiveness both mediate the relationships between educational factors and green buying behavior. Lastly, the moderating effects of culture highlight the importance of environmental concern in a collectivist country and perceived consumer effectiveness in an individualist country.

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Conflict of Interest

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