

ATTITUDE TOWARDS GREEN ADVERTISEMENT AND CONSUMERS PURCHASING BEHAVIOUR: A LINKAGE

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Abstract

The research study is on the green marketing but specifically on consumers' attitudes and purchase intention of eco-friendly products. It has been the global concern for the purpose of the preservation of the polluting and degradation of environment. Many studies have been done on the green marketing exploring the importance of the topic and relationship to the attitude and purchasing behavior of the consumers of eco-friendly products. The main aim of this conceptual paper is to study consumers' green purchasing behaviour towards green advertisement. The objective of this research was looked into and explored the influencing of the four traditional marketing-mix elements, satisfaction and word of mouth (WOM) on attitude and purchasing intentions of consumers on eco-friendly products specifically fast moving consumer goods (FMCG) or non-durable ones. Our findings demonstrated that there were differences in attitudes and purchase intention toward green products between mainly the women and men.

Keywords: Green marketing, marketing-mix, word of mouth, attitude, consumer intention.

Introduction

Green movement has become more and more active in the present environmentally concerned world. Increasing environmental concern among consumers, the demand for environmentally safe products with high performance have forced manufacturers to pay closer attention to their products. The marketers incorporate the environment into marketing activities, like product, package design and pricing. The marketers also made it as a tactic to attract in which the consumers really interested.

Nowadays marketers intentionally or substantially are promoting their products with environmental image for their products such as labels with green color scheme, and printing with 'natural' images. For example, India PepsiCo company market their bottled water 'ACQUAFINA' with the image of water conservation and they build awareness about PepsiCo's efforts to replenish and restore the water table through its 'pack labels'. In India a leading washing powder firm called 'Surf Excel' advertise with the slogan 'if you have Surf Excel Quick wash, you can save two buckets of water every day'. Likewise, all the marketers try to attract the consumers through green claims. Currently, in order to attract the buyers the marketer has to use a number of promotional strategies and green claims compared to

earlier days. At the same time consumers are more careful about the marketing myopia since consumers are more educated than before.

Although there is an increasing anxiety about the environment among Indian consumers, still it is questionable whether the awareness about environs will get transformed into increased green purchasing. Consumers, regardless of the degree of their environmental consciousness, do not buy environment friendly products only on the basis of their ecological impacts. There may be many other reasons beyond the environmental aims motivating those purchasing decisions such as, health concerns of consumers for themselves or their families, economic constraints, quality issues, etc. Although the consumers' environmental concern is increasing, pollution levels have also increased and there is also ambiguity about consumers and policy makers' environmental concern. Consumers level of 'greenness' can measure by their actions and behaviour (Coleman *et al.*, 2011). On the other hand some of the marketer's green claiming is not in deep greenness rather than that claims exhibited either shallow or moderate greenness (Leonidas *et al.*, 2011). This action is called as 'green washing', which is, disinformation disseminated by an organization so as to present an environmentally responsible public image (Mitchell, 2011). Presently consumers started to doubt whether the advertisement by business enterprises is really green or 'green washing'. In this context, examining how the green advertisement has an impact on the green purchase behaviour of the consumers has become imperative. This may help various stakeholders to relook the marketing strategy and to frame appropriate policy regarding advertisement for the consumer interest.

Advertisement and Consumer Behaviour

Consumer purchase behaviour is perceived as a highly individualized and complicated, and is influenced by various intrapersonal, interpersonal, and external mediated factors. Customer's individual characteristics, values, attitudes, and motivations are called as intrapersonal factors. Buyer's personal interactions with others, especially family members and peers are called interpersonal variables. The external mediated factors would include the factors such as non-personal sources of information especially the advertising in various forms-television, internet, magazines etc. In the present environment concerned world, business enterprises are using the green advertising as a tool to communicate and to ensure the interest of consumers towards their products or services. This is perceived as a challenging task for marketing people because, among the influencing factors of consumer, advertising is an external factor of non-personal promotion tool. The American marketing Association has defined advertising as "any paid form of non-personal presentation and promotion of goods, services or ideas by an identified sponsor". Therefore, the study of advertising on consumer behaviour is deemed to be an interesting task and also it should have significant role in the field of marketing industry where there is a cut-throat competition among the market firms.

Methodology

This study, which has been based on a survey of 200 randomly selected consumers in Coimbatore, examined the role played by green advertising in influencing consumers green purchasing behaviour.

Sampling and Data collection

This study focus on consumer behaviour hence required data was collected from them. The primary data for study had been collected by means of structured questionnaire.

Seven hundred and eighty two copies of questionnaire were administered on the members of the public in four major areas in Coimbatore city namely, Gandhipuram, R.S. Puram, Peelamedu and Ganapathy. The respondents were selected randomly at each of the locations while the distribution was aimed at reflecting the population of each areas of Coimbatore city. The secondary data were collected from various magazines, newspapers and Internet.

Construction of Questionnaire

For the construction of research instrument, the researcher has followed the instruments which were utilized in previous studies by various researchers in this domain. Additionally, a few new items were included to obtain improved results relating to attitude about green advertisement and green purchase behaviour. All the questions have used in five-point Likert scale. In total, 35 items relating to the attitude towards green advertisement and 35 items relating to the green purchase behaviour were adopted for the study.

Tools for Data Analysis

In the present study, statistical tools such as descriptive analysis, factor analysis and T test have been used for measuring the impact of advertising on consumer purchase behaviour. Further, the statistical package, SPSS version 21 has been used for analysis of data

RESULTS AND DISCUSSION

In the socially responsible consumer world, marketers also showing their interest as socially responded marketer by producing environmental friendly products and using green price and green promotion. Now slowly consumers have changing their consumption pattern in to green products. Hence, in order to attract more market share marketers using green claims in their promotional activities. Quite a number of advertisements is coming with green claims in India like Surf Excel advertisement with the concept of 'save a bucket water', Idea mobile advertisement with the concept of 'save the tree' etc. But to what extent the television viewers remember and accept these kinds of green claimed advertisements is most important for the marketers for framing the strategies. Hence in this study the researcher has asked question relating the remembrance of such kind of advertisement in the study area and has been presented in Table 1.

Table 1
Remembrance of Green Advertisement

	Frequency	Percent	Cumulative Percent
No	410	52.4	52.4
Yes	372	47.6	100.0
Total	782	100.0	

Source: Primary Data

Table 1 reveals that out of total 782 respondents, 410 respondents (52.4 percent) do not remember green claimed advertisements and only 47.6 percent of respondents remember the green advertisement. Hence, Table 1 clearly indicates to the marketers that they have to give more attention while claiming green in their advertisement, which may give positive results for them.

Attitude about the Green Advertisement

Exploratory Factor Analysis (EFA) has been used to assess the dimensionality of the attitude towards green advertisement. Principal Component Analysis was performed with VARIMAX rotation. The result of the Factor Analysis is presented in Table 2.

Table 2
Rotated Component Matrix of Attitude Towards Green Advertisement*

S.No.	Attitude towards Green Advertisement	Component			
		1	2	3	4
1	Green advertising is valuable to society	0.756	0.121	0.064	0.133
2	Green advertising leads people to be more socially responsible	0.716	0.086	-0.085	0.187
3	Green advertising strengthens company image	0.676	0.160	0.29	0.109
4	Green advertising shows the consumer that the firm is addressing consumers' environmental concerns	0.651	0.099	0.019	0.321
5	I think green advertising is good	0.603	0.188	0.306	-0.059
6	Green advertising is a good business practice.	0.558	-0.064	0.085	0.055
7	A company that uses green advertising is trustworthy.	-0.031	0.711	0.098	0.100
8	Products and services that are advertised as green are safer to use	0.184	0.611	0.191	0.051
9	Green advertising is good at addressing environmental problems	0.225	0.607	0.255	0.162
10	Green advertising is a good source of information about products/services	0.018	0.551	0.141	0.434
11	Green advertising is interesting to see	0.181	0.524	0.283	0.075
12	I tend to be more loyal to products from companies that practice green Advertising	0.116	0.224	0.708	0.111
13	I plan to switch to products and services that were advertised as being green.	0.197	0.247	0.708	0.087
14	I would pay more for products or services that were advertised as being green	-0.024	0.027	0.622	0.328
15	I prefer products with eco-labeled packages.	0.089	0.221	0.423	0.403
16	Green advertising exploits environmental issues instead of addressing them	0.165	-0.057	0.132	0.653
17	Green advertising is deceptive	0.126	0.236	0.244	0.625
18	Green advertising preys upon consumers' environmental concerns	0.312	0.093	0.103	0.613
19	Companies use green advertising to protect their reputations	0.193	0.472	-0.049	0.501
20	I pay much attention to green advertising	0.132	0.355	0.299	0.486

*Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Table 2 exhibits the rotated factor loading for twenty variables relating to attitude towards green advertisement of consumers in the Coimbatore City. It is clear from the table that all the twenty variables have been converted into four factors. The factors identified with new names are discussed in Table 3.

Table 3
Factors Influencing Environmental Attitude

Factor	Name of Newly Extracted Factor	Selected Statement [Variable]	Factor Loading
F1	Emotional Responses	Green advertising is valuable to society	0.756
F2	Responses to Product/Service	A company that uses green advertising is trustworthy	0.711
F3	Consumer Specific Behaviour	I tend to be more loyal to products from companies that practice green Advertising	0.708
F4	Moral Behaviour	Green advertising exploits environmental issues instead of addressing them	0.653

Source: Compiled from Table 2

It is inferred from Table 3 that the, 'Green advertising is valuable to society' with the factor loading of 0.756, 'A company that uses green advertising is trustworthy' with a factor loading of 0.711, 'I tend to be more loyal to products from companies that practice green Advertising' with a factor loading of 0.708, and 'Green advertising exploits environmental issues instead of addressing them' with the factor loading of 0.630, are the variables with the highest factor loading under the factors F1, F2, F3, and F4. Further Table 2 shows that the first factor seems to describe cognitive and affective responses to green advertising in general. The second factor appears to be consumers' responses to the companies and their green products. The third factor appears to describe consumers' specific behaviours with regard to green products and advertising. Finally, the fourth factor is clearly some type of moral factor of the ethical impact of green advertising.

Table 4
Rotated Component Matrix*

Purchase behaviour variable	Component								
	1	2	3	4	5	6	7	8	9
Am ready to compromise to a certain arbitrary degree	0.704	-	0.115	0.114	0.116	0.28	0.047	0.076	-
Avoid buying products which are tested on animals	0.679	0.111	0.135	0.244	0.127	0.091	0.034	0.098	0.041
I feel good about buying goods which is less harmful to environment	0.653	-	0.140	0.046	0.117	0.382	0.003	0.166	-
I am willing to buy inferior products just to help environment	0.625	0.085	0.074	0.001	0.280	0.143	0.172	0.123	0.051
Buy products which contribute money for environment protection	0.612	0.345	0.129	0.199	0.007	-	-	-	0.251
I would buy environmental friendly products if it is readily available	0.596	0.078	-	0.062	0.057	-	0.136	0.339	0.276
When there is a choice, I choose products that causes least pollution	0.083	0.669	0.115	0.011	-	0.034	0.304	0.068	0.024
Buy products whose packages can be reused	0.082	0.665	0.179	0.113	-	0.110	0.118	0.093	-
I have switched products/brand for ecological reasons	0.002	0.648	-	0.012	0.367	0.069	0.064	0.142	0.013
I usually buy products made from recycled materials	-	0.591	0.020	0.228	0.156	0.384	0.017	0.136	0.221
I try to buy energy efficient households appliances	0.095	0.401	0.086	0.081	-	0.317	0.245	0.380	-
Buy organic food and bottled water	-	0.024	0.010	0.725	0.144	0.094	0.011	0.066	0.163
Buy bio fuels	0.167	0.149	0.623	0.163	0.057	0.082	0.080	0.006	0.145
Use biodegradable soaps, detergents etc.	0.231	0.120	0.567	0.258	0.210	0.086	0.006	-	-
Boycott tuna ivory and leather	0.058	-	0.542	0.172	0.396	-	0.176	0.016	0.121

I having energy saving lights in my house	0.142	0.156	0.444	0.290	0.139	0.085	0.220	0.224	-	0.127
I feel other purchasing factors is more important than green concept	0.171	0.133	0.194	0.720	0.117	0.123	0.070	0.085	-	0.016
Proximity	0.128	0.020	0.212	0.719	0.069	0.071	0.143	-	-	0.032
Green products are too expensive	0.019	0.020	0.081	0.646	0.200	0.046	0.050	0.144	-	0.109
Products labeled as green is just another selling point	0.131	0.127	0.217	0.394	0.385	-	0.086	0.083	0.172	0.290
Carry own bags to supermarkets	0.178	0.066	0.185	0.218	0.656	-	0.070	0.021	-	0.044
I make special efforts to buy products in recyclable containers	0.165	0.091	0.397	0.001	0.602	0.099	0.078	0.060	-	0.244
Buy cruelty free cosmetics	0.219	0.066	0.062	0.098	0.565	0.298	0.184	0.223	-	0.086
Dump hazardous waste to safe disposal site	0.108	0.125	0.275	0.238	0.497	0.047	0.323	0.133	-	0.116
Green products are healthy	0.138	0.184	0.038	0.191	0.066	0.740	0.140	0.015	-	0.002
No side effect on health	0.274	0.053	0.130	0.045	0.013	0.613	0.083	0.160	-	0.197
Purchase behaviour variable	Component									
	1	2	3	4	5	6	7	8	9	
I have switched products for ecological reasons	0.224	0.392	0.057	0.090	0.117	0.533	0.014	0.136	-	0.274
Read labels before buying to see if contents are environmentally safe	0.121	0.052	0.061	0.124	0.136	0.105	0.751	0.200	-	0.096
Most environmental claims are true	0.029	0.259	0.103	0.118	0.099	0.206	0.640	0.108	-	0.132
Attractive Advertisement	0.100	0.447	0.162	0.058	0.008	0.084	0.611	0.030	-	0.131
Not use of my Car/bike for walk able distance	0.144	0.208	0.076	0.408	0.024	-	0.040	0.566	-	0.031

						0.005				
Attractive package	0.029	0.084	0.482	-	0.041	0.174	-	0.012	0.559	0.242
Green products are up to my level	0.138	-	0.011	0.206	0.496	0.234	0.054	0.536	-	0.049
Green products welcome	0.192	0.178	0.265	0.451	0.019	0.065	0.038	0.457	-	0.073
Product in multiple variety	0.106	0.051	0.102	0.048	0.051	0.333	0.075	0.085	0.744	

*Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Table 4 exhibits that the rotated factor loading for thirty five green purchase behaviour variables of consumers in the Coimbatore City. It is clear from Table 4 that all the thirty five variables have been converted into nine factors. The factors with identified new names are presented in Table 5.

Table 5
Factors Influencing Purchase Behaviour

Factor	Name of Newly Extracted Factor	Selected Statement [Variable]	Factor Loading
F1	Compromise	I am ready to compromise to a certain arbitrary degree	0.704
F2	Environmental Concern	When there is a choice, I choose products that causes least pollution	0.669
F3	Energy Conscious	Buy organic food and bottled water	0.725
F4	Market Conscious	I feel other purchasing factors is more important than green	0.720
F5	Eco-friendly behaviour	Carry own bags to supermarkets	0.656
F6	Health Conscious	Green products are healthy	0.740
F7	Information Seeking	Read labels before buying to see if contents are environmentally safe	0.751
F8	Conservation behaviour	Do not use of my car/bike for walk able distance	0.566
F9	Variety Seeking	Product in multiple variety	0.744

Source: Compiled from the Table No. 4

It is inferred from Table 5 that the, 'I am ready to compromise to a certain arbitrary degree' with the factor loadings of 0.704, "When there is a choice, I choose products that causes least pollution' with a factor loading of 0.669, 'Buy organic food and bottled water' with a factor loading of 0.725, 'I feel other purchasing factors is more important than green' with factor loadings of 0.720, 'Carry own bags to supermarkets' with the factor loading of 0.630, 'Green products are healthy' with factor loadings of 0.740, 'Read labels before buying to see if contents are environmentally safe' with factor loadings of 0.751, 'Not use my car/bike for walkable distance' with factor loadings of 0.566 and variable 'Product in multiple variety' with factor loadings of 0.744 are the variables with the highest factor loading under the factor F1, F2, F3, F4, F5, F6, F7, F8 and F9. Therefore, these are identified as 9 important behavioural variables which have influenced the scope of green marketing in the study area. It is concluded that, compromise is the main behavioural variable to purchase a green product followed by environmental concern, energy consciousness, marketing consciousness and health consciousness. These are the other factors that occupy second, third, fourth and fifth important behavioural factors to purchase green products by a consumer in the study area.

T-tests were performed on all items to determine if there were significant differences between males and females. Almost all question items differed at the $p < .05$

level, with females generally expressing more positive attitudes toward green advertising and exhibiting more environmentally responsible behaviours than male respondents.

Linking Attitudes to Purchase Behaviour

In order to examine the link between attitudes toward green advertising and the link to environmentally responsible purchase behaviours, respondents were coded into three groups.

The responses of respondents were given scores to their expressions and the total variables were obtained. Arithmetic mean and Standard Deviation were computed from total opinion scores of all respondents. In order to classify the respondents as per their behaviour total scores of the five variables was taken into a consideration.

- ❖ The respondents with total scores of mean plus S.D were considered to have excellent Green purchase Behaviour.
- ❖ Score below mean minus S.D has a green purchase behaviour is lethargic.
- ❖ Scores between arithmetic mean plus standard deviation and arithmetic mean minus standard deviation were considered as having moderate/average behaviour towards green purchase.

T-tests were performed to see if the environmentally responsible group differed from the lethargic group with regard to their attitudes toward green advertising. Not surprisingly, at the $p < .05$ level, there were significant differences between the groups on questions 4, 5, 6, 9, 11 and 12. For the remaining items, those who were environmentally responsible had more positive attitudes toward green advertising than those who were environmentally lethargic.

Conclusion

Environment plays a vital role in the healthy life of a human being. Hence the, government, corporate, non-governmental organization (NGO) and consumers should come forward to protect the environment to promote a healthy life. The present study has brought out various aspect of green marketing with various relationships of environmental behaviour, knowledge and attitude with green consumers behaviour in the green marketing aspects. The suggestions made in the study are of immense use policy makers to make appropriate decision for removing the barriers towards a green life in the people in the study area.