



**A SURVEY ON GREEN ADVERTISING:
EFFECTIVENESS AND CONSUMER RESPONSE**

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CHAPTER ONE: INTRODUCTION

1.1 Background of the study

Advertising is a form of either mass communication or direct-to-consumer communication that is non personal and is paid for by various business firms, non-profit organizations, and individuals who are some way identified in the advertising message and who hope to inform or persuade members of particular audience (Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications, Terence A. Ship, pg. 621, 2003). The emergence of the green challenge has brought about changes in consumers buying behavior making it a highly debatable topic from the point of view of academics. Corporations have contributed to changes within the corporate structure in order to meet consumer's green needs by becoming more environmentally responsible which is reflected through cleaner manufacturing processes and green promotion (Kassarjian, 1971; Kinnear *et al.*, 1974; Menon & Menon, 1997; Porter & Van der Linde, 1995; Scerbinski, 1991; Ottman, 1993, Fitz gerald, 1993).

This study refers to the existing literature on general advertising and environmental advertising which is concerning the effectiveness of environmental claims in advertising to consumers and environmental consciousness of consumers. It also examines how key dimensions of consumer's responses, the extent of the importance on certain themes that consumers consider such as company image, environmental labels, and product recycling symbols (D'Souza, 2005), and consumer involvement (Chan, 2000) may affect the communication effectiveness. The advertising challenge here tends to be the flash promise of pleasure, of gratification, the promise of a benefit. Strong positioning can help, especially in a crowded product category.

CHAPTER TWO: LITERATURE REVIEW

2.1 Green advertising

In sympathy with the increasing environmental consciousness of consumers over the past three decades, the use of environmental claims for advertising has become more and more popular (Banerjee et al., 1995; Easterling et al., 1996; Manrai et al., 1997). An empirical investigation of a sample of major magazines has also highlighted that over one-third of the environmental advertisements placed therein are related to service offerings (Carlson et al., 1996). Advertising serve multiple purpose which provides information, can generate favorable attitudes toward a brand, can lead to favorable intentions to buy, can cause an individual to buy a brand, and as is typically the case with durable purchases, and can be used to rationalize a purchase (Dillon et al., *Marketing Research in a Marketing Environment*, 1987, pg. 601).

Researchers including Hill and Gandhi (1992) and Tripp (1997) maintain that advertising should contain concrete language or information to help potential customers recognize the service benefits, and to build up confidence in the service quality.

Advertising is one of the most important communication tools used by green marketers to promote awareness of their environmentally friendly products and to stimulate corresponding purchases (Carlson et al., 1996). To achieve these communication objectives, environmental advertising typically includes information or claims about how the advertised product or the advertiser can contribute to environmental improvement or help reduce environmental degradation (Polonsky et al., 1997). Alternatively, these environmental claims may be presented in a more subtle way by indirectly associating the advertised product or the advertiser with some positive environmental messages.