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THE ROLE OF GREEN ADVERTISEMENTS IN CREATING CONSUMER AWARENESS TOWARDS ECO-FRIENDLY PRODUCTS

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Abstract

The promotion of sustainable consumption greatly depends on the function that green advertisement plays in raising consumer awareness of environmentally friendly items. These commercials influence consumers' purchase decisions by informing them of the advantages eco-friendly products have for the environment. Green ads successfully emphasize the value of sustainability by utilizing educational information, emotional appeal, and reliable sources. As such, they have a big influence on how consumers think and act, leading them to make more ecologically friendly decisions. The present research looks into how eco-friendly ads might raise customer awareness and promote ecofriendly products. Consumer awareness is the dependent variable, and the independent variable was green advertisements, which had the following components: informative content, emotional appeal, and source credibility. With 185 respondents as the sample size, we investigated how different aspects of green advertising affect consumers' attitudes and actions toward sustainable products. Using statistical analysis and a structured questionnaire, the study discovered that green ads play a major role in increasing consumer awareness of environmentally friendly products. The most significant element in influencing customer impressions was discovered to be informative material in commercials, underscoring the need of factual and instructional messaging. A significant influence was also played by emotional appeals, especially those that evoked feelings of optimism and happiness in relation to environmental conservation. Furthermore, consumer trust and acceptance of the message were highly influenced by the reliability of the advertisement source; higher credibility resulted in increased awareness and a stronger intention to buy eco-friendly items. Benefits those consumers perceived, particularly those related to health and the environment, raised their level of awareness and encouraged them to make environmentally friendly purchases. According to these findings, in order to successfully increase customer awareness and promote eco-friendly products, marketers should concentrate on producing credible, emotionally compelling, and educational green commercials. The study emphasizes how effective green advertising can be in promoting environmentally friendly customer habits and growing the market for environmentally conscious products.

Keywords: *Green Advertisements, Informative Content, Emotional Appeal, Source Credibility, Consumer Awareness*

1. Literature Review

Green advertising has become a vital instrument for raising consumer awareness of environmental issues and promoting eco-friendly products. Customers' growing awareness of

environmental issues has increased demand for sustainable goods and methods. This study of the literature explores the function of green advertisements by analysing their elements, potency, and influence on customer behaviour. Promotional messaging that highlights the advantages of products for the environment is known as "green advertising." By educating viewers on a product's environmental benefits, these commercials hope to promote environmentally friendly consumption habits. Green advertising, as defined by [1], is any kind of communication that emphasizes a product's environmental benefits with the goal of influencing consumer attitudes and actions toward sustainability. In the context of green advertising, consumer awareness refers to how well-informed consumers are about the advantages that products have for the environment [2]. Several studies have demonstrated the critical significance that green marketing have in raising consumer awareness. discovered that people who see green commercials are more likely to know about environmental problems and companies' eco-friendly features. This knowledge is important since it frequently results in a greater inclination to buy sustainable goods.

2. Key Components of Green Advertisements

Informational substance, emotional appeal, and source reliability are important elements of green advertising. Factual information regarding the sustainability attributes and environmental advantages of eco-friendly products is made available to consumers through informative content. Emotional appeal draws customers in by arousing sentiments of personal accountability and environmental preservation [3]. Source credibility, which involves reputable and informed endorsers, increases the advertisement's persuasiveness by fostering dependability and trust. All of these elements work together to promote sustainable consumer behaviour and successfully convey the benefits of eco-friendly products.

2.1. Informative Content

Consumers can obtain accurate and comprehensive information about the environmental advantages of items from green marketing that contain informative content. Rich in information advertisements are found to considerably increase the effectiveness of green advertising [4]. This kind of content supports the advertiser's environmental claims with legitimacy while assisting customers in making educated judgments. In order to effectively inform consumers about the sustainability and environmental benefits of products, green advertising must use informative material. This will have a direct impact on consumers' perceptions, levels of trust, and purchasing decisions [5]. This variable includes the dissemination of thorough, precise, and helpful information that facilitates understanding of difficult environmental challenges. Clarity, correctness and sincerity, educational value, specificity and detail, and educational value are important elements of informative information [6]. Research shows that providing consumers with clear, comprehensive information increases their trust and decreases their oppressions. The provide credence to the notion that knowledgeable customers are more likely to make wise judgments and long-lasting attitude adjustments [7]. Consumer awareness and purchase intentions are considerably increased by informational green marketing, according to empirical research published in [8]. But there are obstacles to overcome, like customer distrust, information saturation, and cognitive hurdles. Using certificates, narrative, visual aids, and channel consistency are all examples of effective tactics. By offering precise, accurate, and

comprehensive information, educational content in green advertising can effectively promote sustainable consumption and build long-term consumer trust.

2.2. Emotional Appeal

Green ads that are emotionally appealing play on consumers' feelings to create a bond between the product and the viewer. [9] imply that consumer attitudes about eco-friendly items can be strongly influenced by advertising that arouse positive feelings like pride, happiness, and hope for environmental conservation. Emotional appeals can increase consumer receptivity to green promises [10]. By arousing feelings associated with sustainability and environmental preservation, emotional appeal in green advertising is a potent factor that affects customer attitudes and behaviours. In contrast to factual-based informational content, emotional appeal appeals to consumers' psychological needs and encourages a more in-depth, intimate interaction with the message being sold [11]. These variables use feelings that are linked to good environmental deeds, such pride, happiness, and hope, to tell a compelling story that appeals to the values and beliefs of the target audience. According to a study, pleasant emotion-based ads can greatly improve consumers' perceptions of eco-friendly items and increase their likelihood of engaging in sustainable consumption practices [12]. By humanizing the environmental message and making it more accessible and memorable, emotional appeals can also help reduce scepticism [13]. Green commercials may set eco-friendly products apart in a crowded market and increase their impact and attractiveness by evoking an emotional response [14]. In order to arouse emotions that are consistent with environmental values, effective emotional appeals frequently employ vivid imagery, narrative, and music [15]. This increases the advertisement's persuasiveness and encourages a long-term commitment to sustainability.

2.3. Source Credibility

A major factor in how consumers perceive an advertisement is the reliability of the entity distributing it. Customers are more likely to believe and accept advertisements from sources they see as reliable and informed. The success of green ads is directly impacted by source credibility, which encompasses the source's perceived trustworthiness and knowledge [16]. Increased source credibility is positively correlated with consumer trust and the perceived veracity of environmental statements [17]. Consumer trust and the perceived veracity of environmental statements are greatly impacted by source trustworthiness, an important factor in green advertising. There are two primary components to it: skill and trustworthiness. The sense of the advertisement source's dependability and honesty is referred to as its trustworthiness [18]. Customers are more inclined to accept and believe information from sources they respect and to be sincere and transparent. The authors [19] emphasize that customer perceptions and purchase intentions are significantly influenced by trustworthiness, particularly when it comes to green advertising, as previous cases of greenwashing have created a general sense of scepticism. Conversely, expertise relates to the advertiser's perceived level of skill and knowledge of environmentally friendly items [20]. Consumers are more likely to believe information provided if they believe the provider is competent and skilled in environmental issues [21]. Emphasizes how knowledge raises the perceived credibility of statements made and reduces uncertainty, both of which strengthen the persuasiveness of advertising messaging. Expertise in green advertising can be exhibited by using empirical facts,

environmental experts' endorsements, and thorough justifications of the product's sustainable attributes [22]. The significance of is supported by empirical research discovered that commercials with very reliable sources are more successful in persuading viewers of a product's environmental benefits. The advertisement's reputation can also be increased by adding certifications and endorsements from respectable third-party organizations, which can improve both expertise and reliability [23]. But establishing and preserving source credibility is not easy. To establish and maintain trust, advertisers need to make sure that all of their marketing initiatives are transparent and consistent. Claims that are false or inconsistent can quickly lose credibility and undermine customer trust [24]. Using data and facts from reputable sources, displaying endorsements from reputable environmental organizations, and communicating consistently and honestly are all good ways to increase the credibility of your source. In conclusion, a key factor in green advertising that affects customer perception and trust is source trustworthiness [25]. Advertisers can increase the persuasiveness of their messages and influence consumers to make eco-friendly purchases by highlighting reliability and competence. In the cutthroat world of green marketing, credibility must be established and maintained via consistent, honest, and informed communication.

2.4.Perceived Product Benefits

The success of green advertising is significantly influenced by consumers' views of the advantages of eco-friendly items. The product's perceived health and environmental benefits are among its perceived advantages [26]. According to research, people are more likely to respond favourably to green marketing when they feel that a product will improve their health or the environment. The motivation behind buying sustainable products is derived from these perceived benefits [27]. In green advertising, perceived product benefits which include advantages for the environment and human health are essential for influencing consumer perceptions and influencing purchase behaviour [28]. Positive environmental benefits, such as lower carbon footprints, sustainable sourcing, and energy efficiency, that are in line with customers' environmental ideals and instil a sense of responsibility are referred to as environmental impact [29]. Health benefits draw attention to the safety and wellness benefits of environmentally friendly products by highlighting features like non-toxicity and the lack of dangerous chemicals, which appeals to customers who are concerned about their health [30]. By utilizing relatable narrative, visual aids, and clear, compelling messaging, effective green advertising deliberately conveys these advantages, raising consumer perception of the product's worth and promoting sustainable use. To avoid customers and preserve trust, it is crucial to make sure the statements are accurate and verifiable [31]. Perceived benefits of the product are shown to dramatically improve consumer perceptions and buy intentions, according to empirical findings, which makes them an essential element of effective green advertising efforts [32].

2.5.Consumer Awareness

In the context of green advertising, consumer awareness encompasses a broad grasp of environmental issues, sustainable behaviours, and eco-friendly products. It includes appreciating the intricacies of environmental problems like pollution and climate change, appreciating the importance of sustainable practices like recycling and energy conservation,

and recognizing products that are environmentally friendly due to features like organic and recyclable materials. Consumer awareness also includes identifying business sustainability initiatives and certifications that denote adherence to environmental standards, as well as comprehending the effects of individual decisions on the environment and society [33]. An essential educational tool for fostering this awareness, spreading knowledge, and enabling customers to make decisions that will help create a more sustainable future is green advertising. Green commercials are essential in raising consumer awareness of environmental issues and stimulating demand for eco-friendly products because they use compelling storytelling, concise messaging, and educational material [34]. According to studies, effectively designed green ads can raise consumer knowledge, foster favourable attitudes toward environmentally friendly goods, and improve buy intentions. The study conducted by [35] revealed that customers' views and behaviours towards green products were highly influenced by green commercials, suggesting the global relevance of green marketing tactics. Promoting eco-friendly products and raising customer awareness are two important goals of green advertising. Key elements that increase the efficacy of green ads are perceived product benefits, emotional appeal, source credibility, and informative content [36]. However, to optimize the impact of green advertising, issues like greenwashing and communication gaps must be resolved. Green advertising will play a bigger part in encouraging sustainable consumer behaviours as environmental concerns continue to rise.

3. Objective

This study aims to investigate how various determinants of green advertisement namely, source credibility, emotional appeal, and informative content affect consumers' perceptions towards eco-friendly products.

4. Research Methodology

This study's main goals were to find out how aware consumers were of green products and evaluate the impact of different green advertisement. A structured questionnaire was used to gather information from 185 respondents in order to assess the level of consumer knowledge of environmentally friendly products as well as the influence of green advertising tactics on that awareness. Through an analysis of the collected data, the study sought to understand how well-performing green advertising elements like informative content, emotional appeal, and reliable sources shape consumers' perceptions towards eco-friendly products.

5. Analysis And Interpretation

The study used SPSS as a software to analysis whether a significant and positive relationship exists between green marketing advertisement and consumer awareness of eco-friendly products.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.742	.737	.4468

a. Predictors: (Constant), Informative Content, Emotional Appeal, Source Credibility, Perceived Product Benefits

Table 2: ANOVA

Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	84.782	3	27.928	140.539	.000b
Residual	30.213	147	.199		
Total	112.993	150			

a. Dependent Variable: consumer awareness of eco-friendly products

b. Predictors: (Constant): informative content, emotional appeal, and source credibility, perceived Product Benefits

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.264	.230		-1.156	.250
	Informative Content	.325	.096	.254	3.404	.001
	Emotional Appeal	.554	.053	.574	10.367	.001
	Source Credibility	.378	.173	.468	2.094	.009
	Perceived Product Benefits	.178	.073	.168	2.437	.016

The model summary, ANOVA, and coefficients tables all show a strong and positive correlation between eco-labels and consumers' purchasing decisions. The model summary demonstrates a good correlation ($R = .862$) with a R Square value of .742, meaning that the predictors—informative content, emotional appeal, source credibility, and perceived product benefits—can account for roughly 74.1% of the variance in customer purchasing behavior. The ANOVA results, which show an F -value of 140.539 and a p -value of .000, validate the general reliability of the model and add to its relevance. Each predictor's individual impact is shown in the coefficients table. The most significant influence was found for emotional appeal ($Beta = .574$, $p = .001$), followed by source credibility ($Beta = .468$, $p = .009$), informative content ($Beta = .253$, $p = .001$), and perceived product benefits ($Beta = .168$, $p = .016$). It is clear from these results that consumers' decisions to buy eco-friendly items are influenced by their awareness, trust, and understanding of eco-labels. This highlights the significance of green marketing tactics in influencing consumer behaviour.

6. Conclusion and Discussion

The results imply that emotional appeal has a particularly important role in influencing customer behaviour in green advertising. Consumers respond more favourably to advertisements that arouse feelings of optimism about sustainability and environmental preservation, increasing the likelihood that they will buy eco-friendly goods. This is consistent

with earlier studies showing that emotional ties can improve the persuasiveness of advertising messaging. Credibility of the source is also important, emphasizing how important reliable and informed sources are to green advertising. Ads that are supported by reliable sources—such as respected organizations or environmental specialists—are more likely to elicit positive responses from consumers. This research emphasizes how important it is for green marketing initiatives to be genuine and transparent in order to gain the trust of consumers. Another important component is informative content, which informs users about the advantages of products for the environment and the significance of sustainable activities. Giving customers access to accurate, lucid information helps close the knowledge gap and enable them to make wise decisions. Customers' actions are also greatly influenced by their perceptions of the environmental and health benefits of a product. Customers are more inclined to take eco-friendly products into consideration when they see the real benefits of doing so. Therefore, in order to increase the attraction of their products, marketers should highlight these advantages in their advertising. This study concludes by emphasizing the value of including emotional appeal, source credibility, perceived product benefits, and educational material in green advertising tactics. These components are necessary to increase consumer awareness, foster trust, and eventually sway consumer behaviour in favor of eco-friendly product purchases. Businesses need to use this information to create green marketing efforts that effectively target environmentally concerned consumers as the demand for sustainable solutions from consumers grows.

7. Limitations and Future Agenda

A constraint of this research is its dependence on cross-sectional data, which makes it impossible to evaluate how consumer knowledge and behavior have changed over time. Despite being sufficient, the sample size might not accurately reflect the diversity of the larger population. Longitudinal studies should be taken into account in future research to monitor shifts in consumer attitudes and behaviors over time. More diversified demographic inclusion in the sample could yield results that are more broadly applicable. It would also be beneficial to conduct more research on other variables impacting consumer behavior, such as cultural variations and the relative importance of digital and traditional media in green advertising.

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