

EFFECTIVENESS OF GREEN ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR - A STUDY BASED ON URBAN YOUTH IN THIRUVANANTHAPURAM DISTRICT

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Abstract

In this modern era the consumer is influenced by various modes of advertising practices. Some people consider advertisement as a waste for misleading the common people and some of them consider it as a source of information. Green advertising is the use of environment appeals in promoting a particular product or services. The present study helps us to find out the factors influencing the consumers in purchasing the advertised green products. The study also discusses the relevance of the green advertisement in modern era and the reaction and response of consumer towards it. This study is beneficial to companies to manage and maintain green advertisement practices in a productive way to reduce the effect of consumer scepticism. The gender and educational qualifications are the two important factors taking into consideration while analysing satisfaction level of respondents. The consumer's satisfaction level after consumption of green products are properly monitored and discussed in this study.

Keywords:- Consumer Scepticism, Green Advertisement, Green Products, Environment Appeals, Consumer Satisfaction.

*G*reen advertising is a wider term used by corporate firms to produce and market their products and services based on environment friendly methods. It helps to attract the attention of consumers in an efficient and effective way. It

ensures healthy lifestyle and wellbeing of the people alone with sustainable environment. Green advertising is a product promotional tool to drive the sale of a product in this competitive world, the people who are always focused on

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environment give great interest to such advertisement.

The products are usually labelled in green and take the initiative to protect the planet from exploitation and overconsumption. Green advertising is commonly known by the term green communication. But the consumers are always sensitive and evaluating the subject matters in advertisement. Some consumers are not willing to believe the green claims included in the advertisement. This leads to scepticism toward green ads. This can be happening due lot of factors like previous experience of using the product or green washing practises experienced by the consumers. Each consumer has different opinion regarding green advertisement. The present study focuses on discussing the effectiveness of green advertising on consumer buying behaviour. Green consumers are those who prefer products which are not tested on animal's skin specially the cosmetic segments. This will help in positioning the brand image in front of consumers through green advertisement (Shilpa Pal, 2015). The main aim of green advertisement is to promote those products, which are produced in an environmentally friendly manner as well as to promote the company's corporate social responsibility towards environment in front of public.

Review of Literature

"Green advertising includes those messages that are ecological, environmentally friendly, and concern about environmental sustainability that aim is to fulfil the wants and requirements of

environmental concerned people" (Zinkhan and Carlson, 1995). Green ads use green claims and green images to introduce green products. Patrick and Vaneesa (2015) suggested that in order to increase the attention of consumers towards brand image, companies relate the brand symbol with natural scenery or virtual natural experience to promote green communication in social media. It is an example of advertisement appeals with green claims. In the work of Lim, Dongjea et.al (2020) it was clearly stated that the consumers with high persuasive knowledge consider green colour in advertisement as biased without proper evidence. According to Maniatis, P (2016) the consumers investigate the green products thoroughly before making purchase. The factors like economic benefits, environmental benefits, reliability search and green appearance behaviour are influenced by their green purchase decision. According to Kim, W., & Cha, S. (2021) there are three attributes of green advertisement such as reliability, informativity and attractiveness have a positive relationship with consumer purchase intention. These attributes can be used as a marketing strategy to increase sale of the product. Green washing is often discussed by many researchers as a root cause behind green advertisement scepticism. More environment concerning people are sceptic towards green packaging and green labels on the product. They cannot jump to correct information regarding the same. But it does not show any significant relationship between men and women regarding scepticism (Do Paco et.al, 2016).

Scope of the Study

This study focuses on assessing how green advertisements influence the buying behaviour of urban youth in the Thiruvananthapuram district. It examines factors such as environmental awareness, attitudes towards eco-friendly products, and the persuasiveness of green marketing messages. The research is limited to individuals aged roughly between 18 to 30 years residing in urban areas of Thiruvananthapuram. It does not extend to rural youth or older consumers, nor does it cover non-environmental advertising influences. The study aims to provide insights that are specifically applicable to marketers and policymakers targeting sustainable consumption among young urban populations in this region.

Significance of the Study

This study is significant as it sheds light on how effectively green advertisements influence the buying behaviour of urban youth, a demographic known for shaping future consumption trends. In the context of increasing environmental concerns, understanding whether eco-friendly messages truly motivate sustainable purchasing decisions is crucial for marketers and policymakers. The findings can help businesses tailor their advertising strategies to better resonate with young consumers, thereby promoting greener consumption patterns. Additionally, this research provides insights specific to Thiruvananthapuram, offering valuable localised knowledge that can guide regional sustainability campaigns. It also contributes to the broader academic discourse on green marketing by examining behavioural responses in a

developing economy context. Ultimately, the study can aid in fostering greater environmental awareness and responsible consumerism among urban youth, supporting long-term ecological balance.

Statement of Problem

We often heard about variety of green products through advertisement. But we are not at all aware about its popularity and acceptance among general public. The success of a green advertisement depends on the purchase of green products but it is not possible all situations. People are sometime sceptic of green claim shown in media ads. It leads to decrease in the demand of the product. This study helps us to understand the buying behaviour and satisfaction level of consumers towards green products.

Objectives

1. To identify the factors affecting the buying decision of advertised green products.
2. To determine the level of satisfaction of consumers after purchasing the advertised green products.

Research Methodology

The study is descriptive in nature. The sample size of 150 youth from age group of 18-30 years is selected from urban region of Thiruvananthapuram district and selected using purposive sampling method. The source of data includes both primary and secondary. In primary source, the data were collected through structured questionnaires circulated among the youth through Google forms, about 250 questionnaires were sent through various sources, but 150 questionnaires were

completed and send back by the respondents. The secondary sources of data include newspapers, magazines and journals, articles, thesis, text books, internet, websites etc. The non-parametric test such as Kruskal Wallis test and Mann-Whitney test were used for testing hypothesis. Mean and standard deviations were used as descriptive statistics.

Data Analysis and Interpretation

Reliability Statistics

A Cronbach's Alpha value of 0.823 indicates good internal consistency, meaning that the items within the scale are measuring the same underlying concept or construct reliably. Values above 0.8 are generally considered acceptable in most social science research, showing that the scale is reliable. This suggests that the items in the survey are well-correlated and provide dependable results for the study.

Factors affecting the buying decision of advertised green products.

H01: There is no significant difference in the factors affecting the buying decision of advertised green products based on gender.

H1: There is significant difference in the factors affecting the buying decision of advertised green products based on gender.

H02: There is no significant difference in the factors affecting the buying decision of advertised green products based on educational qualification.

H2: There is significant difference in the factors affecting the buying decision of advertised green products based on educational qualification.

From the table 1, "No harmful chemicals are used in the product" has the highest mean score of 2.91 with a standard deviation of 0.808, indicating that respondents generally agree that this is a prominent feature of the product, although there is moderate variation in responses. On the other hand, "Products are interesting and curious" has the lowest mean score of 2.12 and a smaller standard deviation of 0.476, showing that respondents are less inclined to find the products interesting, with responses being more consistent. Overall, the data suggests that respondents are more confident about the eco-friendliness of the products in terms of harmful chemicals, but they are less enthusiastic about the product's appeal or curiosity, with less variation in these opinions.

From the table2, it is clear that all the p values are greater than 0.05. Therefore, the null hypothesis failed to reject. It means there is no significant difference in the factors affecting the buying decision of advertised green products based on gender.

From the table 3, it is clear that all the p values are greater than 0.05. Therefore, the null hypothesis failed to reject. It means there is no significant difference in the factors affecting the buying decision of advertised green products based on educational qualification.

Determination of level of satisfaction of consumers after purchasing the advertised green products.

H01: There is no significant difference in the satisfaction level of advertised green products based on gender.

Table 1**Mean and Standard deviation of factors affecting buying decision of advertised green products**

| | Factors | N | Mean | SD |
|-----|---|-----|------|------|
| FA1 | Products are interesting and curious | 147 | 2.12 | .476 |
| FA2 | It was an eco-friendly product | 148 | 2.25 | .533 |
| FA3 | Product is convenient at reasonable price | 148 | 2.61 | .787 |
| FA4 | Ad shows the testimony of the customer, who use the product | 146 | 2.75 | .810 |
| FA5 | No harmful chemicals are used in the product | 149 | 2.91 | .808 |

Source: Primary data

Table 2**Mann-Whitney U test for significant difference in the factors affecting the buying decision of advertised green products based on gender**

| Gender | | N | Mean Rank | Sum of Ranks | Mann-Whitney U | Z | Asymp. Sig. |
|--------|--------|----|-----------|--------------|----------------|--------|-------------|
| FA1 | Male | 59 | 69.72 | 4113.50 | 2343.500 | -2.188 | 0.029 |
| | Female | 88 | 76.87 | 6764.50 | | | |
| FA2 | Male | 60 | 74.21 | 4452.50 | 2622.500 | -0.096 | 0.924 |
| | Female | 88 | 74.70 | 6573.50 | | | |
| FA3 | Male | 59 | 78.87 | 4653.50 | 2367.500 | -1.129 | 0.259 |
| | Female | 89 | 71.60 | 6372.50 | | | |
| FA4 | Male | 59 | 76.34 | 4504.00 | 2399.000 | -0.716 | 0.474 |
| | Female | 87 | 71.57 | 6227.00 | | | |
| FA5 | Male | 60 | 77.07 | 4624.00 | 2546.000 | -0.512 | 0.609 |
| | Female | 89 | 73.61 | 6551.00 | | | |

Source: Primary data

H1: There is significant difference in the satisfaction level of advertised green products based on gender.

H02: There is no significant difference in the satisfaction level of advertised green products based on educational qualification

H2: There is significant difference in the satisfaction level of advertised green products based on educational qualification.

From the table 4, it was shown that “product satisfies all the conditions described by the ad” has the highest mean score of 2.64 with a standard deviation of 0.856, indicating that respondents somewhat agree with this statement, though the relatively higher standard deviation suggests moderate variation in their responses. On the other hand, “product was the same as shown in the ad” has the lowest mean score of 2.26 and a standard deviation of 0.757,

Table 3

Kruskal Wallis test for significant difference in the factors affecting the buying decision of advertised green products based on educational qualification

| Education level | | N | Mean Rank | df | Asymp. Sig. |
|-----------------|----------------|----|-----------|----|-------------|
| FA1 | Under graduate | 64 | 68.50 | 3 | 0.704 |
| | Graduate | 42 | 82.48 | | |
| | Post Graduate | 37 | 74.49 | | |
| | Professionals | 4 | 68.50 | | |
| FA2 | Under graduate | 64 | 73.46 | 3 | 0.611 |
| | Graduate | 43 | 74.06 | | |
| | Post Graduate | 37 | 78.54 | | |
| | Professionals | 4 | 58.50 | | |
| FA3 | Under graduate | 64 | 69.55 | 3 | 0.327 |
| | Graduate | 43 | 81.57 | | |
| | Post Graduate | 37 | 76.70 | | |
| | Professionals | 4 | 57.25 | | |
| FA4 | Under graduate | 64 | 70.27 | 3 | 0.444 |
| | Graduate | 42 | 80.70 | | |
| | Post Graduate | 36 | 69.38 | | |
| | Professionals | 4 | 86.75 | | |
| FA5 | Under graduate | 64 | 66.93 | 3 | 0.079 |
| | Graduate | 44 | 80.31 | | |
| | Post Graduate | 37 | 85.05 | | |
| | Professionals | 4 | 52.75 | | |

Source: Primary data

indicating less agreement with this statement, though responses are fairly consistent. Overall, the table shows that while respondents are moderately satisfied with the products living up to their advertised claims, there is a notable

variation in their agreement, particularly when it comes to the product fulfilling all the advertised conditions.

From the table 5, it is clear that all the p values are greater than 0.05, therefore, the null hypothesis failed to

Table 4

Mean and Standard deviation of criteria for determining the level of satisfaction of consumers after purchasing advertised green products

| | | N | Mean | SD |
|-----|--|----------|-------------|-----------|
| SN1 | Product was same as shown in the ad | 149 | 2.26 | 0.757 |
| SN2 | Product has the same characteristics shown in the ad | 149 | 2.41 | 0.762 |
| SN3 | Product satisfy all the conditions described by the ad | 149 | 2.64 | 0.856 |
| SN4 | Product can be recommended to friends/relatives | 147 | 2.41 | 0.660 |

Source: Primary data

Table 5

Mann-Whitney U for testing significant difference in the satisfaction level of advertised green products based on gender

| Gender | | N | Mean Rank | Sum of Ranks | Mann-Whitney U | Z | Asymp. Sig. |
|---------------|--------|----------|------------------|---------------------|-----------------------|----------|--------------------|
| SN1 | Male | 60 | 71.59 | 4295.50 | 2465.500 | -1.366 | 0.172 |
| | Female | 89 | 77.30 | 6879.50 | | | |
| SN2 | Male | 60 | 73.23 | 4393.50 | 2563.500 | -0.510 | 0.610 |
| | Female | 89 | 76.20 | 6781.50 | | | |
| SN3 | Male | 60 | 71.53 | 4292.00 | 2462.000 | -0.903 | 0.366 |
| | Female | 89 | 77.34 | 6883.00 | | | |
| SN4 | Male | 59 | 73.80 | 4354.00 | 2584.000 | -0.058 | 0.954 |
| | Female | 88 | 74.14 | 6524.00 | | | |

Source: Primary data

rejected. It means there is no significant difference in the satisfaction level of advertised green products based on gender.

It is clear that all the p values are greater than 0.05 (Table 6). Therefore, the null hypothesis failed to reject. It means there is no significant difference in the satisfaction level of advertised green products based on educational qualification.

Findings

When it comes to the factors influencing the purchase of green products, respondents were more inclined to agree that the absence of harmful chemicals in the products was a significant factor in their buying decisions. However, they showed lower levels of agreement about the products being interesting or curious. This indicates that while respondents value the eco-friendly aspects

Table 6

Kruskal-Wallis H for testing the significant of difference in the satisfaction level of advertised green products based on educational qualification.

| Education level | | N | Mean Rank | Kruskal-Wallis H | df | Asymp. Sig. |
|-----------------|----------------|----|-----------|------------------|----|-------------|
| SN1 | Under graduate | 64 | 70.13 | 7.249 | 3 | 0.064 |
| | Graduate | 44 | 82.50 | | | |
| | Post Graduate | 37 | 73.36 | | | |
| | Professionals | 4 | 85.50 | | | |
| SN2 | Under graduate | 64 | 76.43 | 0.229 | 3 | 0.973 |
| | Graduate | 44 | 73.23 | | | |
| | Post Graduate | 37 | 74.55 | | | |
| | Professionals | 4 | 75.75 | | | |
| SN3 | Under graduate | 64 | 71.49 | 1.071 | 3 | 0.784 |
| | Graduate | 44 | 76.93 | | | |
| | Post Graduate | 37 | 77.76 | | | |
| | Professionals | 4 | 84.38 | | | |
| SN4 | Under graduate | 64 | 74.80 | 3.800 | 3 | 0.284 |
| | Graduate | 42 | 69.42 | | | |
| | Post Graduate | 37 | 80.35 | | | |
| | Professionals | 4 | 50.50 | | | |

Source: Primary data

of the products, they are less engaged by the overall appeal or uniqueness of the products. Respondents expressed moderate satisfaction with green products living up to their advertised claims, particularly in terms of the products satisfying the conditions described in the advertisements. However, there was less agreement regarding whether the products matched what was shown in the advertisements. This suggests that while some expectations are met, there remains variability in satisfaction levels, particularly concerning the fulfilment of advertised features. These findings highlight a level

of scepticism towards green advertising, with consumers placing more importance on the actual eco-friendly attributes of the products rather than their appeal or curiosity. Moreover, there is moderate satisfaction with the extent to which green products live up to their advertised claims.

Suggestions

- Marketers should ensure that green products closely match their advertised images and claims to build greater trust and reduce scepticism among consumers.

- Since consumers are primarily motivated by the absence of harmful chemicals, advertisements should focus more on these specific environmental and health benefits.
- Efforts can be made to make green products more attractive or innovative, so they not only satisfy eco-friendly expectations but also capture consumer interest and curiosity.
- Awareness campaigns can be conducted to deepen understanding of green products' value, addressing any doubts and reinforcing the importance of sustainable choices.
- Regular checks and transparent communication can help maintain alignment between product features and marketing promises, thereby enhancing overall satisfaction.

Conclusion

The consumers moderately agree that the advertised green products meet the conditions described in the advertisements, although there is less consensus regarding whether the products align perfectly with their advertised images. This indicates that while green products do fulfil some consumer expectations, there is room for improvement in delivering on all advertised promises, especially in maintaining consistency between the product and its portrayal in advertisements. Overall, the findings suggest that while green products and their marketing hold potential, there is a need for greater authenticity in green advertising to align with consumer expectations and for products to consistently meet advertised claims. Enhancing the appeal of green products, alongside ensuring their eco-friendly characteristics, could further boost consumer engagement and satisfaction.

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