

# The Persuasive Effect of Green Advertisement: An Analytical Enquiry

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## ABSTRACT

*The premise of the present research is to analyse the persuasive effect of green advertisement. The persuasive mode of green advertisement strategy is normally practicing by manufacturers of green products. The market of green products is witnessing an upward trend in India, at the same time the persuasive-green-advertisements from manufactures are also an increasing trend. The claims in persuasive advertisements are intended not only to contribute knowledge to consumers but also to persuade them for positive action. But most of such claims in green advertisements are self-claims of manufacturers and usually lacking the proper evidence to support such claims. Hence, there is a pertinent gap existing in between the persuasive effect of green advertisement, its efficiency to convince the consumers and the action of consumers. Therefore, the objective of the present research is to ascertain the prominent determinants that contribute persuasive effect on consumers, identify the credibility of green advertisement claims and analyse the persuasive effect that result the positive action of consumers. The research is partially analytical and partially descriptive, conducted at Kollam Corporation area in Kerala State. The judgemental sampling technique has used to obtain the primary data and the researcher has given extreme care to get a coherent representation of various elements of demographic profile in the research. The questionnaire comprises the designated variables found in the literature review and collected 132 samples. A hypothesized model with nine hypotheses is framed with the help of literature review and analysed it with path analysis. The major findings shows that there are three determinants that creates persuasive effect on consumers, they are: the ingredient used in the products are natural or original, the claim is evidently revealed about harmlessness of products to the prevailing environment and celebrative endorsement effect. Therefore, a green advertisement claim with these variables including the sufficient evidence*

*to support such claim would create the persuasive effect on consumers. The consumers are somewhat believed the credibility of green advertisement. The advertising claim has significant relationship with the consumers' state-of-affairs of emotion, logic and credibility, these has direct and indirect effect on positive action of consumers. Once the logic and credibility created through the persuasive advertisement, it would result direct and positive action of consumers. The emotion has an indirect influence on positive action of consumers. Therefore, the implication of the evidence will be beneficial to manufacturers, consumers', and the society as a whole.*

## Keywords

*Persuasive advertisement, green product, self-claim and celebrative endorsement*

## INTRODUCTION

In order to be competitive in today's market place, majority of firms are utilizing the opportunity of green products initiatives of consumers. Over the past decades, the environmental problems have fuelled the interest of consumers' in preserving the environment. It resulted in the demand of green products and it developed the horizon of business-opportunity. The relevant opportunity is exploiting by manufacturers to produce and market green products and at the same time they try to grab the market share through persuasive advertisement. Persuasive advertisement of green products is a strategy that aims to persuade consumers for buying a particular green product(s); especially the market is with several other products in the same category. It also deploys for encouraging a trail purchase of consumers and remains favour to a particular brand through creating the brand image.

An effective persuasive green advertising programme delivers consumers with essential evidences to support

their decision making. So, consumers are getting along with the information of products and act accordingly. Hence, green advertisement especially in the persuasive format will have more effective in providing information than the generic advertisement (Amaldoss & He, 2009). There are numerous reasons a company may plead with persuasive green advertisement, it envisioned to deliver persuasively valuable insights and shape a sense of collaboration and engagement with consumers (Story, 2007).

## LITERATURE REVIEW

Mondak and Roy (2014) indicated that since two decades, the Indian middle class consumers become more conscious about environment. It has reflected in many surveys including the 2012 Geendex survey. This situation invites more green products in Indian markets, which in turn resulted to persuasive advertisement of manufactures. It is peculiar to note that green products in Indian markets are driven by green claims of manufacturers, without having proper evidence to support such claims. But in the case of some other countries, the government, industry and civil society organisations are working together to promote green products, but such initiative is absent in Indian market. Moreover, the eco-labelling scheme of green products is also less attractive in Indian market. In the literature, the researcher identifies that the green products market is growing along with the information dissemination through persuasive communication and consumers' interest to use green products.

The persuasive advertisement is used to promote green products. Tactlessly there is no prevalent agreement on what accurately makes a product green. Some universal guidelines include that: products are originally grown, products those are recyclable, reusable, biodegradable, with natural ingredients, having non-toxic chemicals or with approved chemicals, using the eco-packing, non-polluters and the products that will not make unnecessary cruelty on animals. The persuasive green advertisements may claim one or more variables of the green product guidelines to attract consumers' (Varma, 2012).

The green consumer has been taking initiation to avoid products that danger to their health, cause damage to the environment during its manufacturing, use or disposal. (Elkington, 1989). According to Jacquelyn Ottman (1991) green consumer takes purchase decisions of green products through a clear evaluation of the raw materials used for the production, form where the manufacturer collected the raw materials and what its potential impact on the environment. Normally, green consumers do

patronize manufacturers and retailers and trust the good manufacturers and they boycott the suspected polluters.

Banerjee, Gulas, and Iyer (1995) specify that a green advertisement is one that evidently shows the relationship between a product and the environment and it should be in a way to stimulate green lifestyle of consumers and to improve their socially responsible corporate image. According to Carlson et al. (1996) green advertising is intended to promote the environmental awareness to the concerned and stimulating the demand of green products. Awad (2011) observed that green advertising is a platform that conveys producers claims or environmental claims about their products. The claims should be evaluated not only in the final product, but also on the resources used in production, packaging, distribution, and disposal. In this competitive market environment, more and more companies are trying to show the competency to match with green concept so prudently to protect the environment and health of people.

The core of persuasive advertisement is the persuasion content in it. Therefore, persuasion is the sum total of influence. Hence it can attempt to influence a person's belief, attitude, intention, motivation or behaviour. In business, persuasion is the process intended to change a person's (or a group's) attitude or behaviour towards some event, idea or object, by written or spoken words to convey information, feelings, reasoning or a combination thereof. The belief is the state of mind, which is mainly comprising of the rationality of belief, justification, concept of truth, opinion in the form of judgement and viewpoint. Here knowledge is stating by means of awareness. Moreover, description about anything is based on experience and education of the person. The attitude is an expression of favour or disfavour towards a person, place, thing or event. An attitude can be positive or negative evaluation. Consumers have intention to purchase green products, here intention is a mental state that represents a commitment to carrying out an action or actions in future. Intention involves mental activities such as planning and forethought. By abridge, motivation represents the reason for people's actions desires and needs. So, a persuasive advertisement should manage these variables(Wiki, 2016).

Marketers generally use persuasive advertisements with a view to increase the demand for their goods. It is using to persuade the target audience to buy their products through changing the customers 'existing mode of consumption and to develop customer loyalty. In case of persuasive advertisement, it is highly competitive when there are

number of similar products are available in the market and competing to capture more market share, so the winning products will differentiate itself and logically expose its benefits to consumers (Boundless, 2016). The king-pin of the persuasive advertisement is to employ an informational appeal to consumers, which creates attitudinal change of consumers and buy the product (Pinto, 2000). In social psychology, there is a positive effect on consumers, when the message in its persuasive process (Debobra & Prashant, 2013). So, persuasive advertisement is intended to the attitudinal change of consumers and builds their attractiveness towards green product(s). McGurie and William (1985) has identified consumer attractiveness due to the familiarity, similarity and likability of the source

The credibility is the most important components of a persuasive message, because credibility is influencing the real outcome of persuasive message (Perloff & Richard, 1993). Any advertisement pays credibility in its advertising message, then it plays an important role to shape the attitude of consumers (Thorson & Esther, 1996). According to Hovland, Carl Weiss (1951) the effectiveness of any message depends upon the credibility of the source. It is found that, in the case of credibility, print advertising is more credible, interesting, useful and believable than other media available for advertising, at the same time print advertising is less expensive, less annoying and offensive to consumers (Haller, 1974; Somasundaram & Light, 1991). Therefore, persuasion is much effective, if it contains the credibility. The credibility of a firm or a person who delivers the message will increase the effectiveness of persuasion. It could find in the study of Yalch and Elmore (1984) that, greater credibility connected with a firm creates greater expertise of them and it leads to greater consumer persuasion.

Twenty years ago Marian Friestad and Peter Wright published 'The Persuasion Knowledge Model (PKM) and states how people cope with persuasion attempts. The PKM presents a model of how people's persuasion knowledge influences their responses to persuasion attempts. The PKM originally focused on how three knowledge structures interact to shape and determine the outcomes of persuasion attempts. The first one is the 'persuasion knowledge' and the second is 'the agent knowledge' (which means: belief about the traits, competencies and goals of the persuasion agent such as an advertiser or salesperson). The third knowledge structure is 'topic knowledge' (means: belief about the topic of the message such as product, service, social cause or candidate). Therefore, the soul of the persuasion

knowledge enables that a person to recognize, analyse, interpret, evaluate and remember persuasion attempts and to select and execute coping tactics believed to be effective and appropriate. Further, each of these three structures contains additional considerations, like: beliefs about psychological mediators (remembering, liking...etc), belief about marketers' tactics, belief about one's own coping tactics (eg: ignoring, discounting, support arguing), belief about effectiveness and appropriateness of marketers' tactics and belief about marketers persuasion goals and one's own coping goals (Friested & Wright, 1995).

The price of green products may be a little higher than its conventional alternatives. Mostly, Indian consumers are price sensitive, the persuasive dissemination of information regarding the downward escalation of green product price may be an attracting feature of green consumers. Similarly, the brand image, the strategic distribution efficiency of firm gets its own weightage in the minds of consumers (Varma, 2012). The persuasive communication relates to the third party endorsement or 'eco-seals' or eco-certification of products may influence the attitude of consumers. In India eco-certification of green products did not plough much attraction of consumers (Modak & Roy, 2014). The respective theme is substantiated by the studies of Cone (2011) which revealed that an absolute effectiveness of eco-seals in persuasive advertisement was not fully measured. Because the eco-seals are multiplying and it creates a gap in the knowledge of consumers (Bounds & Gwendolyn, 2009).

The communication about energy star label products and its efficiency in terms of energy saving and saving money over the lifetime of such products, may get attention of consumers. A survey in 2009 found that consumers are positively perceiving such energy label communication. Apart from it, third-party certification of products or government certification will also serve as a motivating factor to attract consumers (Brook, Crop, & Com, 2012).

## THE PROBLEM STATEMENT

In India, green products got its momentum since last two decades and majority of manufactures have been capitalizing this opportunity by producing and distributing green products. The market of green products is witnessing an upward trend in India, at the same time the persuasive green advertisements from manufactures are also an increasing trend. The claims in persuasive advertisements are intended not only to contribute knowledge to consumers but also to persuade them for positive action. But most of such advertisement claims are

normally lacking the proper evidence to support. Hence, there is a pertinent gap existing in between the persuasive effect of green advertisement, its efficiency to convince the consumers and the action of consumers. Therefore, it is essential to map consumers about their assessment towards the prominent determinants that contribute the persuasive effect of green advertisement and their version of identifying the credibility of green advertisements and their positive action towards such claims.

## OBJECTIVES OF THE STUDY

- To ascertain the prominent determinants to contribute the persuasive effect.
- To identify the credibility of claim in green advertisement.
- To analyse the persuasive effect of green advertisement that plough positive action.

## THEORETICAL FRAMEWORK AND HYPOTHESES FORMULATION

The persuasive advisement has to have persuasiveness in its advertising claim. According to Friested and Wright (1995) manufactures are analysing, interpreting, evaluating and remembering their persuasion attempt and execute a tactics in connection with their persuasive pattern, which they believed to be effective and appropriate. In accordance with Carlson et.al (1993) the green advertising claims from manufacturers can be divided into five different types. The first one explains about the 'product orientation'. It explains the attribute of a product, an example is saying biodegradable. The second is the 'process orientation'. It reveals the internal production methods or disposal methods that a company adopts, example is saying that recycled materials used to produce the product. The third one is the 'image orientation', here the organisation tries to build their image. The forth one is the 'environmental fact', which not only demonstrates the organisation's concern about the natural environment and their commitment towards the same but also states the environmental facts. The last one is the 'combination', it denotes a summated approach of one or more variables listed above. The persuasive advertising is intended to influence the beliefs, attitudes and behaviour of consumers. The output of the persuasive claim normally resulted as emotional appeal, logical appeal and credibility appeal to consumers, which tries to modify or change the attitudes of consumers favourably towards green products. So, the researcher identified the variables in the persuasive advertisement are: product

orientation, process orientation, environmental fact, combination factor and personal factors of consumers.

The persuasive strategy used by advertisers through Pathos (an appeal to emotion), Logos (an appeal to logic or reason) and Ethos (an appeal to credibility or character (Ncte, 2009)

The pathos is an appeal to emotion. The emotional appeal will attempt to induce an emotional response in the consumers' of green products. Emotional appeal is including positive emotion, like happiness and negative emotions, like pain. It also includes the emotions such as fear or guilt and image enjoying using a product (Ncte, 2009). The dramatic emotional appeals are progressively used to fetch attention of consumers through the demonstration of green products to consumers (Moore & Harris, 1996). There are several emotional- based appeals like- fear, shock and guilt are common examples, which are specifically using as advertising tactics to persuade people (Ghingold, 1981). The consumers are stimulated to use green products due to their concern over environmental and health protection and supplemented it with their fear of use non-green products. Moreover, consumers are enjoying by using green product and consumers feel that green products reveals good quality (Varma, 2012). At the same time, green consumer has been taking initiation to avoid products that endanger to their health and cause damage to the environment during its manufacturing, use or disposal. (Elkington, 1989).The variables identified in the emotional appeals are that consumers fear of using non-green products, the demonstration effect of green products, the quality assigned to products, consumers' mental state of affairs of green life-style by use of green products and consumers' consciousness about the environmental facts.

The logos is an appeal to logic and it also in the form of an appeal to reason. A persuasive advertisement with an appeal to logic will provide proper evidence and statistics to consumers and makes them understand about the worthiness the green product. Because, the appeal to logic reveals the 'straight facts' (Ncte, 2009). The logic reason includes price factor of green products. It is a normal thought that green product price is a little bit higher than its conventional alternatives. So, a price acceleration downwardly without compromising the attributes of green products is a logic reason, which can be delineated in the claim of manufacturer to attract consumers (Varma, 2012).So reduction of price in connection with the green product is a persuasive factor. The pricing tactics persuasion knowledge (PTPK) explains the

communication of attractive pricing method would grab the attention of consumers (Hardesty, Bearden, & Carlson, 2007). If manufacturer provides the proper evidence to support their advertising claim, then the communication is an appeal to logic reason. The capability of green manufacturer in terms of having the product excellence while reducing or avoiding its negative impact on environment and health of consumers would be attractive to consumers. It is clear that green consumers are not only considering the image of green products but also assess the ingredients used in the green products. Besides, the eco-label certification of green products may plough the attention of consumers, unfortunately it does not get much attention in India. But manufacturers use it as a logic for their advertisement (Modak & Roy, 2014). The variables identified in the appeal to logic or reason are the brand image of green products, image of company, supply of proper evidence to support the persuasive advertisement claim, the eco-labelling of green products and the ingredient used to produce green products.

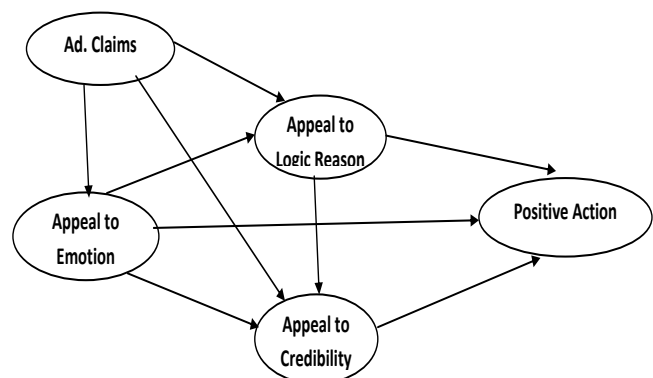
The ethos is an appeal to credibility or character. The credibility theme like: reliability of information, credible support and truthfulness. An advertising claim representing with one or more of these attributes will fine-tune consumers' positive attitudes towards green products. It also includes the statistics from reliable experts or celebrity endorse (Ncte, 2009). When the time consumers not only have the sufficient information to understand about the offer placed by manufacturer but also they feel that there is no trouble in understanding the message. Then, it turned to be a positive action from consumers (Bearden, Hardesty, & Rose, 2001). The research by Kelm and Herbert (1961) summerized that the more credible the message source, the more effective the advetising appeal and more likely the attitudinal change of consumers will take place. The reliance in the information conveyed by manufacturer creates credibility. The credibility can be created with the help of truthfulness of persuasive information from manufacturers (Obermiller & Spangenberg, 1998). Normally, the print media and visual media are utilizing the possibility of celebrative endorsement. The most literature connected with the relevant subject is evaluated based on the lifestyle and persuasive effect of the celebrity. The source of expertise in the field of product class endorsed is one of the celebrative characteristics that influence communication (Mccracken, 1989). A classical green marketing denotes to the expertise of a manufacturing firm in producing green products by setting up new standards to green rather than its substitutes available in the market (Grant, 2008). The green products companies must create message which

should clearly specify that the product is better than the conventional alternatives, means it should specify a products ecological soundness to create the credibility (Bonini & Oppenheim, 2008). The green initiative can occur from the socially responsible firm. Apart from it, the government intervention to certify or authenticate green products will increase the credibility (Varma, 2012). The green image is measured the corporate social image according to the dimensions of reputation and credibility (Chen, 2008).

The researcher has identified variables from the literature are: reliance of the information conveyed, production expertise, celebrative endorsement, social responsibility of the firm and government certification of green products.

The green advertisement has its own impact on the variables of emotion, logic and credibility. The positive result of these variables may result in purchase of green products by consumers. Friest and Wright (1994) the pertinence of persuasive green advertisement is to be measured in the sense of its fairness, respectfulness and ethically viable aspects. The believable, positive persuasive effect invokes the right perception of consumers. It may result in purchase of product(s), creating loyalty, repeat purchase, positively perceive the effect only and consumer can be in the role of opinion leader. Therefore the variables in the positive effect of advertising action of consumers are: Purchase as end action, build the loyalty, confirming the repeat purchase, positive perception only, and opinion leader.

As mentioned above, researcher has identified 25 variables in connection with Advertising claim, Appeal to logic reason, Appeal to emotion, Appeal to credibility and Positive Action. The relationship of variables are evaluating with help of nine hypotheses.



Source: Literature review  
 P Action: Positive Action

The theoretical framework gives deliberations to the following research hypotheses:

H1: The persuasive green advertisement claim will have positive and direct effect on appeal to emotion.

H2: The persuasive green advertisement claim will have positive and direct effect on appeal to logic or reason.

H3: The persuasive green advertisement claim will have positive and direct effect on appeal to credibility.

H4: The appeal to emotion will have positive and direct effect on appeal to logic or reason.

H5: The appeal to emotion will have positive and direct effect on appeal to credibility.

H6: The appeal to emotion will have positive and direct effect on the consumer action.

H7: The appeal to logic or reason will have positive and direct effect on appeal to credibility.

H8: The appeal to logic or reason will have positive and direct effect on the consumer action.

H9: The appeal to credibility will have positive and direct effect on consumer action.

## RESEARCH METHODOLOGY

The relevant research displays partially descriptive and partially analytical approach. The study depends on the variables derived from the literature review as well as unstructured discussion with consumers of green products who are exposed to persuasive green advertisements, because according to Ajzen (1985) quotes that the behaviour outcomes of people are based on the attitudes and beliefs with the help of individual experience and subjective norms. Moreover, Fei stand and Wright (1995) and Hardesty and Rose (2001) developed their research scale based on the identified initial pool of consumers by interviewing them in their language about the persuasive theme.

The research of Modak & Roy (2014) outlined that urban middle class consumers in India are the significant users of green products. Therefore, the relevant study carried out at Kollam Corporation area in Kerala State. The research has relied on both primary and secondary data. But primary data is the major inputs for the study.

Due to the specificity of the topic, the researcher acknowledged the difficulty of the subjects of the study through probabilistic sampling method. Though the consumer movements is popular, it very difficult to get the details of those people who were the subjects of the present study. Hence the researcher identified the respondents through an inspection method by visiting shop premises which sell green products. Therefore, Judgemental Sampling method has been employed for the study and in order to have a better result, the researcher has given extreme care to get a coherent representation of various elements of demographic profile in the research and the researcher also took maximum care to avoid any potential bias in the sampling identification.

So as to confirm the scale items, a pre-testing of selected respondents ( $n=20$ ) was conducted prior to the final survey. The large sample size of 132 responses has taken for the study, because the final survey was conducted among 132 consumers of green products in the proposed location and who were exposed to persuasive green advertisement. The researcher was taken maximum effort to eschew the outliers or extreme responses.

A questionnaire comprising different facets of the study. The relevant questionnaire comprised of five sections. The first section of the questionnaire was seeking the demographic profile of the respondents along with the necessity of green advertisement to update knowledge of consumers. The second section with statements of eight identified variables and measured it with five point Likert scale, to identify the prominent determinants that contribute persuasive effect of green advertisement. The five point Likert scale was with strongly agree, agree, neither agree nor disagree, disagree and strongly disagree. The linear regression tool was used to identify prominent determinants that contribute persuasive effect of green advertisement. In the third section, it was asked a question to map consumers' general perception towards the credibility of green advertisement.

In order to analyse the persuasive effect green advertisement that plough positive action of consumers, the researcher identified 25 variables from the literature review. Therefore, the forth section disclosed with statement of 25 variables and valued these variables with seven point scale Likert scale. The scale measures were: strongly agree, agree, moderately agree, neither agree nor disagree, moderately disagree, disagree and strongly disagree. The 25 variables were summated under five heads and each head with a summation of five variables. The variables summated under five heads were based literature review. The five heads were 'advertising claim

of manufactures', consumers perception as: 'the emotional appeal', 'the appeal of credibility', and 'the appeal of logic or reason' and shown the last head as 'positive action of consumers'. The persuasive advertising claim strategy of green product manufacturers were being perceived by consumers, either it as an influence on their emotional factors or it may turned a logic to buy or it may transformed into credibility thought of consumers and finally it may result to the positive action of consumers. Therefore, to identify the persuasive effect that plough positive action of consumers, nine research hypotheses was set and to be tested the relationship among them shown in the hypothesized model. The path analysis has been used for to test the research hypothesis. The fifth and last section, a question was asked to know the influence of persuasiveness in the green products advertisement in their purchase decision.

The study has been relied with the help of statements comprising of the identified variables and measured it through Likert scale. Therefore, the researcher has conducted the Cronbach's alpha test to prove its reliability. The data be gathered were evaluated by entering them into Microsoft Excel Spreadsheet and used SPSS (21) software to analyse the data.

### ANALYSIS AND FINDINGS

The demographic profile shown that 68 percentage of respondents were belonging to the age group of 30-49 and 19 percentage were having the age of above 50. Out of the total respondents, 57 percentage were female. The qualification level revealed that 94 percentages of respondents were having degree or above qualification. The 42 percentage of respondents were having their income between Rs.30,000-50,000, whereas the income 17 percentage were above Rs.50,000. In the case of occupation, 33 percentage were working in services sector, 23 percentage were house-wives and 18 percentage were self-employed. The analysis of demographic profile is disclosing that the data used in the study has the coherent representation of various elements of demographic profile. It is identified that 91 percentage of respondents were agreed the green advertisement is necessary to update their knowledge from time to time, whereas nine percentage were in neutral position.

In order to ascertain the prominent determinants that contribute the persuasive effect on green consumers, the eight variables were identified and loaded for reliability test. The Cronbach's alpha value was .803, it revealed that

the eight variables have relatively very high internal consistency and it shown the sufficiency to conduct further analysis. These variables have opted for linear regression analysis to predict the value of the dependent variable- that 'the advertisement of green product influence the purchase decision of consumers' from the eight predictor variables chosen for the study.

**Table 1 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 <sup>a</sup>	.748	.732	.515

Source: Primary data

The model summary table-1 provided the *R* and *R*<sup>2</sup> values. The *R* has a value of .865 and it has represented the correlation between eight predictor variables chosen in connection with the depended variable. The value *R*<sup>2</sup> is .748, which indicates that the eight predictor variables can account for 74.8 percentage variation in the influences of purchase decision due to advertisement. This ultimately means that only 25 percentage of variation in purchase decision cannot be explained by the eight predictor variables alone. So, it reveals the sufficiency of the predictor variables chosen for the analysis.

**Table 2 ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	97.050	8	12.131	45.674	.000 <sup>b</sup>
Residual	32.669	123	.266		
Total	129.720	131			

a. Dependent Variable: Advertisement of green products influence my purchase decision

Source: Primary data

The table-2, ANOVA shows the various sum of squares, which described in the table-1 and degree of freedom associated with each. The ANOVA revealed the significantly good degree of prediction of the outcome variable. Therefore, it could find the suitability of regression model for significantly better to predict the prominent determinants that contribute persuasive effect. In order to assess the individual contribution of predictor variables co-efficient table-3 attached below.

**Table-3 Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.515	.375		-1.372	.173
Attracted due to Price and Brand image of green product.	-.113	.096	-.086	-1.181	.240
Like to buy products with recycled contents and can able to reuse.	.014	.053	.019	.256	.798
Like products that made with approved chemicals	.046	.061	.048	.765	.446
1 Use the credibility of claim in the Advertisement	.065	.036	.086	1.811	.073
The Eco-certification or quality certification of product	.027	.049	.031	.547	.585
The product with natural and originally grown ingredient	1.043	.065	.883	16.122	.000
Buy product that should not pollute the environment	-.099	.048	-.142	-2.091	.039
Celebrative endorsement effect of advertisement	.120	.059	.099	2.032	.044

a. Dependent Variable: Advertisement of green products influence my purchase decision

Source: Primary data

The table-3 provides the details of model parameters and the significance. The  $b_0$  shown -.515 which states the influence of the predictor variables on the persuasive effect of advertising. Therefore, it could find that the prominent determinant in the persuasive effect of advertisement is ‘the product with natural and originally grown ingredient’, followed by the ‘consumers buy products that should not pollute the environment’ and ‘celebrative endorsement effect of advertisement’. Therefore, the above mentioned three variables are the prominent determinant that contribute the persuasive effect.

Consumers’ perception towards the general credibility that they assigned to persuasive green advertisements were evaluated. The responses have obtained in 5 point Likert scale and the number five shows highly credible and one shows highly incredible. The evaluation gives the mean value 3.71 at a standard deviation of 1.156. It shows that consumers were somewhat believed in the credibility of persuasive green advertisement. But it too represents the weaknesses of persuasive green message to create credibility in the mind of consumers.

The nine research hypothesis has tested with path analysis. The 25 variables indentified from the literature review were summated under five heads and each head were having five variables. As the variables were measured under seven-point Likert scale, the researcher has primarily conducted the reliability test prior to go for path analysis.

The Cronbach’s alpha value was.849, suggesting that items have relatively very high internal consistency and it shows the sufficiency to conduct further analysis.

**Table-4 Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
ACLA (Persuasive Green Ad. Claim)	132	19	30	26.06	2.532
EMOT (Appeal to Emotion)	132	16	30	25.49	3.342
LOGIC (Appeal to Logic/Reason)	132	17	30	25.71	2.800
CREDI (Appeal to Credibility)	132	15	30	23.80	3.378
ACTION (Action of Consumers)	132	12	25	20.02	2.903
Valid N (list-wise)	132				

Source: Primary Data

The table-4 shows the descriptive statistics of the five heads of prime variables. As each head was the summation of five independent variables with 7 point Likert scale.



The highest scale value seven denoted strongly agree and lowest scale value one designated strongly disagree. Therefore the maximum value a consumer can assign for prime variable would 35 and minimum seven. The relevant table shows minimum value 12 was for action of consumers' at a standard deviation 2.903 and the maximum value is 30 for four prime variables namely advertisement claim, appeal to emotion, appeal to logic or reason and appeal to credibility. The mean value was in between 23.80 to 26.06 and standard deviation in between 2.532 to 3.378. The overall scores of data was varied notably among respondents, so it is finest for further testing of data for the delineated nine hypotheses.

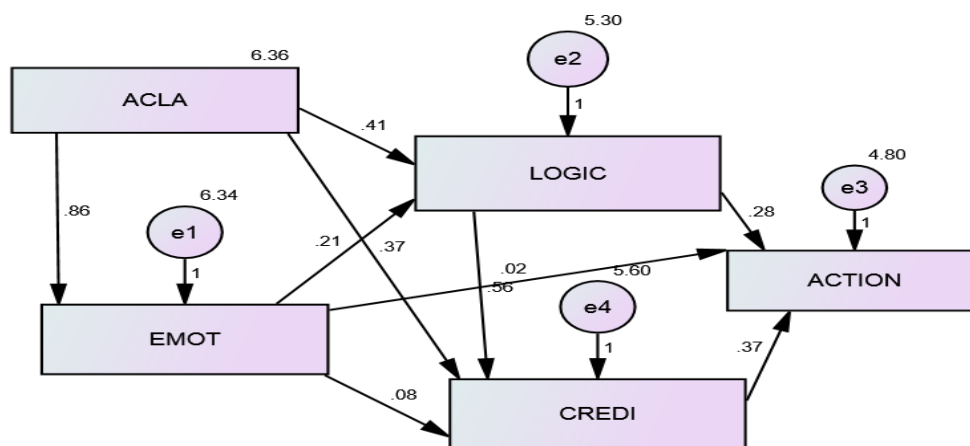
In accordance with the literature review, a model was developed as mentioned in the figure-1. As per the model, the advertising claim was hypothesised to have its direct influence of consumers' state-of-affairs on appeal to emotion, appeal to logic and appeal to credibility. It also has indirect influence on appeal to credibility and positive action by consumers. The path analysis shown the chi-square value .183 (at P.669), the Goodness of Fit Index (GFI) of.999. Here, the GFI value near to one indicates a perfect fit. The Adjusted Goodness of Fit Index (AGFI) value of .992, the Normed Fit Index of .999 and the

Comparative Fit Index of 1.000. The indicated values were provided a solid satisfactory foundation, so that it provides a good basis for testing the hypothesized paths.

**Table-5 Model Testing**

Hypothesized Path	Estimate	S.E.	C.R.	P
EMOT <--- ACLA	.864	.087	9.901	***
LOGIC <--- ACLA	.408	.105	3.873	***
LOGIC <--- EMOT	.209	.080	2.615	.009
CREDI <--- ACLA	.370	.114	3.234	.001
CREDI <--- EMOT	.083	.084	.986	.324
CREDI <--- LOGIC	.561	.090	6.246	***
ACTION <--- EMOT	.019	.068	.272	.785
ACTION <--- LOGIC	.275	.094	2.934	.003
ACTION <--- CREDI	.374	.078	4.807	***
X <sup>2</sup>				.183
p				.669
GFI				.999
AGFI				.992
NFI				.999
CFI				1.000

Source: Primary Data



**Figure-2 The Path Analysis of Hypothesised Model with Values**

Source: Primary data

ACLA= Persuasive Green Advertisement Claim

EMOT = Appeal to Emotion

LOGIC = Appeal to Logic/ Reason

CREDI = Appeal to Credibility

ACTION = Positive Action of Consumers

The first hypothesis designated that the persuasive green advertisement claim will have positive and direct effect on appeal to emotion. It reveals the claim in the advertisement has formed with the content of persuasiveness to catch emotional sentimentalities of consumers. The relevant research hypothesis has been diagnosed in the table-5, the estimated value of the

hypothesis was .864 it states that when ACLA goes by one, EMOT goes by .864. It has positively supporting the hypothesis. Moreover, the regression weight estimate, .864 with a standard error (SE) was .087 and the critical ratio was 9.901 with the ( $P < 0.05$ ) value. So, the hypothesis is accepted and it shows that persuasive green advertisement claim would have positive and direct effect on the appeal to emotion of consumers. Therefore, it is also positively supporting the study of Yalich, Richard and Elmore-Yalich (1984). They confirmed in their studies that a perfect claim of advertisement in the form of persuasiveness would have positive qualitative penetration in the minds of consumers.

The second hypothesis disclosed that the persuasive green advertisement claim will have positive and direct effect on appeal to logic or reason. It is imperative that the consumers' state-of-logic has been influenced by the persuasive claim. The evaluation of proposed hypothesis shows that model estimate of the hypothesis value was .408 with the S.E .105. The critical ratio was 3.873 ( $P < 0.05$ ), it indicates the ACLA would have positive and direct effect on appeal to LOGIC. The outcome of the study by Wiener, Joshua, Raymond, LaForge and Jerry (1990) corroborates that each claim has varying strength, an expertise claim was associated with greater persuasion and it analogous towards qualitative and reasonable claim support to consumers.

The third hypothesis imparted that the persuasive green advertisement claim will have positive and direct effect on appeal to credibility. It is being substantiate that (Choi & Nora, 2002) the credibility turned to be one of the prominent component and credibility can be influenced through persuasive message. The analysis shows that the estimate value of the hypothesis was .370 with S.E .114. The critical ratio was 3.234 with ( $P < 0.05$ ). Therefore, the proposed statement of Choi and Nora (2002) is true, because in the analysis, it has proved that the ACLA would have positive and direct effect on CREDI.

The fourth hypothesis divulged that the appeal to emotion will have positive and direct effect on appeal to logic or reason. Once the consumer has emotionally aroused towards the content of the persuasive green advertisement, then they may have an option to look for the logic or reason prior to their act. The analysis shows the estimated value of the hypothesis was .209 with the S.E .080. The critical ratio was 2.615 with the ( $P < 0.05$ ) value. Therefore, the research hypothesis is accepted and it reveals that the EMOT is positively and directly related to LOGIC. The study of Micheal, et al., (1998) specifically stated that once consumers were convinced with sufficient

information of products, then the consumers may go for the logic to compare products environmental attributes.

The fifth hypothesis spelled out that the appeal to emotion will have positive and direct effect on appeal to credibility. It means, once the consumer is emotionally worthwhile due to the persuasive green advertisement, then the consumer may have a chance to go for an appeal of its credibility. As it was a hypothetical situation, the analysis shown the estimated value of hypothesis .083 it states that when EMOT goes by one the CREDI goes by .083, means the hypothesis has not been supporting. Moreover, the regression weight estimate, .083 with a S.E .084 and the critical ratio was .986 with the ( $P > 0.05$ ) value. Therefore, the research hypothesis is rejected and can say that there is no significant relationship between EMOT and CREDI. Friestand and Wright (1994) indicated that interpretation of any persuasive message within in a state of mind of consumers due to lower advertising credibility, it resulted no relation between noted prime entities.

The sixth hypothesis elucidated that the appeal to emotion will have positive and direct effect on the consumers' action. It means that the emotionally enlightened of consumers' due to persuasive effect of green advertisement may resulted to have positive action. According to the analysis, it could find that the estimated value of hypothesis was .019 with a S.E .068 and the critical ratio was .272 with the ( $P > 0.05$ ) value. It comprehensibly itemized that the research hypothesis is rejected, which means there is no significant relationship between the EMOT and ACTION. The study of (Carl & Eric, 1998) disclosed that the effect of advertisement appeal sometime have null value in the minds of consumers through their sceptical thought, which may hinder their action.

The seventh hypothesis stated that the logic reason will have positive and direct effect on appeal to credibility. One the consumers are in position to delineate the logic or reason about the persuasive claim, then they may have a chance to seek its credibility. The hypothetical statement has analysed and found the estimated value of the hypothesis was .561 with S.E .090 and the critical ratio 6.246 with the ( $P < 0.05$ ) value. Therefore, the research hypothesis is accepted and it indicating the positive relationship between LOGIC and CREDI.

The eighth hypothesis described that the appeal to logic or reason will have positive effect on the consumers action. The logic or reason emerged by consumers may result to the action of consumers. The analysis revealed that the estimated value of hypothesis was .275 with S.E .094 and

the critical ratio was 2.934 with the ( $P < 0.05$ ), which denoted the positive relationship between LOGIC and ACTION. It clarifies the appeal of logic would result the action of consumers. The study of Wiener, Joshua, Raymond, and Jerry (1990) found that when the message was strong, greater source of expertise was associated then the relevant persuasion supports the logic, which may result positive action.

The ninth hypothesis pronounced that the appeal to credibility will have positive and direct effect on consumer action. The credibility state-of-affairs of consumers' may result to the action of consumers. The hypothetical statement has analysed and found that the estimated value of hypothesis was .374 with S.E .078, which indicating the positive relationship of the statement. Moreover, the critical ratio was 4.087 with the ( $P < 0.05$ ) indicates there is significant positive relationship between the CREDI and ACTION. According to Gone (2011) the prudent marketers are attempting to nullify the ambiguity by incorporating assurance cue in their persuasive advertisement, which creates and support credibility thought of consumers and its impact is the right action.

**Table-6 Total Effect**

	ACLA	EMOT	LOGIC	CREDIT
EMOT	.864	.000	.000	.000
LOGIC	.589	.209	.000	.000
CREDI	.773	.200	.561	.000
ACTION	.467	.151	.485	.374

Source : Primary Data

The assessment of the model is ascertained that out of the nine relationships made in the hypotheses, seven relationships are proved as significant. The total effect table-6, shows that action of consumer due to the persuasive advertisement claim would have direct relationship with the EMOT (.864), LOGIC (.589) and CREDI (.773) associated by consumers. Meantime, the action of consumers clearly specified in between relationship of LOGIC and ACTION (.485) and CREDI and ACTION (.374).

## DISCUSSION AND RESEARCH IMPLICATION

The researcher identified three prominent determinants that contribute the persuasive effect on consumers. The prime determinant among them is 'the product with natural and originally grown ingredient'. In the case of persuasive green advertisement, it not only conveys relevant information but also persuade the targeted

consumers for their positive action. Therefore, the manufacturer can enhance the persuasive effect of their green advertisement by communicate the natural or original ingredient of their products with proper evidence. If so, it would have the both aspects like information and persuasion. This strategy will be effective only those companies that are producing their products with natural or original ingredient.

The second prominent determinants of the persuasive effect are 'buy products that should not pollute the environment'. According to general agreement on green products, the products with approved chemicals are also considered as green products, but it should not be harmful to environment or health. Therefore, the second determinants can be adopted for making persuasive green advertisement, but this strategy will be more suitable to a firm, that produce products with approved chemicals. In order to strengthen the green advertising claim, the manufacturer can obtain eco-certification or third party endorsement of products.

The third prominent determinant is 'celebrative endorsement effect. This persuasive strategy can be adopted by firms that produce green products and feels that the credibility of such products can be raised with the help of celebrative endorsement.

The three identified determinants are both beneficial to manufacturer and green consumers, if it practiced with at most good faith to avoid any skepticism of consumers.

The analysis of hypotheses are proved that the persuasive advertisement claim has positive effect on consumers' state-of-affairs of the emotion, logic and credibility and at the same time the logic has the direct and indirect effects on action. The consumers' emotional state-of-affairs does not have direct effect on the credibility and the final action whereas it has significant relationship with logic. The credibility has positive and direct effect on the final action of consumers.

The persuasive advertisement claim has its own effect on consumers' state-of-affairs of emotion, logic or reason and credibility and the validation of appeal in logic and credibility would plough the positive action of consumers. Therefore, if the persuasive advertisement claim with a clear explanation of the company's product and its process with a discriminative effect by using the natural or original ingredient would create credibility in the minds of green consumers and it would directly result the positive action from them.

Or else, the manufacturer can consider the strategy of persuasive claim by projecting the environmental friendliness of their products and the message should also truthfully supplements with the brand image or eco-label factors of products, then the persuasive message should create the logic or reason in the minds of green consumers it would result direct to positive action. If the created logic may weak or needs for further clarification, then the consumers may go for the credibility of the same prior to take positive action.

Besides, the persuasive claim can be made with personal factors and project it prudently and truthfully with the help of celebrative would result the reliance of information in the minds of ultimate consumers, which means consumers are in credibility state-of-affairs, so it would result positive action from consumers.

If the variables identified are fraudulently used by the manufacturer to sell their non-green products, then it would create consumer skepticism, which will be harmful to society, business and the nation.

In order to have a wider span of credibility, the manufacturer has to furnish their claim with truthful details or details of production expertise or with the help of celebrative support or to reveal the company's social commitment or with the government certification of products or the combination of above factors. The credibility will be more vital if it has created by tallying with the consumers' expectation. Any way it is the discretion of manufacturers to use which claim in their persuasive format, but that claim should support the above mentioned credibility variables.

## CONCLUSION

Consumers have been acquainting with green information available from different sources and its shapes their knowledge and build their requirements. Persuasiveness of green advertisement would be comfortable to consumers, if it would provide truthful information with substantial evidence to support such claim. It is the ultimate responsibility of manufacturer, to adopt a societal marketing concept to market green product and differentiate their business through providing truthful persuasive claim in their advertisement. It also demands an active role of government to control the green market as well as the green messages. If so, it will be an added beneficial to worthy manufactures and the consumers.

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