

## Consumer Behavior and Attitudes of Green Advertising: A Collaborative Study with Three Companies to Educate Consumers

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**Abstract :** Consumers' understanding of the products depends on what levels of information the advertisement contains. Consumers' attitudes vary widely depending on factors such as their level of environmental awareness, their perception of the company's motives, and the perceived effectiveness of the advertising campaign. Considering the growing eco-consciousness among consumers and their concern for the environment, strategies for green advertising have become equally significant for companies to attract new consumers. It is important to understand consumers' habits of purchasing, knowledge, and attitudes regarding eco-friendly products depending on promotion because of the limitless options of the products in the market. Additionally, encouraging consumers to buy sustainable products requires a platform that can message the world that being a stakeholder in sustainability is possible if consumers show eco-friendly behavior on a larger scale. Social media platforms provide an excellent atmosphere to promote companies' sustainable efforts to be connected engagingly with their potential consumers. The unique strategies of green advertising use techniques to carry information and rewards for the consumers. This study aims to understand the consumer behavior and effectiveness of green advertising by experimenting in collaboration with three companies in promoting their eco-friendly products using green designs on the products. The experiment uses three sustainable personalized offerings, Nike shoes, H&M t-shirts, and Patagonia school bags. The experiment uses a pretest and posttest design. 300 randomly selected participants take part in this experiment and survey through Facebook, Twitter, and Instagram. Nike, H&M, and Patagonia share the post of the experiment on their social media homepages with a video advertisement for the three products. The consumers participate in a pre-experiment online survey before making a purchase decision to assess their attitudes and behavior toward eco-friendly products. The audio-only feature explains the product's information, like their use of recycled materials, their manufacturing methods, sustainable packaging, and their impact on the environment during the purchase while the consumer watches the product video. After making a purchase, consumers take a post-experiment survey to know their perception and behavior toward eco-friendly products. For the data analysis, descriptive statistical tools mean, standard deviation, and frequencies measure the pre- and post-experiment survey data. The inferential statistical tool paired sample t-test measures the difference in consumers' behavior and attitudes between pre-purchase and post-experiment survey results. This experiment provides consumers ample time to consider many aspects rather than impulses. This research provides valuable insights into how companies can adopt sustainable and eco-friendly products. The result set a target for the companies to achieve a sustainable production goal that ultimately supports companies' profit-making and promotes consumers' well-being. This empowers consumers to make informed choices about the products they purchase and support their companies of interest.

**Keywords :** green-advertising, sustainability, consumer-behavior, social media

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