



Perception Of Consumers Towards Green Advertising And Its Influence On Green Purchase Intention In Calicut District, Kerala.

¹**RAGI P** (Assistant Professor, Department of Commerce(Professional), Providence Women's College (Autonomous). Calicut, Kerala and Research Scholar, Department of Commerce, St.Joseph's College(Autonomous), Devagiri.Calicut, Kerala.).²**Dr. JASMINE VM**(Assistant Professor and Research Supervisor, Department of Commerce, St.Joseph's College(Autonomous), Devagiri. Calicut, Kerala, India.)

Abstract: The growing awareness among consumers about environmentally friendly products has led to the increasing importance of green marketing. Many organisations have revised or developed their products and processes to position themselves as environmentally responsible. Advertising has become a key communication tool for marketers to convey their environmental commitment and shape consumer perceptions by creating a green image. Consequently, consumer perception plays a critical role in influencing green purchase behaviour and guiding companies' strategic decisions. The present study examines the perception of consumers among Calicut district, Kerala towards green advertisement its influence on green purchase intention. A sample size of 250 consumers was surveyed and the data was analysed using descriptive statistics and Chi-square tests. The findings reveal that a positive perception of green advertisement among consumers with significant variations based on demographic factors such as age, income and educational qualification.

Keywords: Green Advertising, Green Purchase Intention, Perception analysis -

I. INTRODUCTION

Green Products are those Whose design and manufacturing process emphasize use of resources such as energy and water, while minimising pollution, toxicity and waste through recyclability and Such products contribute positively to both environmental sustainability and human well-being (Goh, S. K., & Balaji, M. S. 2016). In recent years, rising concerns over pollution and climate change have significantly increased global interest in environmentally friendly product (Sharma, K.; Aswal, C.; Paul, J. 2022). Acknowledging this growing urgency, many organizations have adopted initiatives to advance sustainable practices and develop eco-friendly products (Zych, G., Budka, B., Czarnecka, M., Kinelski, G. and Wojcik-Jurkiewicz, M. 2021). As a result, they actively highlight their environmental commitments in their marketing efforts, aiming to enhance consumer trust, strengthen legitimacy and corporate reputation and positively influence purchasing and investment decisions (Viererbl and Koch, 2022). This type of advertising which emphasises environmental aspects is commonly referred as green advertisement. It involves efforts to shape consumers thoughts, attitudes and behaviours by highlighting eco friendly characteristics in how products and services are produced, distributed or recycled (Keilmann, J., & Koch, T. 2026). Hence the present study has the following objectives. To examine the influence of green advertising on green purchase intention among consumers in Calicut district, analyse the awareness of consumers on green advertising, evaluate the impact of green advertising on consumer attitudes, to identify the key factors that enhance the effectiveness of green advertising and finally to suggest strategies for improving green advertising effectiveness for enhancing green purchase intention among consumers.

II. LITERATURE REVIEW

(Tih, S., Chan, K. T., Ansary, A., & Ahmed, A. 2016) study the influence of green advertising appeal on green purchase intention and advertising appeal refers to persuasive approach used in advertisements to shape consumers attitude and buying intentions, either by highlighting personal advantages or broader societal and environmental gains. The researcher concludes that green advertising does influence purchase intention and also highlight the following factors environmental benefits, social responsibility and environmental protection which helps to increase the effectiveness of green marketing campaigns which ultimately leads to green purchase intention.

Zhu, B. (2012) which concludes that credibility of green marketing claims is the significant factor which ultimately leads to green purchase intention. Consumers are more likely to buy green products when they trust green claims made in advertisements. Green advertising is not directly connected towards green purchase intention. But it has indirect connection through credibility of advertising claims and attitude towards green advertisement.

Kusuma, P. N. P. D., & Handayani, R. B. (2018). The present study concludes that as consumers gain more knowledge about environmental issues, their attitudes toward the environment become more positive. Additionally, exposure to green advertisements enhances consumer awareness and concern for environmental protection. Effective green advertising plays a significant role in motivating consumers to choose environmentally friendly products.

Patel, C., & Chugan, P. K. (2015). The study examined how consumer perception of green advertising influences green purchase intention and found that several dimensions of perception play a significant role. Specifically, factors such as environmental knowledge, company image, improved product features and the ethical impact of advertisements were found to have a strong positive effect on consumers intention to purchase green products. This indicates that when advertisements effectively communicate environmental benefits, enhance the firm's image highlight the product improvements and create a sense of ethical responsibility, consumers are more likely to develop favourable purchase intentions.

Luo, B., Sun, Y., Shen, J., & Xia, L. (2020). The study found that green advertising plays a significant role in influencing consumers purchase intention. Specifically factors such as the credibility of claims, relevance of the advertisement, consumer attitudes toward the advertisement, and the information provided in the advertisement all have a positive and significant impact on green purchase intention. This indicates that when advertisements are trustworthy, relevant to environmental issues, informative and able to create favourable consumer attitudes, they effectively encourage consumers to purchase eco-friendly products.

III. RESEARCH METHODOLOGY

A survey was conducted among 250 consumers in Calicut district, Kerala. The questionnaire comprised sections on demographic information, awareness of green advertisement, Perception of the attitude towards green advertisement and its influence of green purchase intention, identification of key factors which enhance the effectiveness of green advertisement, suggestions regarding the strategies for improving green advertising effectiveness for enhancing green purchase intention among consumers. The data collected was analysed using descriptive statistics to summarise the responses and chi-square tests to examine the significance of demographic factors in influencing perceptions.

IV. RESULTS AND DISCUSSION

1. Results of demographic distribution of the sample respondents.

The demographic distribution of the sample is as follows:

Age	Percentage (%)	Frequency (n)
Up to 20 years	31.2%	78
21-40 years	38%	95
Above 41 years	30.8%	77
Educational Background	Percentage (%)	Frequency (n)
Undergraduate	24%	60
Postgraduate	58%	145
Professional	18%	45
Income	Percentage (%)	Frequency (n)
Up to 20000	27.2%	68

21000-40000	49.6%	124
Above 41000.	24%	60

- **Age:** Majority of the respondents (38%) are between 21-40 years.
 - **Educational Background:** 58% of respondents hold a Under postgraduate degree.
 - **Income:** 49.6% of respondents have Income between 21000-40000.
- 2. Perception of Green Advertising and its influence on Green Purchase Intention.**
- **Awareness:** 80% of respondents are aware about the green advertisement introduced by the firms.
 - **Attitude:** 80% of the consumers believe that, whether the firms have the ability to attain credibility in green claims, then consumers are more willing to buy green products.
 - **Key Factors:** 75% of consumers chosen credibility of green claims helps to increase effectiveness of green advertisement and rest of the consumers chosen clear and informative content.
 - **Strategies:** 78% of consumers prefer to say, match the relevance of green advertisement on present environmental problems and rest say if the firms have proper green brand image, then it will help to enhance effectiveness of green advertisement which further leads to green purchase intention.
- 3. Chi-Square Test Results:**
- **Age:** Significant influence of Perceptions of Attitude ($\chi^2 = 6.2$, $p < 0.05$).
 - **Educational Background:** Significant influence on Awareness levels ($\chi^2 = 5.32$, $p < 0.05$).
 - **Educational Background:** Significant influence on Key Factors ($\chi^2 = 5.7$, $p < 0.05$).
 - **Income:** Significant influence on perception of Strategies ($\chi^2 = 5.8$, $p < 0.05$).

V. DISCUSSION

The overall favourable attitude of consumers toward green advertisement reflects a solid base for advancing such initiatives with in the firms in Calicut district. The notable impact of factors such as age, level of education and income on consumers perceptions highlights the importance of designing customized awareness programs. Consumers are in the age group of 21-40 years and those with higher educational qualifications tend to better examine the factors which ultimately leads to effectiveness of green advertising and its subsequent effect on green purchase intention. Therefore, addressing these demographic variations can improve the successful adoption and effectiveness of green advertisement as well as green purchase intention.

VI. CONCLUSION

The study reveals that consumers in Calicut district hold a positive attitude towards green advertisement and its influence of green purchase intention. Since the growing environmental concerns among the consumers, majority of the consumers switch their preference to environmentally friendly products. Therefore, to know the proper benefits and relevance of eco friendly products are created only through proper informative content shared through green advertisement. And also identifying these demographic variables that shape these positive perceptions. The result emphasizes the need for focused awareness initiatives, customer engagement strategies to ensure effective implementation of green advertising which ultimately leads to green purchase intention. Credibility of green claims, valid and informative content shared through green advertisement are also matters in order to enhance advertisement effectiveness and creates green purchase intention.

References

1. Goh, S. K., & Balaji, M. S. (2016). Linking green skepticism to green purchase behavior. *Journal of Cleaner Production*, 131, 629-638.
2. Sharma, K.; Aswal, C.; Paul, J. Factors affecting green purchase behavior: A systematic literature review. *Bus. Strat. Environ.* **2022**. [CrossRef]

3. Zych, G., Budka, B., Czarnecka, M., Kinelski, G. and Wojcik-Jurkiewicz, M. (2021), "Concept, developments, and consequences of greenwashing", *European Research Studies Journal*, Vol. XXIV No. Issue 4B, pp. 914-922, doi: 10.35808/ersj/2779.
4. Koch, T., Viererbl, B., & Denner, N. (2026). Do employees want their employers to take a stand? Expectations, perceptions and consequences of corporate social advocacy (CSA). *Corporate Communications: An International Journal*, 31(1), 102-116.
5. Keilmann, J., & Koch, T. (2026). Little green lies: greenwashing's detrimental impact on corporate perception and the interplay of perceived motives, skepticism and authenticity. *Corporate Communications: An International Journal*, 31(2), 259-276.
6. Tih, S., Chan, K. T., Ansary, A., & Ahmed, A. (2016). Green advertising appeal and consumer purchase intention. *Jurnal Pengurusan*, 47(1), 1-19.
7. Zhu, B. (2012, October). The impact of green advertising on consumer purchase intention of green products. In *Proceedings of World Business and Economics Research Conference*.
8. Kusuma, P. N. P. D., & Handayani, R. B. (2018). The effect of environmental knowledge, green advertising and environmental attitude toward green purchase intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 78(6), 95-105.
9. Patel, C., & Chugan, P. K. (2015). The influence of consumer perception towards green advertising on green purchase intention. *International Journal of Entrepreneurship & Business Environment Perspectives*, 4(3), 1865-1873.
10. Luo, B., Sun, Y., Shen, J., & Xia, L. (2020). How does green advertising skepticism on social media affect consumer intention to purchase green products?. *Journal of Consumer Behaviour*, 19(4), 371-381.

