A Case Study of the Effectiveness of Green Products Advertisement

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ABSTRACT

There was an extensive rise in environmental awareness movements in the past decade or so and with that, companies have taken a lead role in integrating eco-friendly terms within their advertisements, this action has allowed an incredible amount of information to be into the mainstream which has resulted in causing an over-accumulation of green information from a consumer's perspective, thus developing hesitations towards purchasing. That's why this study goes into analyzing the different approaches which can be used to target different segments of consumers and ensure their loyalty through designing platforms depending on demographics and psychographic studies.

Due to the general sense of skepticism which was born out of inaccurate cooperate behaviors, flashing green product terms through advertisements has backfired on companies, and that is mainly because companies had little knowledge of how consumers behave towards green products, and the relation of a consumer perception to factors such as having a background regarding environmental education.

In order to find if green advertising is effective or not, this investigation broke down green promoting vs. non-green promotion, based on the degrees of high and low involvement items. A trial was directed utilizing commercials for a variety of brands and items. The participants were presented with green ads and non-green commercials. The gatherings indicated an arrangement of four high association items and four low association items. The gathering of high involvement items included two sorts of vehicles and two sorts of PCs. The gathering of low involvement items included two sorts of pens and two sorts of filtered water.

Keywords : Green Marketing, Advertisement, Brand, Purchase.

ÖZ

Geçtiğimiz on yılda çevre bilinci hareketlerinde büyük bir artış oldu ve bununla birlikte şirketler çevre dostu terimleri reklamlarına entegre etmede lider bir rol üstlendiler, bu eylem inanılmaz miktarda bilginin ana akıma girmesine izin verdi. Tüketicinin bakış açısından aşırı yeşil bilgi birikimine neden olarak satın almaya karşı tereddütler geliştirmiştir. Bu nedenle bu çalışma, farklı tüketici segmentlerini hedeflemek ve demografik ve psikografik araştırmalara dayalı platformlar tasarlayarak sadakatlerini sağlamak için kullanılabilecek farklı yaklaşımları analiz etmeye gidiyor.

Yanlış işbirliği davranışlarından doğan genel şüphecilik duygusu nedeniyle, reklamlarla yeşil ürün terimlerinin yanıp sönmesi şirketlere geri tepti ve bunun temel nedeni, şirketlerin tüketicilerin yeşil ürünlere karşı nasıl davrandığı ve tüketici algısının çevre eğitimi ile ilgili altyapıya sahip olma gibi faktörler.

Yeşil reklamcılığın etkili olup olmadığını bulmak için, bu araştırma, yüksek ve düşük katılım öğelerinin derecelerine bağlı olarak yeşil promosyonu ve yeşil olmayan promosyonu ayrıştırdı. Çeşitli markalar ve ürünler için reklamlar kullanılarak bir deneme yapıldı. Katılımcılara yeşil reklamlar ve yeşil olmayan reklamlar sunuldu. Toplantılar, dört yüksek ilişkilendirme öğesi ve dört düşük ilişkilendirme öğesinden oluşan bir düzenleme gösterdi. Katılımı yüksek olan öğelerin toplanması iki tür araç ve iki tür bilgisayar içeriyordu. Düşük katılımlı öğelerin toplanması iki tür kalem ve iki tür filtrelenmiş su içeriyordu.

Anahtar Kelimeler : Yeşil Pazarlama, Reklam, Marka, Satın Alma.

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INTRODUCTION

Due to the development of social media and the wider use of mobile internet tools, there are more tools to analyze and discuss consumers' desires. The approach of how brands should be portrayed through such channels is mainly the advertisers' responsibility. 'Going Green' is an environmentally friendly phrase which is leaving a noticeable mark in today's marketplace.

There is a wide difference between the old popular beliefs and current concepts. Things such as the simple act of switching off the lights once we leave our house were considered a respected step for saving energy, today this idea has been expanded greatly into what is now an essential part of the consumer's market, with the amount of increased awareness through different life paths, being eco-friendly is related to almost every aspect of everyday life. Industrial automobile manufacturers are keen to have one low-emission car in their commercial line and frequently emphasize on the advantages of having a low fuel cost with these productions. There is also a significant impact on plastic products industries, from recycling used bottles to creating new useful gadgets with alternative materials, the effect of environmental wellness awareness has rather become substantial.

Cooperation systems remain to have great difficulty within the process of scouting new effective approaches to gain diverse categories of consumers and promote their quality of products. This particularly turns to be quite tricky mainly because of the number of companies that advertise themselves as eco-friendly. Pushing

a concept beyond its bearable boundaries often backfires, this is noticeable within the consumer community through the rise of comments questioning the validity of these types of advertisements. In return, due to the lack of solid green practice to back-up their claims, a lot of companies do not possess the tools to rightfully respond to these comments, therefore causing concern and skepticism. When tackling this subject from a higher perspective, a realization arises to surface regarding the lack of informative resources that act as a mirroring agent reflecting cooperates and consumers' desires.

This void causes complications within the product design and presentation delivery method, it has been proven that brands which incorporate a sense of consideration throughout their advertisement in creative techniques gain more credibility and acquire a loyal consumer platform. Common mistakes often occur within the frame of green products' research, advertising, and its following practices; these errors lead to communicating inadequate messages and various types of misleading statements for environmentally –friendly promising products thus spreading a sense of distrust and confusion amongst the community.

In the case of the companies who want to enter the green market, concerns related to the unpredictability of consumers' reactions towards their products are tangible; and if these concerns may risk in exposing an undesirable image of the kind of infrastructure they have built. "In one recent study, some companies recently have been pressured by consumers to change how their business functions and adapt accordingly to Green Standards" (Bodger and Monks,2010). " It has been claimed in previous studies that more than half of the developed countries' populations have shown unsettling worries regarding environmental issues" (Bodger and Monks, 2010). Their concerns are credited to their progression of personal awareness levels in subjects connected to environmental repercussions, subsequently; purchasing choices

are more carefully thought of, keeping in mind the individual's willingness of giving more; finance wise, in exchange of contributing for the greater good of nature, marketers have long understood the potential gain in this field. "Therefore, that category of consumers have been heavily targeted, a healthy cause-caring external image is depicted for a return, in which setting a profitable spot price would be the end goal" (Bodger and Monks, 2010, p. 284). This research analyzes how consumers are influenced by green marketing, the findings show that there is a relation between green advertisement and the green marketing influence on attitude toward advertisement, brand, and purchase intention for high involvement. For low involvement, a contradiction is shown for purchase intention.

Chapter 2

LITERATURE REVIEW

In order to define the notion of Eco-friendly products, some researches mentioned ''green products have to fulfill two conditions in order for them to fill the frame of this label, first, they have to satisfy consumers' life needs, secondly, those products must minimize negative effects on the environment''(cited from Reid and Miedzinski, 2008, p. 7), and other definition of Arundel and kemp ''Comprehending the importance of eco-friendly products lies within the advantages it gives to business industries and policymakers while reducing toxic waste towards the environment'' (Arundel and Kemp, 2009, p. 34). Environmental concerns initially began as a genuine inner awakening amongst communities right around the time major events happened. These environmental concerns forcefully led to the shocking realization of the current status quo, movements in places such as the United States of America (US) gradually grew due to worsening circumstances; and for this particular reason, the resulted actions were represented throughout multiple aspects of everyday life decades after they occurred. Nowadays the aura of this movement has rather become more noticeable in numerous disciplines, as if a single concept has evolved into multi-branched industries, including areas like science, arts, and business.

The role of big companies in the green-products market has received mixed signals over the years. Their strong presence in the global market has on some occasions turned out to be a source of fragility. Once commercial ego grows to a certain extend; details which matter from a consumer's point of view are not cared for with

precision. The focus on increasing sales has tempted companies into using eco-friendly phrases abundantly, therefore, ending up with over-satisfying the consumer's appetite until a level was reached where doubts started to arise.

Throughout the late 1960s and 1970s, the first ideologies of what 'going green' means came to life, publically documented reports about environmental damage spread fear. People were not only scared for the wildlife which was continuously being threatened with countless acts of pollution but also seeing the public health crisis was horrifying and had influenced people's responses towards protecting the environment (Gordon, E. L. 2012). These ideologies soon went to rest and new ones came with which they were incorporated in daily life and got to be flexible enough to sustain the interest of diverse ranges of consumers. In the meantime, the term Eco-friendly has gained global recognition. It is the leading frontier and, for plenty of companies, a winning card between rivals. Their need for expansion might involve acquiring contacts of non-profit environmental organizations to establish a well-known reputation and attain acceptance. The firm believes that these companies' capability of harvesting the consumer's purchase potential acted as a barrier more or less of an appeal. After examining the infrastructure of those companies it has been obvious to experts that the issues confronting such types of advertisements are represented in the rigid regulations controlling environmental publicity.

As consumers are presented day by day to an ever-increasing number of green-marketing messages, it's significant that organizations assess the levels of advancements or failures for their utilization of those sorts of campaigns. This thesis proposes a present point of view toward green publicizing and its adequacy in the present society.

Customers are subject to an ever-increasing number of green messages. One of the most imperative things is to acquire financial benefits from publicizing, yet on the off chance that an organization's promoting endeavors are unproductive because of an absence of legitimate research. The outcome will be a complete misuse of cash, time, and assets. Moreover, doing advertising campaigns frequently is costly and can have significant spending for any type of organization.

After all, using the green concept is just another useful advertising 'catch'. "In order to determine how many customers are affected by this kind of advertisement research must be conducted" (Stafford and Chowdhury, 1996, p. 68). The blossom of the green advertising field has been noticeable for the past decade or so, and companies have been keeping a keen eye on this ever-growing industry through tracking the level of environmental awareness that individuals are attaining with time. Business owners realized the extent to which they have to inject green content into their advertisers and apply concepts such as recycled and biodegradable materials and supporting environmental causes.

Organizations frequently use assertive statements that sound eco-friendly, yet are really unclear, and on occasion might be indefinite. This huge number of indefinite environmental statements has made buyers rethink corporate trustworthiness. The worry over greenwashing isn't just that it deceives purchasers, but also advertisers' corruption and their continuous effort to pretend and show how eco-friendly they are is raising doubts. Thus organizations' ecological strategies lose their success chances. What's more, is that this would be considered as an extra mental load for buyers and they'll be forced to encounter misrepresented cases that organizations depict in the media. "Organizations stating their environmental start were proven not to make an apparent effect with their merchandise to be green. Through these approaches, they are

seen as deceptive in addition to being caught in a Greenwashing cycle" (Karna, et al., 2001, p. 60).

Greenwashing techniques were embraced by the companies that intend to successfully fool customers. While some companies can escape from false advertising, major downfalls result in putting burdens upon the shoulders of consumers themselves. These unethical terms which have been claimed by companies give empty promises to supportive consumers.

It might lead consumers to lose faith and cause a form of deception; that eventually affects the advertising industry. Moreover, the limitation of believable or truthful information might direct consumers to lose reliance on green products and the promise of environmentally-sound purchases.

For the purpose of blocking this impendence from taking place, certain countries and industries chose to increase the density of eco-friendly content in advertisements thinking that the high-frequency exposure would convince consumers.

> "Consumers are more likely to become unclear and possibly decrease or disrepute future green products by any entity whether their claims are true or not. Especially when there is an unreliable way of presenting the information of green marketing" (D'Souza et al. 2006).

" Recently some countries like the United States enforced regulations on a large-scale in order to eliminate these problems" (D'Souza et al. 2006). "Governments and non-government organizations (NGOs) worldwide are induced to take a more prominent role in terms of regulation and standardization of corporate claims" (Rex and Baumann, 2007). "The FTC sees the largely unregulated area of 'green advertising' as a primary target for consumer deception" (Darnall, 2008). Accordingly, the US Fedral Trade Commission (FTC) takes an action to fast track review of its 1998 regulations on green marketing.

It was suggested by (Abidiwan-Lupo, 2008) that no company could include such powerful claims in their advertisement if the company is not reliable enough to ensure its claims. Additionally, for credibility messages in the future, the findings of the report state that a considerable potential product of standardizing and regulation of eco-friendly advertisements will be very fruitful. A good example to introduce regarding green advertising regulation is compact fluorescent lights. This product is considered a dangerous substance throughout Europe, similar regulations are applied strictly in places such as Norway where labels, including green labels, are heavily controlled.

2.1 Amount of Greenness

It's hard for firms to decide if their advertisements are successful or not. To sustain regular rates of success one must not only give importance to the quality of the product but rather become well rounded of multiple essential factors. That means including both the product and consumer in the process. It is of great importance that advertisers' solid understanding of targeted consumers should be molded within their campaign.

To make certain a higher level of advertising effectiveness, there must be proper specification tools to analyze the desired audience. One of the points that should also be added to the discussion is related to the particular circle of customers who are initially chosen to be attracted. There's a huge need for the advertisers to connect to this circle on multiple levels, the emotional and the mental aspects of these consumers must be stimulated in order to deliver the message revealing the company's intentions to leave a positive impact on the environment.

"It's crucial for the ones who are in charge of designing advertisements to grasp on the behaviors that are resulted from the different natures of consumers, this would enable advertisers to predict the reaction towards green products" (Iyer, and Banerjee,

1993, p. 500). The benefits of purchasing a product is a matter that consumers are going to want to know. There's this hope that a certain product can make one's self feel better internally, and this hope must be fed in order to satisfy sales rates, while it's known that a great number of people in the society feel obligated to do at least one deed to help improve environmental conditions. The subconscious reasons why people do what they do should be met with great attention and care, it's true that buying environmentally friendly products do appeal to a significant number of categories of customers but nevertheless the emphasis on the different qualities and advantages of the advertised products should not be forgotten. People might have various motives for their purchasing impulses explaining their choices, it could vary starting from maintaining self-health and go all the way to protecting the animal kingdom.

Consumers can be segmented differently, which means Generic advertising or an all-encompassing message is a common mistake some companies do. The advertisers need to comprehend that the divergent market segments considered essentially the impact of eco-friendly advertisements on consumers with their different category, and how they can be categorized. There are two apparent segments: conscious consumers about the environment and they are active, and the consumers which they not concerned with those environmental issues. According to these two market segments and how they relate to green advertising, there are some results addressed from a fair amount of research, and the contradictory findings are leading us to believe there is insufficient research conducted, and furthermore, it's essential to explore more in this area. For instance, a study conducted by researchers" with regard to the level of effectiveness of green advertisements, is less for those who are more involved in preserving the environment than for consumers with less environmentally conscious" (Schuhwerk and Lefkoff-Hagius, 1995). " There are some principal

parameters that explored such as the intention to purchase and attitude toward the brand" (Schuhwerk and Lefkoff-Hagius, 1995). However, it can be also different green entreaties that have identical findings on both types of customers without considering how much they are involved with eco-friendly and environmental products. The key factor is represented in appealing to consumers from different walks of life and environmental awareness. When those necessary details are handled in the appropriate way, it can lead to saving up on the company's resources. The educational side of environmental conditions should be well present within the research process before launching the products out to the market. The patterns of consumer purchases are ought to be recognized.

> " Studies have shown that the buyers who are more educated on environmental issues tend to be meticulous with their purchasing choices which encourage the possibilities of them supporting a brand and spreading positive reviews about it" (Srivastava, et al., and Chawla, 2017).

2.2 Demographic: Gender, Age, and Kids

The importance of demographic factors cannot be excluded from this research. Factors such as age, educational background, and marital status have a tangible print on current consumer behavior patterns. The substantial contribution of consumers to eco-friendly products has been proven to be quite real and therefore institutions all over the world have come into terms with this fact and began having active participation to attract those types of consumers. After the conduct of multiple studies, it has been found that the concept of 'one size fits all' does not work with consumers. The level of awareness is raised regarding a wide range of topics; with the development of modern technology, people were able to feel connected in ways that lifted the curtains of not only how diverse individual human's desires are, but also the amount of incredible damage that prevailed the environment was revealed. This realization put

a huge toll on the consumer's conscious and a sense of guilt became the moving engine for the request of change.

With the growth of eco-friendly industries, a key matter was understood about the importance of tailoring advertisements accordingly depending on factors that are decisive in consumer behavior. One of these factors is age. "It has been found that younger people are more prone to be affected by environment-friendly adds if their educational background has built an infrastructure of crucial knowledge of environmental awareness" (Michalos, 2009). Although this gained knowledge may not necessarily lead to a direct change of buying behavior, the likelihood of having a noticeable effect on the rate of green product purchase can level up noticeably, if environmental awareness and active actions are used intertwiningly. "Early research found that elements such as age and demographics, in general, has an influence on the buying pattern of the consumer" (Michalos, 2009). "In a Canadian study a mixed sample of individuals was created" (Michalos, 2009).

> " Throughout the study, it was known that the older the age is the more likely it is that adults lean more towards having a steady but continuous development journey, that is backed up with guides of the steps which must be applied to improve the status-quo, rather than simply being offered solely mere knowledge about environmental concerns" (Michalos, 2009).

"Whereas for the younger population those two factors showed similar importance" (Michalos, 2009).

> "Researches that were conducted on young students who were no elder than high school age showed that the individuals showed a tendency to be enrolled in environmental activities which involved no great effort of physical or mental use" (Boyes et al, 2008).

"Therefore, a strong intention of perhaps accepting the possibility of giving up certain level luxuries, such as cutting on vehicle usage or contributing politically to harsh regulations, was nearly nonexistent" (Boyes et al, 2008). It also appears that this age group is highly affected by their surrounding social environment, and for those

reasons, "a bridge has to be built between the given educational information and active behaviors towards the best interest of the environment" (Boyes et al, 2008).

A collection of studies that aimed to understand the relation of age to green consumerism posed conflicting results. The diversity of environmental awareness levels between different age categories was revealed. The youth category turned out to be more meticulous about what green products they spend their money on, and how much convenience they'd have to give up for the sake of being green. Though one should also keep in mind that this particular age group is considered more environmentally aware and are more considerate to include green products into their daily lifestyle although their attribution potential is weaker due to their financial circumstances. "As for the elderly categories an advantage is possessed by them due to their financial stability and deeper concerns about their personal wellbeing, therefore, hold stronger purchase intentions" (Zsóka et al,. 2013).

As for gender, it was known throughout studies that it had no significant results directly related to green product purchases. "Within the female group a large percentage, that is estimated to be over half of the females with children, have shown hesitance to buy products that are within the green market" (Fisher et al., 2012; Jain and Kaur, 2006; Lee, 2009; Mostafa, 2007; Royne et al., 2016; Tikka et al., 2000; Wang, 2014). This supports the results of another study which mentioned" that females are more willing to participate in activities which positively contribute to the environments but are less likely to be well educated about the different aspects of green marketing" (Fisher et al., 2012; Jain and Kaur, 2006; Lee, 2009; Mostafa, 2007; Royne et al., 2016; Tikka et al., 2000; Wang, 2014). Nonetheless, " for males it's quite the opposite where the chances of them being more informed are higher" (Fisher et al.,

2012; Jain and Kaur, 2006; Lee, 2009; Mostafa, 2007; Royne et al., 2016; Tikka et al., 2000; Wang, 2014).

They are not going to buy solely based on impulse, but these consumers make their purchases with more awareness. This process accomplished by examining options, pricing, and the overall real benefits of the product.

The outcomes propose that business owners have to continue working on their customers which they do succeed in attracting them. It was found that an eco-friendly consumer will not be loyal to products and the priority is to look for a new one, by their propensity to actively seek information. A unique notion shows upon these results that "the interest of green consumers to the environment will arise the attitude to be less loyal to a brand than non-green consumers" (Shrum et al., 1995, p. 80). Attempts of commercially seducing green consumers may turn out to be an exhausting process due to its demanding expenses. Due to the ever-changing nature of that particular type of consumers, green advertising methods should be executed properly, with being fully aware of the company's willingness to do the needed procedures.

After some time, experimenting through trial and error phase, it was seen that the obvious factors which should be known as definite to catch the eyes of consumers led to results that are contrary to common belief. " Factors such as addressing how beneficial green products can be for the means of saving money were not proven to effective for all types of consumers" (Schuhwerk and Lefkoff-Hagius, 1995). As the world is developing the amount of individual differences between consumers is becoming more apparent, and this is reflected in green products, mainly because consumers can be divided into multiple segments that are far more complicated to put them in a simple term of green or non-green. While consumers have all technology at

their disposal, it is important to bear in mind the call for specified campaigns for different target markets, ranking, or labeling consumers by different variables.

2.3 Greenness: Level vs Amount

It's necessary to comprehend if there is a relation between quantity, and the intensity in the advertisement. Many academic articles analyze these concepts and revealed more understanding about the content by measuring both amount and level of green topics in advertisements over the decades. The reports look at the actual effectiveness according to the 'green' the advertisements (level of greenness).

If contradictions are found when comparing the company's general image and their advertisement's content, a noticeable concern may arise.

The more the better is a common misleading concept that is planted in the mindset of advertisers, and in these times it was put to attention that this method drags people into the way of doubt. "With the abundance of information put in green commercials, a desire for questioning whether the validity of given information" (Manrai et al., 1997, p. 516). The negative reaction through what is known as "greenwashing", the act of overstuffing, would expose the advertisers to the negative reaction they'll receive from viewers. The problems that arise out of greenwashing affect the environmental perception of the viewers.

> " Some people can reach to the extends of immediately distrusting the ad and changing it to another media content solely because of how they perceive it, after the brain has done the quick processing part within this process a contrast effect will occur" (Manrai et al., 1997).

2.4 The Elaboration Likelihood Model

The process of how the brain interprets external signals is complicated and often extensive studies are needed. The effect of such signals on consumer behavior has been deeply contemplated. The cognitive part of the brain is divided into two sections, the first is the central nervous system which is responsible for processing signals and

returning the outputs to the peripheral nervous system (PNS). The PNS is the one that initially receives those external signals and also controls the internal nerve motors to which they are used for applying response signals. Models such as the Elaboration Likelihood Model use the science related to the nervous system to analyze consumer's motives for purchasing products when encountered with advertisements. The relation between methods of persuasion and their effects on consumer behaviors are studied. The provided model proofs the variety of people's responses towards adds and that it is not solely restricted to a white and black area of opinions.

Topics that require a certain amount of persuasion in order to change a perspective can often be located within a perpetuity spectrum of central and peripheral related issues, which is the basis of the elaboration likelihood. The 'central' and peripheral' routs to persuasion are, according to the 'central routes' that is; "when the related procedure is engaged, elaboration likelihood is on an up-scaled level, on the other hand, if elaboration likelihood is low then the operative process is connected with the peripheral route " (Cacioppo and Petty, 1984, p. 673). When the consideration and effort are concerned, the central and peripheral route are quite on the far ends of the spectrum.

> " There was a research that looked into the Elaboration Likelihood Model side by side with an announcement which involved a level of convincing, and it proposed as following; more specifically, the message effectiveness of audience elaboration, and targeting elaboration level for both designs is crucial for whether there is a fit between both of them" (Rucker and Petty, 2006).

Elements of potential comparability were used in applying important principles of the experiment, one of those elements is to have an assembly of a group to fulfill the comparison aspect of the intended message.

These following factors are essential in providing knowledge about the usefulness of the intended message; these factors can be considered as what includes behaviors, behavior assertiveness patterns, and thoughts.

Within the occasion of analyzing commercials that rely on a sense of convincing those factors are fundamental for the elaboration likelihood. There is also a further factor which this research depends on, which is brand certainty. This unique factor is a golden key, in which it unlocks a whole new perspective that attempts to understand whether a consumer would favor or dislike a specific brand, brand certainty crosses with the emotional side of a consumer.

> "It takes a company which allows its advertisement makers to be innovative regarding the expansion of the state of emotional attachment towards a brand, and how loyalty can reflect greatly on cooperate profits along a period of time. This state would need prolonged research to be properly understood" (Rucker et al., 2006)

Feelings are the most powerful marketing tool that has ever existed, yet they are also one of the factors least noticed. One of these feelings is trust, this distinct emotion is the main reason that casts spirits of inspiration onto the making of a brand's loyalty infrastructure, this powerfully affects a consumer's behavior towards an advertisement, if given the needed time. By going into it deeper, if a customer has not engaged in anything related to the brand, they will lack the motivation means to be attentive towards the commercial subconsciously; that would definitely lead to a closer path to the peripheral route.

The chances of an advertisement containing environment-friendly content of being a matter of interest can arise with consumers who are more willing to accept green-related topics. What has not to be forgotten is that it does not only matter how much the type of the sold product views shared ethics with the crowd, but also how motivation plays a key role in a product's popularity. With motivation, the central part

of the brain is engaged thus giving a more meaning response allowing to create a connection, and that is extremely vital when a connection is made, the infrastructure of a consumer's loyalty to a brand is built.

At the assimilation of the two main routes; the central and peripheral, characteristics of severe difference appear between them, these characteristics are cut out for two types of customers and two advertisement outline designs. For the use of the central system, underlying elements are involved such as motivation and a person's level of comprehension to achieve the required amount of persuasion. However; with the use of the peripheral system the persuasion process tends to be much easier according to this modem.

It also assumes that the usefulness and effectiveness are less for the ideas presented peripherally.

2.5 The Elaboration Likelihood Model – Central Route

It has been clear that with the central route system motivation and a proper comprehension level are needed in order for a person to understand the type of argument that is displayed. When these two elements are available, the central route system is proven to be an advantage, although those elements are in some cases are trickier to assemble together at the same time. "It was shown that if they are indeed present this shall also result in a higher remembrance rate" (Petty, Priester and Brinol, 2002).

The objective of this intellectual exertion is to decide whether the supported situation has any legitimacy. It isn't fundamental for each message that is attained from the media to be adequately fascinating or essential to consider, and only one out of multiple given circumstances wins the chance for a door opening. At the point when individuals are ready to take the initiation, they cautiously assess the degree to which

the correspondence gives data, that is major or integral to the genuine benefits of the position supported. "The contribution is a significant component of the central route, which means to consider the route is centrally, then the participation in the advertisements comes in the first place before even motivation" (Petty and Caccioppo, 1989). Accordingly, the central route Elaboration Likelihood Model—motivation—relies upon participation thought of as one of the two significant viewpoints.

Participation is predominantly dependent on effective financial management ideas. A consumer's needs and/ or wants would lead to the interest and that varies from time to time. There are elements that interfere with a consumer's ability to make a purchase of some kind and if that purchased item would satisfy a consumer's current requirements, whether these requirements shall be able to cover for short term or long term needs. "There is also a quality factor distinguishing low involvement products; and that is the fact that the Peripheral Route of the Elaboration Likelihood Model is activated by them. This shows that these types of products require minimum to no motivation" (MacKenzie, Lutz, and Belch, 1986). From the perspective of Park and Young (1984), the behaviors reacting to the advertisement were controlled by factors such as subconscious comprehension and the outcomes resulted from this operation, along with the balancing of time-value measurements in order to predict Ab (attitude toward the brand). It is worthy to mention that cognitive influences reflected from advertisement exposure do not excuse how greatly relevant it is to build a proper and effective infrastructure for an advertisement to work.

Central Route of Elaboration Likelihood Model tested by focusing on high involvement products and how much the level of involvement can be affected by greenness. High and low involvement products will be studied using the following hypothesis.Specifically:

H1a: the attitude is more positive toward advertisement (Aad) for high involvement and green products.

H1b: the attitude is more positive toward the brand (Ab) for high involvement and green products.

H1c: the attitude is more positive toward the purchase intention (Pi) for high involvement and green products.

H1d: There is a higher involvement rate between males and females regarding their attitude towards green advertisement, more or so than a non-green advertisement.

H1e: There is a difference between males and females regarding their positive attitude towards the brand of green products more than non-green advertisements for high involvement products.

H1f: There is a difference between males and females regarding their positive attitude towards the purchase intention of green products more than non-green advertisements for high involvement products.

H1g: there is a positive attitude increasing toward advertisement when There is a difference of individuals with children/childless categories for green and high involvement products.

H1h: there is a positive attitude increasing toward brand when There is a difference of individuals with children/childless categories for green and high involvement products.

H1i: there is a positive attitude increasing toward Purchasing when There is a difference of individuals with children/childless categories for green and high involvement products.

H1J: there is a positive attitude increasing toward advertisements for different ages for green and high involvement products.

H1K: there is a positive attitude increasing toward brand when There is a difference of ages for green and high involvement products.

H1L: there is a positive attitude increasing toward purchasing when There is a difference of ages for green and high involvement products.

2.6 The Elaboration Likelihood Model – Peripheral Route

The human brain has a tendency to save up energy away from what might be considered inessential in order to direct it in a more sufficient method biologically wise. In simpler words;

> "The brain would be more attentive and open to receive an advertisement if it includes clear and direct content with signs that are easy to understand, and this is done through the peripheral route which excludes the supposed need to have the central route or cognitive parts of the brain to be in full use" (Anctil, 2008, p. 14).

This method is suggested due to its capability of processing information in a more fast-paced rhythm, then determine sharply the response towards the advertisement.

The main attraction points which led to the encouragement of the usage of the peripheral route is related to its being noticeably less complicated thus being absorbed by the audience on a wider span, without the need of the brain to reach out to its own motivation and energy storage to deeply understand it. This idea was not supported in the beginning, through the eyes of the Federal Trade Commission (FTC), it was thought that the more exposure a consumer has to information which is planted in the esthetics of an advertisement the more results would turn out to be significant. This way was created due to its connection with activating the central route, knowingly this is the part is where deep analyzes set place therefore it was expected that this particular method would be met with tangible success. However, later on; a light was shed on a new ideology that stated how simple details and signs could make all the difference in

an advertisement, and that is mainly due to how the peripheral route can elevate the quality of an ad through relieving the pressure to impress and focus more on the content being authentic. In other words, ads are supposed to be meaningful, they should represent a bridge that leads to delivering a concept of a company's ideology, and while taking that bridge a journey would be experienced, and this journey should somehow; along its way, open new horizons and expand mundane thinking limits, turning rigid mentalities into flexible ones that are ready to take in the radiance of environmental awareness and have a sense of accountability for it. When further looking into matters related to decision making one finds that external influences make up a big part of how a consumer might turn away from a certain product even if it means having to let go of the satisfaction contributing positively to the environment. This might be the result of overstuffing an ad with information, thus attracting a consumer's cognitive towards using the central route method to understand the amount of fierceness put in ad messages. Within this frame, ''it is suitable to mention how the same content might be advertised through using the peripheral route, and this can be done with the mere use of simple signs or cues that would deliver the message in an easier approach'' (Pechmann and Eseban, 1993).

Considering comes about, and anticipated comes about are pivotal whereas applying the Elaboration Probability Demonstrate for influence and promoting the messages, in this manner, different concepts in numerous messages will be depended on '' diverse sorts of requests for diverse groups of onlookers will lead more successful comes about whereas promoting messages within the Elaboration Probability Model'' (Trivial, et al., 1983, p. 138). It is an absolute fact that not every person will react in an exact way to a certain message, and for this model, people select one route while trying to comprehend the message that they came across. As for those elements which

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possess great importance such as quality and quantity and how the product's external appearance appeals to a customer, all of these factors represent a crucial role for the sake of the advantage of a message.

In our present time, studies have proven that there is little research of value collected to completely recognize the strength of green marketing. in the matter of fact, "that a consumer needs to feel like an individual who is included within a movement and also as someone who is having a lasting positive impact on the environment" (Ellen, et al, 1991, p. 102). They assume that it is not sufficient for green advertising to be green solely. With the use of the Elaboration Likelihood Model factors such as greenwashing and the nature of targeted consumers should be kept into consideration, due to its ability to influence the type of route which will be integrated within the advertisement. The effects could differ, for example, one has to have enough awareness to carefully choose how to connect greenness information with the quality of the product and its involvement level. With low involvement products adding a serious amount of information regarding greenness would turn out to be a waste; marginalized products do not deserve to have a pump of eco-friendly adverts as much as high involvement products would require, mainly because low involvement products are connected to the peripheral route, unlike high involvement products which are connected to central route.

The equation commonly utilized to clarify adequacy in publicizing is:

$$Aad \rightarrow Ab \rightarrow Pi \tag{1}$$

These factors can be clarified as the taking after relationship: demeanor toward the promotion (Aad) straightforwardly influences the state of mind toward the brand (Ab) which at that point specifically influences buy deliberate (Pi). There are two fundamental factors that are basic supporters to buy purposefully are state of mind

toward the promotion and demeanor toward the brand. The thought of this relationship between factors is that ''Purchase purposeful'' depends on the two beginning components of the equation; state of mind toward the notice and demeanor toward the brand. When analyzing 'purchase probability' and the viability of a promotion, the Aad → Ab → Pi equation (1) shows positive behavior towards advertisements which results in the higher potential to receive a better attitude towards a brand. This does not necessarily mean seeing a noticeable increase in a brand's product sales.

Chapter 3

METHODOLOGY

3.1 Design

Primary Research was conducted which is undertaking a survey. It includes surveys, interviews, observations, and ethnographic research. A good researcher knows how to use both primary and secondary sources in their writing and to integrate them in a cohesive fashion, a 2 x 2 mixed experiment was performed for both high involvement and low involvement products which include the six hypotheses. The beneath figure was the level of involvement – either high or low – of the items utilized inside the advertisements. Questioners were conducted and spread over social media with a total of 296 participants carrying 29 questions to be surveyed.

The first twelve questions were for high-involvement products; six questions were for non-green products, and the rest is for green products. The second part of the questionnaires was shown advertisements for low-involvement for the same brands; again, six of which were for non-green products and six for green products. Members filled out surveys to figure out the criticism on how they have seen the advertisements and in the event that they were influenced by the incorporation or need of green traits. In order to protect participants, a proper protocol was included, since the study examined human responses. Furthermore, the participants were asked for their approval to not expose any personal information.

3.2 The Sample

To ensure a sufficient number of participants, a sample of about 250 undergraduate students and master students was surveyed. The sampling method explains the examination was offered to those participants that considered eco-friendly products to give the information. The students from the Faculty of Business Economics and Tourism at the Eastern Mediterranean University of Famagusta in Cyprus were the basic populations who are surveyed in this study. In addition, different ages were surveyed. In arrange to attain a satisfactory number of participants, printed questioners and social media were used since Covid-19 quarantine conditions were prevailing in NORTH CYPRUS and not all participants would be able to meet and surveyed face to face in that period.

3.3 Questionnaire Elements

Well-known brands were utilized within the questions. The thought emerges from the reason that well-known brands will make beyond any doubt to modify any pre-existing predisposition toward the brands and utilize it for green promotion.

The twenty-nine questioners were approximately a total of eight well-known brands, three questions inserted beneath each advertisement for each brand. The high involvement items were for shoppers of distinctive ages: vehicle (Item utilized: Nissan) and portable workstation (brands utilized: Mac and HP). Low involved items are as takes after water can (brands utilized: Dasani and Treeson) and pens (Items utilized: Pilot and Unipall).

In order to vary the appeal of the eco-friendly level of each brand and product, the manipulation of the headlines of each advertisement was essential. With regard to the green product, one car utilized which considered high-involvement, the headline reads The Nissan leaf. 100% electricity and longer-range battery. For the traditional

product touting at the same size with a headline reads for fueled gasoline one is Nissan Sentra with more standard safety features than any other car in its class.

The pictures bellow addressing the advertisements created.

Group 1
High involvement
Nissan Leaf 100% electricity and longer range battery

Group 2
High involvement Nissan Sentra with more standard safety features than any other car in its class

Low involvement/non green
The best ballpoint

Low involvement/green
Now 100% recyclable
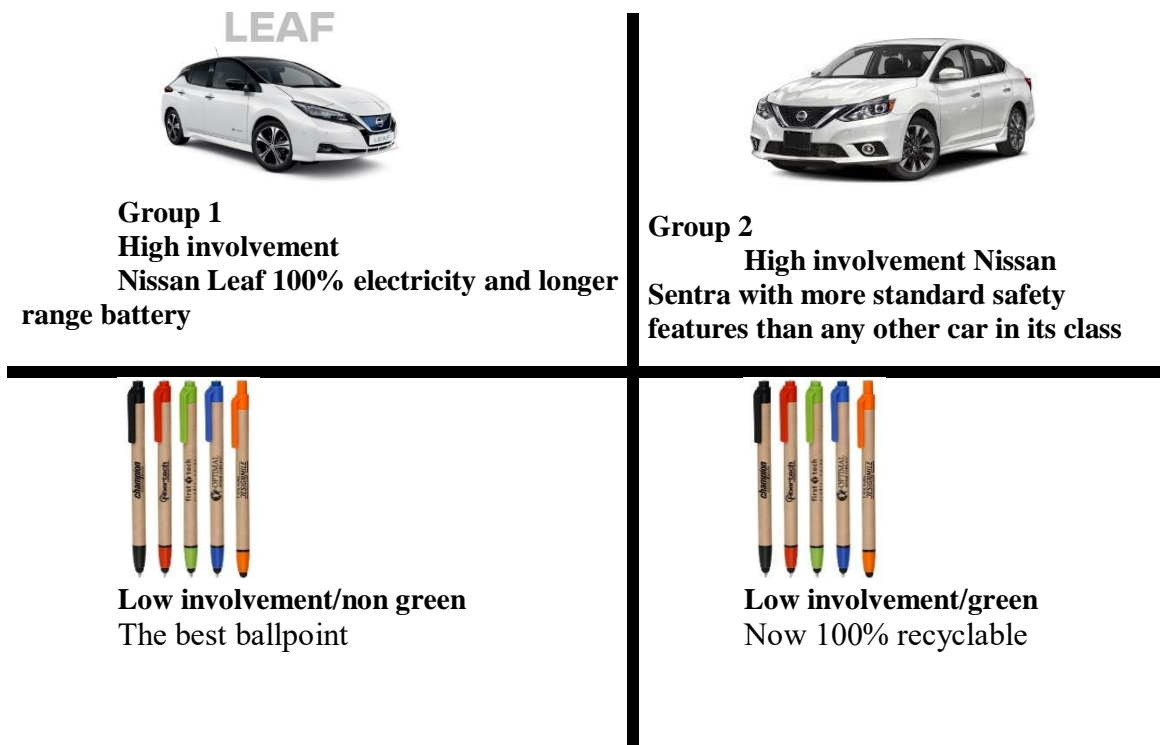
Figure 1: High and Low-Involvement, "green" and "non-green" examples

The manipulation involved both high and low involvement. Thus, the green advertisement and traditional advertisement that include both (low-high) involvement to the participant was embedded as well. Pens and waters considered low involvement. Whilst, cars, and laptops are considered as high involvement. "FCB or Cone, Foot, and Belding Grid would clarify these choices " (Vaughn, 1986).

	Think	**Feel**
High involvement	Laptop	Car
Low involvement	Bottled water	Pen
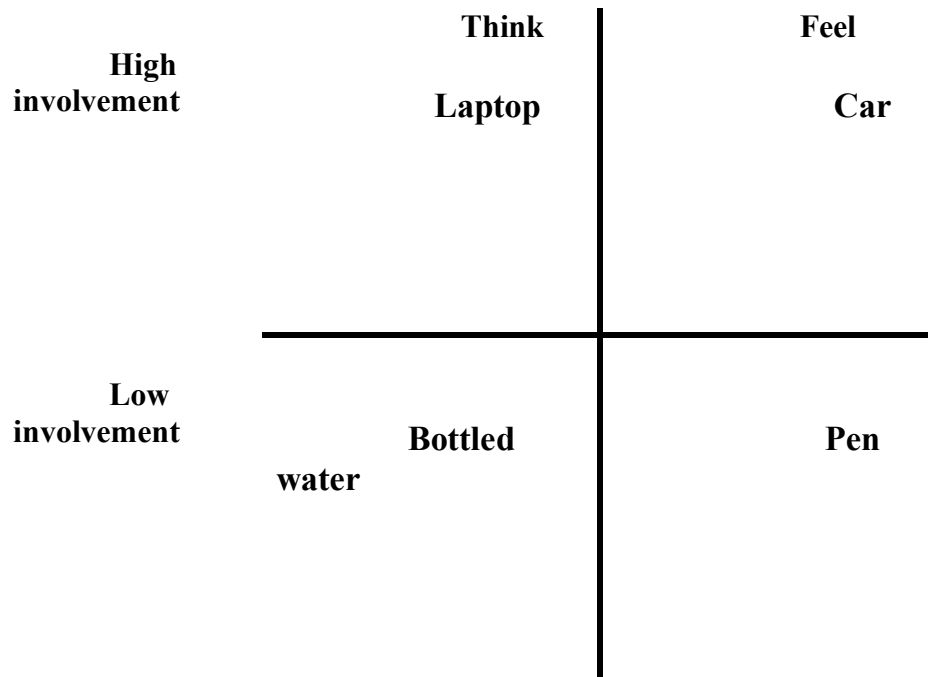
Figure2: FCB Grid (Vaughn, 1986)

For decades, through both advertising research and practice, Foote, Cone, and Belding Involvement Grid was a sturdy method that has been widely used. The FCB Grid gives an image of how distinctive sorts of items can be seen and categorized. Moreover, consumers could view certain products compared to others by using alternative ways in this graph. The grid might use both the cognitive level and the level of involvement. Both end of the axis addressing thinking and feeling respectively. There were diverse items chosen within the rules of the FCB Grid to be suitable in the grid.

According to the FCB Grid or Foote, Cone, and Belding model, it is the interpretation of how consumers will behave with regard to their purchasing, which considered an integrative approach that will indicate the right implication for adopting the most suitable advertising strategy. The high and low involvement products were addressed by using the basis of it. Concerning Figure 2, the location of the Portable

and vehicle choices were placed in the high involved place while low involvement regions located by pen and bottled water.

In this case, a certain outlook would arise by the consumer in the information processing regions, and greenness might be one of the information given to analyze. That would be obvious in the laptop located in the thinking area. The main reason is when people think to buy a laptop, in the first moment, they think more about their features, for example, people in architecture will look for supportive features and more suitably for the heavy programs they will use in the period of their study or employment.

On the contrary, it comes to light a dissimilar feeling toward a brand or product for those products located in the feel regions like cars, which might be the first thought is in the thinking side of FCB Grid. On the other hand, studies explain more how people purchasing cars to find their egos more than the features for green or not a green product. Eventually, it can react in a different way to greenness according to the FCB Grid.

3.4 Research Strategy

Among the types of research methods that researchers use, quantitative and qualitative research methods considered as the most vital ones. When it comes to exploring facts and understanding regarding occurrence understudy, qualitative research is more suitable. A quantitative method was used in this study to explore the different choices made by participants regarding green products and their influence on their choices in Famagusta Data Collection and abroad.

The questionnaires were distributed to the Students at Eastern Mediterranean University during the Fall Semester of 2020. Also data regarding respondents considering demographics were collected.

3.5 Sample Size

In order to arrive at the correct responses of this study, in this research, a sample size consisted of a total of 296 participants selected at random. The participants in this survey were students and employees of different ages, gender, education level, household income, and whether they have kids or not.

3.6 Research Questionnaires

Francis Galton (1949) said that "questionnaires have many advantages when it uses in survey compare to telephones or verbal". According to Mr. Galton's (1949) idea, the effort in the distribution process of the questionnaire is much easier in sorting of data since the question involves some standardized answers. The questionnaires used will help to answer the hypothesis mentioned previously.

3.7 Structure of the Questionnaires

There are 29 questions. The questionnaire was put on a five-point Linears scale and the responses ranged from 'Strongly Agree = 5' to 'Strongly disagree = 1'. Personal information placed in the first section asked participants to indicate their gender and age. The second and third parts of this survey investigate what the participants preferred among the current choices of the high-involvement and low-involvement products of green and non-green attributes, and if the green factor will influence participants on an advertisement, brand, and purchase-related decisions.

3.8 Questionnaire Administration

According to any research, the collection of data varies. The questionnaires were entirely distributed randomly to the EMU students via social media. To ensure there is a clear understanding to the objectives of the questions that are embedded in the questionnaires, assistance was given to help participants to answer the questionnaires and avoid the rise of the hesitance of answering the questioners during the collection

of this primary data, which is considered one of biggest challenges encountered during the distribution process.

3.9 The Methods of Data Analysis

In order to analyze the data, the software program used in this work is IBM SPSS Statistics 20. "The software was launched in its first version in 1968 as the Statistical Package for the Social Sciences (SPSS)" (Nie, et al 1975). This program is pivotal for analyzing the collected data. This program enabled us to conduct the Means, T-test, which are essential features needed to address the research hypothesis under study. SPSS program provides appropriate tables used for analyzing the T-test data, which show the difference of variables means between Participants with different product type (low-involvement, high-involvement), and their influence on the advertisement, brand, and purchase related intentions.

This research is about the choices made by participants regarding the Product type (low-involvement, high-involvement) and the influence of green advertising on an advertisement, brand, and purchase intention. Based on the above six research hypotheses, this research investigated the choices which each participant chooses. These questionnaire forms were distributed to 296 participants during the Fall Semester of 2020 Academic Year.

Chapter 4

ANALYSIS

4.1 Sample Distribution

Two Hundred Ninety-Nine completed responses were done. whereas, Four of the total were considered outliers because of their non-complete answers. Therefore, 295 surveys were used for analysis. For gender it was (68% male, 32% female). Whereas, ages range from 18 years old to 62 years old. 29%. Of the participants are between 18-22. For the age of 23-42, the percentage was 64%, and for the age of 43-62, the percentage was 8%. And finally for the percentage of participants having kids were 27%. Results of the survey is that the major finding's is that there is a significant correlation between having kids and advertisements for high involvement product. Which mean participants having kids will be more influenced to the advertisements such like cars and laptops.

Participants Number	Male	Female	Age 23-42	Age 18-22	Age 43-62	Have kids	No kids
295	68 %	32 %	29 %	64 %	8 %	27 %	73 %

- H1AD and Gender: it's found that there is no relation between gender and advertisement for high involvement product.
- H1AB and Gender: Regard the brand loyalty, there is no significant between the age and the attitude toward brand, since the significance is more than .05.

- H1PI and Gender: there is no influence on the purchase intention and gender for high involvement products.

- H2AD and Gender: there is no relation between gender and advertisement for low involvement product.

- H2AB and Gender: there is no relation between the age and the attitude toward brand for low involvement product.

- H2PI and Gender: there is no influence on the purchase intention and gender for low involvement products.

- H1AD and any kids: there is a relation between having kids and advertisement for high involvement products.

- H1AB and any kids: there is relation between having kids and the influence on the attitude toward brand of high involvement products.

- H1PI and any kids: there is no influence on the purchase intention with kid's variable for high involvement products.

- H2AD and any kids: there is no relation between having kids and advertisement for low involvement products.

- H2AB and kids: there is no relation between having kids and the influence on the attitude toward brand of low involvement products.

- H2PI and any kids: there is no influence on the purchase intention with kid's variable for the low involvement.

- H1AD and age: When I conduct Anova test to see relation between Age and the influence on the advertisement, I found there is no relation, since it's not significant .352 in the test of homogeneity of variance which is more than .05. then Anova which is not significant .394 also, therefor there is a no relation between different ages and advertisement for high involvement products.

- H1AB and age: When I conduct Anova test to see relation between Age and the influence on the brand loyalty, I found there is no relation, since it's not significant .742 in the test of homogeneity of variance which is more than .05. then Anova which is not significant .249, therefor there is a no relation between different ages and attitude toward brand for high involvement products.

- H1PI and age: When I conduct Anova test to see relation between Age and the influence on the purchase intention, I found there is no relation, since it's not significant .345 in the test of homogeneity of variance which is more than .05. then Anova which is not significant .156, therefor there is a no relation between different ages and purchase intention for high involvement products.

- H2AD and age: When I conduct Anova test to see relation between Age and the influence on the advertisement, I found there is no relation, since it's not significant .480 in the test of homogeneity of variance which is more than .05. then Anova which is not significant .204 also, therefor there is a no relation between different ages and advertisement for low involvement products.

- H2AB and age: When I conduct Anova test to see relation between Age and the influence on the attitude toward the brand, I found there is no relation, since it's not significant .480 in the test of homogeneity of variance which is more than .05. then Anova which is not significant .204, therefor there is a no relation between different ages and attitude toward the brand for low involvement products.

- H2PI and age: When I conduct Anova test to see relation between Age and the influence on the purchase intention, I found there is no relation, since it's not significant .625 in the test of homogeneity of variance which is more than .05. then Anova which is not significant .670, therefor there is a no

relation between different ages and purchase intention for low involvement products.

For addressing the degree of how much strong the relation between two variables or the degree of association among them we use correlation which is a statistical technique very useful for this purpose. Therefore, upon the findings of correlation that I used in my thesis will see how much these variables related.

The following points are the accepted guidelines for interpreting the correlation coefficient (RATNER,2013):

0 indicates no linear relationship.

+1 indicates a perfect positive linear relationship: as one variable increases in its values, the other variable also increases in its values via an exact linear rule.

-1 indicates a perfect negative linear relationship: as one variable increases in its values, the other variable decreases in its values via an exact linear rule.

Values between 0 and 0.3 (0 and -0.3) indicate a weak positive (negative) linear relationship via a shaky linear rule.

Values between 0.3 and 0.7 (-0.3 and -0.7) indicate a moderate positive (negative) linear relationship via a fuzzy-firm linear rule.

Values between 0.7 and 1.0 (-0.7 and -1.0) indicate a strong positive (negative) linear relationship via a firm linear rule.

The correlation between each of two variables analysis shows the following findings, H1AD and H1AB (.680), for H1PI and H1AB (.627), H1AD and H1AB (.527), H2AD and H1PI (.530), H1AD and H1AB (.539), H1AD and H1AB (.680), H1AD and H1PI (.660), H1AD and H2AD (.577), H1AD and H2AB (.316), H1AD and H2PI (.518), H1AB and H2AD (.504), H1AB and H2AB (.306), H1AB and H2PI (.324), H1PI and H2AB (.423), H1PI and H2AB (.423), H2AD and H2PI (.820).

According to the correlation analysis, all the relation between all the variables is bigger than .3 and smaller than .7, which means the relation is moderate positive relation.

Table 1: Frequencies

(Aad) for the apple MacBook pro laptop

		Frequency	Percent	Valid Percent
Valid	strongly unfavourable	15	5.1	5.1
	Unfavourable	32	10.8	10.8
	Neutral	122	41.4	41.4
	Favourable	63	21.4	21.4
	strongly favourable	63	21.4	21.4
	Total	295	100.0	100.0

(Ab) for apple MacBook pro laptop

		Frequency	Percent	Valid Percent
Valid	strongly unreliable	13	4.4	4.4
	Unreliable	10	3.4	3.4
	Neutral	69	23.4	23.4
	Reliable	79	26.8	26.8
	strongly reliable	124	42.0	42.0
	Total	295	100.0	100.0

(PI) for the apple MacBook pro laptop

		Frequency	Percent	Valid Percent
Valid	strongly unlikely	16	5.4	5.4
	unlikely	50	16.9	16.9
	neutral	97	32.9	32.9
	likely	68	23.1	23.1
	strongly likely	64	21.7	21.7

Regard MacBook Pro laptop advertisement, most of the answers are neutral for the influence on the advertisement and purchasing products followed by likely choice. But toward the brand most of the answers is strongly likely even if it's not green product.

Table 2: Frequencies

(Aad) for the HP 14-ck laptop

		Frequency	Percent	Valid Percent
Valid	strongly dislike	5	1.7	1.7
	Dislike	23	7.8	7.8
	Neutral	87	29.5	29.5
	Like	103	34.9	34.9
	strongly like	77	26.1	26.1
	Total	295	100.0	100.0

(Ab) for the HP 14-ck laptop

		Frequency	Percent	Valid Percent
Valid	strongly unreliable	7	2.4	2.4
	Unreliable	25	8.5	8.5
	Neutral	85	28.8	28.8
	Reliable	100	33.9	33.9
	strongly reliable	78	26.4	26.4
	Total	295	100.0	100.0

(PI) for the HP 14-ck laptop

		Frequency	Percent	Valid Percent
Valid	strongly impossible	14	4.7	4.7
	Impossible	31	10.5	10.5
	Neutral	87	29.5	29.5
	Possible	103	34.9	34.9
	strongly possible	60	20.3	20.3
	Total	295	100.0	100.0

Regard HP laptop advertisement, most of the answers are likely or reliable which means it is influence advertisement, attitude toward brand, and purchasing intention of the high-involvement green product.

Table 3: Frequencies

(Aad) for the Nissan Sentra

		Frequency	Percent	Valid Percent
Valid	strongly unfavourable	14	4.7	4.7
	Unfavourable	34	11.5	11.5
	Neutral	95	32.2	32.2
	Favourable	101	34.2	34.2
	strongly favourable	51	17.3	17.3
	Total	295	100.0	100.0

(Ab) for the Nissan Sentra

		Frequency	Percent	Valid Percent
Valid	strongly weak	10	3.4	3.4
	weak	27	9.2	9.2
	neutral	101	34.2	34.2
	strong	98	33.2	33.2
	strongly strong	59	20.0	20.0
	Total	295	100.0	100.0

(Pi) for the Nissan Sentra

		Frequency	Percent	Valid Percent
Valid	strongly improbable	16	5.4	5.4
	Improbable	43	14.6	14.6
	Neutral	113	38.3	38.3
	Probable	85	28.8	28.8
	strongly probable	38	12.9	12.9
	Total	295	100.0	100.0

Regard Nissan Sentra advertisement, most of the answers are neutral for the influence on the attitude toward the brand and purchasing intention followed by likely choice. But toward the advertisement, most of the answers are likely even if it's not green product.

Table 4: Frequencies

(Aad) for the Nissan leaf

		Frequency	Percent	Valid Percent
Valid	strongly dislike	4	1.4	1.4
	Dislike	20	6.8	6.8
	Neutral	107	36.3	36.3
	Like	82	27.8	27.8
	strongly like	82	27.8	27.8
	Total	295	100.0	100.0

(Ab) for the Nissan

		Frequency	Percent	Valid Percent
Valid	strongly unreliable	6	2.0	2.0
	Unreliable	17	5.8	5.8
	Neutral	86	29.2	29.2
	Reliable	114	38.6	38.6
	strongly reliable	72	24.4	24.4
	Total	295	100.0	100.0

(PI) for the Nissan leaf car

		Frequency	Percent	Valid Percent
Valid	strongly impossible	13	4.4	4.4
	Impossible	28	9.5	9.5
	Neutral	97	32.9	32.9
	Possible	95	32.2	32.2
	strongly possible	62	21.0	21.0
	Total	295	100.0	100.0

Regard Nissan Leaf advertisement, most of the answers are neutral for the influence on the advertisement and purchasing intention followed by likely choice and strongly likely on the advertisement likewise. But toward the brand most of the answers are reliable.

Table 5: Frequencies

(Aad) for the Dasani water

		Frequency	Percent	Valid Percent
Valid	very bad	15	5.1	5.1
	bad	44	14.9	14.9
	neutral	117	39.7	39.7
	good	72	24.4	24.4
	very good	47	15.9	15.9
	Total	295	100.0	100.0

(Ab) for the Dasani Brand

		Frequency	Percent	Valid Percent
Valid	strongly unreliable	19	6.4	6.4
	Unreliable	39	13.2	13.2
	Neutral	123	41.7	41.7
	Reliable	69	23.4	23.4
	strongly reliable	45	15.3	15.3
	Total	295	100.0	100.0

(PI) for the Dasani water

		Frequency	Percent	Valid Percent
Valid	strongly impossible	18	6.1	6.1
	Impossible	37	12.5	12.6
	Neutral	115	39.0	39.1
	Possible	81	27.5	27.6
	strongly possible	43	14.6	14.6
	Total	294	99.7	100.0
Missing	System	1	.3	
Total		295	100.0	

Regard the Dasani water advertisement, most of the answers are neutral for the influence on the advertisement, brand, and purchasing intention followed by likely.

Table 6: Frequencies

(Aad) for the Treason water

		Frequency	Percent	Valid Percent
Valid	strongly dislike	17	5.8	5.8
	Dislike	23	7.8	7.8
	Neutral	76	25.8	25.8
	Like	94	31.9	31.9
	strongly like	85	28.8	28.8
	Total	295	100.0	100.0

(Ab) for the Treason water

		Frequency	Percent	Valid Percent
Valid	very weak	14	4.7	4.7
	Weak	18	6.1	6.1
	Neutral	94	31.9	31.9
	Strong	86	29.2	29.2
	very strong	83	28.1	28.1
	Total	295	100.0	100.0

(PI) for the Treason water

		Frequency	Percent	Valid Percent
Valid	very unlikely	19	6.4	6.4
	Unlikely	25	8.5	8.5
	Neutral	89	30.2	30.2
	Likely	78	26.4	26.4
	very likely	84	28.5	28.5
	Total	295	100.0	100.0

Regard the Treeson water advertisement, most of the answers are neutral for the influence on the brand and purchasing intention followed by likely, but it's likely for advertisement.

Table 7: Frequencies

(Aad) for the Unipall pen

		Frequency	Percent	Valid Percent
Valid	strongly unfavourable	11	3.7	3.7
	unfavourable	41	13.9	13.9
	neutral	105	35.6	35.6
	favourable	90	30.5	30.5
	strongly favourable	48	16.3	16.3
	Total	295	100.0	100.0

(Ab) for the Unipall pen

		Frequency	Percent	Valid Percent
Valid	strongly unreliable	17	5.8	5.8
	unreliable	29	9.8	9.8
	neutral	105	35.6	35.6
	reliable	93	31.5	31.5
	strongly reliable	51	17.3	17.3
	Total	295	100.0	100.0

(PI) for the Unipall pen

		Frequency	Percent	Valid Percent
Valid	strongly impossible	20	6.8	6.8
	impossible	37	12.5	12.5
	neutral	110	37.3	37.3
	possible	77	26.1	26.1
	strongly possible	51	17.3	17.3
	Total	295	100.0	100.0

Regard Treeson water advertisement, most of the answers are neutral for the influence on the advertisement, brand, and purchasing intention followed by likely. According to the reliability test bellow of the Pilot pen advertisement is less than .7 for Cronbach's Alpha, which means it will not be considered, otherwise, other products are reliable (as shown in Appendix C).

Regression linear,

No.	Variables	R	R Square	Standardized coefficient Beta	Anova Sig	Coefficient sig
1	HIGREEN/HIGAD	.864	.746	.864	.000	.000

R^2 is 0.746 which means that 74.6% of the variations in the dependent variable can be explained by the independent variables, and The reliability test shows the relation between the high involvement green advertisement and attitude toward the advertisement are significant, %74.6 of the change on the attitude toward advertisement variable explained by the green advertisement variable. For the coefficient also is significant which mean when the advertisement of high involvement green increase by one unit it will effect on the attitude toward advertisement for high involvement green by 86.4 units.

No.	Variables	R	R Square	Standardized coefficient Beta	Anova Sig	Coefficient sig
2	HIgreen/HIGAB	.857	.735	.857	.000	.000

R^2 is 0.735 which means that73.5% of the variations in the dependent variable can be explained by the independent variables, and The reliability test shows the relation between the high involvement green advertisement and attitude toward the brand are significant, %73.5 of the change on the attitude toward advertisement variable explained by the green advertisement variable. For the coefficient also is significant which mean when the advertisement of high involvement green increase

by one unit it will effect on the attitude toward brand for high involvement green by 85.7 units.

No.	Variables	R	R Square	Standardized coefficient Beta	Anova Sig	Coefficient sig
3	HIgreen/HIGPI	.864	.747	.864	.000	.000

R^2 is 0.747 which means that 74.7% of the variations in the dependent variable can be explained by the independent variables, and The reliability test shows the relation between the high involvement green advertisement and purchase intention are significant, %74.6 of the change on the attitude toward advertisement variable explained by the green advertisement variable. For the coefficient also is significant which mean when the advertisement of high involvement green increase by one unit it will effect on the purchase intention for high involvement green by 86.4 units.

No.	Variables	R	R Square	Standardized coefficient Beta	Anova Sig	Coefficient sig
4	Lowigreen/treesonwater AD	.920	.847	.920	.000	.000

R^2 is 0.847 which means that 84.7% of the variations in the dependent variable can be explained by the independent variables, and The reliability test shows the relation between the low involvement green advertisement and attitude toward the advertisement are significant, %84.7 of the change on the attitude toward advertisement variable explained by the green advertisement variable. For the coefficient also is significant which mean when the advertisement of low involvement

green increase by one unit it will effect on the attitude toward advertisement for low involvement green by 92 units.

No.	Variables	R	R Square	Standardized coefficient Beta	Anova Sig	Coefficient sig
5	Lowigreen/treesonwaterAB	.874	.764	.874	.000	.000

R^2 is 0.764 which means that 76.4% of the variations in the dependent variable can be explained by the independent variables, and The reliability test shows the relation between the low involvement green advertisement and attitude toward the brand are significant, %76.4 of the change on the attitude toward brand variable explained by the green advertisement variable. For the coefficient also is significant which mean when the advertisement of low involvement green increase by one unit it will effect on the attitude toward the brand for low involvement green by 87.4 units.

No.	Variables	R	R Square	Standardized coefficient Beta	Anova Sig	Coefficient sig
6	Lowigreen/treesonwaterPI	.871	.759	-.796	.000	.000

R^2 is 0.759 which means that 75.9% of the variations in the dependent variable can be explained by the independent variables, and The reliability test shows the relation between the low involvement green advertisement and purchase intention are significant, %75.9 of the change on the purchase intention variable explained by the green advertisement variable. For the coefficient also is significant which mean when

the advertisement of low involvement green increase by one unit it will effect negatively on the purchase intention for low involvement green by 79.6 units.

4.2 Ecological Validity

The manipulation in advertisements occurred in the green-products industry since the rise of the industry, such as, the claim of Volkswagen company in 2008 "reduces nitrogen oxide (NOx) emissions by up to 90 percent," was considered a fake advertisement in 2015 (www.consumerreports.org). Despite the big efforts of the governments to avoid such claims, but it is still happening. Therefore, the manipulation considered fundamental to be explored in this study.

It is very important to consider the complexity of the content of each advertisement. Some claims are easier to be linked to the greenness more than others, which will affect the audience and how will they react toward this content. For instance: Nissan Leaf mentions, ''100% electricity'' and this can be looked at from an aspect that is strongly connected to environmental benefits. While an issue will raise in the ecological validity, in other cases when complexity exists in the advertisements, such as, the claim of HP company that their laptop "long-lasting battery", which requires more effort of thoughts to be linked to the greenness and have less green appeal, although it will save more electricity. Totally the environmentally appealing could be different from one advertisement to another according to the content. It might arise skewing of the results caused by the advertisement complexity which leads to low environmental quality and influence of the results in many ways, thus, the participants in some cases will see the green advertisement as a non-green.

4.3 Practical Implications

With the quick increment of companies that trending to test out the idea of 'going green' gets to be a greater social issue and the development of green items proceeds

correspondingly. This is both advancing green commerce hones or presenting naturally cognizant into their item lines. In this case, more companies try to build this kind of green-conscious and acquire more new consumers since there is a fluctuation in the market and will maintain their consumers or increase them by surrounding themselves by going green, then an issue might appear for the reason of acquiring that generation that will be the new purchasers when they get older in the upcoming years. For no doubt, these companies might think they will attain more market share by building positive reaction regard their advertisements, brand, and purchasing while green advertisements grow more in the future. The results show that high involvement and low involvement affected by an increase in the purchase intention of consumers. However, the improvement of technology continuing toward the level that will decrease the difference between non-green products and environmental products, while consumers will see a higher chance to choose the new products or going green products, which leads to the high potential for green products to be purchased. Especially the new technology means affordable prices compared to the non-green products, and evidence shows a more grow in the market place nowadays. "Studies mentioned that companies try to improve they're green-consciousness among audience will have higher potential and more positive awareness with regard to their products, without neglecting the future effect" (Hartmann, and Apaolaza-Ibáñez, 2009).

4.4 Limitations

The mentioned elements in this study are the printed advertisement exposure or via social media, loyalty toward the brand, intention to purchase, and the participants' number; with considering that a limitation is present. The first limitation, printed and social media advertising is not sufficient for participants since the audience could expose to radio or television advertisements.

The printed or social media style of advertising might give different findings regarding the green and non-green products, which could be a lack of advertising compared to TV, Radio, outdoor. For example, giving more information and explanation via TV will most probably influence participants more than printed style, regardless of these products if it is green or non-green, thus, will give different results in this case.

With regard to brand loyalty, which was considered an essential concept both in the past and during this time within the advertising industry. Studies show that consumers would purchase the green product because of the advertisement regardless if they loyal to the brand or not. "By nature, consumers buying green products most probably will not be influenced by their brand yet they are more skeptical to the advertisement" (Zinkhan and Carlson, 1995).

Since the beginning of the products industry, there was a challenge to study the relationship between the advertisement and purchase intention. Companies always keen to persuade their audience to buy their products, but findings show that is not necessary. If someone reacts positively to the advertisement this will not mean that it will lead to purchasing the product. For instance, the advertisement has the sense of humor which will be memorable will not be necessarily purchased or cause acquirement towards this brand.

Sample size of the ones who took part could be a limitation, this issue stops the capability of expanding the results on a wider section of people. Although this limitation could be positive due to the limited potential participants in this study, since with a smaller number of participants will consume much less time in social media or printed style. The limitation will keep existing in future studies such as, the previous disposition of the audience toward a brand or products. In the study, prices for each

product in the advertisement, and the level of concern toward the environment are taken into consideration.

4.5 Future Studies

For studies different kinds of advertising might recommend for a more in-depth look into this topic. For instance, a set of green and non-green would be shown to the participants in the form of the television commercial instead of the printed one. A similar set of brands and products may be used and the same format would be followed to see which one to be favorited either the green or non-green.

Different brands and their relationship could be tested by comparing their advertising, like the experiments of Godek, Priester, Park, and Nayakankuppum (2004). Based on market share, different types of brands could be examined. Comparing pair brands at a time of which their share of the market is the same, is called "brand Congruity". Implementing this experiment could be valuable if we replicate it by including green products to non-green and use more than one group in the study because attitudes might be changed accordingly. It is smart if the green and traditional products having the same market share are included in order to have more accurate findings. Whilst, participants will not prefer one on another according to the market share. Furthermore, attitudes might change with different groups and notice which groups have more inclined toward green products a similar study could be conducted.

To get more accurate findings it would be recommended to do a follow-up study to the first one. It might come on top green products or maybe non-green products. For that, the study needs more information about participants inclined and the reason why they prefer green or traditional have they been motivated to traditional because of the popularity and well-known brand which could be a reliable one. Thus, participants will be overwhelmed by previous reason. On the other hand, participants would answer

that they inclined to green without even intense thoughts then the peripheral route is taken. Whilst, if there is an intensity while thinking of the advertisements or the products then the central route will be chosen.

Analyzing the content and their impact considered core for the presented advertising. Such kind of analysis will provide insight into what good or bad while attempting to use green advertising. While companies gathering this kind of information will motivate them to not repeat their mistakes when findings show what works and what does not work as content, thus, companies will decide their right direction.

4.6 Conclusion

The advertising considered a cutthroat industry, therefore, despite the economy is struggles, companies still strive for the competition and competitive advantage that might become an appeal with marketing pathways suggested by green advertising. For this reason, the awareness of greenness is constantly being increased among companies for boosting the consumer's environmental awareness with spending an estimated amount of 500 billion dollars on environmental items in 2008, despite the recession which has been overwhelming in that particular year. There is an expanding in green goods sales of such as Target and Home Depot companies, indicating that under the cloud of a deaerating economy consumers purchasing rate has not been severely affected as expected, on the contrary, consumers showed how committed they were to buying green products (Fliegelman, 2010).

To be able to possess great knowledge in a certain area of the topic is impressive, but it takes greater wisdom and patience to be able to deliver the specified content in a manner which fits the mindset of the viewer, in order to do so structural plans which communicates the fact of not only the importance of green products but also emphasis

how strongly required companies are connected to this so-called eco-friendly image that is being advertised for, long term plans must be developed to sustain success through gaining the community's solid trust.

Throughout the year's extensive researches has been conducted to understand how to choose the appropriate approach to advertise their green products, efforts and finances have taken a toll on cooperate budgets with no clear pathways as a result of these studies.

For cooperates to build an infrastructure for their green products further intensive researches must be done which focuses on the cognitive or psychographic aspects.

With regard to the findings of the t-test and Anova, there is no influence of gender, having kids, and age to the advertisement, attitude toward brand or purchase intention, except when it comes to the relation between having kids and advertisement for high involvement products which shows .016 significant for advertisement and .068 for attitude toward the brand, therefore, the advertisers and advertisements must be more focused on the consumers with kids to increase the results toward advertisement and brand in the future and to influence them to purchase the product, and that because parents with kids more care about their kids health and they are more smart about what their dissension's, therefor this findings support the article I mentioned that moms with kids they have unwilling to purchase or extend their purchases for green products unless they are aware and well-educated for environmental products (Fisher et al., 2012; Jain and Kaur, 2006; Lee, 2009; Mostafa, 2007; Royne et al., 2016; Tikka et al., 2000; Wang, 2014). therefore, it's explained why there is an influence toward attitude toward the brand and toward the advertisement, but it might for the same reason of insufficient awareness, not yet there is an intended purchase.

For green and high-involvement products, the influence on the advertisement Standardized coefficient Beta is %86.4 with R^2 of 0.746, in that case, the attitude toward advertisement explained by the green advertisement by 74.6%. the case of attitude toward the brand is %85.7 with R^2 0.735, for that 73.5% of the attitude toward brand explained by green advertisement. The purchase intention is %86.4 with R^2 is 0.747 which give that 74.7% of purchase intention explained by the green advertisement. The result for green and low involvement is % 92 with R^2 0.847 which mean that 84.7% of attitude toward the advertisement explained by the green advertisement, furthermore, the attitude toward the brand is % 87 with R^2 is 0.764, upon that 76.4% of the attitude toward the brand explained by the green advertisement, and purchase intention is %-79.6 with R^2 of 0.759 which means that 75.9% of purchase intention explained by the green advertisement for low involvement.

4.7 Recommendations

For the green product, findings appear which products influenced and which not, and companies must be focused more on the green with high involvement products without neglecting the features which lead to buying this product because it influence the attitude toward the brand, advertisement, and purchase intention. Besides, the nature of the green consumer is not loyal to any brand, that's why companies must focus more on the details of each product in order to support the buying decision for each time the consumer trying to buy the product, or consumer not willing to buy it again if he/she found features or details which support their needs. Furthermore, Parents need more infrastructure to be more aware of environmental products to enhance their smart decisions and their kid's health life in the future, especially for mom unless they not have fully aware they will hesitate to buy, but for parents, as males, they have more awareness but at the same time it requires for guidance to lead

them to purchase because of their unwilling habit to educate more about new environmental products. 52

For teenagers, studies present them as a consumer having more ability to buy a product with features, which means they will not neglect the luxuries in cars, laptop, or mobile, for that reason, surrounding such products with features and luxuries will support the attitude toward the brand, advertisement, and intention to purchase. Finally, for low involvement, not all elements have been supported by green advertisements, especially for intention purchase there was no influence, therefore, the influencer must be hired to guide the consumers to buy this environment product to build the bridge or the simple cues for buying this product.

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APPENDICES

Appendix A: T-Test and Anova

			t-test			
No.	Question	Gender	Mean	N	T	Sig
1	H1AD	Male	3.5750	200	-973	.945
		Female	3.6579	95	-.972	

			t-test			
No.	Question	Gender	Mean	N	T	Sig
1	H1AB	Male	3.7425	200	-.926	.175
		Female	3.8211	95	-.968	

			t-test			
No.	Question	Gender	Mean	N	T	Sig
1	H1PI	Male	3.3913	200	-1.950	.890
		Female	3.5684	95	-1.989	

			t-test			
No.	Question	Gender	Mean	N	T	Sig
1	H2AD	Male	3.5963	200	1.059	.640
		Female	3.4974	95	-1.067	

			t-test			
No.	Question	Gender	Mean	N	T	Sig
1	H2AB	Male	3.6225	200	.223	.655
		Female	3.5947	95	.256	

			t-test			
No.	Question	Gender	Mean	N	T	Sig
1	H2PI	Male	3.4988	200	-1.213	.357
		Female	3.6149	95	-1.262	

			t-test			
No.	Question	Any kids	Mean	N	T	Sig
1	H1AD	Yes	3.6076	79	.071	.016
		No	3.6012	215	.065	

			t-test			
No.	Question	Any kids	Mean	N	T	Sig
1	H1AB	Yes	3.7658	79	-.031	.068
		No	3.7686	215	-.030	

t-test						
No.	Question	Any kids	Mean	N	T	Sig
1	H1PI	Yes	3.5380	79	1.286	.631
		No	3.4140	215	1.259	

t-test						
No.	Question	Any kids	Mean	N	T	Sig
1	H2AD	Yes	3.5696	79	.104	.218
		No	3.5593	215	.100	

t-test						
No.	Question	Any kids	Mean	N	T	Sig
1	H2BA	Yes	3.5696	79	-.434	.282
		No	3.6267	215	-.528	

t-test						
No.	Question	Any kids	Mean	N	T	Sig
1	H2PI	Yes	3.5665	79	.453	.861
		No	3.5205	215	.462	

Anova							
No.	Question	Age	N	Mean	STD. D	F	Sig
1	H1AD	18-22	99	3.6187	.64841	.934	.352
		23-42	176	3.6151	.71557		
		43-62	20	3.4000	.55251		
		Total	295	3.6017	.68357		
Anova							.394

Anova							
No.	Question	Age	N	Mean	STD. D	F	Sig
1	H1AB	18-22	99	3.7727	.72236	1.397	.742
		23-42	176	3.7926	.65707		
		43-62	20	3.5250	.65343		
		Total	295	3.7678	.68037		
Anova							.249

Anova							
No.	Question	Age	N	Mean		F	Sig
1	H1PI	18-22	99	3.3434	.71481	1.869	.345
		23-42	176	3.5156	.75506		
		43-62	20	3.3750	.55902		
		Total	295	3.4483	.73256		
Anova							.156

Anova							
No.	Question	Age	N	Mean		F	Sig
1	H2AD	18-22	99	3.5303	.70735	1.598	.480
		23-42	176	3.6122	.78229		
		43-62	20	3.3125	.61170		
		Total	295	3.5644	.74921		
Anova							.204

Anova							
No.	Question	Age	N	Mean		F	Sig
1	H2AB	18-22	99	3.5303	1.40970	1.598	.480
		23-42	176	3.6122	.72890		
		43-62	20	3.3125	.44868		
		Total	295	3.5644	.99693		
Anova							.204

Anova							
No.	Question	Age	N	Mean		F	Sig
1	H2PI	18-22	99	3.5017	.75443	.401	.652
		23-42	176	3.5668	.79562		
		43-62	20	3.4375	.60630		
		Total	295	3.5362	.76935		
Anova							.670

Appendix B : Correlation Test

Correlations

		COMPUTE HIAD_Mean=MEAN(macbooknongreenproduct1,HP14ckgreenproduct1,Nissannongreenproduct1,Nissangreenproduct1)	COMPUTE H1AB_Mean=MEAN(macbooknongreenproduct2,HP14ckgreenproduct2,Nissannongreenproduct2,Nissangreenproduct2)	COMPUTE HIPI_Mean=MEAN(macbooknongreenproduct3,HP14ckgreenproduct3,Nissannongreenproduct3,Nissangreenproduct3)	COMPUTE H2AD_Mean=MEAN(Dasaniwater1,Treasonwater1,unipallpen1,Pilotpen1)	COMPUTE H2AB_Mean=MEAN(Dasaniwater2,Treasonwater2,unipallpen2,Pilotpen2)	COMPUTE H2PI_Mean=MEAN(Dasaniwater3,Treasonwater3,unipallpen3,Pilotpen3)
COMPUTE HIAD_Mean=MEAN(macbookn ongreenproduct1,HP14ckgreen product1,Nissannongreenprodu ct1,Nissangreenproduct1)	Pearson Correlation	1	.680**	.660**	.577**	.316**	.518**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	295	295	295	295	295	295
COMPUTE H1AB_Mean=MEAN(macbookn ongreenproduct2,HP14ckgreen product2,Nissannongreenprodu ct2,Nissangreenproduct2)	Pearson Correlation	.680**	1	.627**	.504**	.306**	.524**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	295	295	295	295	295	295
COMPUTE HIPI_Mean=MEAN(macbookno ngreenproduct3,HP14ckgreenp roduct3,Nissannongreenproduc t3,Nissangreenproduct3)	Pearson Correlation	.660**	.627**	1	.527**	.423**	.573**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	295	295	295	295	295	295
COMPUTE H2AD_Mean=MEAN(Dasaniwa ter1,Treasonwater1,unipallpen1 ,Pilotpen1)	Pearson Correlation	.577**	.504**	.527**	1	.530**	.820**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	295	295	295	295	295	295
COMPUTE H2AB_Mean=MEAN(Dasaniwat er2,Treasonwater2,unipallpen2, Pilotpen2)	Pearson Correlation	.316**	.306**	.423**	.530**	1	.593**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	295	295	295	295	295	295
COMPUTE H2PI_Mean=MEAN(Dasaniwat er3,Treasonwater3,unipallpen3, Pilotpen3)	Pearson Correlation	.518**	.524**	.573**	.820**	.593**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	295	295	295	295	295	295

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix C: Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.379	.613	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.796	.796	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.829	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.793	.794	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.702	.704	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.847	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.867	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.863	.863	3