Independent University **Bangladesh (IUB)**

IUB Academic Repository

Dept. of Marketing Faculty Publications

2011-01

An Assessment of Green Messages on the Audience of Dhaka City

Islam, M.S.

Islam, M.S., Hossain, M.M., and Hassan, R.,“An Assessment of Green Messages on the Audience of Dhaka City” (East West Journal of Business and Social Studies, Volume 02, January 2011).

http://ar.iub.edu.bd/handle/11348/869

Downloaded from IUB Academic Repository

An Assessment of the Impact of Green Messages on the Audience of Dhaka City

Mohammed Sohel Islam*
Md. Munir Hossain**
Rumman Hassan***

ABSTRACT

Previous research has shown the impact of various message formats on consumer behavior. Much work has been done to ascertain the impact of the various types of appeals (rational, fear, and guilt), and degree of customer involvement on consumer responses to various messages. This research represents a robust study conducted on the impact of messages pertaining to a greener environment on the population of Dhaka City. A structured questionnaire was sent out to 400 respondents within the periphery of Dhaka City. It has been observed that the dependent variable, consumer attitude towards green messages, is related to the different appeals of the messages that they are exposed to. In addition, it has also been found that consumers attitude towards green messages is influenced by their degree of involvement pertaining to various environmental issues.

Introduction

During the late 1980s the term 'green marketing' became one of the great business buzzwords, often spoken but rarely understood. Obviously it is not difficult to see that green marketing has to be the marketing of the future. The activities of the industries are not currently sustainable. The environment cannot supply the resources they consume or deal with the pollution they create indefinitely. Gradually businesses, both private and public sector, will be pushed towards better environmental performance by the rising costs of resource inputs and by legislation to control pollution outputs. What is perhaps less obvious is that the green marketing should be the marketing of the present. (Peattie, 1992).

* Senior Lecturer, School of Business, Independent University, Bangladesh.
** Senior Lecturer, School of Business, Independent University, Bangladesh.
***PhD Student (Marketing), University of New England, Australia.

The signs of environmental degradation and the depletion of the natural resource base in the whole of South Asia are very clear. They were brought to the notice of the world during the successive major floods that hit most of Bangladesh in 1987 and again in 1988. Bangladesh, a small country of 147,570 square kilometers and over 120 million people, suffers not only from floods but also from droughts, soil degradation, deforestation, unplanned urbanization and industrialization, depletion of water resources and forest cover and even from signs of increasing aridity which could lead to desertification (Statistical Division and Ministry of Finance & Planning, 2004).

Desertification is evident in the northwest while fierce typhoons and tidal waves frequently batter open coastal lands and settlements because they are without protective tree cover. Cowdung and other valuable biomass, which could be used as fertilizer is burned as, fuel because firewood is no longer available. People are facing a multitude of difficulties caused directly or indirectly by nationwide deforestation, but the worst consequences of forest destruction are still to be experienced. (Anwar & Sidduque, 1997).

In light of what has been mentioned earlier, it is imperative that businesses and consumers alike need to evolve in terms of their practice of various green marketing activities. This paper explores green marketing as the messages transmitted to the audience (via TV, radio, billboard, etc.), which highlights the importance of a greener environment. Thus, emphasis has been placed on messages that focus on forestation and the importance of planting trees in the city.

The remainder of the paper has been organized into six sections. Firstly, objectives have been delineated. Then the following sections review the literature that has been consulted, followed by the research framework, hypotheses, research methodology, data analysis, and finally a section on the conclusion and implications of this study.

Objectives of the Study

The researchers have delved into trying to ascertain as to how the different message formats depicting the various appeals (emotional, rational) have constructed or reshaped the existing attitudes of the audience towards messages that promote the notion of a greener environment. In addition to this objective, the researchers have also investigated whether the degree of involvement of audience affects their attitude towards the green message.

Literature Review

Green marketing is used to describe any marketing activity of a farm that is intended to create a positive impact or to lessen the negative of a product on the environment and as a result capitalize on consumers' concerns about environmental issues (Etzel, Walker & Stanton, 1997).

Green marketing involves developing products and packages that are less harmful to the environment. Green marketing includes many areas ranging from conservation to control of pollution (Skinner, 1994).

Green advertising is defined as any ad that meets one or more of the following criteria:

1. Explicitly or implicitly addresses the relationship between a product/service and the biophysical environment.
2. Promotes a green lifestyle with or without highlighting a product/service.
3. Presents corporate image of environmental responsibility.

Five types of emotional appeals are identified: fear, guilt, humor, self-esteem, and warmth. Rational appeals and appeals that emphasized the financial aspects of environmentalism are coded as a third category (Benerjee, Gulas, & Iyer, 1995).

Exposure to an advertisement can create awareness about the brand or services, leading to a feeling of familiarity with it. Second, information about the brand's benefits and the attributes on which the benefits are based can register with the consumer and can also result from exposure to the ad. Third, advertisements can also generate feelings in an audience that they begin to associate with the brand or its consumption. (Batra, Myers & Aaker, 1996)

Petty and Cacioppo have proposed the framework, which predicts when the audience member will cognitively elaborate and follow the central route. Two factors identified in the ELM (Elaboration Likelihood Model) as significant are an audience member's motivation to process information and ability to process information. Consumers are most likely to process centrally when both motivation and ability are high; when either low, peripheral processing is more likely.

Motivation to process information: Central processing requires first the motivation to process information, because information processing requires effort. Unless there is some reason to expend the energy or pay the price, the 'hard' information in the ad will not be processed. Such effort will not be expended unless the consumer is involved with the product or associated with purchase decision and unless the information in the advertisement is both relevant and important. (Batra, Myers & Aaker, 1996).

Rational appeal is the persuasive communication aimed at the buyer which is based upon the economic and technical advantages of the product or service to the buyer, rather than emotive appeals which are based upon essentially behavioral factors (Baker, 1998). It is an appeal to the consumer's practical, functional need for the product or service (Bovee & Arens, 1992). If the term 'rational' is defined as an individual's attempt to maximize his satisfactions (whether they be economic or other psychological satisfactions) or to minimize his dissatisfactions, then all behavior must be viewed as being rational (Britt, 1979). The rational appeal is an important approach to consider because prospects have a tendency to envision themselves as being intelligent individuals, and they desire to rationalize their decisions (Dirksen, Kroeger & Nicosia, 1983). These aim at the customer's self-interest by stressing the value or performance of the product. For a green advertising theme a rational appeal might stress the cost savings of green products which use less resource than conventional products. (Peattie, 1992).

Emotional appeal relates to the consumer's psychological, social, or symbolic needs (Bovee & Arens, 1992). If the term 'emotional' is used to denote behavior that is any way connected with feelings, attitudes or emotions, then all behavior must be viewed as being emotional (Britt, 1979). Emotional content in advertisements enhances their attention attraction and maintenance capabilities. Advertising messages that trigger emotional reactions of joy, warmth, or even disgust are more likely to be attended to than are more neutral ads. Emotions are characterized by a state of heightened physiological arousal, emotional messages may be processed more thoroughly than neutral messages. Emotional advertisements that trigger a positively evaluated emotion enhance liking of the ad itself (Hawkings, Coney & Best, 1992).

Fear appeal involves organization of message content so as to arouse the anxieties and fears of the consumer (Block & Roering, 1976). Fear appeals make use of the threat of negative (unpleasant) consequences if attitudes or behaviors are not

altered. Where fear appeals have been studied primarily in terms of physical fear (physical harm from smoking, unsafe driving and so forth), social fears (disapproval of one's peers for incorrect clothing, bad breath, or inadequate coffee) are also frequently used in advertising. For fear appeal to be successful, the level of fear induced must not be so high as to cause the consumer to distort or reject the message. In addition, it is critical that the source of the fear-arousing message be viewed as highly credible (Hawkings, Coney & Best, 1992).

Consumers feel especially guilty about environmental ills they can do something about, but do not. They readily acknowledge the role of their own consumption in despoiling the environment. They see themselves as being able to do little to fix serious problems like global climate change or ozone layer depletion. However, they do feel a responsibility to cut down on excess packaging and take steps like recycling and conserving water (Ottman, 1998).

It refers to the intensity of the consumer's interest in a product, medium, or message. High-involvement means that a product - or information about it - is important and personally relevant. Low-involvement means that the product or information is perceived as unimportant. Advertising for this type of product often focuses simply on key points, emotions, lifestyles, or images (Wells, Burnett & Moriarty, 1992).

Involvement is the perceived importance or personal relevance of an object or event. It is about the degree to which the consumer feels attached to the product or brand, and the loyalty felt towards it. Involvement has both cognitive and affective elements: it plays both the brain and the emotions. High product involvement will come about if the consumer feels that product attributes are strongly-linked to end goals or values; lower levels of involvement occur if the attributes are only linked to function and low levels occur if attributes are irrelevant to consequences (Blythe, 1997).

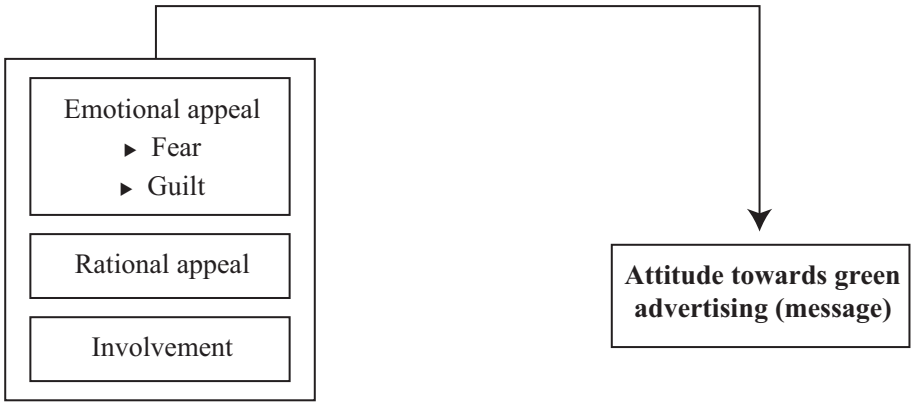
Involvement is a motivational state influenced by the perceived personal importance and/or interest evoked by a stimulus. Level of involvement not only influences the amount of information processing, it also has important implications for decision-making process, attitude formation and change, and word-of-mouth communication (Mowen, 1993).

Involvement refers to consumers' subjective perception of the personal relevance of an object, activity, or situation. It is important to recognize that people may be

involved with many concepts besides products and brands such as advertisements. Consumers who perceive that some attributes of a product are associated with important values will experience higher levels of product involvement than consumers who perceive that product with attributes lead only to functional consequences. Of course, consumers who perceive that product attributes have no important consequences at all (basically, they have no means-end chains) will feel little or no involvement with the product (Peter & Olson, 1990).

Figure- 1: Conceptual Framework of the Research Study

Conceptual Framework



After the audiences are exposed to a message, they form an attitude towards it. The affective and the cognitive dimension of the attitude described in literature review reflect that the audiences tend to be attracted by the green messages and thus form an attitude. This attitude is formed through various effects which lead to a favorable or unfavorable liking toward the brand.

According to advertising exposure model, it is obvious that exposure of message can create an attitude towards it by processing the elements of the ad such as emotional factors. (Batra, Myers & Aaker, 1996)

Any message has a definite communication effects. One of the major communication effects is the formation of the brand attitude that is preceded attitude toward that message. Brand attitude eventually forms a position in the audience's mind that lead the audience to the later stage of purchase intention.

The research framework also delineates that messages provide information and facts about the product or service being promoted, in this case the concept of green marketing that is planting more trees to save the environment, and thus the audience form attitude towards it. The "ELM" model in the literature review depicts that message can lead the attitude of the audiences to change. Depending on the level of involvement, the audiences form an attitude towards the message.

According to the definition of green marketing in the literature review section, it is apparent that a green message has used both emotional and rational appeal with involvement to promote a green lifestyle with or without highlighting a product or service. Thus in this framework emotional (fear and guilt), rational appeal and involvement have been included as the independent variables that affect the message issue which influences audience behavior in changing attitude.

Thus by reviewing all theories and models from the previous section and the findings from previous research that have been discussed later, the researcher has considered emotional appeal (fear, guilt), rational appeal and involvement as the means to influence the attitude toward green messages.

Hypotheses

The research framework presented in the previous section leads to the following hypotheses for this research study. The hypotheses are based on the assumption that all the audiences have the same degree of exposure to the green advertisements.

H1a: There is a relationship between fear and the attitude toward the green advertising.

H2a: There is a relationship between guilt and the attitude toward the green advertising.

H3a: There is a relationship between rational appeal and the attitude toward the green advertising.

H4a: There is a relationship between involvement and the attitude toward the green advertising.

Singh and Cole (1993) conducted a research on television commercial effectiveness where they used attitude towards the advertisement message, and rational appeal as one of the dependent and independent variables respectively.

Emotional appeal was measured on a 3-item scale that included statements such as "The commercial is trying to appeal to my sentiments (emotions)." Reported scores are the average score on the 3-item scale. Rational appeal measured on a 4-item scale includes statements such as "The commercial makes arguments for buying the brand." Reported scores are the average score on the 4-item scale. Attitude toward advertisement was measured on a 13-item, 7-point semantic differential scale. The adjectives used were pleasant/unpleasant, refined/vulgar, likeable/unlikable, interesting/boring, tasteful/tasteless entertaining/ unentertaining, artful/artless, familiar/novel, good/bad, insulting/ uninsulting, believable/ unbelievable, convincing/unconvincing and informative/ uninformative.

- The following statement has measured attitude toward the green advertising:

  "Green advertising creates consciousness about environment."

  7-item, 7-point Semantic differential scale has been used where +3 indicates good, likable, pleasant, favorable, interesting, convincing and believable, -3 indicates bad, unlikable, unpleasant, unfavorable, boring, unconvincing and unbelievable and 0 indicates neutral condition.

- The following statement has measured fear:

  "Let the trees live, if you want to live."

  3-item, 7-point Semantic differential scale has been used where +3 indicates fearful, afraid and anxious, -3 indicates not fearful, not afraid and not anxious and 0 indicates neutral condition.

- The following statement has measured guilt:

  "Cutting a tree requires planting two trees."

  3-item, 7-point Semantic differential scale has been used where +3 indicates guilty, regretful and remorseful, -3 indicates not guilty, not regretful and not remorseful and 0 indicates neutral condition.

- The following statement has measured rational appeal:

  "Each tree is a piece of investment."

  3-item, 7-point Semantic differential scale has been used where +3 indicates important, beneficial and favorable, -3 indicates not important, not beneficial and unfavorable and 0 indicates neutral condition.

- The following statement has measured involvement:

"The condition of the environment affects the quality of my life."

3-item, 7-point Semantic differential scale has been used where +3 indicates important, interested and means a lot, -3 indicates not important, not interested, and not means a lot and 0 indicates neutral condition.

The Research Methodology

The purpose of this research study is hypotheses testing which is to explain the nature of certain relationship of two or more factors in a situation. The apposite type of research design for this study is Ex Post Facto design where the subtype used is survey to accomplish the research objectives. Survey has been used as the researcher does not intervene in an attempt to control the independent variable(s) and information is gathered from a sample of people by use of questionnaires. The central objective of survey design is to search for relationships between variables. It usually depends upon the use of a well-constructed questionnaire, which is used to collect data from the relevant unit of analysis under study, usually, an individual (Davis & Cosenza, 1993). Thus this research can depict the relationship(s) of certain variables of green advertisements (messages) from the context of the audiences of Dkaka Metropolitan City, the capital city of Bangladesh.

The convenience sampling is one of the non-probability sampling designs that is being used in this research. As its name implies, convenience sampling involves collecting information from members of the population who are conveniently available to provide this information (Sekaran, 1992).

The sampling units are both male and female audiences of Dhaka city. These individuals are aware of the green messages that the dwellers of Dhaka city are exposed to. The social classes that these individuals belong to are mostly middle class to upper class who have access to different media and who have some knowledge about the impact of environment on society.

Primary data have been collected from 400 samples by the use of questionnaire. According to Cochran, reported by Burtlett, Kotrlik & Higgins (2001), the method for calculating sample size has been used to determine the sample size for this research.

Data collection has proceeded with coding of 400 questionnaires into a symbolic form in SPSS software. The data was summarized in the form of simple frequency and descriptive statistics. The following is a brief of tests that have been utilized.

As hypotheses have been tested to identify the relationship of certain variables that are based on the scale of ordinal data in the questionnaire, Bivariate analysis (Spearman's Rank Correlation test) has been used.

A reliability test for each hypothesis, which entails the relationship of a construct and a dependent variable, has been conducted. The researcher has used semantic differential scale to measure each of the independent and dependent variable. As this scale is based on seven points and is split into two halves, it is considered appropriate to test the reliability of this scale. The value of the Chronbach's alpha has been estimated to test whether the scales are reliable or not. A Chronbach's alpha value of at least 0.6 is considered reliable for this research study. For lucidity, examining each hypothesis is encompassed into three steps: Reliability analysis of the dependent variable, Reliability analysis of the independent variable and Testing of hypothesis in statistical form.

Data Analysis

The first analysis has been undertaken to test the reliability of the scale that measures the first dependent variable, attitude towards green advertising (message) that has been mentioned in the framework. The reliability analysis of this dependent variable indicates an alpha value of 0.8831 that is above 0.6. Therefore, it can be inferred that the seven sub-variables (Good-bad, Likable-unlikable, Pleasant-unpleasant, Favorable-unfavorable, Interesting-boring, Convincing-unconvincing, Believable-unbelievable) that have been aggregated to measure the first dependent variable, attitude towards green advertising, are reliable.

The Cronbach alpha values of reliability analysis for all the independent variables have been shown in Table- 1.

Table- 1: Independent variables and their corresponding Cronbach alpha values

Independent variables	Cronbach alpha
Fear	0.8747
Guilt	0.8680
Rational appeal	0.8538
Involvement	0.6671

The table above indicates that the Cronbach alpha values of the independent variables are higher than 0.6. Therefore, it can be deduced that the four independent variables are reliable.

The "bivariate" correlation test with the value of Spearman's rho, assists the researcher to make inference regarding the relationship of the following variables (attitude towards green messages as the dependent variable, and fear, guilt, rational appeal, and involvement as the independent variables).

It is imperative to set the cutting point of which to select between the null and alternative hypotheses. Thus, the statistical notion implies the two conditions for accepting the alternative hypotheses, if $\rho \neq 0$ and, if $\alpha < 0.05$.

It can be inferred from the following table that the α value (two-tail significance level test) for each of the four hypotheses tested is found substantiated at the significant level lower than 0.05 (the actual α is 0.01). The ρ value for each of the hypotheses was found not to be not equal to zero (refer to Table 2). Thus, all four null hypotheses have been rejected.

Table- 2: Significance value (α) and Correlation coefficient (ρ) of four hypotheses

Hypotheses	Significance value (α)	Correlation coefficient (ρ)
1	0.0000	0.232
2	0.0000	0.288
3	0.0000	0.510
4	0.0000	0.510

Hypothesis 1

H1a: There is a relationship between fear and the attitude towards the green advertising (message).

The reasonable explanation behind this finding is that environmental consciousness is gaining popularity in Dhaka city. People are becoming more conscious when the green advertisements (message) are shown in different media. Different media messages demonstrate the devastating outcomes resulting from

cutting down trees unnecessarily and excessively. A sense of fear has aroused among the audience of Dhaka Metropolitan City when these audiences are exposed to the green advertisements (message), which focus their messages on fear appeals.

In Bangladesh 25% land should be covered with trees, but only 6% land is covered. Dhaka Metropolitan City is the most densely populated city in Bangladesh. It has its unique problems including tremendous high degree of pollution, soil erosion, accommodation problem, population problem etc. Beside these, rapid urbanization and growing population enhance the activities of cutting trees causing the severity of the above mentioned problems. The green advertisements (message) uphold the picture of these environmental degradations succinctly. As a consequence, these green advertisements generate fear among the audiences of Dhaka Metropolitan City to an alarming level. When the audiences are exposed to the fear appeals of the green advertisements (message), they tend to believe the message and form some sort of attitude. Likewise, it can be reconfirmed that there is a positive relationship between fear and attitude of the audiences of Dhaka Metropolitan City towards green advertisement (message).

Hypothesis 2

H2a: There is a relationship between guilt and the attitude towards the green advertising.

Results from the second hypothesis state that there is a positive relationship between guilt and the attitude towards the green advertising (message). The thoughtful elucidation behind this finding is that environmental consciousness is gaining popularity in Dhaka city. The consequences of destroying trees unnecessarily, which are demonstrated on the green advertisement (message), generate consciousness among the audiences. A sense of guilt has arisen among the audiences of Dhaka Metropolitan City when these audiences are exposed to the green advertisements, which focus their messages on emotional appeal such as guilt. There is an obvious illustration of cutting trees excessively in Bangladesh without reconciliation of ecological imbalance through plantation of enough number of trees. By claiming these facts these green advertisements generate tremendous guilt among the audiences of Dhaka Metropolitan City. The green advertisements have heightened psychological arousal among the audiences by emphasizing the feeling of guilt.

Feelings engendered by an ad can create or influence an attitude toward the ad directly as well as indirectly, through assessments of the quality of the ad's execution characteristics. In fact, some researchers believe that attitude towards the ad has two different components: an affective one, reflecting the direct effect of the feelings evoked by the ad, and a second, more cognitive one, reflecting how well made and useful the ad (and the information in it) is considered to be. In this case, the affective component of the green advertisements is the feelings of guilt that create or influence the attitude of the audiences of Dhaka Metropolitan City. Thus it is re-corroborated that there is a positive relationship between guilt and the attitude the audiences towards the green advertising.

Hypothesis 3

H3a: There is a relationship between rational appeal and the attitude towards the green advertising.

The findings from the third hypothesis reveal that there is a positive relationship between rational appeal and attitude toward green advertising. The apposite explanation behind this research finding is that Bangladesh is a poor country where a majority of the labor force is unemployed. The climate of Bangladesh is extremely in favor of growing trees which generate income. Given that profit potential in this green campaign (planting trees) is very high, a huge part of the manpower in Bangladesh engages in planting trees. Thus, when this kind of rational appeal is demonstrated in the green advertisements, the audiences become attracted to the ad and form a favorable attitude towards the green advertisements.

It is imperative to reiterate that the attitude towards the ad be higher if the ad contains useful information. According to elaboration likelihood model (ELM), developed by psychologists Richard E. Petty and John T. Cacioppo, the consumer can consciously and diligently consider the information provided in the ad in forming attitude. Here, attitudes are changed or formed by careful consideration, thinking, and integration of information relevant to the product or the object of the advertising. The consumers here are highly involved in processing the information. This type of persuasion process is termed the central route to attitude change. Thus, the attitude of the audiences of Dhaka Metropolitan City has changed centrally due to the rational appeals conveyed in the green advertisements. By showing the financial gain from planting trees, the green

advertisements help form a favorable attitude among the audiences of Dhaka Metropolitan City. Likewise, it is reassured that there is a positive relationship between rational appeal and the attitudes of the audiences towards green advertisements.

Hypothesis 4

H4a: There is a relationship between involvement and the attitude towards the green advertising.

The findings from the fourth hypothesis unveil that there is a positive relationship between involvement and attitude toward green advertising. The appropriate explanation behind this research finding is that Bangladesh is a country where natural disaster is part and parcel of the lives of the people. Devastating flood, deadly cyclone, tremendous pollution etc. are obviously making the lives more hazardous. Especially, in Dhaka Metropolitan City, which is recognized as one of the top ten polluted cities in the world where the degree of air pollution is extremely high in which, millions of city dwellers are continuously facing serious health-threat. As a result, the people of Dhaka have no other way than to be concerned about environmental consciousness. This involuntary involvement of environmental consciousness leads the people to give utmost importance and focus on the green advertisements shown. Thus, the audiences of Dhaka Metropolitan City form a favorable attitude towards the green advertisements, which focus on planting trees to save the environment.

It is important to restate that according to elaboration likelihood model (ELM) developed by Petty and Cacioppo (1986), it is possible that the audience members cognitively elaborate information and follow the central route to attitude change. Two factors, an audience member's motivation to process information and ability to process information are identified which must be present in order to alter the attitude of the audiences. Unless there is some reason to expend the energy or pay the price, the ‘hard’ information in the ad will not be processed. Such effort will not be expended unless the consumer is involved with the product or associated purchase decision and unless the information in the advertisement is both relevant and important. Thus, it can be stated that the audiences of Dhaka Metropolitan City are involved with the concept of green marketing and are educated enough to process information. As the target audiences have the ability to process information conveyed by green advertisements their involvement with the

environmental consciousness has changed centrally. Therefore, it is reassured that there is a positive relationship between involvement and the attitude of the audiences towards green advertising.

Conclusion and Implications

This particular research study has been proposed to make meaningful what might otherwise be just a cacophony of words regarding the importance of saving the environment from intense deterioration. The framework of this study will help the academicians to build concrete understanding of how do certain factors in green advertisements cause an impact on the audiences. Not only building solid understanding, but also practical implementation of the theories in the context of a unique geographical location is unveiled. The academicians are provided with the notion of how do certain theories regarding green marketing concept and its means to convey messages to the audiences work in the real situation. And how certain theories do not work in the practical situation due to the difference in cultural perception of the audiences is also upheld here. The findings of this research authenticate the use of some existing theories that have been depicted in the previous sections to furnish the literature review. Moreover, the conceptual framework of this research study will lead the academicians to base their future research on this conceptual construct.

Most researches that have been conducted regarding green advertising are based on the settings of developed countries. Limited research has been conducted in the context of developing country regarding green advertising. This research which is conducted in the context of developing country helps the academicians to explore certain factors of the green advertising that have an impact on the audiences. Thus, this study proves that certain factors of green advertising that have been used in the previous studies in developed countries can also be applicable for a developing country like Bangladesh. The research also tries to offer the academicians a good consideration of the need to conduct future research in different settings.

In order to find to what extent the impact of advertisements on other media is measurable, the future researchers may find this study very much conducive to conduct their respective researches. The academicians acknowledge the assertion of theory that rational and emotional appeal on advertisement and the involvement of the audiences with the product or concept influence the attitude of the audiences towards the advertisements. Specifically, the academicians will come to know that

rational appeal and emotional appeal of green advertisements and the involvement of the audiences with the environment influence the audiences to form an attitude towards green advertising. It is noteworthy that no matter what type of media being used, this research study provides the academia with greater confidence to apply the findings.

In the ramification, this research study offers the academicians to conduct further research regardless of the type of media being used or type of product being considered. Though this study is based on green advertising that conveys green marketing concept, the findings and the extensive literature review along with the theoretical framework furnish the academicians with crucial viewpoints to conduct future researches.

This research study has tried to make a contribution to the business sectors that are continuously tussling in a tremendous competitive ambience. It is time for the business to take a proactive approach to environmental issues rather than waiting for regulations, or accidents, to force the business into action. And this study also tried to provide the business sectors with a perfect way to visualize their future in terms of green movements and knowledge of realizing the need for environmental decisions.

The research reveals how certain factors of advertisement may alter the customer's attitudes towards their purchasing decision. This finding might help the business to formulate their marketing plan regarding promotion particularly advertising. Business sectors may find themselves in a better position to survive in the hostile business environment as they are informed by this research study that consumer's attitude towards advertising can affect their purchasing decision. Specifically for the environmental marketers, an effective way to persuade the consumers to purchase green products is unveiled here.

References

Anwar, K., & Siddique, H. A. (1997). *Adhunik Tathay Kosh*. Dhaka: Independent Press and Publication.

Baker, M. J. (Ed.). (1998). *Macmillan Dictionary of Marketing and Advertising*.3rd edition Macmillan Business.

Bartlett II, J.Z., Kotrlik, J.W., & Higgins, C.C. (2001). Organizational Research: Determining Appropriate sample Size in Survey Research. *Information technology, Learning, and Performance Journal*, 19(1), 47.

Batra. R., Myer, J.G., & Aker, D.A.(Eds.). (1996). *Advertising Management*. Prentice Hall International, Inc: New Jersy 07458. 48

Batra. R., Myer, J.G., & Aker, D.A.(Eds.).(1996). The ELM Model of Attitude Change: *Advertising Management*. Prentice Hall International, Inc.

Benerjee, S., Gulas, C.S., & Iyer, E. (1995). Shades of Green: A Multidimensional Analysis of Environmental Advertising. *Journal of Advertising*, XXIV(2)(summer).

Block, C.E., & Roering, K. J. (1976). *Essentials of Consumer Behavior*. The Dryden Press: Hinsdale, Illinois.

Blythe, J. (1997). *The Essence of Consumer Behavior*, Prentice-Hall, London, NY, Sydney,

Tokyo, Singapore, Madrid, Paris.

Bovee, C.L., & Arens, W.F. (Eds.). (1992). *Contemporary Advertising*, Irwin, Homelwood, IL 60430.

Britt, S.H. (1979). *Consumer Behavior and the Behavioral Sciences: Theories and Applications,* NY, Huntington: Robert E. Krieger Publishing Company.

Davis, D., & Cosenza, R.M. (Eds.).(1993). *Business Research for Decision Making*, Beimont, California: Wadsworth Publishing Company.

Dirksen, C.J., Kroeger, A., & Nicosia, F.M. (Eds.).(1983). *Advertising: Principles and Management Cases.* Richard D. Irwin NHC. IIIinois, 60430.

Etzel, M.J., Walker, B.J., & Stanton, W.J. (Eds.). (1997). *Marketing.* Boston, San Fransisco, California: Irwin McGraw-Hill.

Hawkings, D.I., Coney, K.A., & Best, R.J. (Eds.). (1992). *Consumer Behavior: Implications for Marketing Strategy*, Irwin, IIIinois, Massachusetts, Australia.

Mowen, J.C. (Eds.). (1993). *Consumer Behavior.* NY: Macmillan Publishing Company.

Ottman, A.J. (Eds.). (1998). *Green Marketing: Opportunity For Innovation:* NTC Business Books.

Peattie, K. (1992). Green Marketing, 128 Long Acre, London WC 2E 9AN: Pitman Publishing.

Peter, J. P., & Olson, J.C. (Eds.).(1990). *Consumer Behavior and Marketing Strategy*, Irwin, Homewood, IL 60430

Petty, R., & Cacioppo, J.T. (1986). The Elaboration Likelihood Model of Persuasion: in Advances in *Experimental Social Psychology*, 19, L. Berkowitz, New York: Academic Press, Inc., 123- 305.

Sekaran, U. (Eds.). (1992). *Research Methods for Business*, John Wiley & Sons, Inc. New York, Chichester, Brisbane, Toronto and Singapore.

Singh, S.N., & Cole A. C. (1993). The Effects of Length, Content, and Repetition on Television Commercial Effectiveness: *Journal of Marketing Research,* 30, 91- 104.

Skinner, J. S. (1994). *Marketing,* Boston, Toronto: Houghton Mifflin Company.

Statistical Division and Ministry of Finance- The People's Republic of Bangladesh, (2004). Dhaka District Statistics: Bangladesh Bureau of Statistics.

Wells, W., Burnett, J., & Moriarty, S. (1992). *Advertising Principle & Practice.* 2nd edition, Prentice Hall, New Jersey 07632.