

# **Effect of green advertising design on trust and attitude of Jordanian consumer intention towards Purchase brands**

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## **Abstract**

This study examined the impact of green advertising design on the Jordanian consumer trust, attitude, and intention towards buying brands. The descriptive analytical approach was used, and consumers residing in Jordan were taken as the study's population. To measure these variables, the researcher established a questionnaire consisting of (15) questions covering four areas, and it was distributed electronically to the study population through an electronic link. The number of responders reached (236). The study revealed that the effect of green advertising design on the trust, attitude, and intention of the Jordanian consumer toward buying brands was positive and high. The study concluded with recommendations. The most important of which is that companies should provide detailed information about sustainability principles and their positive impact on the environment and society. In addition, they need to develop green advertising texts and use logos that symbolize the environmental approach followed by their

brand to gain consumer trust and tendencies while, at the same time, taking into  
.consideration the values and traditions of Jordanian society

Keywords: Green advertising, Consumer attitude, Consumer trust, Consumer  
.intention, text, logo