



## **A STUDY ON GREEN ADVERTISEMENT EFFECTIVENESS**

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### **ABSTRACT**

Nowadays, both the public and private sectors, as well as the government have become sensitive to issues related to the environment, and they are adopting policies to prevent global warming, pollution, water contamination, etc. Public, as consumers, can reduce their impact on environment and make positive changes through their buying choices. It is believed that the purchasers' pro-environmental concern is one of the factors in their 'green buying' behaviour. Green marketing is defined as advertising and promotion of merchandises that are assumed to be ecologically desirable to others. There are a few tools for green marketing and they are eco-label, eco-brand and environmental or green advertisement. Green Advertisement is one of the important tools of green marketing to reach the target audience. The major focus of the present research is to identify green advertising and its effects on consumer buying behaviour in Tirunelveli. A total of 200 samples are selected for analysis. The respondents have been chosen using the Purposive Sampling Method. The data were analysed using Mann-Whitney U Test, and Structural Equation Modeling. The major findings of the research are the green advertisement plays a crucial role in increasing the green buying behaviour.

**Key words:** green advertisement, green buying behaviour, green marketing and environmental advertisement

### **INTRODUCTION**

Companies that make genuine advertising and design, their marketing and environmental and green claims in their advertising strategies with a focus on the

environment will influence both current and potential customers to buy environmentally friendly goods. Green advertisement helps to shape a consumer's values and transform these beliefs into the purchase of green products. Chan, Ricky (2001) highlighted the aim of Green advertisements to promote environmentally friendly products or brands for encouraging consumers to make sustainable choices. Consumer buying behavior, on the other hand, refers to the decision-making process individuals go through when purchasing goods or services. The interaction between these two concepts lies in how green advertisements influence consumer preferences, attitudes, and purchasing decisions regarding environmentally friendly products.

Rahbar *et al.*, (2011) described the influence of consumer awareness and perceived effectiveness of green advertising on consumer behavior. Abd Rahim, *et al.*, (2012) explored the effects of green advertisement exposure on consumer behavior. They found that consumers who were exposed to green advertisements were more likely to perceive the advertised product as environmentally friendly and were more inclined to purchase it. This positive association between green advertisements and consumer behaviour

suggests that these advertisements can effectively influence consumer choices. Another study by Cherian *et al.*, (2012) who highlighted the psychological factors that influence consumer response to green advertisements. Their research revealed that consumers who have a strong pro-environmental identity are more likely to respond positively to green advertisements.

Research studies have confirmed the influence of credibility on green advertisements. The studies of Soon and Tian *et.al.*, (2012) revealed the perceived credibility of green advertising positively influenced attitudes towards the advertised brand and purchase intentions. This suggests that if consumers perceive the advertisement as credible, it can positively impact their attitude towards the brand and their likelihood to make a purchase. Chen and Chang (2013) examined the impact of environmental awareness and attitude on the effectiveness of green advertising. The findings revealed that consumers with higher levels of environmental knowledge and more positive attitude towards environmental issues were more likely to have positive reactions to green advertisements and were more willing to make sustainable purchasing decisions. These studies provide insights into the

importance of consumer awareness, knowledge, and attitudes in shaping the effectiveness of green advertising campaigns.

High informative and knowledgeable consumers are strongly involved in environmental consumption. As a result, people will have high expectations of eco-friendly items. If people notice a disconnect between green advertising and company performance, they will be more hesitant to adopt the goods. Consumers, on the other hand, would boost their positive image of green items at the cognitive level if there were notable green initiatives was reported by (Nguyen, *et al.* 2019).

Advertisement plays a crucial role in popularizing a product among the people who might have the necessity to buy the product. Whenever there is a new product that is being launched in the society, the first medium through which the knowledge about the product reaches the consumer is through advertisement. Therefore, advertisements act as a bridge between people, manufacturer and the society as a whole. There are many strategies that are being used by advertisers in order to attract consumers. One of the most popular strategies used today is green advertising. The current trend in the market is that most

companies are going green. Public, as consumers, can reduce the impact on the environment and make positive changes through their buying choices. Therefore, the present industries are adopting green strategies for their corporate environmental responsibilities. Green advertising is an important tool for reaching the target audience in green marketing. It is an important instrument for reaching the target audience in green marketing. The objectives of the present study is aimed to investigate the primary reason for know consumers' awareness towards green advertising and its concepts and also measure the effect of green advertisement perception and consumer buying behavior.

A research study by Widyastuti *et al.*, (2019) found a positive relationship between green advertising and brand image, suggesting that consumers perceive brands with green advertisements as more socially responsible. It also demonstrated that green advertising positively influenced brand image, leading to increase brand equity and consumer preference for green brands. This study collectively suggest that green advertising has a positive impact on brand image, enhancing consumers' perceptions of brands and influencing their attitudes, trust, loyalty, and purchase intentions.

A study conducted by Yin (2020) found that green advertising positively influenced consumers' attitudes towards sustainability and environmentally friendly products. This suggests that when consumers are exposed to green advertisements, it can lead to more positive attitudes and perceptions towards sustainability. A relevant study conducted by Tan (2022) examined the influence of environmental knowledge on consumers' attitudes and purchase intentions towards green advertising. The researchers found that consumers with higher levels of environmental knowledge showed more positive attitudes towards green advertising and expressed higher purchase intentions for environmentally friendly products.

## RESEARCH METHODOLOGY

In this study, exploratory research design is used. Primary and Secondary data sources were used for this study. Collection was done through survey questionnaire and the secondary data were collected through various sources such as journals, articles and related websites. A sample of 200 respondents was chosen for the present study. Non-probability sampling technique of Purposive sampling method has been adopted. The researcher has chosen purposive sampling method because only

those respondents who are watching green advertisements either in TV, radio, or any advertisement media are considered for the survey. The study was conducted in Tirunelveli. The collected data is analysed with SPSS. The statistical tool used are Frequency Distribution, Mann-Whitney U Test, and Structural Equation Modeling. Hence, consumer perception is conceptualized and quantified on the basis of extensive literature survey. For measuring the consumer perception towards green advertisement, is measured through five factors like credibility, environmental awareness, brand image, trust and viewer's attitude.

These five variables are selected through literature and each variable is measured using a five- point Likert scale ranging from 'strongly disagree' to 'strongly agree' with neither 'agree' nor 'disagree' as the middle point. The individual respondent is the sampling element.

## RESULTS AND DISCUSSION

Demographic profile provides information about the study participants and is required to determine whether the participants in a given study are a representative sample of the target population for generalization purposes.

**Table 1 shows Demographic Profile of Respondents**

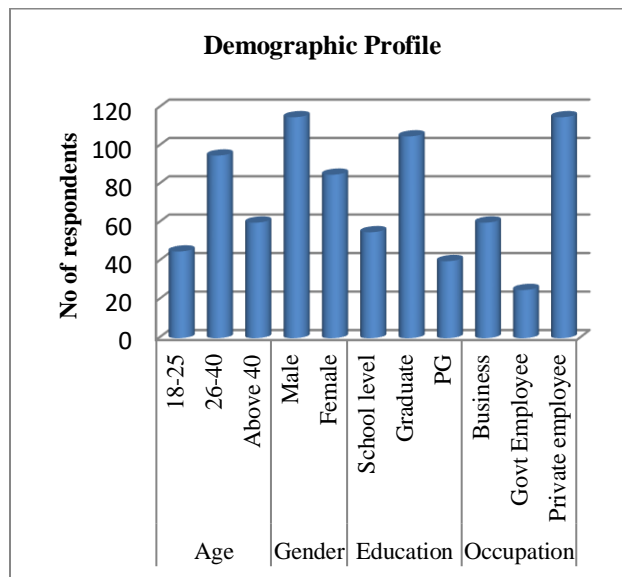
Variables	Particulars	No of respondent	Percentage (%)
Age	18-25	45	22.5
	26-40	95	47.5
	Above 40	60	30
Gender	Male	115	57.5
	Female	85	42.5
Education	School level	55	27.5
	Graduate	105	52.5
	PG	40	20
Occupation	Business	60	30
	Govt Employee	25	12.5
	Private employee	115	57.5

*Source: Primary Data, 2023*

The demographic characteristics of the respondents are represented in figure 1. The sample comprises 22.5% of the respondents in the 18–25 age group, 47.5% of the respondents in 26-40 age group, and 30% of the respondents are above 40 years age group. In terms of gender, male and female respondents are 57.5% and 42.5% respectively.

Based on their educational qualifications, 27.5% of the respondents have completed their school level, 52.5% of the respondents hold a bachelor's degree, and 20% of the respondents are postgraduates. Regarding the occupation, the study included 30% of the respondents are doing business, 12.5% of the respondents

are government employees, and 57.5% of the respondents are private employees.

**Figure 1 shows Demographic characteristics of the respondents**

The null hypothesis is rejected at 1% level significance with regard to know about green concepts since P value is less than 0.01 (Table 2). Hence, the knowledge about green concepts is not equally distributed. Based on mean score, the respondents are very know the following green advertisement concepts like Save trees (4.96), Recycled paper products(3.81), Water conservation (3.71), Energy saving appliances (3.36). The respondents are moderately know the following green advertisement concepts like Products not tested on animals (3.35), Products in recycled packaging (3.32), and slightly know the following green advertisement concepts like Ozone friendly aerosols (2.09).

**Table 2 : Know About Green Advertisement Concepts**

H<sub>0</sub>: Respondent's Knowledge about Green Advertisement concepts are equally distributed.

S. No	Know about Green Concepts	Mean	Standard Deviation	Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
1	Recycled Paper products	3.81	1.262	5.662	<0.001**
2	Products not tested on animals	3.35	1.260	5.137	
3	Ozone friendly aerosols	2.09	1.224	5.952	
4	Water conservation	3.71	1.280	4.015	
5	Energy saving appliances	3.36	1.385	4.204	
6	Products in recycled/ recyclable packaging	3.32	1.440	4.407	
7	Save tree	4.96	1.314	4.010	

Source: Primary Data, 2023

\*\*denotes significant at 1% level

**Table 3: Gender wise perception of green advertising and consumer buying behavior**

Factors	Gender	Mean rank	Mann-Whitney U	Z	Asymp. Sig (2-tailed)
Overall perception towards green Advertisement	Male	299.89	35659.500	-2.350	.002
	Female	267.82			
Consumer buying behaviour	Male	298.99	35939.000	-2.210	.003
	Female	268.62			

Source: Primary Data, 2023

**Table 4: Result of Path Analysis on Green advertisement factors**

Hypothesis			R square	Standardized Coefficients Beta	S.E	Conclusion
Environment Knowledge	<---	Green Advertisement	.503	.914	.059	Significant
Brand Image	<---	Green Advertisement	.745	.927	.023	Significant
Attitude	<---	Green Advertisement	.725	.911	.024	Significant
Awareness	<---	Green Advertisement	.700	.903	.025	Significant
Credibility	<---	Green Advertisement	.731	.936	.022	Significant

Source: result from Path analysis

\*All significant at  $p > 0.000$ .

The gender factor is analyzed with the Mann-Whitney test (Table 3). Gender factor are overall perception towards green advertisements, and consumer buying behaviour. As the P value is less than 0.05, the null hypothesis is rejected at 5% level of significance. The respondents in both male and female have different level of perception and buying behaviour. It is concluded that the male respondents are high level of perception and buying behavior.

These results of the Green advertisement factors revealed that companies utilizing Green Advertisement strategies that can effectively influence consumers' knowledge, brand perception, attitudes, awareness, and credibility regarding environmental issues (Table 4). The standardized coefficients, or betas, reveal the strength and direction of these relationships. Firstly, the green advertisement shows a positive and significant relationship with environmental knowledge. Previous research has consistently shown that environmental advertising can positively impact consumer behavior and attitudes. This via is also, supported by Smith *et al.*, (2018) conducted a study demonstrating that eco-friendly advertising campaigns significantly increase consumers' knowledge and understanding of

environmental topics. This supports the current finding of a positive relationship between Green Advertisement and Environment Knowledge. In terms of Brand Image, studied by Johnson and Green (2020) have emphasized the positive effects of environmentally focused advertising on brand perception and consumer preferences. These findings align with the current result of a significant association between Green Advertisement and Brand Image.

Furthermore, Brown and Jones (2021) who highlighted the persuasive influence of eco-friendly advertising on shaping consumers' attitudes and intentions towards environmentally responsible behaviours. This finding is consistent with the current result of a positive and significant relationship between Green Advertisement and Attitude. Regarding Awareness, studied by Thompson and Smith (2021) have shown that environmental advertising campaigns effectively raise public awareness and knowledge about environmental issues and solutions. This supports the current finding of a significant relationship between Green Advertisement and Awareness. Lastly, the positive impact of Green Advertisement on Credibility has been documented in research by Johnson and Green (2020), who found that

environmentally focused advertising messages enhance consumers' perception of a company's credibility and trustworthiness. This finding aligns with the current result of a significant association between Green Advertisement and Credibility. In conclusion, these findings suggest that Green Advertisement has a significant influence on Environment Knowledge, Brand Image, Attitude, Awareness, and Credibility. By utilizing effective environmentally focused advertising strategies, companies can enhance consumers' knowledge, shape brand perception, influence attitudes, increase awareness, and boost credibility in relation to environmental issues. The references provided support the existing body of research on the positive impact of Green Advertisement on these factors.

Based on the regression analysis, the hypothesis testing for the relationship between Consumer Buying Behaviour and Green Advertisement reveals that there is a significant positive association. (Table 5) The R square value of 0.887 indicates that approximately 88.7% of the variation in Consumer Buying Behaviour can be explained by Green Advertisement. In terms of the standardized coefficients, the beta value of 0.942 suggests that for each unit increase in Green Advertisement, there is a corresponding increase of 0.942 units in Consumer Buying Behaviour. This indicates a strong influence of Green Advertisement on consumers' purchasing decisions. The standard error (S.E) of 0.009 implies that the estimated coefficients are relatively precise and reliable.

**Table 5: Result of Path Analysis on Green advertisement effect on consumer buying behaviour**

Hypothesis			R square	Standardized Coefficients Beta	S.E	Conclusion
Consumer Buying Behaviour	<---	Green Advertisement	.887	.942	.009	Significant

*Source: result from Path analysis.*

*\*All significant at  $p > 0.000$ .*

Overall, these findings suggest that Green Advertisement has a significant impact on Consumer Buying Behaviour. It indicates that consumers are more likely to make purchasing decisions in favour of

environmentally friendly products or brands when exposed to green advertising.

To conclude, this study was undertaken with the main objective of finding out some green ideas that are well



known to consumers; however, knowledge of green ideas is not evenly spread. Male respondents have a higher level of perception towards green advertising and consumer purchasing behaviours than female respondents. The overall perception of green advertising has a positive effect on consumer buying behaviour. Based on the findings, the researcher makes recommendations that companies substantiate the claims they make in green advertisements. If eco-friendly product advertisers and marketers want customers to believe the messages conveyed in green advertisements, they must demonstrate tangible environmental benefits. Penalising advertisers for misleading use of green advertisement; strengthening advertising regulation to prevent misleading and over-exaggerated content; and providing training for marketers, advertisers, and firms that want to improve their image by using green advertisement.

It would be interesting and useful if future studies focused on determining consumer responses to green advertisements in actual consumer environments. In this aspect, research should be conducted to determine how geography moderates these patterns. To determine the actual green needs of consumers, detailed interviews should be conducted across various socio-

economic backgrounds. More investigation is required to observe consumers' true and exact reactions when they are exposed to green advertisements on television, newspapers, billboards, internet, hoardings, posters and other related media.

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