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How Receptive Consumers are towards Green Advertisements: A Case of Western Uttar Pradesh, India

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Abstract

Green advertising is becoming increasingly popular in today's society across product categories and sectors. Many researchers have examined consumer receptivity to green ad claims and the effects of claim presence and claim type on ad credibility. But a question still prevails that if consumers have positive attitudes towards environmental protection and they are willing to accept green marketing, why that doesn't translate into positive ad response and consumption behaviors. This study aims at identifying how individual characteristics may influence consumers to be more or less receptive to ecologically themed ad claims.

Washing detergent was chosen as the product with three different ad themes based on strong claim, weak claim and cause related-marketing claim, one control ad was also designed. Ad claims were related to environment protection. On the basis of constructs of theoretical model a questionnaire was framed and same questionnaire was used with all ad claims. The respondents for the study were those customers who are visiting washing powder section of 4 supermarkets of Western Uttar Pradesh (U.P). 400 respondents were targeted but only 218 completely filled questionnaires came back. Factor analysis and reliability analysis were used at initial stage of data analysis then Structural Equation Modeling was used to plot the factors. The results suggest that consumers with positive attitudes toward environmental protection are equally receptive to all conditions tested. Findings also reveal that higher the degree of perceived consumer effectiveness in an individual, higher will be his concern for environment.

Keywords*: Green marketing, Green ads, Strong Product claim, Weak product claim, Cause-related marketing appeal*

1. Introduction

Mankind is becoming ever more susceptible to disasters (Huppert HE, Sparks R.S., 2006). Some of the disasters are natural such as tsunami, earthquakes and so on whereas for

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some disasters, such as depletion of ozone, contamination of ground water, human actions are responsible. Even the small human activity like use of household detergents contribute to phosphate loading in ground water and contaminate it and hence had significant contribution towards environment pollution (Richards A., 2003).

On the contrary it has also been observed in last few years human concern and sensitivity towards environment had tremendously increased (Chitra, 2007 ; Haytko Diana L. and MatulichErika, 2008) due to certain issues such as - escalating environmental regulations by governments, growing pressures by stakeholder groups on organizations to defend the environment, and rising concern of the community regarding the destructive consequence of certain industry practices on the ecology (Gura˘u and Ranchhod, 2005; Menon and Menon, 1997; Polonsky and Rosenberger, 2001; Sriram and Forman, 1993). The solution to budding environmental problems could be augmented use of environment friendly products or green products which can be marketed through green marketing.

Green marketing as defined by American Marketing Association is the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns. One of the marketing tools used by organizations is environmental or green advertising (Haytko Diana L. and Matulich Erika, 2008). Green marketing activities include launching and promoting green products and services that satisfy customers' environmental wants and needs without a harmful impact on the environment (Polonsky, 1994).

Green Marketing and advertising has become a buzz word now a day. Recent evidence has shown that green advertising has grown exponentially in the last two decades (Futerra, 2008; Dai Xin, GohTiong-Thye and Cheng Si, 2014)). Green advertising is becoming increasingly common in today's society and across product categories and sectors (Crane 2000). Indian firms develop green marketing innovations that are intended to serve as competitive advantage in the market (Kumar P. 2015).

In spite of increase in green advertising activity still consumers are skeptical about its credibility validity, and usefulness (Tucker et al., 2012) also they doubt the reliability of information on which to base buying decisions about products that make claims about environmental benefits (Ad Complaints Report, 2007). Currently, an overwhelming majority of consumers voice concern about the state of the environment; however, only a select few mirror their intentions with actual green behaviours (Gleim M., Lawson S.J., 2014).

Understanding consumer response toward environmentally based advertisements is an essential problem in green marketing due to consumer skepticism about environmental claims in ads in general (Kangun et al. 1991 and Mayer et al. 1993). The tremendous support voiced for protecting the planet through green consumption has been met with

underwhelming results (Gleim M. and Lawson S.J., 2014). There has been little or no research that looks at immediate consumer response to greening commercials.

Many researches have examined consumer receptivity to green ad claims (e.g., Ellen, Wiener, and Cobb-Walgren 1991) and the effects of claim presence and claim type on credibility (Carlson, Grove, and Kangun 1993). But a question still prevail that if consumers have positive attitudes toward environmental protection and they are willing to accept green marketing, why doesn't that translate into positive ad response and consumption behaviors (Gleim and Lawson, 2014; Tucker et al., 2012; Rahbar and Wahid, 2011; Lee, 2009; Lee 2008; D Souza 2004). Few studies examined consumer response to reasonable claims (Tucker et al., 2012; Manrai et al. 1997; Thorson, Page, and Moore 1995), leaving a significant gap in this research stream. Hence the following study been planned to understand:

- How individual characteristics may influence consumers to be more or less receptive to ecologically themed ad claims.
- Up to what extent environment conscious consumer(s) prefer green product(s).

Green ads are capable of changing the opinion of the customers by convince the customer for the product. This study will be useful for the companies to design their advertisements to attract more customers towards green products.

In order to address the issue raised, we have started our study by developing a theoretical model showing the impact of perceived consumer effectiveness on advertisement credibility. Three forms of eco-ad appeals are compared for their relative effects on consumer response, using a non-ecological appeal as a control. The three types of appeals that are compared are the use of (1) a strong product claim, (2) a weak product claim, and (3) a cause-related marketing appeal that makes no product claims, but offers to support environmental protection with a donation to a not-for-profit environmental advocacy group. Based on types of above three types of claim, three different ad themes of a single product were developed (Annexure 1). Washing detergent was chosen as the product and an imaginary company was conceptualized with three different ad themes. On the basis of constructs of theoretical model a questionnaire was framed and same questionnaire is used with all ad claims. Data was collected through questionnaire and using structural equation modelling approach constructs were modelled.

2. Literature Review

Among the top 10 predictors of environmentally conscious behavior, PCE was found to be the best to predict ecological attitude (Kinnear et al., 1974) and resulted in ecologically conscious consumption and ecological responsible consumption patterns such as energy saving and purchase of non-polluting products (Tan, 2011). Also people with higher PCE have proven to be more environmentally concerned (Kim and Choi, 2005). Theory model (Figure 1) for the research is based on the model proposed by Tucker et al., 2012.

The model proposed by Tucker establishes a relationship between Perceived Consumer Effectiveness (PCE) and Ad Credibility.

Perceived Consumer Effectiveness (PCE)

Many studies have analyzed the premise that consumers' attitudes and responses to environmental concerns are directly related to their belief that they can make a positive difference in the results of those concerns (Gul, 2013). This belief is termed as perceived consumer effectiveness (PCE). Perceived consumer effectiveness (PCE) is a trait-like personality characteristic (Tucker et al., 2012) which shows that even if consumers are concerned about the environment, they may not act on this concern without a sense of empowerment. PCE is one of the most important constructs in a model of ecological consumption behavior and in explaining the relationship between individual consumer behaviors and environmental attitudes (Berger and Corbin 1992).

Environmental Concerns

The concern of companies towards Environment is an important force that immensely influences the decision making ability of consumers (Jain &Kaur, 2004). Many studies exemplify that consumers having immense environmental concern are more likely to assess the effects of their purchase behaviors on the environment (Follows & Jobber, 2000; Nath et al., 2013). With the increasing environmental concerns, leads to an increase in environmentally friendly purchase behaviors (Manakotla&Jauhari, 2007; Laroche et al., 2001; Kalafatis et al., 1999;). Kim and Choi (2005) affirm that consumers who are more aligned towards environmental concerna are expected to buy more green products in contrast to others. Thus, such an elevated degree of environmental concern of the consumers will lead to an increase in green buying behavior.

Outcomes of several studies advocated the consumer with higher levels of environmental concern are more liable to engage in ecologically conscious consumer behavior (Shetzer, Stackman, and Moore 1991; Hiñes, Hungerford, and Tomera 1987). Gill, Crosby, and Taylor (1986) found that specific attitudinal, normative, and behavioral intention variables facilitate the effects of environmental concern on buying behavior. Zimmer, Stafford, and Stafford (1994) recognized over 50 different "green" issues that could cause consumer concern, and they highlighted the necessity to distinguish between a generalized concern of the consumers for the environment and issue-specific concerns of the consumers, whose prospective to drive behavior research profiling environmentally concerned consumers often integrates a behavioral component intended to distinguish the merely concerned from action-oriented eco-consumers (Henion 1976; Henion, Gregory, and Clee 1981). Kinnear and Taylor (1973) and Kinnear, Taylor, and Ahmed (1974) suggested two dimensions of environmental concern: (i) Environment Behavior (ii)Environmental Activism Behavior.

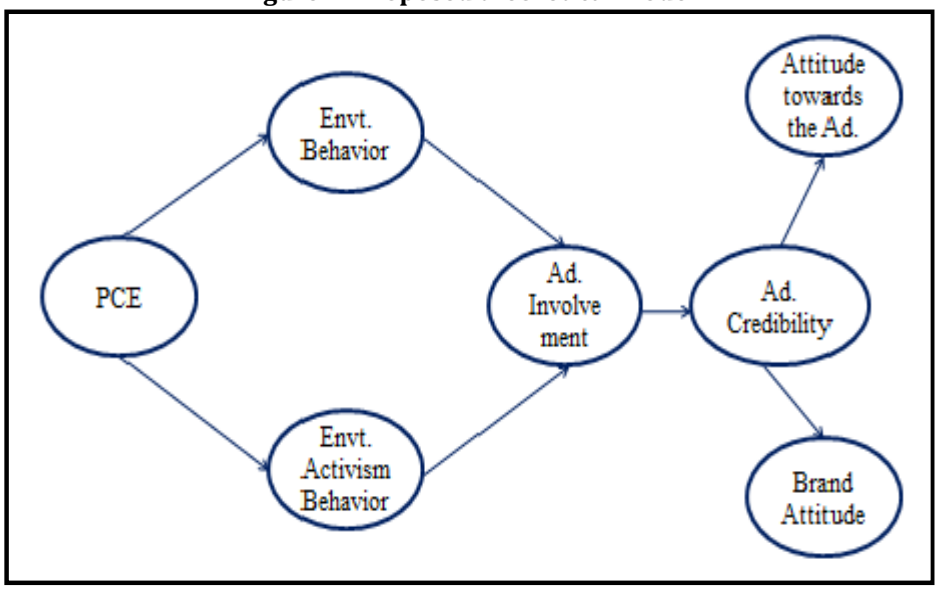
Studies of general advertising response analyzed that brand attitudes influence purchase intentions of the customers, though brand attitudes are directly influenced by the advertiser credibility and ad credibility directly (Choi and Rifon 2002; Goldsmith, Lafferty, and Newell 2000; MacKenzie and Lutz 1989; MacKenzie, Lutz, and Belch 1986).

Ad Credibility

Credibility has been defined as trustworthiness, believability, fairness, accuracy, completeness, and other concepts that reflect the believability of a statement (Self 1996). Mackenzie and Lutz (1989) define advertising credibility as 'consumers' perception of the truthfulness and believability of advertising in general', whereas Pavlou and Stewart (2000) refer to it as 'predictability and fulfillment of implicit and explicit requirements of an agreement' (ad appeal). Credibility of an ad is influenced by different factors, especially by the company's credibility and the bearer of the message (Goldsmith et al, 2000). Ad credibility had a direct influence on both attitude towards the ad and the brand (Mackenzie and Lutz, 1989). Previous research findings suggest a positive relationship between environmental message credibility and ad attitude and purchase intention (Kim and Damhorst 1998; Chan 2004; Phau and Ong 2007, Tucker et al., 2012).

As an outcome of literature the following constructs were emerged: PCE, Environment Behavior, Environment Activism Behavior, Ad Involvement, Ad Credibility, Attitude towards ad and Brand Attitude. These constructs were modeled in Figure 1.

Figure 1: Proposed theoretical model



Note: PCE- Perceived Consumer Effectiveness; Envt– Environment; Ad – Advertisement

3. Methodology

Stimulus Material

Washing Powder was selected as the product category to be advertised, as it is a relatively low involvement product and it is common to see environmental claims associated with relatively low-involvement products. Also, it was imperative to use a product category that had clear environmental relevance. The intention was to create reasonable claims, and to have a strong claim that would be credible. Four stimulus ads were created – three treatment ads and one control ad (Annexure 1). In treatment ads the headline and body copy appeared in the same spaces, but the content of the copy was different for each treatment. All treatment ads displayed the same picture of a detergent powder name – Green Touch – with a small pond, mountains full with greenery in the background. Whereas in control ad, name of detergent was changed to – Wash 'n' care – and background was clothes hang on a wire for sun drying.

Prices and packaging for the product was kept same in all the ads, it was: Cost of 1 kg. washing powder 50 INR and for ½ kg. 25 INR. Price and quantity was also shown in the ad.

Measures

Various different scales were used to measure the constructs obtained as a result of literature review. Product category involvement measured using Obanian and Tasbcbian's (1992) instrument. Environmental protection attitudes and behaviors were measured using Kinnear and Taylor (1973), Ellen, Wiener, and Cobb-Walgren (1991), and Schwepker and Cornwell (1991); perceived consumer effectiveness was measured using Ellen, Wiener, and Cobb-Walgren (1991). Ad involvement was measured using Celsi and Olson's (1988) felt involvement scale; ad credibility was measured using Newell and Goldsmith (2001) and Beltramini (1988); ad attitude and brand attitude were measured using MacKenzie and Lutz's (1989) items.

Combining all above said measures a 20 item questionnaire along with 7 demographic questions, was designed for the study.

Procedure and Sample

In the study the independent variable was ad claim type; amongst 4 ad themes designed one ad offered strong product-related claims, one ad offered weak product-related claims, one ad made a cause-related marketing claim, and one ad was a control (Tucker et al., 2012). The post-stimulus questionnaire included ad perceptions (ad involvement, ad credibility, attitude toward the ad), brand perceptions (brand attitude, purchase intention), individual characteristics (environmental protection attitudes, environmental behaviors, environmental activism behaviors, perceived consumer effectiveness), and demographics.

For data collection work supermarkets located at Bareilly, Moradabad, Ghaziabad and Noida were identified. All identified cities lie in western U.P. 4 different teams each having 5 students (20 students total) were made and were given a separate ad theme (see Annexure 1 for ad themes). 100 questionnaires were given to each team (400 questionnaires total). Research team was appointed in the following stores Bareilly – Big Bazar, Phoenix Mall; Moradabad – Lasa Mart; Ghaziabad – Big Bazar and Noida – Big Bazar.Team targeted people (respondents) who are visiting washing detergent sections in respective stores. Respondents were chosen randomly, every third visitor was asked to look ad and fill questionnaire. 400 respondents were targeted, but only 218 usable questionnaires were obtained. A breakdown of the sample reveals that 15% of the respondents were males and 85% female.

Data Analysis

The data was entered into Microsoft Excel-2007 and then transferred to Statistical Package for Social Sciences (SPSS 19.0). Reliability (Cronbach's alpha) of the study was tested for individual items (Joshi P. et.al, 2015). Then using factor analysis (Principal axis factoring with Varimax rotation) 5 factors were extracted and then those factors were plotted using Lisrel 8.54.

4. Results

Data collected was entered into MS excel – 2007 sheet and then imported to SPSS (19.0). Data analysis was started with data cleaning and then factor analysis was run, as a result of which 7 factors were obtained which were in accordance with our theory model shown in Figure 1. The obtained factors are further treated as summated scales for reliability analysis. Result of reliability analysis reveal that all the scales (factors) are reliable as there individual reliability is more than .7. At last all the obtained factors were plotted using Structural Equation Modeling.

Factor Analysis

Factor analysis is a generic name for one multivariate technique used to ascertain the underlying structure of a data matrix (Hair et al., 1995). The exploratory factor analysis was used and the number of factors (seven factors) extracted were in accordance with literature. 20 item of the questionnaire were treated with the Principal Axis Factoring method along with varimax rotation and as a result following five factors were generated: Ad involvement, Environment Activism Behavior, Ad Credibility, Brand Attitude and Environment Behavior, PCE attitude towards ad. The extracted factors along with their sample questions are shown in table 1.

Only those factors have been taken into consideration whose Eigen values are 1 or greater (Hair et al., 1995) (Table 1). The percentage of variance extracted by factors 1 to 7 were 17.761%, 16.537%, 13.035%, 8.441%, 7.735%, 6.713%, 5.836% respectively.

The rotation converged in 7 iterations to yield seven factors explaining 76.058 % of total variance.

Reliability Analysis

Factor analysis results in 7 summated scales (factors). Next task is to test reliability of every individual scale to measure the internal consistency among the variables of the scale. Table 2 shows result for reliability analysis. Cronbach's alpha value scale is greater than .7 (Hair et al., 1995) for every individual item of the and also for every summated scale (Factor) which indicates a very high internal consistency amongst the items of summated scale (Factors) (see Table 2).

Table 1: Factor analysis

FACTOR NAME	ROTATED FACTOR MATRIX								EIGEN VALUES	% OF VARIANCE
	ITEM	FACTOR								
		1	2	3	4	5	6	7f		
AD INVOLVEMENT	The message in the ad was important to me.	.531							2.935	17.761
	The advertisement did not do anything to meet my needs.	.525								
ENVIRONMENT ACTIVISM BEHAVIOR	I have worked for environmental groups or causes.		.699						2.467	16.537
	I have donated money to an environmental protection group(s).		.833							
	I have signed a petition in favor of protection of some part of the environment.		.695							
AD CREDIBILITY	Product displayed in the advertisement is: Believable / Unbelievable			.508					2.182	13.035
	Product displayed in the advertisement is: convincing / non convincing			.590						
	Product displayed in the advertisement is: Honest /dishonest			.892						
	Product displayed in the advertisement is: authentic / Non authentic			.634						
BRAND ATTITUDE	Buying this brand (displayed on advertisement) of washing powder is a good decision.				.837				1.849	8.441
	I think this is a satisfactory brand of washing powder.				.864					
	I have a favorable opinion of this brand of washing powder.				.830					
	I like this brand of washing powder.				.827					
ENVIRONMENT BEHAVIOR	When I buy products, I try to consider how my use will affect the environment.					.611			1.067	7.735
	Whenever possible, I buy the products I consider environmental friendly.					.875				

PCE	There is not much that any one individual can do to protect the environment.						.734		1.041	6.713
	An individual can protect the environment by buying products that are kind to the environment.						.631			
ATTITUDE TOWARDS AD	Good/bad							.545	1.003	5.836
	Pleasant/unpleasant							.508		
	Favorable/unfavorable							.501		
Note: Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 10 iterations.										**Total Variance: 76.058**

Table 2: Reliability analysis

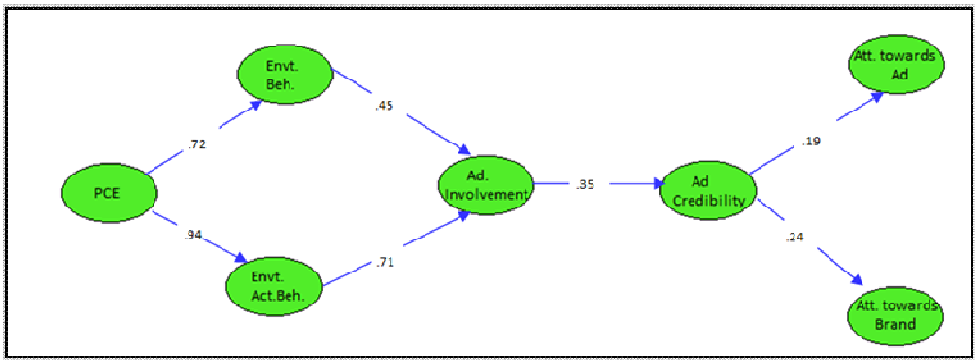
FACTOR NAME	ITEM	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Total Reliability of the summated scale
AD INVOLVEMENT	The message in the ad was important to me.	24.82	55.957	.694	.912	.830
	The advertisement did not do anything to meet my needs.	25.18	53.278	.746	.909	
ENVIRONMENT ACTIVISM BEHAVIOR	I have worked for environmental groups or causes.	25.02	52.775	.793	.904	.920
	I have donated money to an environmental protection group(s).	24.16	60.534	.718	.913	
	I have signed a petition in favor of protection of some part of the environment.	25.01	54.052	.775	.906	
AD CREDIBILITY	Product displayed in the advertisement is: Believable / Unbelievable	24.36	58.707	.759	.909	.766
	Product displayed in the advertisement is: convincing / non convincing	25.35	54.868	.724	.910	
	Product displayed in the advertisement is: Honest /dishonest	24.89	54.068	.729	.910	
	Product displayed in the advertisement is: authentic / Non authentic	23.41	26.899	.757	.879	
BRAND ATTITUDE	Buying this brand (displayed on advertisement) of washing powder is a good decision.	17.71	29.939	.732	.882	.840
	I think this is a satisfactory brand of washing powder.	17.61	30.860	.706	.886	

	I have a favorable opinion of this brand of washing powder.	17.69	29.718	.721	.883	
	I like this brand of washing powder.	18.17	27.758	.738	.881	
ENVIRONMENT BEHAVIOR	When I buy products, I try to consider how my use will affect the environment.	10.55	11.126	.615	.804	.819
	Whenever possible, I buy the products I consider environmental friendly.	10.56	10.287	.666	.781	
PCE	There is not much that any one individual can do to protect the environment.	25.53	16.385	.210	.737	.801
	An individual can protect the environment by buying products that are kind to the environment.	25.62	17.864	.120	.755	
ATTITUDE TOWARDS AD	Good/bad	25.04	16.195	.329	.794	.746
	Pleasant/unpleasant	24.66	17.623	.298	.704	
	Favorable/unfavorable	24.95	14.397	.503	.698	

Structural Equation Modeling

A path model using LISREL 8.52 is developed showing correlation between the obtained constructs (factors) is shown in Figure 2. Theoretical model (Figure 1) shows how Environment Behavior and Environment Activism Behavior are determined by PCE, it also presumes the correlation between environmental factors and ad involvement. The same relationship proves to be true from the path model comes as the output of structural equation modeling (Figure 2).

Figure 2: Path diagram



***Note**: PCE – Perceived Consumer Effectiveness; Envt. Beh. – Environment Behavior; Envt. Act. Beh. – Environment Activism Behavior*

Path Loading Model

Path analysis can be considered a special case of SEM in which structural relations among observed (vs. latent) variables are modeled (Lei and Wu, 2007). Path loadings in path diagram represent the predictive links among the constructs. It shows significant relationship between variables and its indicators. Path loadings of the obtained model (Figure 2) in this research are summarized in Table 3. In the model the highest value of path loading is .94 between PCE and Environment Activism Behavior followed by .72 between PCE and Environment Behavior. Finding reveals that perceived consumer effectiveness (PCE) is a personality characteristic which influences individual's awareness regarding environment. Higher the degree of PCE in an individual higher will be his concern for environment. Next best correlation (.71) is observed between environment activism behavior and ad involvement, which reflects that the extent you are concerned for environment your will care for the advertisements having an appeal of environment friendliness.

Table 3: Path loadings of model

Path	Path Loading
PCE – ENVIRONMENT BEHAVIOR	.72
PCE – ENVIRONMENT ACTIVISM BEHAVIOR	.94
ENVIRONMENT BEHAVIOR – AD INVOLVEMENT	.45
ENVIRONMENT ACTIVISM BEHAVIOR – AD INVOLVEMENT	.71
AD INVOLVEMENT – AD CREDIBILITY	.35
AD CREDIBILITY – ATTITUDE TOWARDS AD	.19
AD CREDIBILITY – ATTITUDE TOWARDS BRAND	.24

Model Evaluation

Obtained model needs to be tested for goodness –of – fit. Absolute fit indices include Jöreskog and Sörbom's (1986) goodness-of-fit index (GFI), adjusted GFI (AGFI), Root Mean Square Error of Approximation (RMSEA) and Standardised Root Mean Square Residual (SRMR) (Steiger& Lind, 1980). The $\chi 2$ statistic should be insignificant with a p-value above 0.05 and the ratio of χ^2 and df, known as normed chi-square value must be within 2.0-5.0 (Wheaton et al, 1977; Gefen et al., 2000; Tabachnick and Fidell, 2007). A good fit for RMSEA should be close to 0.06 (Hu and Bentler, 1999) or have an upper limit of 0.08 (Steiger, 2007). NFI should have a value of 0.95 or above, while AGFI should be above 0.80 (Hu and Bentler, 1999). Regarding AGFI few researchers like Tabachnick and Fidell (2007) and Hooper et al. (2008) believe that it should lie between 0-1; as per this justification our value of AGFI (.57) falls under acceptable limits. The measure of $\chi 2$ statistics for the model comes out to be 126.82 at df = 94 and p-value = 0.08. Since the value of p is greater than 0.05 (level of acceptance) it can be concluded that we cannot reject our null hypothesis, hence theory model proposed (Figure 1) is accepted.

As shown in Table 4, RMSEA is 0.017, RMR is 0.028, SRMS is .109, GFI is 0.90, AGFI is 0.57, CFI is 0.96 and NFI is 0.97 for the model which satisfies the criteria for goodness-of-fit. So it can be interpreted that hypothesis model is perfect fit with the data collected.

Table 4: Goodness – of – fit measures for SEM

S.No	Goodness of fit measure	Model Value	Level of Acceptance
1	Degree of freedom (df)	85	
2	p-value	.08	
3	Chi-square	359.00	
4	Normed chi-square (χ2/df)	4.22	5.0 – 2.0 (Wheaton et al, 1977; Tabachnick and Fidell, 2007)
5	RMSEA (Root mean square error of approximation)	.017	0-0.8(MacCallum et al, 1996; McQuitty, 2004)
6	SRMR (standardised root mean square residual)	.109	0 – 1 (Byrne, 1998; Diamantopoulos and Siguaw, 2000)
7	Goodness of Fit Index (GFI)	.90	0 – 1 (Tabachnick and Fidell, 2007;Hooper et al., 2008)
8	Adjusted Goodness of Fit Index (AGFI)	.57	0 – 1 (Tabachnick and Fidell, 2007; Hooper et al., 2008)
9	Comparative Fit Index (CFI)	.96	CFI ≥ 0.90 (Hu and Bentler, 1999)
10	Normed Fit Index (NFI)	.97	NFI ≥ .95 (Hu and Bentler, 1999).

5. Conclusion

The study was laid its foundation on the presumed reality drawn from the studies of Glaim and Lawson, 2014; Tucker et al., 2012; Manrai et al. 1997; Thorson, Page, and Moore 1995; Mayer et al. 1993; Kangun et al. 1991; Ellen, Wiener, and Cobb-Walgren 1991, and many more researchers. The base theoretical model conceptualized for this study was the model framed by Tucker et al., 2012. In accordance with the same four advertisements were designed from which three were showing a detergent powder with a claim of environment protection and one is control ad having no concern with the environment.

On the basis of survey, it is found that it consumers who care about the environment are more receptive to the ecological theme ads (green ads), irrespective of the claim type. In terms of consumer response to green ads, environmental behaviors in general predicted interest in ads with green claims (ad involvement), subsequently enhancing ad credibility. Further it is found that Greater ad credibility generated more positive attitude toward brand attitudes. Consumers who have a high level of involvement perceive the green ad to be more truthful and believable. Therefore, findings of the research suggest that individual consumers who believe that one person's actions can make a difference in environmental protection will engage in more environmental protection behaviors, and

will be more receptive to ecologically themed ads with strong or weak claims, and even cause-related marketing efforts.

Based on our study, it is recommended that advocates of environmental protection try to influence an individual's belief that he or she can make a difference with his or her individual behaviors.

6. Limitations and Future Leads to Study

Poor response rate is the major limitation of the study. Study was conducted in Bareilly, Moradabad, Ghaziabad and Noida future researches can be carried out on a large scale by taking respondents across the length and width of the country (India). Environmental attitudes are also considered as a construct as it has a direct influence on Perceived Consumer Effectiveness (Berger and Corbin 1992). We have taken low involvement product (washing detergent) for the study, further studies can examine how consumers respond towards claims for high-involvement, high priced products.

This study focused only on an imaginary product, future research may be conducted on real green products which consumers may be using, in order to get the most accurate indication of green behaviors (Gleim M., Lawson S.J., 2014). Ecoliteracy can also be a good predictor of consumer willingness to choose green products (Laroche M et al., 2001).In future researches researchers may also include ecoliteracy as a construct for determining green purchase behavior.

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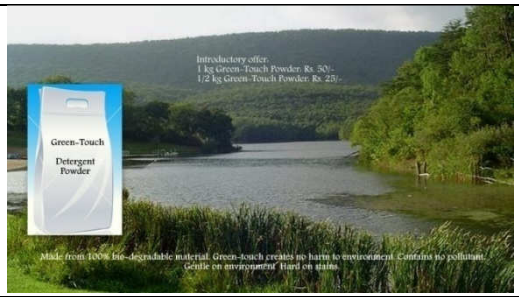
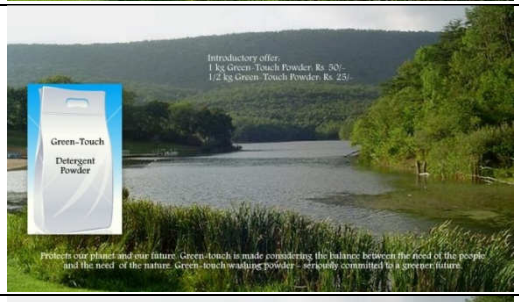
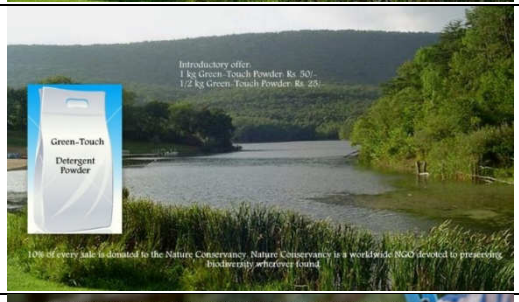
Annexure – 1

CLAIM TYPE	AD
STRONG CLAIM	
WEAK CLAIM	
CAUSE RELATED CLAIM	
CONTROL AD