



Impact Of Advertising Appeals, Celebrity Endorsement And Retailers Effort Towards Green Purchase Behavior- A Special Reference To Bangalore City

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ABSTRACT: *Advertisements and the role of retailers play a major role in promoting a product to the customer. A product like green product especially needs a strong advertisement and the retailers need to educate the customers about the product. The present study aimed to find out the most influential appeal for a customer, impact of celebrity endorsement on green purchase, retailers effort on green marketing and the level of satisfaction of the customers towards such efforts. A total of 1061 respondents were selected for the study. Statistical tools like mean score, chi-square, Kruskal-wallis test, Mann-Whitney test and correlation analysis was used to analyze the data. The finding of the study revealed that brand appeal can be effective to induce the customers to purchase green products. The study also found that celebrities can create a positive impact on the green purchase of customers and it was observed that customers are not satisfied with the retailers' effort towards green marketing. Research implications have been discussed based on the findings.*

Key words: *Green marketing, advertising appeals, celebrity endorsement, retailers' effort and customer satisfaction*

INTRODUCTION:

The present world is witnessing a sort of responsibility showcased both by the manufacturers and the customers towards the environment. Both the groups started to feel morally obligated towards the environment and this has led to the popularity of 'green marketing' to a greater extent. It is to be believed that green marketing can best work if it is being initiated by the retailers (Smitu Malhotra, 2012). This is because of the fact that retailers act as the mediator between the manufacturer and the customer. Retailers hold the capability of convincing both the parties for the sake of environment.

Green Marketing can be better understand as a concept of marketing that aim to produce and market a product which result in the minimal

impact on the environment (AMA). Marketers are now practicing the different strategies for gaining the attention of the consumers towards green marketing and the product. Impact of advertising appeal and celebrity endorsement for green product is same as like for conventional products.

The present study aimed to find out which advertising appeal is more influential, impact of celebrity endorsement on green purchase behavior, the efforts of retailers towards green marketing and the level of satisfaction customers feel towards retailers' effort.

THEORETICAL FRAMEWORK

Advertising appeals do have an impact on the attitude towards green advertisement. Customers are mostly driven by emotional appeals than the rational or other appeals (Rajender Kumar et.al, 2014) (Gunjan Baheti et.al, 2012). Emotional



appeal includes personal appeal, fear and social appeals.

It is a vital part of green advertising to use celebrities as endorsers for green product since the acceptance of green product is limited with a small group of people (Melinda Majlath,). In order to create the reachability of green products to a higher extent, it is important to make use of a celebrity who can well induce the people to purchase green products. Celebrities are capable of encouraging most of the public turn around their head towards a product. Same it is applicable for green products. It will be better to use a celebrity who actually engaged in some of the environmental activities than using a celebrity who does nothing to the environment (Juliane Blasche, 2015). The reachability of first mentioned celebrity among the customers will be more when compared to the later.

A survey conducted by Neil Z.Stern and Willard N.Ander (2008), observed that 58% of the respondents are not satisfied with the efforts of retailers towards green marketing. It means that

retailers need to define their efforts so that customers can value their efforts and support such retailers.

RESEARCH METHODS

Respondents and procedure

The data was collected from the major areas of Bangalore by concentrating the hypermarkets. A total of 1200 data was initially collected and after filtering, 1061 data was found to be valid. The data was collected through mall intercept method and employed stratified random sampling. Statistical tools like mean score, chi-square, Kruskal-wallis test, Mann-Whitney test and correlation analysis was employed to analyze the data.

DATA ANALYSIS AND DISCUSSION

The following analysis has attempted to find out the most important appeal among the customers, through which a marketer can easily capture the customers for green products.

Table 1: Mean Score table for advertising appeal vs. demographic factors

Variable	Criteria	Rational Appeal	Brand Appeal	Personal appeal	Fear Appeal	Social Appeal
Age of the responder	Below 25	3.94	2.23	3.12	3.08	2.63
	25-30	2.48	3.47	2.45	3.77	2.82
	31-35	3.04	1.18	2.01	4.85	3.93
	36-40	4.89	4.05	1.98	3.03	1.05
	Above 40	2.77	4.16	3.03	2.26	2.78
Gender	Male	3.51	2.19	2.48	3.68	3.13
	Female	3.11	3.00	2.73	3.75	2.40



Marital Status	Single	3.32	2.92	3.06	3.39	2.31
	Married	3.31	2.66	2.30	3.94	2.79
	Graduate	3.53	2.61	3.05	3.72	2.09
Qualification	Post Graduate	3.58	3.96	1.97	2.83	2.66
	Professional	3.00	1.13	2.02	4.91	3.95
	Others	2.75	2.27	2.96	4.28	2.73
Occupation	Employed	3.04	2.45	2.58	3.89	3.04
	Business	1.22	3.85	2.15	2.92	4.86
	Homemaker	2.58	2.91	3.44	4.00	2.07
	Student	3.87	2.85	2.02	3.23	3.02
	Below Rs. 25,000	4.03	3.55	1.79	3.23	2.39
Monthly Income	Rs. 25,000 - 50,000	3.40	2.24	2.85	4.08	2.44
	Rs. 50,001 - 75,000	2.56	2.88	2.93	3.60	3.03
	Above Rs. 75,000	3.67	3.11	3.00	3.22	2.00

Source: Primary data

The above table shows that customers have given high preference for 'brand appeal' and 'social appeal', followed by personal appeal, rational appeal and fear appeal. This means that customers would like to purchase green products if it is from a familiar brand and if the product is socially accepted one and which will depict their status in one way or another.

Influence of celebrity endorsement on green purchase behavior

In order to find out the influence of celebrity endorsement on purchase behavior of the respondents, a chi-square test was conducted and the result of the test is shown in the following table 2.



H0: There is no significant association between the celebrity endorsement and their influence on the purchase behavior of the respondents.

Table 2 Chi-Square Result

Purchase Behavior	Chi-Square	df	P
Read label	470.447	4	0.000*
Recyclable Material	634.782	4	0.000*
Nutritional Value	364.688	4	0.000*
Refill Containers	421.615	4	0.000*
Own recyclable bag for shopping	153.086	4	0.000*
Eco-friendly retailer	182.530	4	0.000*
Consideration of family and friends recommendations	242.954	4	0.000*
Consideration of Company's environmental reputation	151.587	4	0.000*
Advertisement Effect on eco-friendly product purchase	626.290	4	0.000*
Price comparison among the advertised eco-friendly products	8.034	4	0.090

*significant at 5% level of significance.

It can be observed from the above table 2 that the p-values of all the variables of purchase behavior except, 'Price comparison among the advertised eco-friendly products' are below .05 and which is significant. Thus, it verifies that celebrity endorsement has a significant association with the factors constituting the purchase behavior. Hence it can be concluded that celebrities can play a positive role in inducing the customers to purchase green products.

Retailers' effort on practicing green marketing

A retailer's effort towards greening the business and attracting customers towards it play a vital role. In order to see if there is any difference in ranking pattern of the respondents who belongs to different socio economic characteristics , towards effort taken by the Retailers' on Green marketing initiatives, Kruskal Wallis Test and Mann Whitney U Test was carried out with the null hypothesis of:

H0: No difference in the ranking pattern of respondents with various socio economic characteristics.



Table 3: Efforts of Retailers’ towards green marketing

Efforts made by the Retailers	Age	Gender	Marital Status	Qualification	Occupation	Monthly Income
Eco-friendly bags	0.000*	0.181	0.006*	0.000*	0.000*	0.000*
Eco-friendly products display	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*
Eco-friendly lighting	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*
Eco-friendly signage and displays	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*
Creating awareness of eco-friendly products	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*
Paper less document	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*
Part of profit to some eco-friendly society	0.000*	0.938	0.000*	0.000*	0.000*	0.000*
Part of eco-friendly campaign	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*

* Significant at 5 per cent level of significance

It was observed from the table that except gender all the other socio economic nature of the respondents have significant p values with all the factors at 5 % level of significance. Thus, the null hypothesis is rejected and it is concluded that the ranking pattern is different for different factors. As mentioned above, except in case of gender both male and female respondents have given similar ranking for the factors ‘usage of Eco-friendly bags’ and ‘Part of profit to some eco-friendly society’.

For finding out the preference given for each factors of retailers’ initiatives by the customers from different socio-economic category, a mean score analysis was conducted. The following table depict the result of mean score analysis.

Table 4: Mean score table for Retailers ‘effort vs. Demographic factors

Variable	Criteria	Bags	Product display	Lighting	Signage	Creating awareness	Paper less document	Profit to some society	Cam piagn
		Age of the	Below 25	1.42	4.73	4.46	4.32	4.48	4.02
	25-30	2.96	5.35	4.07	5.74	3.77	5.26	6.48	2.43



respond er	31-35	2.03	1.19	5.08	3.21	5.81	3.90	6.86	7.87
	36-40	1.33	3.13	2.41	4.17	6.66	4.88	5.76	7.56
	Above 40	3.28	5.31	6.86	3.56	3.89	3.49	4.87	4.78
Gender	Male	2.03	4.01	3.23	4.72	5.57	4.81	6.16	5.44
	Female	2.66	4.79	6.09	4.05	3.72	3.91	5.81	4.98
Marital Status	Single	2.02	5.42	3.65	5.14	4.60	4.56	6.31	4.32
	Married	2.57	3.70	5.38	3.85	4.66	4.22	5.76	5.82
Qualific ation	Graduate	1.70	4.98	4.09	5.05	4.54	4.98	6.06	4.62
	Post Graduate	2.60	4.17	3.52	4.73	4.81	4.37	6.43	5.34
	Profession al	1.96	1.22	5.14	3.07	5.82	4.02	6.86	7.85
	Others	3.27	5.20	6.88	3.44	4.05	3.48	4.92	4.82
Occupat ion	Employed	2.13	4.42	4.89	4.63	4.07	4.77	6.43	4.68
	Business	1.10	3.25	2.47	4.05	6.68	4.91	5.77	7.67
	Homemak er	4.54	5.94	6.39	3.58	5.01	1.55	4.46	4.57
	Student	2.98	3.36	4.06	4.60	4.04	5.60	5.43	5.85
Monthly Income	Below Rs. 25,000	1.95	3.15	4.11	4.38	4.98	5.26	6.09	6.02
	Rs. 25,000 - 50,000	1.62	4.12	4.28	4.60	4.90	4.81	6.35	5.32
	Rs. 50,001 - 75,000	3.72	5.83	5.74	4.04	4.02	2.93	5.38	4.36
	Above Rs. 75,000	4.78	6.22	5.22	4.22	2.11	3.56	5.00	4.89

Source: Primary data



From the above table it is understood that retailers’ are taking more effort in creating awareness about eco-friendly bags and the ‘selling’ part of it to the customers. This effort is being followed by ‘eco-friendly product display’ and ‘paper less documentation’.

Retailers’ eco-friendly practice and satisfaction level towards retailers’ effort

To study the relationship between retailers’ eco-friendly practices and respondents’ satisfaction towards such effort, Karl Pearson Correlation coefficient test was done. The result was presented in the following correlation table 5.

H0: There is no significant relationship between retailers’ eco-friendly practices and respondents’ satisfaction towards retailers’ effort

Table 5 Correlation between retailers’ eco-friendly practices and respondents’ satisfaction level towards it

		Retailer Ecofriendly practice	Satisfaction level towards Retailers' effort on Green Marketing
Retailer Ecofriendly practice	Pearson Correlation	1	-.028**
	Sig. (2-tailed)		.365
	N	1061	1061
Satisfaction level towards Retailers' effort on Green Marketing	Pearson Correlation	-.028**	1
	Sig. (2-tailed)	.365	
	N	1061	1061

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

The above correlation coefficient table 5 explains a negative correlation with a p value <.01 significant level. This means that the variables show a negative correlation and thereby accepting null hypothesis. Hence, it is concluded that the

respondents are not completely satisfied with the efforts of retailer towards green marketing.

CONCLUSION



The study aimed to find out which advertising appeal is more effective on the customers, impact of celebrity endorsement on green purchase behavior, green marketing efforts taken by the retailers and the level of satisfaction of customers towards such efforts. It is concluded that brand and social appeals are the most appropriate one to reach the customers. It was observed that celebrities have a positive role to play in inducing the customers to purchase green products. As far as retailers' effort is concerned, customers can see that retailers are sticking mostly on the usage of eco-friendly bags. It was also found that customers are not much satisfied with the efforts taken by the retailers.

RESEARCH IMPLICATION AND DISCUSSION

Neil Z. Stern and Willard N. Ander (2008), most of the customers believe that retailers are not communicating well about green products. The major problem with the green retailers is they fail to give proper information to the customers. Even though the retailer practices green marketing or taking efforts towards it, a customer may not be aware of such practices until and unless it is being communicated to them.

The retailers in the major cities who are working within a mall can create an awareness of green product and its benefit to the environment by conducting some programs once in a week. Major malls can also encourage outside businesses who are in green business/ who deal with organic products to have stalls in malls so as to induce the customers either to have a look of the products or purchase such products.

Marketers can use 'fear appeal' apart from brand appeal and social appeal, especially for food items so that it can be more effective and the reachability of such advertisements will be more.

While adopting the concept of 'celebrity endorsement', a marketer needs to select a celebrity who really supports for the 'cause of environment'.

RESEARCH LIMITATION AND FUTURE RESEARCH

The present study is conducted with limited geographical area and limited samples. Future study can be done by taking major cities from two states and comparing the green marketing efforts of the manufacturers/retailers of each state. The future researcher can find out the impact of retailers' effort and how it affects the purchase behavior of consumers towards green product. They can look into the logistic aspect of retailers too. A research can be done to analyze the category of product where the impact/influence of celebrities can induce the green purchase among the customers.

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