

A Survey on the Relation between Eco-advertisement and Consumer Green Consciousness on Fashion Products

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Abstract

In this study, we conducted survey on the relationship between eco-advertisement and consumer green consciousness. The target group was selected with age ranged from 18-28 and the survey was conducted through social media platform. The survey results indicated that there is a direct relationship between eco-advertisement and consumer green consciousness of fashion products. The survey results provided some evidences that the green message in the advertisement would increase consumers' green consciousness when purchasing the fashion products.

Keywords: Consumer, Eco-advertisement, Consumer green consciousness, Fashion products

INTRODUCTION

Eco-advertisement is referred to the promotion and advertising of eco-friendly and green products. Brands and firms mainly focus the numerous environmental-friendly aspect of purchasing their products and services [1]. According to Banerjee et al [2], eco-advertisement should have one or more criteria of: (i) explicitly or implicitly addresses the relationship between a product/service and the biophysical environment, (ii) promotes a green lifestyle with or without highlighting a product/service, and (iii) presents a corporate image of environmental responsibility. The raising of the green consciousness on consumption behavior impacts into green purchasing has to large degree supported by the eco-advertisement efforts to promote environmental-friendly product life cycle [3]. Schuhwerk and Leftkoff-Hagius [4] also mentioned that effective eco-advertisement which presents the environmental benefits visibly of the products. It could awake the conscious of those consumers who are less environmentally involved. Thus, the aim of this study is to examine the relationship between eco-advertisement and consumer green consciousness of fashion products in Hong Kong.

MATERIALS AND METHODS

Hypothesis. The consumer green consciousness is positively associated with eco-advertisement.

Survey. Questionnaire survey was conducted and two groups of questions, eco-advertisement (Ecoadv) and consumer green consciousness (Greencon) were asked. The questions were listed below and the questions were measured on 6 point Likert-type scale, in which 1 represents strongly disagree and 6 represents strongly agree. The target group was with the age ranged 18-28.

Questions on eco-advertisement

- Ecoadv 1: As I know, eco-advertisement provides knowledge of eco environment.
Ecoadv 2: I pay attention to environmental message in advertisement.
Ecoadv 3: I have learnt about environmentally related topics and issue from eco-advertisement.
Ecoadv 4: I consider about the credibility of the claims in eco-advertisements.
Ecoadv 5: More supporting evidence within the eco-advertisements, the greater impact on me.
Ecoadv 6: Eco-advertisement enhances my consciousness of environment.

Questions on consumer green consciousness

- Greencon 1: I would describe myself as environmentally responsible.
Greencon 2: I care about buying environmentally friendly products.
Greencon 3: I would buy the green product instead of conventional products.
Greencon 4: Buying the green product would help me to feel acceptable.
Greencon 5: Buying the green product would improve the way that I am perceived.
Greencon 6: Buying the green product would make a good impression on other people.
Greencon 7: Buying the green product would give its owner social approval.
Greencon 8: I have avoid buying a product because it had potentially harmful environmental effects.
Greencon 9: I have boycotted or avoided buying the products of a company because you felt that company was harming the environment.

Data Analysis. SPSS (Statistical Package for Social Science) v.20 was used for data analysis.

RESULT AND DISCUSSION

Survey. Total 206 questionnaires were collected within three weeks in social media platform and after screening and eliminating invalid questionnaires, 199 valid questionnaires were finally collected for further analysis.

Descriptive Statistics. Tables 1 and 2 show the descriptive statistics on eco-advertisement and consumer green consciousness respectively. Table 1 presents the mean and standard deviation of variable of eco-advertisement in which the mean of six questions were all higher than 4 (the slightly agree). “More supporting evidence within the eco-advertisements, the greater impact on me” has the highest mean of 4.352. It indicates that supporting evidence is the important concern in the eco-advertisement from respondent’s viewpoint. Table 2 presents the mean and standard deviation of variable of consumer green consciousness. The mean of nine questions are nearly 4 (the slightly agree). “I have boycotted or avoided buying the products of a company because you felt that company was harming the environment” has the highest mean of 4.246 which indicates that green-conscious could influence the purchasing intention.

Table 1. Descriptive statistics on eco-advertisement.

Questions	Mean	Standard Deviation	N
Ecoadv 1	4.261	0.970	199
Ecoadv 2	4.191	0.997	199
Ecoadv 3	4.186	1.025	199
Ecoadv 4	4.307	1.040	199
Ecoadv 5	4.352	1.076	199
Ecoadv 6	4.226	1.017	199

Reliability Analysis. Table 3 shows the reliability results. There are six questions on eco-advertisement for measurement. The value of Cronbach's Alpha is 0.876 (within the accepted range of 0.7-0.95). Therefore, the results of eco-advertisement have a great reliability and the scale has high consistency. It could be suitable to have further analysis. There are nine questions on consumer green consciousness for measurement. The value of Cronbach's Alpha is 0.929 which is within the accepted range of 0.7-0.95. Therefore, the results of consumer green consciousness have a great reliability and the scale has high consistency. It could be suitable to have further analysis.

Table 2. Descriptive statistics on the consumer green consciousness.

Questions	Mean	Standard Deviation	N
Greencon 1	4.196	0.998	199
Greencon 2	3.985	1.085	199
Greencon 3	4.030	1.091	199
Greencon 4	4.196	0.998	199
Greencon 5	4.181	1.104	199
Greencon 6	4.171	1.069	199
Greencon 7	3.990	1.044	199
Greencon 8	4.156	1.083	199
Greencon 9	4.246	1.1347	199

Table 3. Reliability test results.

Item	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
Eco-advertisement	0.876	0.877
Consumer green consciousness	0.929	0.929

Correlation Test. Eco-advertisement and consumer green consciousness are the two variables included in the hypothesis. Table 4 presents the result on hypothesis. The significance level of two variables is 0.000 as shown in the Correlations Table which is less than 0.05 (A significance level of 0.05 reflects a 95% confidence interval). The value of Pearson correlation value is 0.781 at 0.01 significance level which is highly close to 1. It indicates that there is positive relationship between eco-advertisement and consumer green consciousness. Therefore, hypothesis is supported by correlation result.

Table 4. Correlation between eco-branding and brand green image.

		Greencon mean
Ecoadv mean	Pearson Correlation	0.781**
	Sig. (2-tailed)	0.000
	N	199

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

Simple Linear Regression Analysis. Eco-advertisement and consumer green consciousness are the two variables in hypothesis. The null and alternative hypothesis would be shown as below:

H0: Consumer green consciousness has no linear relationship with eco-advertisement.

H1: Consumer green consciousness has linear relationship with eco-advertisement.

Table 5. ANOVA Table of H1^a.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	87.650	1	87.650	307.404	0.000 ^b
Residual	56.171	197	0.285		
Total	143.821	198			

a. Dependent Variable: Greencon mean

b. Predictors: (Constant), Ecoadv mean

Table 6. Coefficient Table of H1^a.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Standard Error	Beta			
1	(Constant)	0.609	0.205		2.935	0.004
	Ecobrand mean	0.829	0.047		17.533	0.000

a. Dependent Variable: Greencon mean

Table 7. Model Summary Table of H1.

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.765 ^a	0.585	0.583	0.57745	0.585	277.335	1	197	0.000 ^a

a. Predictors: (Constant), Ecoadv mean

From ANOVA Table in Table 5, the p-value of the F test was 0.000 which is less than 0.05 (i.e. rejects the H0 that regression coefficient is zero). As a result, the consumer green consciousness has significant linear relationship with eco-advertisement at a significance level of 0.05. Moreover, the Coefficient Table in Table 6 shows the p-value of t test for the consumer green consciousness associated with eco-advertisement is 0.000 which is less than 0.05. Thus,

it could claim that consumer green consciousness has linear relationship with eco-advertisement at a significance level of 0.05. According to the Model Summary Table in Table 7, the coefficient of determination R^2 (R Square) is 0.609. It shows that 60.9% of the variation in the consumer green consciousness could be interpreted by the variable of eco-advertisement. There is 60.9% of coefficient determination and the overall linear relationship of the model is also considered by significant value (p-value of F test and t test < 0.05). The hypothesis is supported.

CONCLUSIONS

We investigated the relationship between eco-advertisement and consumer green consciousness. Based on the survey results and analysis, it showed that eco-advertisement was positively correlated with the consumer green consciousness. In other words, the different information inside eco-advertisement has a significant impact on enhancing the consumer green consciousness. It is in accordance with Zhu [5] that the more conscious would gain while green information shown in eco-advertisement.

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