



SUSTAINABILITY ADVERTISEMENT EFFECT ON CONSUMERS' BUYING BEHAVIOUR: A STUDY AMONG PALAKKAD DISTRICT

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Abstract: Sustainability advertisement is a tool for communication and it promotes social, economic and environmental benefits of products, services or action through media in order to encourage the responsible behavior of consumers. Conventional advertising is part of the promotion of products and services. Which is one of the 4p's represented in the marketing mix (products, promotion, price, and place). The sustainability marketing mix includes 4c's that is customer solution, communication, customer cost and convenience. Sustainability advertising is used to inform the customers about Sustainability product, services and actions. It is not only focused on environmental issues and the product services itself, but it includes communication about the entire life cycle of the product. Whenever an advertisement campaign is developed and launched as a marketing strategy for a Sustainability product or service, it must be aligned to the objectives defined by the company in the context of sustainability. Sustainability advertising is a part of the promotion of the products and it is in order to encourage the responsible behaviour of consumers. The main emphasis of the study is to understand the Sustainability effect on buying behaviour and environmental orientation of consumers. For collecting primary data questionnaire is used to collect samples of 90 consumers were selected through convenience sampling. The collected data were analyzed by using SPSS.

Index Terms - Sustainability advertisement, communication, products, services, marketing mix

I. INTRODUCTION

Advertising is powerful communication force, highly visible and one of the most important tool for marketing communication that helps to sell products, services, ideas, images etc. the advertisements are seen in newspapers, magazines, on television, on internet and are heard on radio. The average consumer is exposed to a large number advertisement every day. It will continue to make their presence felt in our lives in many unsuspecting ways because of changes in our perception, impression, feelings, attitude and behavior. Advertising consists of all activities involved in presenting a non-personal, oral or visual, sponsored message regarding a product, service or idea. This message called an advertisement is disseminated through one or more media and paid for by an identified sponsor. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its products qualities, place of availability of its products etc. Advertisement is indispensable for both the sellers and buyers. In modern age of large scale production, producers cannot think of pushing sale of their products without advertising them.

In the present era, the environment movement throughout the world has expanded. The most of the people realize that human race does not take care of the world's environment; there will not be a world worth living for future generations. Sustainability advertisement is relatively new concept in marketing point of view. Sustainability advertisement is a communication tool and it's promoting social, economic and environmental benefits of products, services or action through media in order to

encourage the responsible behaviour of consumers. Conventional advertising is part of the promotion of products and services. Which is one of the 4p's represented in the marketing mix (products, promotion, price, and place). The sustainability marketing mix includes 4c's that is customer solution, communication, customer cost and convenience. Sustainability advertising is used to inform the customers about Sustainability product, services and actions. It is not only focused on environmental issues and the product services itself, but it includes communication about the entire life cycle of the product. Whenever an advertisement campaign is developed and launched as a marketing strategy for a Sustainability product or service, it must be aligned to the objectives defined by the company in the context of sustainability. Some of the common objectives of marketing communications are: generating awareness, informing consumers, reminding consumers, persuading consumers, reassuring consumers, motivating and rewarding consumers and connecting with them. These are the basis for more specific objectives of sustainability advertising with the emphasis on environmental and social aspects. Thus, it incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, and modifying the marketing communications. Research results show that, environmental impact of products and services may influence consumer behavior. Consumers are likely to choose one brand over another because of their impact to the natural environment. They are also more likely to pay a premium to products, which are environmentally safer.

II. NEED AND SIGNIFICANCE

The consumer's interest all over the world regarding protection of environment is now fast growing. Worldwide evidence indicates that people are more concerned about the environment and they are changing their behavior. The study is to analyse the sustainability advertisement effect on consumer buying behavior and environment orientation.

III. STATEMENT OF THE PROBLEM

Sustainability advertising is a part of the promotion of the products and it is in order to encourage the responsible behavior of consumers. The main emphasis of the study is to understand the Sustainability effect on buying behavior and environmental orientation of consumers.

OBJECTIVES

- To know the relationship between Sustainability advertisement and buying behavior.
- To study whether the Sustainability advertisement make consumers environment oriented.

IV. HYPOTHESES

Ho: There is no significant association exists between Sustainability advertisement and buying behavior

Ho: There is no significant association between Sustainability advertisement and environmental orientation.

Ho: There is no gender wise difference in the purchase behavior of individuals on sustainable advertising products.

V. METHODOLOGY

The present research is based on the primary and secondary data which is descriptive in nature. For collecting primary data questionnaire is used. Samples of 90 consumers were selected through convenience sampling. The secondary data were collected from various sources such as books, journals and internet. The tools for analysis were percentage, chi square and t test.

VI. ANALYSIS AND INTERPRETATION

Table 1: **Good image**

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	strongly disagree	6		6.7	6.7
	Disagree	3	3.3	3.3	10.0
	Neutral	26	28.9	28.9	38.9
	Agree	30	33.3	33.3	72.2
	strongly agree	25	27.8	27.8	100.0
	Total	90	100.0	100.0	

Source: Primary Data

This above table shows consumers buying behaviour towards sustainability advertisement. 33 percentages of people agree with the statement that it provide good image to consumer and 28 percentages strongly agree with this.

Table 2 : **Preserve the earth**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	11	12.2	12.2	12.2
	disagree	3	3.3	3.3	15.6
	neutral	7	7.8	7.8	23.3
	agree	28	31.1	31.1	54.4
	strongly agree	41	45.6	45.6	100.0
	Total	90	100.0	100.0	

Source: Primary Data

This above table shows that 46 and 31 percentages of consumers buy sustainability advertisement product with the aim to preserve the earth.

Table 3: Sustainability advertising have a better performance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	11	12.2	12.2	12.2
	disagree	8	8.9	8.9	21.1
	neutral	24	26.7	26.7	47.8
	agree	31	34.4	34.4	82.2
	strongly agree	16	17.8	17.8	100.0
	Total	90	100.0	100.0	

Source: Primary Data

From the above table 34 percentages of consumers are agreed that sustainability advertisement have better performance than conventional advertisement.

Table 4: Sustainability advertising is valuable to society

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	10.0	10.0	10.0
	Disagree	6	6.7	6.7	16.7
	Agree	37	41.1	41.1	57.8
	strongly agree	38	42.2	42.2	100.0
	Total	90	100.0	100.0	

Source: Primary Data

From the above table 41 and 42 percentages of consumers are agree and strongly agree with sustainability advertising is valuable to society.

Table 5: Shows environmental concern

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	3.3	3.3	3.3
	disagree	15	16.7	16.7	20.0
	neutral	12	13.3	13.3	33.3
	agree	46	51.1	51.1	84.4
	strongly agree	14	15.6	15.6	100.0
	Total	90	100.0	100.0	

Source: Primary Data

From the above table indicates 51 percentages of people agree with sustainability advertisement shows environmental concern.

Table 6: Strengthens company image

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	6.7	6.7	6.7
	Disagree	12	13.3	13.3	20.0
	Neutral	18	20.0	20.0	40.0
	Agree	34	37.8	37.8	77.8
	strongly agree	20	22.2	22.2	100.0
	Total	90	100.0	100.0	

Source: Primary Data

From the above table 38 percentages of consumers are agreed with sustainability advertisement strengthens company image and 22 percentages are strongly agree with this.

Table 7: sustainability advertisement is Effective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	10.0	10.0	10.0
	disagree	3	3.3	3.3	13.3
	neutral	30	33.3	33.3	46.7
	agree	34	37.8	37.8	84.4
	strongly agree	14	15.6	15.6	100.0
	Total	90	100.0	100.0	

Source: Primary Data

The table indicates that 38 percentages of consumers are agreed with the opinion of sustainability advertisement is effective.

Table 8: Good business practice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	6.7	6.7	6.7
	Disagree	9	10.0	10.0	16.7

	Neutral	27	30.0	30.0	46.7
	Agree	30	33.3	33.3	80.0
	strongly agree	18	20.0	20.0	100.0
	Total	90	100.0	100.0	

Source: Primary Data

The above table shows 30, 33 and 20 percentages of consumers are neutral, agree and strongly agree with the sustainability advertisement is a good business practice.

Table 9: Green products are safe to use					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	12	13.3	13.3	13.3
	disagree	18	20.0	20.0	33.3
	neutral	35	38.9	38.9	72.2
	agree	20	22.2	22.2	94.4
	strongly agree	5	5.6	5.6	100.0
	Total	90	100.0	100.0	

Source: Primary Data

From the above table most of the consumers are neutral about green products are safer to use.

Table 10: Effective at addressing environmental problems					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	12	13.3	13.3	13.3
	Disagree	3	3.3	3.3	16.7
	Neutral	18	20.0	20.0	36.7
	Agree	43	47.8	47.8	84.4
	strongly agree	14	15.6	15.6	100.0
	Total	90	100.0	100.0	

Source: Primary Data

From the above table 48 percentages of consumers agreed with sustainability advertisement is effective at addressing environmental problems.

Table 11: Sustainability advertising is trust worthy					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	6.7	6.7	6.7
	disagree	9	10.0	10.0	16.7
	neutral	32	35.6	35.6	52.2
	agree	23	25.6	25.6	77.8
	strongly agree	20	22.2	22.2	100.0
	Total	90	100.0	100.0	

Source: Primary Data

From the above table more consumers are neutral with sustainability advertisement is trust worthy.

Table 12: Sustainability advertising result in higher price					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	3.3	3.3	3.3
	Disagree	12	13.3	13.3	16.7
	Neutral	26	28.9	28.9	45.6
	Agree	39	43.3	43.3	88.9
	strongly agree	10	11.1	11.1	100.0
	Total	90	100.0	100.0	

Source: Primary Data

Above table indicates that 43 percentages of consumers are agreed with sustainability advertising result in higher price for products.

Table 13: Persuade people to buy products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	6.7	6.7	6.7
	disagree	15	16.7	16.7	23.3
	neutral	35	38.9	38.9	62.2
	agree	25	27.8	27.8	90.0
	strongly agree	9	10.0	10.0	100.0
	Total	90	100.0	100.0	

Source: Primary Data

The above table shows the environmental concern persuade people to buy products. Most of the consumers are neutral about this statement.

Table 14: Solve environmental problems					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	12	13.3	13.3	13.3
	Neutral	20	22.2	22.2	35.6
	Agree	46	51.1	51.1	86.7
	strongly agree	12	13.3	13.3	100.0
	Total	90	100.0	100.0	

Source: Primary Data

The above table indicates that 51 percentages of people agreed with sustainability advertisement helps to solve environmental problem.

Table 15: More loyal					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	15	16.7	16.7	16.7
	Disagree	17	18.9	18.9	35.6
	Neutral	18	20.0	20.0	55.6
	Agree	24	26.7	26.7	82.2
	strongly agree	16	17.8	17.8	100.0
	Total	90	100.0	100.0	

Source: Primary Data

The above table shows that consumers are more loyal to products from companies that practice sustainability advertisement.

Table 16: Product causes least pollution					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	17	18.9	18.9	18.9
	Neutral	8	8.9	8.9	27.8
	Agree	12	13.3	13.3	41.1
	strongly agree	53	58.9	58.9	100.0
	Total	90	100.0	100.0	

Source: Primary Data

This table shows consumer environmental orientation. 59 percentages of consumers are choose product that cause least pollution.

Table 17: Excessive Packaging					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	17	18.9	18.9	18.9
	Neutral	20	22.2	22.2	41.1
	Agree	40	44.4	44.4	85.6
	strongly agree	13	14.4	14.4	100.0
	Total	90	100.0	100.0	

Source: Primary Data

From the above table shows consumers opinion about excessive packaged product. Most of consumers are avoid excessive packaged product.

VII. HYPOTHESIS TESTING

Ho. There is no significant relationship between buying behavior and sustainability advertisement

Table 18: Test Statistics		
	buying behavior of respondents	sustainability advertisement
Chi-Square	83.867 ^a	31.333 ^b
df	11	19
Asymp. Sig.	.000	.037

Source: Primary Data

The calculated value is less than table value. Hence null hypothesis is rejected. This means there is significant relationship between buying behaviour and sustainability advertisement.

Ho. There is no significant association between sustainable advertisement and environmental orientation

Table 19: Test Statistics		
	sustainability advertisement	environment orientation
Chi-Square	31.333 ^a	13.600 ^b
df	19	13
Asymp. Sig.	.037	.403

The calculated value of Chi-square is more than the table value. Hence Null Hypothesis is accepted. This means there is no significant association between sustainable advertisement and environmental orientation.

Ho. There is no significant difference in the purchase behavior of individuals on sustainable advertising products based on gender

Table 20: Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
good image	Equal variances assumed	.316	.576	1.491	87	.139	.352	.236	-.117	.820
	Equal variances not assumed			1.496	86.698	.138	.352	.235	-.116	.819
preseve the earth	Equal variances assumed	5.938	.017	1.327	87	.188	.377	.284	-.187	.941
	Equal variances not assumed			1.350	84.231	.181	.377	.279	-.178	.932
attention to eco friendly advertising	Equal variances assumed	5.965	.017	.767	87	.445	.211	.276	-.337	.759
	Equal variances not assumed			.779	84.603	.438	.211	.271	-.328	.751
unplanned decision in a super market	Equal variances assumed	1.680	.198	.743	87	.460	.156	.209	-.261	.572
	Equal variances not assumed			.737	81.508	.463	.156	.211	-.265	.576
sustainability advertiing have a better performance	Equal variances assumed	.667	.416	2.082	87	.040	.536	.258	.024	1.049
	Equal variances not assumed			2.091	86.866	.039	.536	.257	.026	1.046

Source: Primary Data

The above table shows group statistics for the gender wise difference in the purchasing behavior of individuals on sustainable advertising products. Table shows the Independent Samples Test-t-test for Equality of Means. The result is insignificant at 95% confidence interval. Here Null Hypothesis is accepted that is there is no difference in the purchasing behavior of individuals on sustainable advertising products gender wise.

VIII. FINDINGS

- There is significant relationship between sustainability advertisement and buying behaviour.
- There is no gender wise difference in the purchase behavior of individuals on sustainable advertising products.
- There is no relationship between sustainability advertising and environment orientation
- Most of consumers are agreed that sustainability advertisement have better performance than conventional advertisement.
- Most of consumers agreed with sustainability advertisement are effective at addressing environmental problems.
- Consumers are more loyal to products from companies that practice sustainability advertisement.

IX. CONCLUSION

A strong sustainability strategy includes understanding how the company impacts the people and environment in which it operates and consciously applies sustainable practices throughout every element of its business. This project reveals that there is an association between sustainability advertisement and buying behaviour not to environment orientation. The sustainability advertisement is effective tool for addressing environmental problem because advertisement is the most glamorous element of promotion mix it aims at attracting the ultimate consumers.

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