More Is Not Always Better: How High Levels of Green Advertising Exposure Trigger Overload and Undermine Sustainable Consumption Intentions

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With climate change and global warming becoming increasingly urgent challenges, the prevalence of green advertising, which promotes sustainable and environmentally friendly product attributes, rises. However, repeated exposure to advertising messages may lead to information overload, resulting in unfavorable advertising outcomes. Based on Lang's LC4MP framework, we conducted an online experiment manipulating the shown frequency of ads (low vs. moderate vs. high vs. control condition) with a quota sample of $N = 505$ participants. Results indicated that only the highest frequency condition triggered perceptions of green advertising overload, which in turn was associated with green consumption fatigue, greenwashing perceptions, and reduced willingness to pay more for green products. Moreover, environmental concern mitigated perceptions of overload in the high frequency condition, as participants with stronger concern reported lower overload. Implications for theory and advertising practitioners are discussed.

Keywords: green advertising, experimental study, advertising exposure, greenwashing, information overload