

Role Of Advertising Appeals in Green Consumption in India: An Empirical Study

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ABSTRACT

Over the past three decades, there has been an increase in research on a variety of environmental issues, including green advertising, although this field has not yet reached its full potential. Since green advertising has become a more popular topic increased interest from academics, the body of information on this subject has also been expanding. The general goal of green advertising is to highlight ecologically friendly products or the advertiser's corporate environmental responsibilities. To encourage consumers' cognitive and affective responses to green commercials and their ensuing environmentally beneficial behavior, the effectiveness of green advertising must be evaluated. When it comes to tackling issues with food safety and the environment, green food has extraordinary effects. The lack of a significant consumer impression of green food, however, causes a drop in consumption intention. Compared to non-green appeals from advertising, complement-dependent self-construction, and environmentally friendly marketing appeals have a stronger influence on perceived green value. Green perceived value entirely mediates the impact of this interaction effect. Green agricultural goods manufacturers should use a variety of promotional strategies based on the various consumer groups to increase consumers' opinions regarding the value of becoming green and their keenness to pay extra.

KEYWORDS- Green Consumption, Ecologically Friendly, Green Commercials, Environmental Responsibilities, Environmentally Beneficial Behavior.

INTRODUCTION

"Green agricultural products" are environmentally favorable, such as those that are organic and green. Customers are getting more and more interested in green agricultural products as their income, awareness of environmental issues, and concern over environmental degradation and instances involving unsafe food all grow. Consumers' willingness to consume is nevertheless

constrained by their ignorance of organic agriculture and their skepticism of corporate promotion.

Companies are concentrating more on how to improve consumer perception of them as environmentally friendly companies. The solutions to these problems lie in figuring out how to increase consumer awareness of green agricultural products, increase their preparedness to pay for green commodities, and encourage them to pay more for exceptional green agricultural goods. Green marketing is a movement that has risen to particular notoriety in the modern marketplace. It is now possible to market again and repackage existing products thanks to this concept (D'Souza and Taghian, 2005). Additionally, the growth of environmentally conscious advertising has provided businesses with the chance to co-brand their goods into distinct lines. Environmental pressures are becoming more widely recognized by people. The foundation of green marketing is the assumption that consumers would view green product qualities as advantages, which will lead them to adopt favorable attitudes and make green product purchases alternative to conventional, non-green products. While the majority of authors believe that consumers who care about the environment are willing to participate more in decision-making when buying green products, It's also likely that consumers may employ "a new heuristic" that enables them to make simple judgments with less effort and time if "green" varieties of products are readily available (Bhatia and Jain, 2014). The literature, however, characterized the commonly referred to "green gap" as the disparity between consumer expectations to act effectively and actual conduct.

Advertisement in various media has a significant role in educating the public about environmental issues and boosting the market for eco-friendly goods (Kumar, 2015). The term "green advertising" is widely used to describe this type of advertising as it conveys information about environmentally friendly items or an organization's overall commitment to the sustainability of particular brands. Advertising that "explicitly or implicitly promotes the understanding of problems with the environment and/or suggests behaviors useful in eliminating or correcting these economic issues" is known as "green advertising." An effective way to "influence consumers' purchasing behavior that will actively motivate buyers to buy commodities that are eco-friendly to our environment" is through green advertising. Through the use of green advertising, businesses seek to foster an image of environmental friendliness among

their employees and customers, as well as at the corporate and product levels (Tiwari et al., 2019). The term "green advertising" is also used to describe "advertising that implies that the advertised goods are energy or resource-efficient or environmentally friendly."

LITERATURE OF REVIEW

Nagar (2015) said that the green initiative was initiated by industries all over the world to combat the negative impact that business activities, specifically the alteration and consumption of products, have on the environment and its inhabitants. Since then, the "Green movement" has gained a lot of traction in industrialized nations, where the wealthy class is increasingly emphasizing eco-friendliness in their shopping choices. However, the question here is whether environmental issues have any kind of widespread appeal in emerging economies like India. Numerous studies have recently been carried out in various locations throughout the globe to study and investigate the actions taken by consumers when looking for, acquiring, and making use of green or ecologically conscious items.

Nittala (2014) described that a holistic marketing approach known as "green marketing" involves producing, distributing, selling, consuming, and disposing of products and services in a way that is less detrimental to the environment. "Green marketing," for example, has started to be used as customers and marketers become increasingly conscious of the need to transition to products and solutions that are ecologically friendly due to worries about the consequences of global warming, not biodegradable solid waste, dangerous pollutants, etc. Although being "green" would first seem expensive, it will surely prove to be both necessary and beneficial in the long term.

Lewandowska et al., (2017) illustrated that the marketing messages promoting green practices ought to pay more attention to theme and content. Advertising appeals utilizing eco-friendly goods and methods are likely to stir feelings and lead to persuasion. For markets to benefit fully from the positioning of their green brands, customers must remember them. Companies must regularly and continuously communicate if they want to make an impact and build a clear green positioning. Consumers have shown a favorable attitude toward green products, notwithstanding their worries regarding the cost and availability of these products. This implies that businesses should make environmentally friendly products available to customers for consumption since

customers have indicated a willingness to buy environmentally friendly commodities if they are presented.

Mahmoud (2018) concluded that green marketing is now essential to protecting the planet from environmental damage. From a marketing perspective, a good marketer produces and supplies products following the preferences of the consumers in addition to satisfying the demands of the consumer. However, the company should be aware of the advantages of offering eco-friendly goods. Customers are also willing to spend extra on preserving a greener and cleaner environment. Customers desire green products because they are aware of corporate initiatives regarding the qualities and uses of items. Making green products must be accomplished along the entire supply chain. Businesses should continuously search for environmentally friendly raw materials and economically sound ways to produce environmentally friendly products.

Ottman et al., (2006) revealed that making green products appealing to consumers demands the application of sound marketing strategies. What is the future of green marketing, though, is the question that still has to be answered. Green marketing has a long history of being misunderstood. Given that environmentalism's acceptance of boundaries and conservation does not fit well with marketing's traditional axioms of "give customers what they want" and "sell as much as you can," business researchers have seen it as a fringe topic. But the 21st century's trade will be dominated by sustainability. Rising costs, increased resource consumption and pollution in Asia, as well as political pressure to combat climate change, are spurring innovation toward better-for-you, more effective, high-performance goods. In essence, green marketing will be included in all forms of marketing.

Sarkar (2012) highlighted that green marketing strategies give businesses access to a variety of capabilities, including risk analysis, risk detection, and risk management. People today desire high-quality products that are also environmentally responsible, thus green marketing techniques are the best means of delivering both for competitive positioning. Green marketing strategies give businesses a code of behavior to follow to foster satisfaction, trust, and value. As a result, these businesses are better able to predict future needs and make plans accordingly. Green marketing techniques also give small businesses monetary fulfillment as a commercial reward and other advantages in the form of a positive market reputation.

Oyewole (2001) found that Green Advertising A tool for preserving biodiversity for future generations is green marketing. It won't be a simple idea to grasp. To determine whether or not it will be possible, the company must first plan and then do research. Since green marketing is still in its early stages, it must develop. Although implementing environmentally conscious advertising may not be simple at first, it is going to benefit the company in the long run. There are numerous opportunities accessible. The timing is ideal to choose global green marketing right now. Green marketing needs to become the standard rather than the exception or merely a fad because the threat of worldwide warming is so great.

Lemke & Luzio (2014) studied that environmental issues like deforestation, climate change, increasing temperatures, and water management problems are the main causes of green marketing. Consumer concerns about the preservation of the environment have led to a broadening in consumer purchasing tactics in support of a green lifestyle as environmental challenges increase. Although being "green" may at first seem expensive, it will surely prove to be both necessary and beneficial in the long term. While promoting green products, the financial aspect of marketing shouldn't be disregarded. Marketers need to be aware of the repercussions of green marketing. To create competitive advantages and increase consumer happiness, businesses can employ environmentally conscious advertising and green product creation as effective strategies.

Objective of the Study

To ascertain the role of advertising appeals in green consumption in India

Methodology

This investigation employed a structured questionnaire as a means to conduct a survey. The collected responses from 207 participants were analyzed using statistical techniques, including the calculation of means and t-tests. The sampling technique employed in this study was convenience sampling, which involved selecting individuals based on their accessibility and voluntary participation.

Table 1 Role of Advertising Appeals in Green Consumption in India

Serial No.	Statement of Survey	Mean Value	t-value	p-value
1	Through various media channels, advertisements can educate and inform consumers about the benefits and importance of adopting eco-friendly products and services.	4.17	8.624	0.000
2	Advertising appeals can influence consumer behavior by promoting sustainable choices.	4.36	10.411	0.000
3	Advertising appeals that evoke emotions such as empathy, concern for the environment, and the desire to protect future generations can create a strong emotional connection with consumers.	4.22	8.500	0.000
4	Advertisements can effectively communicate the environmental impact of traditional products and contrast them with eco-friendly alternatives.	4.00	5.042	0.000
5	Advertising appeals can help position brands as environmentally responsible and socially conscious.	3.96	4.868	0.000
6	Advertisements can educate consumers about the eco-friendly features, certifications, and sustainable production methods employed by green products.	4.49	11.815	0.000
7	Advertisements can encourage consumers to minimize waste, extend product lifecycles, and choose products with lower environmental footprints.	4.07	7.068	0.000
8	Well-crafted advertising appeals can influence consumer perceptions and intentions to purchase green products.	4.42	12.617	0.000
9	Advertising appeals may leverage social norms and peer influence to promote green consumption.	3.77	3.524	0.000

10	Advertising appeals can go beyond promoting products and services and inspire consumers to take action.	4.32	10.770	0.000
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Table 1 presents the mean scores for each statement in the study on the "role of advertising appeals in green consumption in India." The statement with the highest mean score, 4.49, suggests that advertisements can educate consumers about eco-friendly features, certifications, and sustainable production methods employed by green products. Following closely with a mean score of 4.42 is the statement indicating that well-crafted advertising appeals can influence consumer perceptions and intentions to purchase green products. Another noteworthy finding is that advertising appeals, with a mean value of 4.36, can influence consumer behavior by promoting sustainable choices. Additionally, advertising appeals can extend beyond promoting products and services, inspiring consumers to take action, as indicated by the mean score of 4.32. The statement highlighting the emotional connection created by advertising appeals, eliciting empathy, concern for the environment, and the desire to protect future generations, has a mean value of 4.22. Furthermore, advertisements can educate and inform consumers about the benefits and importance of adopting eco-friendly products and services, with a mean score of 4.17. Encouraging consumers to minimize waste, extend product lifecycles, and choose environmentally friendly options receives a mean score of 4.07. On the lower end, the statement emphasizing the communication of the environmental impact of traditional products and contrasting them with eco-friendly alternatives has a mean value of 4.00. Finally, positioning brands as environmentally responsible and socially conscious, with a mean score of 3.96, and leveraging social norms and peer influence to promote green consumption, with a mean score of 3.77, fall within the lowest category. It is worth noting that the t-values for each statement in the investigation of the role of advertising appeals in green consumption in India were significant, with positive values and significance values below 0.05, indicating a significant relationship between the variables.

CONCLUSION

Given the significance that firms' environmental responsibility and customers' environmental behavior have in contemporary market settings, green advertising is a crucial theoretical and practical issue in modern advertising. The theoretical research of this field places a large emphasis on how well it works of green advertisements, i.e., the influence it achieves on customers' cognitive, affective, and behavioral reactions, to develop the most effective ways of environmentally conscious marketing in practice. It is discovered that a wide range of factors, such as claim type, advertising appeal, and message components, as well as consumer-related factors, such as environmental consciousness, prior pro-environmental behavior, personal characteristics, skepticism toward advertising, cultural differences, etc., mediate the effectiveness of advertisements.

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