



A STUDY ON CUSTOMER PERCEPTION OF GREEN ADVERTISING IN ECO-FRIENDLY CONSUMER GOODS

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ABSTRACT

Green Advertising has emerged as a very important trend in the modern times. Researchers all around the globe have shown interest in the same over the last few decades. Growing concern over environment protection measures in the recent times has ensured that companies pay attention towards environmental friendly products by incorporating sustainable or eco-friendly marketing as an integral component of their over-all business activities. Present study have focused on the customer perception about Green Advertising. On the other hand, with the emergence of green advertising as a field of study, there is a growing importance in eco-friendly goods. This study contributes to the literature on green advertising by investigates Indian customers' exposure to trust in green advertising in the context of eco-friendly consumer goods. In addition, the study investigates whether customers' purchase intentions are influenced by such advertisements. The objectives of the research was to find out and to analyze the influence of green advertising on decision to buy and its provide good sources of informations. Primary data were obtained from 400 respondents and statistical tool such as percentage analysis, and Chi-square test have been used for analyzing the data. The findings provide a detailed insight into the variation in terms of customers' perceptions of green advertising on consumer goods and its influence on customers. Findings and discussion are presented.

Key words: Green marketing, Green advertising, Eco-Friendly Goods

Cite this Article: Johnsi Gloria, U. Rajan and S. Suresh, A Study on Customer Perception of Green Advertising in Eco-Friendly Consumer Goods, *International Journal of Management (IJM)*, 11(12), 2020, pp 3712-3720.
<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=12>

1. INTRODUCTION

Green Advertising has focused on the influencing factors for going green as Goodwill, Differentiation, Competition, Pressure Groups, Government Pressure, Customer Demand, New Market Entry. Green marketing has been defined as 'all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment (Polonsky, 2011). The study by Ann Kronrod *et al* (2012) highlighted and explained the surprising prevalence of assertive environmental messages in the media.

The green movement has been expanding rapidly in the world. With regards to this consumers are taking responsibility and doing the right things (Usharani & Gopinath, 2020a). Consumer awareness and motivation continue to drive change in the marketplace, notably through the introduction of more eco-friendly products. Compared to consumers in the developed countries, the Indian consumer has much less awareness of global warming issues. In light of the growing importance of environmental issues, the marketplace has seen the proliferation of eco-friendly products (Usharani & Gopinath, 2020b). Green advertising plays a major role in the marketing of these products. The purpose of this study is to explore customers' perceptions of green advertisements in the eco-friendly Consumer Goods.

In general, eco-friendly products are usually being offered at a higher price. Thus, only those with higher income would be able to afford for the higher price and tend to consume more eco-friendly products. It claims that families with children focus on health more than others (Unnamalai & Gopinath, 2020). Next, non-demographic variables such as willingness to pay, taste, nutritional value, environmental concern and organic certification would also affect consumer decision while purchasing eco-friendly products.

Firstly, willingness to pay is one of the main factors that will affect the consumption of eco-friendly products. Some of the studies discovered that consumer willing to pay higher price if they get more information about the products. Such information includes background of the products, characteristic, feature, and safety of the products (Gopinath, 2019a). Finally, throughout this research, it was referring to the main factors that are influencing consumer buying intention towards eco-friendly products.

2. LITERATURE REVIEW

Green Advertising: "Green advertising refers to messages that include natural, ecological maintenances" environmental-friendly contents that aim to satisfy the wants and wishes of ecological fretful consumers" (Zinkhan and Carlson, 1995). Governmental regulations and factors affecting the businesses put strain on the companies to change their policies and strategies according to the environmental changes and make the environment friendly products. In fact advertising play very important role in exchanging words concerning ecological issues and creating awareness regarding environmental friendly products among users of products (consumers) and manufactures (organizations) (Gura'u and Ranchhod, 2005; Menon and Menon, 1997; Polonsky and Rosenberger, 2001; Sriram and Forman, 1993). It is proved that green advertising is increasing at rapid pace during last 20 years (Futerra, 2008). It creates much understanding about environmental concerns and consumer and environmental friendly products (Easterling et al., 1996; Polonsky et al., 1997)

Why Green Advertising?: Green advertising is the trend of new mass media. With the green advertisement people can easily get attracted towards green product or eco-friendly products which are the necessities of today's time where pollution and ozone depletion has taken place. Therefore, for the environment safety and healthier surroundings green advertisement is the initiation towards green media for the

sustainable communication. For this, we have to understand our green consumers to tap them.

Green Marketing and Advertising: Marketing scholars, as well as practitioners have paid great attention to the issue of natural environment since early 1970's (Kassarjian, 1971; Fisk, 1973). Most generally, green marketing refers to the incorporation of environmental dimensions into marketing activities (Crane, 2000). According to Polonsky's (1994) widely cited definition, green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment (Gopinath, 2019b). Thus, it incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, and modifying the marketing communications. Research results show that, environmental impact of products and services may influence consumer behavior. Consumers are likely to choose one brand over another because of their impact to the natural environment. They are also more likely to pay a premium to products, which are environmentally safer (Kangun, Carlson, Grove, 1991; Chase and Smith, 1992; Davis, 1993; Carlson, Grove and Kangun, 1993; Menon and Menon, 1997; Ottman, 1997; Crane, 2000; Peattie, 2001; Anghel et al., 2011).

The importance of green advertising has also been highlighted by Pickett-Baker and Ozaki (2008) who found that aside from cleaning products, most customers could not identify greener products. This was probably because most green message labels did not make an impression in buyers' minds (Green Biz Staff, 2009). Thus, communication is an area of weakness for green marketers (Juwaheer, Pudaruth & Noyaux, 2012). Carlson et al. (1993) have affirmed a parallel rise in environmental advertising accompanied by increased consumer interest in the environment. Advertising terms such as "recyclable, environmentally friendly, ozone safe, biodegradable" are regularly seen in green advertisements and consumers are often exposed to such messages (D'Souza, 2005).

Consumer Response: A series of researches were conducted to study consumers' responses to advertising claims and products. 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 (Kangun et al. 1991; Mayer et al. 1993; Kim and Damhorst, 1999) even if products from companies that have been perceived as "green" and have good reputation of environmental preservation are still more acceptable than conventional products by consumers (Stisser, 1994; Ottman Consulting, 1991). In this study, the researcher intends to investigate how consumers respond to green advertising itself and how consumers respond to the organizations that have been perceived "green" and their products respectively.

Consumer Perceptions: In this study, I sought to clarify, through a review of the literature, whether customer perspectives were related to purchase decisions and perceived risks and also the extent to which they might be related to a number of conditions such as brand loyalty, advertising effectiveness, innovation, Customer Perception (Kavitha & Gopinath, 2020) and pricing (Becker, 2009; Cheung & Thadani, 2010). To reduce customer doubt related to purchase decisions, consumers process available information regarding each product and form a first impression (Gopinath & Kalpana, 2019). To that end, consumers viewed products in an arrayed queue where they could evaluate each product to make a basic judgment about the product (Muhamad, Melewar, & Alwi, 2011). Further, similar studies discussed on Consumers Protection (Gopinath, 2019 c), Preference of Consumer (Gopinath & Iris Margaret, 2019), Consumer Perception (Gopinath, 2019 d) and Employer Branding (Gopinath & Meenakshi, 2019).

3. RESEARCH METHODOLOGY

In this study, researcher used both the primary and secondary data. However, the major data for study had been collected by means of structured interview schedule from the 400 respondents those are randomly selected method. The secondary data were collected from the existing Articles, Newspapers, Published books, Articles published in different Journals, Magazines, websites, online articles and Research paper published in different journals. In this study, statistical tools such as percentage analysis and Chi-square test have been used for measuring the customer perception of green advertisement on consumer goods. I have done my research on green advertising so deeply to meet up with the objective of the study.

4. OBJECTIVE OF THE STUDY

- To know the Customer perception and awareness of green advertising.
- To find out the sources of awareness of green advertising.
- To understand the factors stimulating the green products advertisements.

Limitations

The study compressed only with the 400 selected samples, the geographical area is also one of the major reasons to restrict the study. Time and money is one of the major constraints to the study.

5. RESULTS AND DISCUSSIONS

Descriptive Statistics

Table 1 The demographic profile of the respondents

Type	Number of Respondents	(%)
Gender		
Male	218	54.5
Female	182	45.5
Age		
Below 30 years	118	34.75
31 -40 years	134	33.25
41 -50 years	82	21.25
Above 50 years	66	10.75
Educational Qualification		
Undergraduate	204	51
Postgraduate	125	31.25
Others	71	17.75
Monthly Income		
Below Rs.10,000	133	33.25
Rs.10,000- Rs.20,000	139	34.75
Rs.20,000- Rs.30,000	85	21.25
Above Rs.30,000	43	10.75
Employment		
Private	182	45.5
Business	91	22.75
Professional	55	13.75
Government	72	18

Table 2 Green advertisements are provide good source of information – Gender wise

Statements	Gender		Total	Chi-square Value
	Male	Female		
Strongly Agree	98	75	173	9.49 p = 1.231
Agree	57	45	102	
Neither agree	30	28	58	
Disagree	20	17	37	
Strongly Disagree	13	17	30	
Total	218	182	400	

Source: Primary data

$$V = (R - 1) (C - 1)$$

$$V = (5 - 1) (2 - 1) = 4$$

The table value of X² 0.05, for V₄ = 9.49

$$\Sigma(O - E)^2/E = 1.231$$

Table 2 shows that, Gender wise based on the respondents of green advertisements are provide good source of information. It is observed from the table that of the total 98 respondents from Male, 75 from Female are strongly agreed to the statement. It can be seen that 57 respondents from Male, 45 respondents from Female are agreed to the statement. Meanwhile, 30 respondents from Male, 28 respondents from Female are neither agree to the statement. About 20 respondents from Male, 17 respondents from Female are Disagreed and it is strongly Disagreed by 13 respondents from Male, 17 respondents from Female are respectively. Obviously, majority of Male respondents are Strongly agreed that they provide good source of information.

Table 3 Green advertisements are provide good source of information – Age wise

Statements	Age				Total	Chi-square Value
	Below 30 years	31-40 years	41-50 years	Above 50 years		
Strongly Agree	53	55	33	23	164	21.0 p = 1.231
Agree	32	43	24	16	115	
Neither agree	14	17	10	11	52	
Disagree	11	11	8	10	40	
Strongly Disagree	8	8	7	6	29	
Total	118	134	82	66	400	

Source: Primary data

$$V = (R - 1) (C - 1)$$

$$V = (5 - 1) (4 - 1) = 12$$

The table value of X² 0.05, for V₁₂ = 21.0

$$\Sigma(O - E)^2/E = 1.231$$

Table 3 shows that, Age wise based on the respondents of green advertisements are provide good source of information. It is observed from the table that of the total 53 respondents from Below 30 years, 55 respondents from 31-40 years, 33 respondents from 41-50 years and 23 respondents from Above 50 years are strongly agreed to the statement. It can be seen that 32 respondents from Below 30 years , 43 respondents from 31-40 years, 24 respondents from 41-50 years and 16 respondents from Above 50 years are agreed to the statement. Meanwhile, 14 respondents from Below 30 years , 17 respondents from 31-40 years, 10 respondents from 41-50 years and 11 respondents from Above 50 years are neither agree to the statement. About 11

respondents from Below 30 years , 11 respondents from 31-40 years, 8 respondents from 41-50 years and 10 respondents from Above 50 years are disagreed to the statement and it is strongly Disagreed by 8 respondents from Below 30 years , 8 respondents from 31-40 years, 7 respondents from 41-50 years and 6 respondents from Above 50 years are respectively. Obviously, majority 134 respondents from 31-40 years are Strongly agreed that they provide good source of information.

Table 4 Green advertisements are provide good source of information – Income wise

Statements	Income (Rs)				Total	Chi-square Value
	Below 10,000	10,000-20,000	20,000-30,000	Above 30,000		
Strongly Agree	62	57	37	16	172	21.0 p = 1.231
Agree	43	45	22	12	122	
Neither agree	19	23	14	7	63	
Disagree	6	8	7	5	26	
Strongly Disagree	3	6	5	3	17	
Total	133	139	85	43	400	

Source: Primary data

$$V = (R - 1) (C - 1)$$

$$V = (5 - 1) (4 - 1) = 12$$

The table value of X² 0.05, for V₁₂ = 21.0

$$\Sigma(O - E)^2/E = 1.231$$

Table 4 shows that, Income wise based on the respondents of green advertisements are provide good source of information. It is observed from the table that of the total 62 respondents from Below Rs.10,000, 57 respondents from between Rs.10,000-20,000, 37 respondents from Rs.20,000-30,000 and 16 respondents from Above Rs.30,000 are strongly agreed to the statement. It can be seen that 43 respondents from Below Rs.10,000, 45 respondents from between Rs.10,000-20,000, 22 respondents from Rs.20,000-30,000 and 12 respondents from Above Rs.30,000 are agreed to the statement. Meanwhile, 19 respondents from Below Rs.10,000, 23 respondents from between Rs.10,000-20,000, 14 respondents from Rs.20,000-30,000 and 7 respondents from Above Rs.30,000 are neither agree to the statement. About 6 respondents from Below Rs.10,000, 8 respondents from between Rs.10,000-20,000, 7 respondents from Rs.20,000-30,000 and 5 respondents from Above Rs.30,000 are disagreed to the statement and it is strongly Disagreed by 3 respondents from Below Rs.10,000, 6 respondents from between Rs.10,000-20,000, 5 respondents from Rs.20,000-30,000 and 3 respondents from Above Rs.30,000 are respectively. Obviously, majority 139 respondents from Rs.10,000-20,000 are Strongly agreed that they provide good source of information.

Table 5 Green advertisements are provide good source of information – Employment wise

Statements	Employment				Total	Chi-square Value
	Private	Business	Professional	Government		
Strongly Agree	59	37	23	28	147	21.0 p = 1.231
Agree	45	24	12	17	98	
Neither agree	34	13	10	11	68	
Disagree	26	10	7	10	53	
Strongly Disagree	18	7	3	6	34	
Total	182	91	55	72	400	

Source: Primary data

$$V = (R - 1) (C - 1)$$

$$V = (5 - 1) (4 - 1) = 12$$

The table value of $X_{20.05}$, for $V_{12} = 21.0$

$$(\Sigma(O - E)^2/E) = 1.231$$

Table 5 shows that, Employment wise based on the respondents of green advertisements are provide good source of information. It is observed from the table that of the total 59 respondents from Private employees, 37 respondents from Business Peoples, 23 respondents from Professionals and 28 respondents from Government employees are strongly agreed to the statement. It can be seen that 45 respondents from Private employees, 24 respondents from Business Peoples, 12 respondents from Professionals and 17 respondents from Government employees are agreed to the statement. Meanwhile, 34 respondents from Private employees, 13 respondents from Business Peoples, 10 respondents from Professionals and 11 respondents from Government employees are neither agree to the statement. About 26 respondents from Private employees, 10 respondents from Business Peoples, 7 respondents from Professionals and 10 respondents from Government employees are disagreed to the statement and it is strongly Disagreed by 18 respondents from Private employees, 7 respondents from Business Peoples, 3 respondents from Professionals and 6 respondents from Government employees are respectively. Obviously, majority 182 respondents from Private employees are Strongly agreed that they provide good source of information.

6. CONCLUSION

To conclude the research to provide a detailed insight into the variation in terms of customer perceptions about green advertising and its influence on the customers. The present research work indicates that the key to raise green purchasing intention among the general public will affect the consumption of eco friendly consumer goods.

Overall, the research project has met its objectives to test the relationship between the factors based on Gender, Age, Income, Employment categories are respectively (Gopinath, 2011). Finally, it was reported that respondents were most strongly agreed the green advertisements are provided good sources of information. This paper contributes by focused on customer perception about green advertising in the Eco-friendly consumer goods.

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