



GREEN ADVERTISING IMPACT ON CONSUMER BUYING BEHAVIOUR IN ODISHA

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ABSTRACT

The primary aim of this study is to examine the influence of green advertising on consumer purchase behaviour, while also analyzing the impact of environmental literacy and environmental consciousness on buying decisions. Conducting primary research, the study targeted undergraduate, , and postgraduate students of Odisha, India , with a sample size of 100 students. Employing correlation and regression analysis techniques, the research sought to understand consumer responses. The findings reveal that consumer buying behaviour is indeed affected by environmental consciousness. and environmental literacy. Specifically, individuals who possess knowledge about environmental issues and exhibit a greater concern for environmental well-being tend to respond positively to green advertising. Looking ahead, the implications of this study suggest the potential for raising awareness among people about green advertising, thereby encouraging them to purchase products that are not only beneficial for themselves but also for society. However, it's important to acknowledge limitations, such as the study's focus solely on students from Odisha, which was due to time constraints. Expanding the sample size to include the general public in future research could significantly contribute to societal betterment by fostering greater awareness of environmental issues

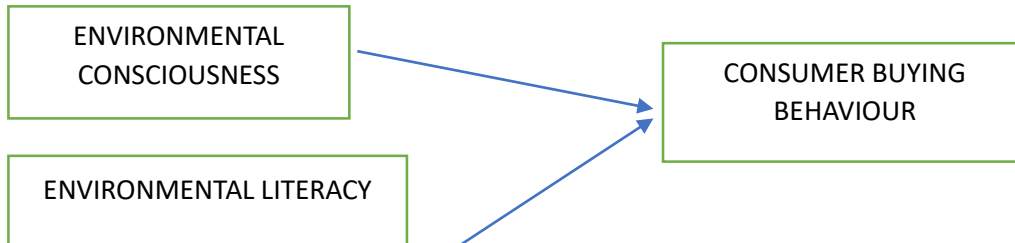
Keywords;- Consumer buying behaviour, green marketing, green advertising, environmental consciousness, environmental literacy

INTRODUCTION

For more than thirty years, environmental issues have been hotly debated in both academic and business circles (Bush, 2008). According to Erdman (2008), there is a growing demand from marketers for ecologically friendly products due to the growing social interest in improving the environment. As a result, there is currently rivalry among brands to improve their environmental friendliness. Chitra (2007) notes that in recent years, there has been an increase in consumer awareness of ecological problems. In response, businesses in a variety of industries are working to improve their environmental performance to draw in eco-aware customers (Chen, 2008). In 2008, the phrase "going green" attracted a lot of attention on Google, suggesting that people were becoming more concerned about environmental issues (Erdman, 2008). Both educators and marketers are examining the needs of environmentally conscious consumers and adjusting their marketing tactics accordingly. In terms of planning, development, and promotion, green marketing is defined by Davis (1991),

Kangis (1992), Meffet and Kirchgeorg (1994), Jain and Kaur (2004), Peattie and Grane (2005), Grant (2008), and Pride and Ferrell (2008) as the process of meeting consumer demands for quality, affordability, and service without sacrificing environmental integrity in terms of energy consumption and raw material usage. In a similar vein, Zinkhan and Carlson (1995) defined "green advertising" as communications that emphasise sustainability, environmental friendliness, and ecological issues to appeal to those who care about the environment.

RESEARCH MODEL



LITERATURE REVIEW

GREEN MARKETING:-

Product, pricing, Place and promotion, or the four Ps of traditional marketing, are applied in green marketing to satisfy customer wants while taking the environment into account. Academics that have studied this idea in depth include Davis (1991), Kangis (1992), Meffet and Kirchgeorg (1994), Jain and Kaur (2004), Peattie and Grane (2005), Grant (2008), and Pride and Ferrell (2008). The American Marketing Association (AMA) defines green marketing as the advertising of Please confirm if the following text is correct: "Products that are safe for the environment.". This entails a range of actions to raise industry understanding of environmental issues, including modifications to products, adjustments to production procedures, modifications to packaging, and creative advertising tactics

GREEN ADVERTISING:-

Green advertising involves the dissemination of messages containing natural, environmentally friendly content aimed at meeting the desires of environmentally conscious consumers (Zinkhan and Carlson, 1995). Companies face pressure from governmental regulations and other factors to adapt their policies and strategies in response to environmental changes and produce eco-friendly products. Advertising plays a crucial role in facilitating communication about ecological issues and raising awareness about environmentally friendly products among both consumers and organizations (Gurařu and Ranchhod, 2005; Menon and Menon, 1997; Polonsky and Rosenberger, 2001; Sriram and Forman, 1993). Evidence suggests that green advertising has experienced rapid growth over the past two decades (Futerra, 2008), fostering greater understanding of environmental concerns and promoting consumer and environmentally friendly products (Easterling et al., 1996; Polonsky et al., 1997)

ENVIRONMENTAL LITERACY

about products and their effects on society is a component of environmental literacy (D'Souza et al., 2006). According to Laroche et al. (1996), ecologists may provide marketers useful perspectives for product promotion. By identifying environmental challenges and causes, marketers may then customise product marketing to increase customer faith in the products of those firms and eventually increase revenues (Laroche et al., 2001).

ENVIRONMENTAL CONSCIOUSNESS :-

Consumers with a strong interest in environmental health are more likely to embrace green products. Studies show they actively seek out products with ecological claims and prioritize safety when making purchasing decisions. This eco-conscious segment is particularly drawn to products with a positive environmental impact, such as those made with sustainable practices or packaged in recyclable materials. Their environmental concern translates into positive purchasing behavior. A statement like "We have a responsibility to avoid environmentally harmful products" (Schwepker & Cornwell, 1991) can effectively gauge this behavior.

CONSUMER BUYING BEHAVIOUR TOWARDS GREEN ADVERTISING:-

Existing research on consumer attitudes towards green advertising has often been wide-ranging, encompassing many of the concepts we are also exploring. Notably, previous studies have shown that environmentally conscious consumers are more willing to pay a premium for products with strong eco-credentials (Phillips, 1999; Schlossberg, 1992). We have incorporated a statement reflecting this trend: "I am more likely to purchase a product if it has eco-labeling on the packaging." This aligns with the current practice of using packaging and labeling to communicate environmental benefits and recycling information.

HYPOTHESIS

H1: Consumers with a higher level of knowledge about green products are more likely to react favorably to advertisements promoting such products.

H2: Consumers with a strong concern for the environment will demonstrate a more positive response to green advertising that resonates with their daily lives and environmental values

RESEARCH METHODOLOGY

To assess consumer behavior towards green advertising, a structured questionnaire was employed. The questionnaire utilized a five-point Likert scale for measurement, ranging from strongly agree (1) to strongly disagree (5), with an option for neutral (3). This scale captured respondents' level of agreement with 20 statements adapted from "Green Advertising and Environmentally Responsible Consumer" by Haytko & Matulich, to analyze the data we used correlation and regression analysis with Cronbach's alpha test.

DATA COLLECTION AND SAMPLE SIZE

Data was collected through Google Forms and online forums with respondents of 100 undergraduate and postgraduate of government degree colleges in Odisha.

CORRELATION ANALYSIS

To examine the relationship between the variables, Pearson correlation analysis was conducted. We assessed the correlation between consumer buying behavior (dependent variable) and environmental concern (independent variable). The results (presented in a table - not shown here) revealed a significant positive correlation (p -value < 0.001). This indicates a strong and positive association between the variables. A correlation coefficient of greater than 0.50 suggests a strong relationship; our calculated coefficient of 0.812 confirms a strong positive correlation between consumer buying behavior and environmental concern. The highly significant p -value (0.000) further supports this finding. This analysis supports our hypothesis (likely H2) that environmental concern is positively associated with consumer

DATA ANALYSIS

CRONBACH'S ALPHA

We used a statistical test called Cronbach's Alpha to check how reliable the survey questions were overall. The score we got was 0.876, which is for all 30 questions. This score is higher than the recommended minimum of 0.70 (according to Nunnally, 1978), which means the survey questions were consistent and reliable for measuring what we intended in this study with this particular group of participants.

RELIABILITY STATISTICS

Cronbach's Alpha	N of Items
.876	30

		Pearson Correlation	Sig. (2-tailed)		N
Consumer buying behavior	Pearson Correlation	.612**			100
	Sig. (2-tailed)				.000
	N				100
Environmental literacy	Pearson Correlation	.612**			1
	Sig. (2-tailed)	.000			
	N	100			100

Correlation is significant at 0.01 level(2 tailed test)

The correlation analysis revealed a moderate positive relationship between environmental literacy (independent variable) and consumer buying behavior (dependent variable). The correlation coefficient was 0.612, exceeding the threshold for a moderate association. Additionally, the significance value was less than 0.05, supporting the first hypothesis (H1 likely). This suggests that consumers with higher knowledge of green products (environmental-literacy) tend to exhibit a more positive response towards green advertising.

		Consumer buying behavior	Environmental consc
Consumer buying behavior	Pearson Correlation	1	.812**
	Sig. (2-tailed)		.000
	N	100	100
Environmental consciousness	Pearson Correlation	.812**	1
	Sig. (2-tailed)	.000	
	N	100	100

Correlation is significant at 0.01 level(2 tailed test)

REGRESSION ANALYSIS

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.635	.621	.40967

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	82.159	2	41.080	244.769	.000 ^a
	Residual	49.678	296	.168		
	Total	131.837	298			

CONCLUSION

This study investigated the influence of green advertising on the consumer purchase behavior of students of Odisha. The research focused on two key factors: environmental consciousness and environmental literacy. We aimed to understand how consumer knowledge of green products and their level of environmental concern impact their purchasing decisions (Cheah & Phau, 2011). Environmental literacy refers to the knowledge and understanding of the environmental impact of products (D'Souza et al., 2006). As Laroche et al. (1996) suggest, consumer awareness of environmental issues provides valuable direction for marketers in promoting eco-friendly products. Furthermore, consumers with a strong environmental consciousness are more likely to agree with statements like "We have a responsibility to avoid purchasing or using products that are known to be damaging to the environment" (Schwepker & Cornwell, 1991).

The findings of our study revealed a strong positive correlation between green advertising and consumer buying behavior. This suggests that consumers with a higher level of knowledge about green products and a greater concern for the environment demonstrate a more positive response to green advertising.

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