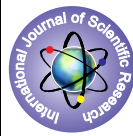


Impact of Green Advertising on Consumer Attitude and Purchase Intention



Management

KEYWORDS : Green Marketing, Green Advertising, Purchase Intention, Consumer Behavior, Environmental Advertising.

Ankit Gandhi

PhD Scholar, School of Management, R.K. University, Rajkot

Dr. Ashvin Solanki

Associate Professor, Saurashtra University, Rajkot

ABSTRACT

Indian advertising industry has dramatically developed as consumers concern over the impact of environmental degradation on their lives and interests increase, which results in a significant sale of green products. This study aims to explore how green advertising affect consumer attitude and purchase intention of green products. The data were collected from students studying in Management Institute. The research findings reveal that consumer attitude toward green advertising significantly influence consumer purchase intention of green products.

Introduction:

From the beginning of 1970s, a significant amount of research has been conducted on consumer purchase behavior for environmentally friendly products. Many variables were shown across the globe to drive consumer choice in regards to purchasing environmentally friendly products. The growing social and regulatory concerns for the environment lead an increasing number of companies to consider green issues as a major source of strategic change. In the last decade, consumers have become more enlightened on environmental issues.

The most effective tool that the marketers and advertisers often use to get consumers attention is advertising, which helps consumers' to elaborate their knowledge about product attributes and specification (Buda and Zhang, 2000). Zinkhan & Carlson (1995) defined green advertising as the appeals that try to fulfill consumers' needs and aspiration regarding to environmental concern and health issues from different perspectives including ecology, sustainability, and pollution-free messages. Many scholars have engaged themselves in the study of how green message can affect the audiences, and the organizations that are looking forward to invest more in advertising campaigns by injecting environmental claim.

Green Advertising:

Zinkhan and Carlson (pg. 1, 1995) defined green advertising as "promotional messages that may appeal to the needs and desires of environmentally concerned consumers." Green advertising can be seen as any advertisement that may explicitly or implicitly addresses the relationship between a product and the biophysical environment (Banerjee, Gulas & Iyer, 1995). Green advertising are advertisements that promote products, services, ideas or organizations' ability to help or reduce environmental harm.

There are various dimensions in green advertising: One is education-focused which aims to enhance consumers' understanding towards the nature and environment; another is commercial-focused which is designed to increase the sales of products or services; some concern about the improvement and enhancement of firm's green image in order to generate long-term customer loyalty (Banerjee et al., 1995; Menon, et al., 1999).

Literature Review:

Batra and Ray, 1986 the author highlighted that it is necessary to investigate the differences between consumer's affective response which is consumer's feelings from ad exposure and cognitive response which is consumer's judgments towards the advertisement.

- **Carlson et al., 1993** Consumers who are environmentally concerned normally have generated positive attitudes towards green advertising and environmental issues.

- **Aaker, DA, Stayman, DM and Hagerty, MR 1986** The other studies explore the relationship between warmth and advertising responses such as liking of the ad and purchase likelihood through testing ads with warm and other execution strategies. They also test the effects of sequences of commercials on warmth responses and on the impact of the ad.
- **Gardner, MP 1985** A conceptual framework IS presented that depicts both the mediating role of mood states and their potential importance in consumer behavior. Reviewing findings from the Psychological literature indicates that mood states have direct and indirect effect on behavior evaluation and recall.
- **Ginsberg and Bloom, 2004** For those brands with green images, they more likely affect audiences' emotion and enhance customer loyalty.
- **Marshall and Mayer, 1992** they had explore the relationship between exposure to and perceived credibility of environmental claims with data from a survey with 403 adults who are the primary shopper in their household.
- **Karna et al., 2001; Annonziato, 2001** the researcher focuses on the relationship between a company's environmental activity in marketing and its environmental advertising. This study tests the proposition that green advertising reflects environmentally sound strategic- and structural-level decisions.
- **Kangun et al. 1991; Mayer et al. 1993; Kim and Damhorst, 1999** To understand how consumer respond to message in green advertisement is critical to green marketing, because people at present somewhat have questions about the credibility of products presented through green advertising.
- **Tan Booi Chen & Lau Teck Chai (2010)** expressed two objectives; first objective is to compare gender with attitudes towards the environment and green products. The second objective is to investigate the relationship between attitude towards the environment and green products.
- **Ronnie Irawan and Dahlia Darmayanti** the purpose of this paper are to identify the influence factors of green purchasing behavior of university students in Jakarta and to find out whether there is any gender differences. This research didn't investigate /green purchasing behavior on specific product. This research was one of the few which investigated green purchase behavior on young people.

Rational of the Study:

This research is based on the consumer purchase intention with regards to green advertising. The research emphasizes on the how green advertising affects the buying behavior of the consumers. This research helps the green marketer to understand the kind of green marketing which can influence consumer buying behavior. As the recent advertisements are hyperbolic, here

the research shows that green marketer needs to validate all the express and implied environment claims appearing in the advertisement. Finding from this work also suggest that how the green marketer can influence consumer buying intention by motivating them through green advertising.

Objective of the Study:

- To identify that the consumer believes in green advertisement.
- To identify that the consumer are convinced by the green advertisement.
- To identify the consumer attitude towards green advertisement.

Data Collection:

The respondents were selected from Rajkot City using convenient sampling techniques as it is less time consuming. The questionnaire for this study was administered to 150 randomly selected respondents. Personal interview method was conducted on these 150 respondents. As the respondent were selected randomly so there is no specific age group.

Hypothesis of the Study:

- H0: Attitude of consumer towards Green Ads is Independent of Education.
- H0: Motivation of green ads to purchase a product is independent of age group.

Research Findings:

Hypothesis 1:

H0: Attitude of consumer towards Green Ads is Independent of Education

H1: Attitude of consumer towards Green Ads is dependent of Education

| | Education2 | | | Total |
|--|---------------|----------|-----------------------|-------|
| | Undergraduate | Graduate | Post Graduate | |
| Disagree | 0 | 1 | 3 | 4 |
| Neutral | 6 | 12 | 6 | 24 |
| Agree | 16 | 34 | 41 | 91 |
| Strongly Agree | 10 | 9 | 12 | 31 |
| | 32 | 56 | 62 | 150 |
| Chi-Square Tests | | | | |
| | Value | df | Asymp. Sig. (2-sided) | |
| Pearson Chi-Square | 8.108a | 6 | 0.23 | |
| Likelihood Ratio | 8.758 | 6 | 0.188 | |
| Linear-by-Linear Association | 0.344 | 1 | 0.557 | |
| N of Valid Cases | 150 | | | |
| a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .85. | | | | |

From the table no: 1, it is observed that p value of Chi Square statistic is greater than the level of significance i.e. 0.05 therefore H0 is accepted.

Hypothesis 2:

H0: Motivation of green ads to purchase a product is independent of age group.

ent of age group.

H1: Motivation of green ads to purchase a product is not independent of age group.

| | Income | | | | | | Total |
|---|---------|----------------|-----------------------|-------------------|-------------------|-------------------|--------------------|
| | 0 | Under Rs.14000 | Rs.15000-Rs.29000 | Rs.30000-Rs.45000 | Rs.46000-Rs.60000 | Rs.61000-Rs.75000 | Rs.76000 and Above |
| Disagree | 0 | 4 | 0 | 0 | 0 | 0 | 4 |
| Neutral | 1 | 17 | 10 | 13 | 3 | 2 | 50 |
| Agree | 0 | 37 | 16 | 3 | 6 | 4 | 68 |
| Strongly Agree | 0 | 15 | 4 | 2 | 1 | 2 | 28 |
| | 1 | 73 | 30 | 18 | 10 | 8 | 150 |
| Chi-Square Tests | | | | | | | |
| | Value | df | Asymp. Sig. (2-sided) | | | | |
| Pearson Chi-Square | 27.137a | 18 | 0.076 | | | | |
| Likelihood Ratio | 28.003 | 18 | 0.062 | | | | |
| Linear-by-Linear Association | 0.027 | 1 | 0.87 | | | | |
| N of Valid Cases | 150 | | | | | | |
| a. 20 cells (71.4%) have expected count less than 5. The minimum expected count is .03. | | | | | | | |

From the table no: 1, it is observed that p value of Chi Square statistic is greater than the level of significance i.e. 0.05 therefore H0 is accepted.

Discussion and Conclusion:

Based on the research findings, we can firstly conclude that a systematic and well-planned scheme is needed to launch a green advertising campaign. Green marketing strategy should be applied so that the firms will be able to establish a strong corporate image of "being green" and achieve optimistic sales of green products.

Based on the research findings it has been revealed that advertising plays an important role in influencing the consumer in purchasing the green product. There is lot of concern for provision of detail information and actual benefits of the green products in green advertisement. In today's hyperbolic advertising world the marketer should not exaggerate the theme of green advertising, in contrast, the message should be specific, trustful and sincere. By doing so, the companies will be able to gain credibility and reputation from the public to a certain extent.

The marketer should motivate the positive consumer attitude towards green advertising so that it may likely to influence the consumer purchase intention. According to Ajzen (1991), the more positive attitude consumers have toward a green advertisement, the stronger intention the consumers will have to perform the behavior under his or her control. In addition, the application of green methods in production and green product attributes should be emphasized to convince and motivate consumers to purchase the green product. A green advertising campaign should be associated with a clear, transparent and understandable environmental claim, through which the firms will be able to grab the consumer's attention.

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