

THE IMPACT OF GREEN ADVERTISEMENTS ON CONSUMER LIFESTYLE AND AWARENESS

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ABSTRACT

The growing awareness of environmental issues has led to an increase in demand for eco-friendly products and services. Businesses have responded to this trend by adopting green marketing strategies, including green advertising. However, the effectiveness of green advertising in influencing consumer behavior is not well understood. This study aims to explore the relationship between green advertisements, consumer lifestyle, and awareness, particularly in urban settings. The study was undertaken in Cuddalore district and data were collected from 870 respondents by using convenient sampling method. The results revealed that there is no significant relationship between consumers' lifestyle and green advertisements. Men being more likely to acknowledge the existence of green advertisements compared to women. Urban living has a significant impact on consumer awareness of green advertisements. Urban consumers are more likely to be aware of green advertisements, indicating a higher level of exposure and engagement with eco-friendly products and services. It was concluded that the businesses develop more effective marketing strategies that promote sustainable consumption patterns and drive positive change in consumer behavior. .

Keywords: Green credential advertising, eco-friendly products, sustainable growth.

Introduction

In recent years, the world has witnessed a significant shift towards environmental sustainability, with consumers becoming increasingly aware of the impact of their purchasing decisions on the planet. This growing awareness has led to a rise in demand for eco-friendly products and services, prompting businesses to adopt green marketing strategies. Green marketing involves promoting products or services that are environmentally friendly, sustainable, and responsible. One key aspect of green marketing is green advertising, which aims to communicate the environmental benefits of a product or service to consumers.

The effectiveness of green advertising in influencing consumer behavior and purchasing decisions is a topic of ongoing debate. While some studies suggest that green advertising can positively impact consumer attitudes and buying decisions, others argue that its impact is limited. This study aims to contribute to this debate by exploring the relationship between green advertisements, consumer lifestyle, and awareness, particularly in urban settings.

The study is based on a survey of consumers in urban areas, with a focus on understanding their attitudes towards green advertisements and their impact on purchasing decisions. The study uses chi-square tests to analyze the relationship between green advertisements and consumer lifestyle, as well as between urban living and consumer awareness. The findings of the study provide insights into the effectiveness of green advertising in influencing consumer

behavior and highlight the importance of understanding consumer attitudes and awareness in the development of green marketing strategies.

Literature Review

Green advertising is a communication tool used by the companies to create awareness of the products and brands. Green advertising tackles the issues related to environmentally safe production, distribution, consumption, disposal, etc. green advertising is educate the consumers to protect the environment by changing their habits of purchasing and using products. Green advertising helping to selling the products and also protect the both consumers and environment (Dr.A.Jayakumar and Ms.A.Kiruthiga (2018). Green marketing approaches and their impact on consumer behavior towards the environment in the United Arab Emirates was examined. It was found that key factors of green marketing, such as EL and GPPP, have a significant positive influence on consumer beliefs towards the environment (Muhammad Salman Shabbiret.,al.,(2020).The attitude of Tamil Nadu e-tail consumers toward eco-friendly products was analyzed. It was found that Time has witnessed the different phases of marketing strategy (Suresh Annamalai (2018).The effect of environmental concern and green advertising to consumer behavior in purchasing green products was assessed. The results showed that green advertising significantly influence behavior change and environmental concerns significantly influence purchase decisions(ZakariaWahab (2017)).

Objectives

The objectives of this study are:

1. To examine the relationship between green advertisements and consumer lifestyle.
2. To assess the impact of urban living on consumer awareness of green advertisements and eco-friendly products.
3. To provide insights into the effectiveness of green advertising in influencing consumer behavior and purchasing decisions.

Hypothesis:

A research hypothesis was developed to find the significance relationship of the two variables.

Ha. Assessing there is a significant relationship between consumers life style with green advertisements.

Ho. Assessing there is no significant relationship between urban livings and consumer awareness.

Significance of the Study

This study contributes to the existing literature on green marketing and consumer behavior. The findings of the study provide valuable insights for businesses and policymakers seeking to promote sustainable consumption patterns and develop effective green marketing strategies. By understanding the relationship between green advertisements, consumer lifestyle, and awareness, businesses can develop targeted marketing campaigns that resonate with their target audience and promote environmentally friendly products and services.

Methodology

The purpose of this study is to measure and relate the implications of green credential advertisement among the consumers. The study was undertaken during the year 2023 in Cuddalore district. Both primary and secondary data were collected for analyzing the impact of green advertisements. Convenient sampling method was adopted to select the respondents 870 respondents were conducted to get data. Well-structured questionnaire were served to collect primary data. Secondary data has been collected from the Journals, Books, and Websites. Chi square test had used to test the relationship between life styles and awareness

level.

Results and Discussions

The green advertisement makes impact on the consumer's life style .The effectiveness of green advertising in influencing consumer behavior is not well understood. This study aims to explore the relationship between green advertisements, consumer lifestyle, and awareness, particularly in rural and urban settings. To examine the relationship a Hypothesis was developed.

Ha. Assessing there is a significant relationship between consumer's life style with green advertisements.

The results were given below with the help of chi- square test; the hypothesis framed by the researcher is there is a correlation between them. Whether the consumers really get diverted by the green credential advertisement, the results are given below:

Table 1: Relationship between Consumers Life style and Awareness

		Existence of green advertisement towards life style of the consumers with green credential advertisements			Chi-square value
		Yes	No	Total	
Gender	Men	242	173	415	33.205 p = 7.815
	Women	230	225	455	
Total		472	398	870	

The chi-square test results indicate a significant relationship between the existence of green advertisements and consumers' lifestyle, with a calculated chi-square value of 33.205 exceeding the table value of 7.815 at a 5% level of significance. However, the study's findings surprisingly suggest that there is no significant relationship between consumers' lifestyle and green advertisements, as the hypothesis is rejected. It was inferred that Green advertisements may not be effectively influencing consumers' lifestyle choices, despite their presence in the market. The data suggests differences in responses between men and women, with men being more likely to acknowledge the existence of green advertisements (242 vs. 173) compared to women (230 vs. 225). Companies should reassess their green advertising strategies to better understand what resonates with consumers and how to effectively influence their lifestyle choices. Companies should focus on increasing awareness about the benefits of green products and how they can positively impact consumers' lifestyles, which may lead to increased adoption and loyalty.

Most of the consumers unaware about the benefits of eco friendly products, the background of the consumers are one of the major factors in green credential goods consumption. The rural consumers are fully aware about the benefits of green commercial goods, basically they are very close to the natural goods consumption, Here the researcher has framed a hypothesis as

Ho. Assessing there is no significant relationship between urban livings and consumer's awareness.

Chi-square test was performed over the values and give below.

Table 2: Relationship between urban livings and consumers awareness

		Existence of green advertisement towards urban livings and consumers awareness			Chi-square value
		Yes	No	Total	
Gender	Men	228	187	415	13.146 p = 7.815
	Women	220	235	455	
Total		448	422	870	

The chi-square test results indicate a significant relationship between urban living and consumer awareness of green advertisements, with a calculated chi-square value of 13.146 exceeding the table value of 7.815 at a 5% level of significance. This suggests that urban living has a significant impact on consumer awareness of green advertisements. Urban consumers are more likely to be aware of green advertisements, indicating a higher level of exposure and engagement with eco-friendly products and services. The data suggests similarities in responses between men and women, with both groups showing a significant relationship between urban living and consumer awareness.

Findings

The impact of green advertisements on consumer lifestyle and awareness among urban consumers were analyzed by applying Chi-square test. The findings are summarized and presented.

1. There is no significant relationship between the consumer life style with green advertisements. Green advertisement is no way connected with the consumer's life style; consumers can perform by their own experience.
2. Green advertisements may not be effectively influencing consumers' lifestyle choices, despite their presence in the market
3. The data suggests differences in responses between men and women, with men being more likely to acknowledge the existence of green advertisements (242 vs. 173) compared to women
4. There is a significant relationship between the urban livings with consumer awareness. The urban based living consumers are fully aware of the Green advertisements and green commercial goods consumption.
5. Urban consumers are more likely to be aware of green advertisements, indicating a higher level of exposure and engagement with eco-friendly products and service.
6. The data suggests similarities in responses between men and women with both groups showing a significant relationship between urban living and consumer awareness

Suggestions:

Based on the results and insights obtained from the analysis, the following suggestions are offered to increase the awareness f green products among the consumers.

1. Companies should reassess their green advertising strategies to better understand what resonates with consumers and how to effectively influence their lifestyle choices.
2. Businesses may need to adopt targeted marketing approaches to reach specific demographics, such as men and women, with tailored messages that resonate with each group.

3. Companies should focus on increasing awareness about the benefits of green products and how they can positively impact consumers' lifestyles, which may lead to increased adoption and loyalty.
4. Businesses should focus on targeting urban consumers with green advertisements, as they are more likely to be aware and receptive to eco-friendly products and services.
5. Companies should consider investing more in urban areas to reach a larger audience and increase awareness about green products and services.
6. Businesses should develop tailored messaging that resonates with urban consumers, highlighting the benefits and unique selling points of green products and services.

Conclusion

The urban consumers are better than the rural consumers they aware about the green advertisement and green products, basically they are literally developed. Hence the companies are not taking much more effort to sell the goods to them, but in the case of rural side they took efforts to introduce the green and eco- friendly products, they choose the green advertisement strategy to attract the consumers. By understanding the relationship between green advertisements and consumers' lifestyle, businesses can develop more effective marketing strategies that promote sustainable consumption patterns and drive positive change.

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