

# A STUDY ON THE AWARENESS AND INFLUENCE OF GREEN ADVERTISEMENT AMONG PUBLIC

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## **Abstract**

*Green Advertising or Green marketing is one of the hottest topics today. This paper observes the influence of green advertising on consumers. Advertising has three functions, to inform, recap and persuade, the aim of green advertising is to create awareness and tentative strong attitudes towards brands and companies. The development of green challenge has brought about fluctuations in consumers buying behaviour making it highly debatable topic from the point of view of researchers. Objective of the study is to analyse the green advertising as a promoting factor for marketing and aims to create environment sustainability. For this purpose a sample of 60 customers are studied. The findings of the paper reveal that the green advertisement is aiding customers in safe guarding their health.*

**Key words: Green advertisement, awareness, attitude.**

## **Introduction**

- “Green advertising” has entered into the glossary of modern language and the term refers to advertising that highpoints the environmental benefits of a product or service. While much of the advertising in this category is relatively harmless, there are examples where consumers can be misled, in such a way that environmental benefits of the product or service are exaggerated. Advertising has three functions, to inform, remind and persuade, the aim of green advertising is to create awareness and thoughtful strong attitudes towards brands and companies. The emergence of green challenge has brought about changes in consumers buying behaviour making it highly debatable topic from the point of view of academics. The last decade had perceived an influence of green brands in the market due to consumer demand thus, permitting green marketing to emerge into a multidimensional strategic tactical process. Our discussion will focus on green advertisement being an effective marketing tool

in this era. Going green is being fashionable and social responsibility among the customers has been increased.



Green advertising is not a new sensation. Green advertising can be traced back to the first Earth Day in April 22, 1970, when Senator Gaylord Nelson of Wisconsin proposed a nationwide grass-roots demonstration to raise public awareness of environmental problems, including the increasing toxicity in the Great Lakes, polluting factories and power plants, oil spills, pesticides, freeways, the loss of wilderness, and the extinction of wildlife.

### **Statement of the Problem**

Today the world is no more an at ease place to live in. The world has 'n' number of problems to tackle ranging from struggling climate changes to saving the meagre natural resources to meet the requirements of the ever increasing population. However, it was essential to further investigate consumer environmental insights and their connectivity to advertising—and ultimately purchasing pattern by the influence of advertisements in order to fully understand the relationship between green advertising and its influence in customers.

### **Objectives**

- i. To study the degree of awareness about the green advertisements.
- ii. To study the influence of green advertisements among the customers
- iii. To analyse the key motivators and deterrents in green advertising that influence the buying behaviour of customers.
- iv. To study is there any significant association between green advertisements contribute towards social responsibility and it is treated as a good practice.
- v. To study is there any significant differences between customers in their attitude towards Green advertisement according to gender, age, locale and income level

## Hypotheses

H<sub>0</sub>: There is no significant difference between customers in their attitude towards green advertisements influences and awareness according to gender, locale, educational level and income level.

H<sub>0</sub>: There is no significant association between green advertisements contribute towards social responsibility and it is treated as a good practice

## Methodology

The method used for the study was convenient sampling method and collected data from sixty samples with the help of structured questionnaire. The tools where used for the study were Chi-Square Tests, ANNOVA, t test

## Results and discussion

**Table 1**  
**Descriptive**

	Frequency	Percent
On social adjustment	9	15.0
On Public Health	30	50.0
Against social evil	12	20.0
Against deforestation	9	15.0
Total	60	100.0

Most of the respondents were aware about green advertisement on public health

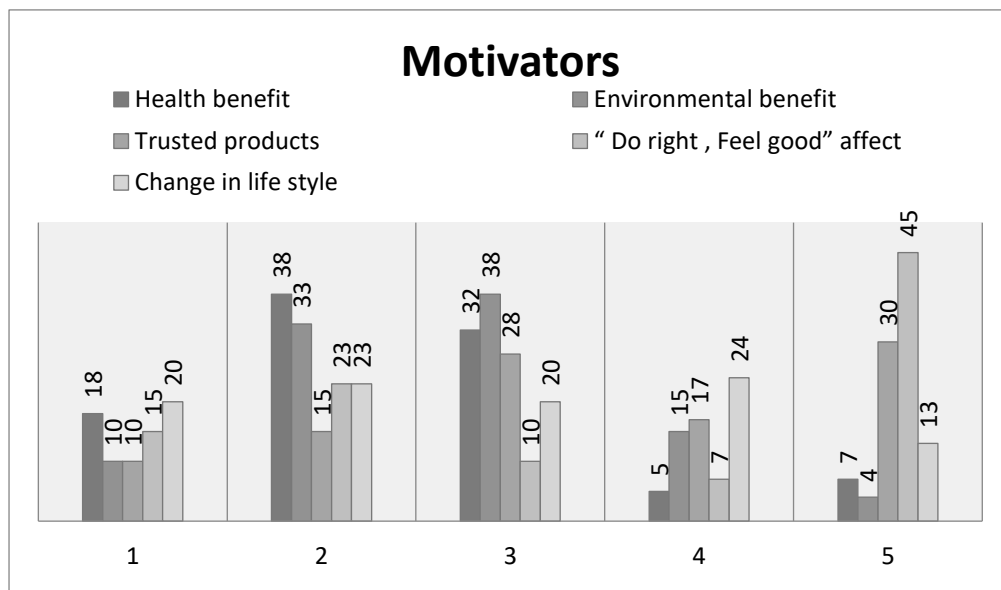
Table 2

Descriptive Statistics

	N	Minimum	Maximum	Mean	Standard Deviation
Attitude	60	16	24	19.43	2.227
ValidN (listwise)	60				

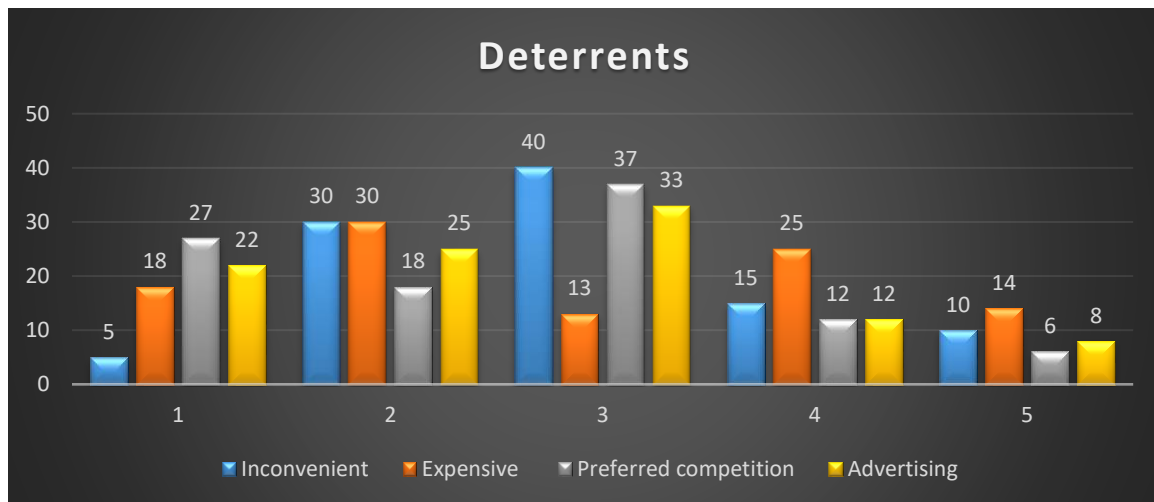
The total respondents have high positive attitude towards green advertisement

Chart 1



Change in lifestyle has the first rank, the highest motivating factor towards green advertisement. The second rank gives more emphasis on health benefit. Third rank shows environmental benefit is the motivator. The fourth place highly occupied by again in change in lifestyle. The final rank shows the least motivating factor is “do right, feel good effect”

Chart 2



The main deterrent is preferred competition. In the second position expense and inconvenience, both are same level of deterrents to customers. Inconvenience stands in neutral position among the five ranks. In the fourth and fifth rank expense is the significant deterrent towards the green advertisement.

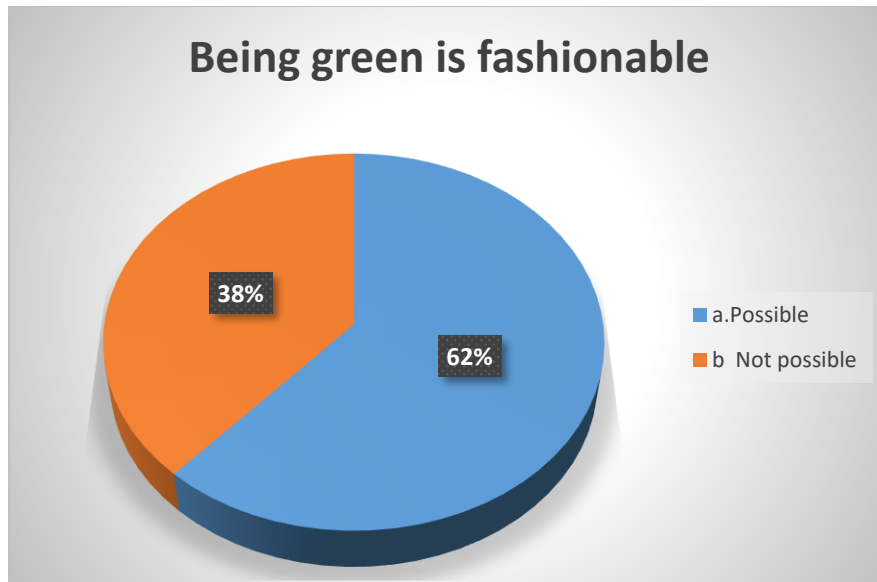
Table 3

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Tendency Equal to buy variances assumed with Green Ad	3.863	.054	1.064	58	.292	.133	.125	-.118	.384
			1.064	57.649	.292	.133	.125	-.118	.384

There is no significant difference between male and female for the tendency to buy the products with green advertisement

**Chart 3**



Around 62% of the respondents opine that in this era being green is fashionable in this era and rest 38% rejects this statement.

**Table 4**  
**Group Statistics**

	G	N	Mean	Std. Deviation	Std. Error Mean
Attitude	Male	30	19.03	2.205	.403
	Female	30	19.83	2.214	.404

There is no significant difference between male and female attitude towards green advertisement

**Table 5**  
**Group Statistics**

G	N	Mean	Std. Deviation	Std. Error Mean
Tendency to buy products Male with Green Ad	30	1.70	.466	.085
Female	30	1.57	.504	.092

There is no significant difference between male and female attitude towards green advertisement

**Table 6**  
**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Attitude	Equal variances assumed	.056	.814	-1.402	58	.166	-.800	.570	-1.942	.342
	Equal variances not assumed			-1.402	57.999	.166	-.800	.570	-1.942	.342

There is no significant difference between attitudes of customers towards green advertisement

**Table 7**

**Group Statistics**

	Area	N	Mean	Std. Deviation	Std. Error Mean
Attitude	Rural	25	19.04	2.131	.426
	Urban	35	19.71	2.283	.386

There is no significant difference between rural and urban area customers attitude towards green advertisement

**Table 8**

**Independent Samples Test**

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.036	.850	-1.159	58	.251	-.674	.582	-1.838	.490
Equal variances not assumed			-1.173	53.905	.246	-.674	.575	-1.827	.478

There is no significant difference between attitudes of customers in both areas towards green advertisements.

### Attitude on the basis of age

**Table 9**

**ANOVA**

Attitude					
	Sum of Squares	Df	Mean Square	F	Sig. Value
Between Groups	13.068	2	6.534	1.332	.272
Within Groups	279.666	57	4.906		
Total	292.733	59			

There is no significance difference between the attitudes according to the age of respondents.

### Attitude on the basis of income

**Table 10**

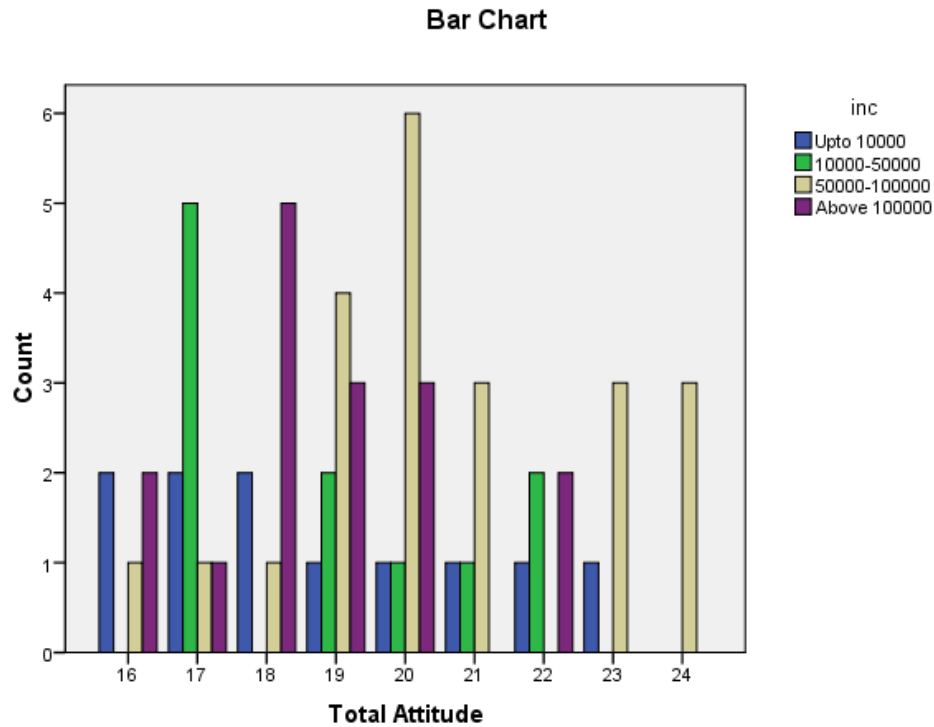
**ANOVA**

Attitude					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	39.688	3	13.229	2.928	.041
Within Groups	253.045	56	4.519		
Total	292.733	59			

There is significant difference between income and attitude among customers.

Thus H0 rejected

**Chart 4**



The respondents between the income level 50000-100000 have high positive attitude towards green advertisement

**Testing of Association between Green Ad to social responsibility and Green Ad is a good practice**

**Table 11 C**  
**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.574	16	.000
Likelihood Ratio	34.684	16	.004
Linear-by-Linear Association	.883	1	.347
N of Valid Cases	60		

H0: There is no Association between Green Ad to social responsibility and Green Ad is a good practice is rejected. Thus there is a significant association between these two variables.

**Table 12**

<b>Green Ad to social responsibility * Green Ad is a good practice Crosstabulation</b>							
Count							
		Green Ad is a good practice					Total
		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	
Green Ad to social responsibility	Strongly Disagree	0	1	1	0	3	5
	Disagree	5	19	17	1	1	43
	Neither Agree nor Disagree	3	2	3	0	0	8
	Agree	1	0	0	0	0	1
	Strongly Agree	0	0	0	0	3	3
Total		9	22	21	1	7	60

There is an association between green advertisements which contribute towards social responsibility and it is treated as a good practice.

### Attitude with regard to awareness

**Table 13**

#### ANOVA

Attitude					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	49.461	3	16.487	3.795	.015
Within Groups	243.272	56	4.344		
Total	292.733	59			

The hypothesis is there is no significant difference among customers on total attitude towards green advertisement with regard to awareness. H<sub>0</sub> is rejected. Thus there is significant difference among customers on total attitude towards green advertisement with regard to awareness. The investigators went for Post Hoc test to know the awareness on which dimension is significantly differ from others.

**Table 14**

#### Multiple Comparisons

Attitude

Tukey HSD

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) Awareness of Green Advertisement	(J) Awareness of Green Advertisement				Lower Bound	Upper Bound
On social adjustment	On Public Health	-.467	.792	.935	-2.56	1.63
	Against social evil	1.583	.919	.322	-.85	4.02
	Against deforestation	-1.222	.983	.602	-3.82	1.38

On Public Health	On social adjustment	.467	.792	.935	-1.63	2.56
	Against social evil	2.050*	.712	.028	.16	3.94
	Against deforestation	-.756	.792	.776	-2.85	1.34
Against social evil	On social adjustment	-1.583	.919	.322	-4.02	.85
	On Public Health	-2.050*	.712	.028	-3.94	-.16
	Against deforestation	-2.806*	.919	.018	-5.24	-.37
Against deforestation	On social adjustment	1.222	.983	.602	-1.38	3.82
	On Public Health	.756	.792	.776	-1.34	2.85
	Against social evil	2.806*	.919	.018	.37	5.24

\*. The mean difference is significant at the 0.05 level.

The Post Hoc evidenced that the Awareness on the green ad which related to social evil is significantly differs from all other categories.

## Findings

1. The study reveals that most of the respondents were aware about green advertisement on public health rather than social adjustment programs, against social evil and against deforestation
2. It is found that the total respondents have high positive attitude towards green advertisement

3. The health benefit ensured by the green advertisements is the factor that motivates the customers whereas the least motivating factor is that, green advertisements do right and feel good to customers.
4. The main deterrent that makes the customers to stay back from the green advertisements is preferred competition. Inconvenience stands the next deterrent and expense and advertising are considered to be an insignificant deterrent to the customers.
5. The study shows that there is no significant difference between male and female attitude towards green advertisement in according to gender classification.
6. It is found that there is no significant difference between attitudes of customers in both areas towards green advertisements.
7. The study reveals that there is no significance difference between the attitudes according to the age of respondents.
8. The result shows that the respondents between the income level 50000-100000 have high positive attitude towards green advertisement as compared to the other income groups.
9. It is found that there is an association between green advertisements which contribute towards social responsibility and is treated as a good practice.
10. The study shows that there is a significant difference among customers on attitude towards green advertisement with regard to awareness on social evil.
11. It is found that around 62% of the respondents opine that in this era being green is fashionable is possible among the customers whereas rest 38% opines that being green is fashionable is impossible.

## Conclusion

This study can be concluded as the green advertisement is a familiar topic among customers and they are aware about green advertisements. Thus they show a highly positive attitude towards green advertisement. The health benefits ensured by these advertisements are the key motivators towards the green advertisements and preferred competition of green advertisements with the other products is the key deterrent. The

Customers who have an average income level have a high attitude. In this era going or being green is a fashionable in the sense.

## References

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