

Greenwashing and the Use of Environmental Appeals in Modern Advertising

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ABSTRACT

Environmental concerns have been growing among people in recent times. People have started to realise that they have ignored the environment for a long time. Concern for ecological well-being is on the rise, and companies have made it a tool for marketing. Every product has suddenly started claiming itself to be eco-friendly, green, and herbal. Even completely synthetic products have begun advertising themselves as natural, organic, and green. It has become a cause for concern as the admired concept of green marketing has turned into greenwashing. Greenwashing is a marketing practice where a company or organisation is made to appear environmental friendly or more ecological, whereas, in reality, its activities are harmful to the environment. The present study is conducted to understand the excessive use of environmental appeal to sell products and its impact on promoting greenwashing in advertisements. The study results reveal some essential determinants of greenwashing practices adopted by companies.

Keywords: Advertising, Consumer Marketing, Green Marketing

INTRODUCTION

Advertising has been the key to success for every business for years and continues to perform the same task. Though the forms and formats of advertising have changed, researchers believe that the fundamental core of advertising remains the same. It has always tried to seek the audience's attention to develop their interest in the relevant product. Combined with purchasing power, this results in purchase decisions. From print media to telemarketing, e-advertising to digital marketing, the soul of advertising remains the same. Advertising is a paid, non-personal presentation of ideas, goods, or services to induce people to buy. Modernisation has irreversibly impacted how organisations identify potential customers and how they will probably purchase, repurchase, and recommend. It is more important than ever for organisations to collect evidence representing actual experiences rather than just educated guesses regarding customers' stated expectations to purchase. According to the researchers' analysis of blogs, articles, and studies, the advertising environment's power dynamics have changed, and businesses now need to consider strong competitors as well as clientele with inferior cognitive capacities.

Based on the articles and academic content, the researchers tried to classify advertisements into two different eras – fibre media advertisements (pre-Internet) and optical fibre media advertisements (post-Internet). Researchers considered the Internet as a milestone for change.

The pre-Internet era is known as communication on print media, as ads were printed on paper. Paper is prepared from wood pulp, so this type of media is also known as fibre media, including newspapers, magazines, journals, yellow pages, and periodicals. This type of media has mass communication advantages beyond time limit, as the advertisement will communicate the message whenever the reader reads it. Radio and television advertising became part of it during the later stages of this era. They came with the advantage that the audience can get the message even if they passively view or listen to it. The advent of new technologies and the limitation of earlier methods have changed the face of advertising. Advertising in the Internet era (optical fibre era) has become a part of digital marketing. Blogs, videos, and social media posts have complemented the orthodox advertising methods.

This simple-looking and profitable task of advertisement is not so simple. When not persuaded with ethical

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intentions, an advertisement can lead to ill marketing practices and may become a myopic effort that ultimately spoils a brand's image. The persuasion of the advertisement is highly dependent upon the appeal used in it. So, the researchers tried to examine different types of appeals. In the present research context, it becomes significant that researchers find prevailing appeals in the contemporary world.

● Appeals in Advertising

Aristotle deserves credit for inventing persuasion strategies in advertising. More than 2,000 years ago, he argued that the rhetoric used in arguments could be categorised into three groups: ethos, pathos, and logos. It is also known as the rhetorical triangle. Ethos calls upon ethics or what we would call the speaker's values; pathos elicits emotions in the audience; and logos put logic into play by using evidence and facts. An excellent persuasive advertising technique is when all three are balanced. Based on the rhetorical triangle, researchers found many appeals in advertisements (as shown in the Table 1).

Table 1

Brand Appeal	The emphasis on the Brand aspect
Nationalism Appeal	Patriotic sentiments used to deliver the message
Adventure Appeal	Fun and gaming are shown
Bandwagon Appeal	What is trendy is followed
Fear Appeal	Negative sentiment of something terrible going to happen, e.g. Life insurance advertisement
Humorous Appeal	It is irrational and often does not adhere to product characteristics
Rational Appeal	Facts used to support the message, like 80% glucose in drink, etc.
Less than perfect appeal	Shows that the product will complete the buyer, like beauty products
Gender Appeal	Gender-specific appeal, e.g., Jingle: 'why should boys have all the fun'
Music Appeal	A musical theme that becomes the representative of the product, Hutch tune
Emotional Appeal	Use of love, parenting, brotherhood, friendship, etc.
Plain Appeal	Directly convey the message
Social Appeal	Social issues and social concerns are shown
Snob Appeal	Experience as a luxury when they use the product
Scarcity Appeal	Run out of stock or exhaust soon

In a different context and for different products and brands, these appeals have been used; however, in the context of the present study, researchers have extended the discussion to environmental appeals in advertising.

● Environmental Appeals in Advertising

Environmental appeals are evergreen, unlike other advertisement appeals like a festive, family nest, and music, which have limitations (Campos et al., 2021). A joyful appeal like 'Holi' in the Indian context may be used to promote washing powder in March but loses its significance in November. Watching such advertisements in November in India will appear odd and may not fulfil the purpose. A family nest appeal like a feeding mother, a growing kid, and a father thinking about the family's financial security also has a limited audience. The other audience of the family nest may find it irrelevant to themselves.

Researchers have examined different articles till now to suggest that environment is an evergreen concern. A child studies the role of environmental protection, pollution, and animal extinction issues in their books. Due to natural calamities worldwide, problems for sustainable business practices have arisen. Parents have always tried to provide a world free of worries for their children. So, it may be noted that everyone in any family nest associates themselves with the environmental appeal.

Additionally, researchers believe that environmental issues are an ongoing process. It is impossible to reach a stage where the environment is completely protected from damage by human interventions. The use of several pollutants like DDT has been replaced by malathion and transfluthrin-like substances (Walker, 2000). At the same time, usage of the number of chemicals has increased, which may be essential but affect the environment adversely. Environmental concerns are always significant, and so are the ecological appeals in advertising. Environmental magnets create a mixed impact of requests like fear, love, parenting, and so on. Pittman et al. (2022) used the norms theory to investigate the effects of digital content on the perception of green advertising and to find the impact of green advertising. This research extends social norms theory (Perkins & Berkowitz, 1986) into the digital advertising space. The results indicate that social media demonstrably increases some form of social cognition about advertising context such that increased public visibility makes a social norm more salient.

With the discussion in light of different studies referred to above, the researchers believe that with time, concepts like green marketing, corporate citizenship, sustainable business, and holistic marketing came into existence. These concepts have also supported environmental appeals in advertising in India and the world. The benefits of ecological appeal in advertisements and brand building of products have attracted marketers. Those products which have nothing to do with environmental concerns started using these appeals. They began fooling people that their products were natural, herbal, and eco-friendly. It increased to a level where it can be claimed fraudulent and criminal.

Levitt (1960) raised concerns about long-term marketing losses for short-term market gain, and termed it 'marketing myopia'. Research on marketing myopia has found several cases of fluffy and exaggerated marketing, which built a falsely positive image of the product for a smaller period and permanently damaged the firm's reputation in the long run. Villarino and Font (2015) have raised the same issue. An examination of 1,835 sustainability messaging from award-winning companies revealed that the communications express facts rather than emotions, and that the benefits are for society rather than the individual client. Because the messages are apparent but not experienced, they benefit the business's cognitive but not practical image. The absence of message normalisation and a customer-centric approach fosters the perception of sustainability as a niche issue. In the present study, researchers have examined the causes of these practices and tried to find why environmental appeal might develop into greenwashing.

● Greenwashing

Greenwashing was coined first by environmentalist Westerveld (1986). The terminology involves an analogy with the word whitewashing. Greenwashing is colouring every possible aspect of a product green, i.e., making it environment-friendly. In greenwashing, companies spend their resources (mainly financial) on creating an image of supplying eco-friendly products and services to society, when the reality is quite different. The entire effort of the company is directed towards only creating a fake image of being environmentally friendly in all its operations.

Greenwashing occurs when a company spends a lot of time and money promoting and advertising its 'green' products or services rather than putting that time and money towards actually implementing environmentally friendly

practices. Presently, society is becoming increasingly conscious of environmental issues. Consumers today have become more environment-friendly in their purchase behaviour; therefore, firms that do not use ecologically agreeable practices in their action plan are being rebuffed by customers. The shift to being more ecologically mindful constrains many companies from adopting environmentally cordial practices. As a result, the need for businesses to go 'green' is driving a significant increase in organisations that promise eco-friendly credentials even when the same is entirely missing.

As the present research revolves around the issue of why environmental appeal might develop into greenwashing, the researchers have made a brief explanation of earlier established concerns related to greenwashing:

● Hidden Trade-Off

Where environmental issues are highlighted at the exclusion of another, potentially more serious concerns occur. For instance, a packaged water bottle company designs their product with scenic views, rivers, and lakes, but we all know what a plastic bottle does to the environment.

● Lack of Evidence

Where there is no factual proof or third-party verification to back up environmental claims. An example is products that state that a particular percentage of the product is made from consumer-recycled content without any correct statistics or information.

● Vagueness

Where environmental claims lack specifications and are dismissed as useless. The term 'all-natural' is not always synonymous with 'green' – mercury, uranium, and arsenic, to mention a few, are all naturally occurring elements.

● False Labels

Where companies obtain false certifications or labels with the sole objective of misleading their present and potential customers. For example, claiming that the product has successfully passed green certification may be far from the reality.

● Irrelevance

Where companies make claims that are irrelevant or meaningless in the present scenario. For example, saying a phone is 'CFC-free' when CFCs are already banned by law.

- **Fibbing**

Where companies make bogus and outrightly false environmental claims. For example, saying that a diesel car emits zero carbon dioxide into the air.

- **Lesser of Two Evils**

Where environmental claims are such that it looks like we are selecting from a set of two evils. Some can market a cigarette claiming it is entirely organic. However, it does not bring any value to the product – even organic cigarettes are harmful to health.

With the introductory discussion, it is clear that environmental appeal in advertising is beneficial for promoting goods. It may lead to green marketing in a positive progression, and if made in a negative progression, it will result in greenwashing. The present study has been designed to understand the issue of greenwashing and some of the determinants for the same.

LITERATURE REVIEW

With consumers showing pro-environment behaviour, the trend towards green marketing has increased. It has become a tool for companies to get ahead in the competition. When companies indulge in green marketing despite the product lacking in actual worth to qualify for it, it becomes greenwashing. Zhang et al. (2018) found that consumers' greenwashing perceptions reduce the purchase of the product by the customer. When consumers of a product realise that the product has only been advertised as being eco-friendly, without it actually being so, they develop an adverse reaction towards the product. Further, it negatively affects green word-of-mouth. Another variable of the study, 'green concern', also supports the inverse relationship between the said variables. Summarising the result, we can say that companies must bring green value to the product, not advertisements.

Schmuck et al. (2018) had made a cause-and-effect study regarding greenwashing. The study tried to evaluate the impact of greenwashing on brand and consumer perception. The data for the research was obtained from two different surveys in the United States (N = 486) and Germany (N = 300). Two greenwashing aspects, i.e. vague and false claims, were considered for the study.

The findings have suggested that greenwashing ruins the consumer's perception of the brand and the money the company spends on advertisements. Matthes (2019) conducted a meta-analysis on the issue of greenwashing. The analysis suggested that new research on audio-visual media can be conducted with a comparative research design. Lukinovic and Jovanovic (2019) have used the word 'fake green marketing' for greenwashing. The study provided legal remedies for greenwashing within the Republic of Serbia.

Fernandes et al. (2020) suggested that greenwashing can be stopped if companies could educate customers. The study suggested the use of text and visuals to educate customers. According to the research findings, this would help consumers identify greenwashing ads and help them distinguish between the actual environmental benefits of a product and fake ones. Torelli et al. (2020) focused on the stakeholder's perspective in the context of greenwashing. The study represented greenwashing as an 'environmental scandal' in the research paper and raised the issue of greenwashing in South African media. With misleading ads, environment-conscious consumers are likely to be fooled. The research suggested that greenwashing negatively affects the stakeholders' brand perception.

Van Niekerk and Conradie (2020) have worked to develop a deeper understanding of environmental sentiment-based marketing. The study focussed on green advertisements in South African print media. The research outcome brought a new classification of green advertising as green branding (desirable) and greenwashing (undesirable). Parguel and Johnson (2021) conducted a chronological development of the greenwashing issues. For the research, data from the last three decades was used. The researchers argued how the focus shifted from green marketing as a branding tool to greenwashing in the 1990s. Greenwashing became the focus of marketing research on climate change in the 2000s. The researchers present that unanimous condemnation of greenwashing has strengthened the validity of green advertising, thus furthering the neo-liberal agenda (green marketing being central to the neo-liberal agenda). They called this phenomenon the "great green illusion".

Bladt (2022) used two significant constructs in the research: greenwashing and consumers' trust in the

brand. It was found that due to a lack of technical knowledge and awareness, consumers cannot identify vague greenwashing. The research suggested that legal provisions will help eliminate greenwashing practices.

To sum up, the environmental appeal has been thoroughly explored with the concept of greenwashing, as evidenced by the literature review. Few studies have looked at the impact of greenwashing on customers, while others have looked at environmental advertising and the effect of greenwashing on branding. The issue that requires further investigation is understanding why ecological appeal might develop into greenwashing. Considering the research gap, the researcher finds that a study must be conducted to know why environmental appeal might develop into greenwashing. So, the researchers have designed the present study to understand some of the possible factors that promote greenwashing in advertisements by companies.

RESEARCH QUESTION AND RESEARCH METHODOLOGY

We quest to understand how environmental appeal might develop into greenwashing. We design the following research methodology to find the answer to our research question.

Population: Consumers who are also viewers of advertising (almost everyone with purchasing power) may be respondents for the present survey.

Sampling: Researchers have surveyed using the non-probability sampling technique, specifically convenience sampling.

Sample Size: 240 consumers who have access to advertisements for consumables (pilot survey among 200). The cumulative sample size is 440, which can be considered a representative of the generalisation of the survey findings.

Geographical Location: Hapur, Meerut, Ghaziabad, NOIDA, Murad Nagar

Research Tool: Questionnaire: 20 questions, Cronbach's alpha 0.868, extracting factors 05. The questionnaire

consisted of 20 items, measured on a Likert scale, with responses varying from 'strongly agree' to 'strongly disagree'.

Reliability Analysis

Further, to test the reliability of the tool, Cronbach's alpha was used to measure the reliability statistics for 20 items. Cronbach's alpha is 0.868. A value above 0.600 is considered to predict a reliable tool. Item-Total statistics show how much the reliability of the tool will increase if we delete any of the 20 items. The study of the 'Cronbach's alpha if item deleted' column shows that deleting an item is not making any significant change in reliability. So, all 20 items are considered for the tool.

Table 2: Reliability Statistics

Reliability Statistics				
Cronbach's Alpha	N of Items			
.868	20			
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q001	72.5400	134.903	.635	.856
Q002	72.5050	132.442	.713	.853
Q003	72.4950	130.563	.789	.850
Q004	72.6350	129.921	.794	.850
Q005	72.5050	136.683	.653	.857
Q006	73.3750	141.492	.295	.870
Q007	73.0650	136.051	.538	.860
Q012	72.7200	139.057	.458	.863
Q013	73.1800	144.581	.220	.872
Q014	72.6850	150.428	.048	.877
Q015	72.8600	140.121	.487	.862
Q016	72.9500	148.359	.132	.873
Q017	72.5700	138.266	.559	.859
Q018	72.6200	137.543	.557	.859
Q019	72.7000	141.829	.421	.864
Q020	72.4700	141.024	.542	.861

Source: Self-calculated.

Table 3: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.712
Bartlett's Test of Sphericity	Approx. Chi-Square	4025.256
	Df	190
	Sig.	.000

Source: As of Table 2.

The value of research data is 0.712, which can be considered acceptable for sampling adequacy. The significant value for Bartlett's test of sphericity is 0.000. For factor analysis to be recommended suitable, Bartlett's test of sphericity must be less than 0.05. So, the current data is adequate for factor analysis.

Table 4: Pattern Matrix

	<i>Pattern Matrix</i>				
	<i>Component</i>				
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
Statement 18	.917				
Statement 17	.861				
Statement 03	.711				
Statement 19	.690				
Statement 02	.655				
Statement 16		-.539		.462	
Statement 16		-.539		.462	
Statement 08			.947		
Statement 09			.867		
Statement 06			.838		
Statement 07			.809		
Statement 13				.780	
Statement 01				.704	
Statement 15				.679	
Statement 12				.604	
Statement 10					-.977
Statement 05					-.976
Statement 20					-.655
Statement 04	.412				-.602
Extraction Method: Principal Component Analysis.					
Rotation Method: Oblimin with Kaiser Normalisation.					
a. Rotation converged in 19 iterations.					

Source: As of Table 2.

Principal component analysis shows the loading of the 20 items in five factors. These variables are related to

environmental appeals. From the literature review, the factors are named as follows:

● Consumer Expectation Drivers

Statements 6-9 relate to consumer expectation drivers. No negative questions are used. We all have some needs and preferences. We customise our inner world and try to find a suitable fit in the actual world. People nowadays feel more active and are more concerned about the environment; the same is reflected in the case of products they buy. They want products that are natural and have less impact on the environment. In the quest to find factors that are accountable for excessive use of environmental appeal in advertisements, researchers have tried to examine whether people are accountable for greenwashing in advertisements. All the questions related to the customer expectations and willingness to see advertisements with an environmental appeal are loaded on one factor. The factor has been named 'consumer expectation drivers'. If consumers wish to see the environmental appeal in advertisements, companies will make such advertisements that use environmental appeal. This may lead to greenwashing, as all the products cannot be eco-friendly and natural.

● Competitive Pressure

Statements 13-16 relate to competitive pressure. Questions were framed to know out of environmental appeal and other appeals, which one the consumers prefer. The response will suggest the advertisements the consumers prefer to see and are influenced by into making purchases. The response score will show that companies are always bound to use environmental appeals due to competitive pressure.

● Non-Market Drivers

Statements 17-20 relate to non-market drivers. Regulatory compliances, and NGOs' and government factors force companies to look natural and eco-friendly. Questions were asked to determine whether advertisements favour environmental appeal with this pressure. The score will inform us about the role of non-market drivers in using environmental appeals that lead to greenwashing.

● Pro-environment Behaviour (PEB)

Statements 10-12 relate to pro-environment behaviour. If a person is a pro-environmentalist, the chances are high that they would like environmental appeals in advertisements. Each individual is pro-environmental up to a certain level. The relationship between PEB and greenwashing in the advertisement will suggest the role of environmental orientation in using excessive environmental appeal.

● Greenwashing in Advertisements

Statements 1-5 relate to greenwashing in advertisements. Researchers have placed questions related to environmental appeals in the questionnaire. The questions will collect respondents' perceptions about the excessive use of environmental appeals in advertising. A higher score for factors shows more use of greenwashing in advertisements.

Hypotheses of the Study

- H_0 : There is no significant relation between consumer expectation drivers and greenwashing in an advertisement.
- H_0 : There is no significant relation between competitive pressure and greenwashing in an advertisement.
- H_0 : There is no significant relation between non-market drivers and greenwashing in an advertisement.
- H_0 : There is no significant relation between pro-environment behaviour and greenwashing in an advertisement.

FINDINGS AND DISCUSSION

- The study found a significant relationship between consumer expectation drivers and greenwashing in advertisements, as depicted in Table 5.

Table 5: Coefficient of Correlation between Consumer Expectation Drivers and Greenwashing

<i>Correlation Coefficients</i>			
		<i>Greenwashing in Advertisements</i>	<i>Consumer Expectation Drivers</i>
Greenwashing in Advertisements	Correlation value (Pearson)	1	.535**
	Significance value for the 2-tailed curve		.000
	N	240	240
Consumer Expectation Drivers	Correlation value (Pearson)	.535**	1
	Significance value for the 2-tailed curve	.000	
	N	240	240

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

Source: As of Table 2.

The correlation value among variables is positive (0.535). The value lies in the range of moderate correlation, 0.400 to 0.600. It suggests that the null hypothesis can be rejected. Customers expect an environmentally friendly product, but when they learn about greenwashing, they become suspicious, leading to more cautious future purchasing behaviour and spreading the message to other consumers through word-of-mouth communication.

Consumer awareness and education are both essential. Advertisements for consumer rights in India with the punch-line '*Jago Grahak Jago*' have tried to create consumer awareness. Advertisers should start addressing the issue of greenwashing in their commercials. They can use it as an awareness

appeal in their advertisements. People can be taught that expecting eco-friendly and green products each time will lead to the use of greenwashing. In India, a few advertisements have been made, but there is a need to do much more. For example, Center Fresh #WhoTalksLikeThis – Halwayi was a sceptical advertisement with humour. In this advertisement, an unhygienic sweet shop owner claims his food to be herbal and natural, whereas explicit unsanitary food preparation is visible. Though humour was created to promote chewing gum, it was also sarcasm on the greenwashing done by other products. Patanjali Chyawanprash's advertisement also focused on celebrity endorsement issues and manipulation, as many other companies claim their product as herbal

and healthy. Actually, they are sugar-enriched malt that has no immunity value. If companies can actively introduce the anti-greenwashing messages in their products' advertisements, it will make consumers aware and reduce the 'fake green' benefits.

- The study found a significant relationship between competitive pressure and greenwashing in an advertisement, as shown in Table 6. The correlation value among variables is positive (0.515). The value lies

in the range of moderate correlation, 0.400 to 0.600. It suggests that the null hypothesis can be rejected. Non-market external context and market external drivers (including consumer demand, investor demand, and competitive pressure) are critical to understanding why some firms choose to greenwash. Due to this, companies try to appear environmentally friendly and indulge in advertising to communicate positively about their environmental performance.

Table 6: Coefficient of Correlation between Competitive Pressure and Greenwashing

<i>Correlation Coefficients</i>			
		<i>Greenwashing in Advertisements</i>	<i>Competitive Pressure</i>
Greenwashing in Advertisements	Correlation value (Pearson)	1	.515**
	Significance value for the 2-tailed curve		.000
	N	240	240
Competitive Pressure	Correlation value (Pearson)	.515**	1
	Significance value for the 2-tailed curve	.000	
	N	240	240

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

Source: As of Table 2.

Sometimes, avoiding the 'bandwagon effect' may help the advertisers. Products should be sold for their value propositions rather than blindly following trends. In the cement industry, companies know that Indian consumers are price sensitive. Most companies advertise themselves as cost-effective quality cement. In contrast, Bangur Cement has promoted itself as the best with little additional cost, with the punch-line '*Sasta Nahi Sabse Accha*'. Similarly, if companies promote their products for their inherent qualities, they will not have to use greenwashing for their products, even when the competitors may do the same.

- The study found a significant relationship between non-market drivers and greenwashing in advertisements, as shown in Table 7. The correlation value among variables is moderately positive (0.451). It suggests that the null hypothesis can be rejected. Non-market drivers like NGOs and governmental policies pressure companies to go green in their endeavours, resulting in companies adopting greenwashing to develop a conducive image for themselves. No government or policymaker will make a law that will harm the business.

Table 7: Coefficient of Correlation between Non-Market Drivers and Greenwashing

<i>Correlation Coefficients</i>			
		<i>Greenwashing in Advertisements</i>	<i>Non-Market Drivers</i>
Greenwashing in Advertisements	Correlation value (Pearson)	1	.451**
	Significance value for the 2-tailed curve		.000
	N	240	240
Non-Market Drivers	Correlation value (Pearson)	.451**	1
	Significance value for the 2-tailed curve	.000	
	N	240	240

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

Source: As of Table 2.

Non-market drivers like NGOs and governmental policies create pressure on companies to go green in their operational activities, as well as for social good. Compliances and environmental norms are made for eco-friendly practices in businesses. The only reason this promotes greenwashing is an improper implementation of the law. Further, NGOs and other societal pressure groups raise environmental concerns about companies. Both the cases of non-market drivers do not directly relate to greenwashing. The interest of the companies leads them to use excessive environmental appeal and

greenwashing to portray themselves as law-abiding citizens of the country.

- The study found a significant relation between pro-environment behaviour and greenwashing in a significant relationship appeals in advertisements. Actual pro-environment behaviour needs habits like avoiding plastic use, reusing, and recycling, and saving natural resources. Expecting all green features in the product without a matching environment-friendly behaviour is pseudo-pro-environment behaviour. Consumers should proactively participate in environmental protection rather than relying only on green products.

Table 8: Coefficient of Correlation between Pro-environment Behaviour and Greenwashing

<i>Correlation Coefficients</i>			
		<i>Greenwashing in Advertisements</i>	<i>Pro-environment Behaviour</i>
Greenwashing in Advertisements	Correlation value (Pearson)	1	.637**
	Significance value for the 2-tailed curve		.000
	N	240	240
Pro-environment Behaviour	Correlation value (Pearson)	.637**	1
	Significance value for the 2-tailed curve	.000	
	N	240	240

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

Source: As of Table 2.

CONCLUSION

The study noted that environmental appeal in advertising is a long-lasting sentiment. It has all the potential to be used in advertising. The objective of using this appeal by companies is to create a green and eco-friendly image for itself that can persuade people to buy its product. However, often turning to green marketing practices results in greenwashing. Consumers' expectations also force companies to go for greenwashing in this competitive world. The study found a significant correlation between consumer expectations and greenwashing in advertisements. Consumers have to think of the product as a commodity with a specific utility that fulfils the particular consumer need. The product should not be overburdened with expectations of environmental well-being. A consumer littering plastic waste around him also expects to use eco-friendly bottled water for drinking. If greenwashing practices are to be reduced, consumers have to change their mindset. It must be realised that

environmental responsibilities cannot be accomplished by purchasing a product; instead, one should accept responsibility for Mother Nature and go the extra mile for the said purpose. This ideology will kill the benefits of greenwashing.

In addition, competitive pressure has a significant correlation with green marketing practices in advertising. Colgate toothpaste was doing well with its other variants of chemical toothpaste. However, as soon as the extended benefit of herbal toothpaste was observed, they too turned herbal. They extended their product line and introduced Colgate *VEDSHAKTI* (their herbal toothpaste variant to the market). Such market expansion, however, is not possible for everyone. Companies are being compelled to seem green these days, whether it is because of pressure from competitors, consumers, or other elements of society. Tic Tac, launched in 1969, is a small hard candy made by Ferrero, an Italian confectioner. Tic Tac is sold in small transparent boxes with a living hinge lid. Tic Tac has recently launched its new TV campaign, introducing 'Tic

Tac Seeds' in saunf flavour. The campaign, 'Refreshingly Traditional', seeks to remind the consumers of the taste of traditional Indian mouth fresheners, which is a deeply rooted tradition for all Indians. The advertisement shows the unnecessary use of two prevailing sentiments. One, they used nationalist sentiment and the other, they tried to use environmental appeal that turned into greenwashing.

Most of the products are also going green due to non-market drivers. NGOs and government bodies often intervene when the product has health and environmental issues. Nestlé India announced its commitments to help make MAGGI 'Simply Good'. The iconic MAGGI brand is on a mission to support home cooks with healthier and tastier choices by simplifying ingredients, reducing sodium, and increasing micronutrient fortification. The 'Simply Good' commitment journey begins with iron fortification in India, especially since many Indians are iron deficient (anaemic). The above line and advertisements based on the claim 'goodness of iron' may seem pleasant to ears and might build the image of Maggi as a natural edible with health benefits. However, it is well known that these refined flour-based noodles damage the human body. The reason for these greenwashing efforts by a company is to camouflage the 'lead-content' issue. Research has found that NGOs and the government often raise environmental concerns, forcing companies to go green, generally resulting in greenwashing.

Pro-environment behaviour (PEB) is growing among people. Nowadays, people are more active in saving the environment. They have incorporated environmental concerns into their behaviour. Pro-environment behaviour among people should reflect in their deeds rather than their expectations. If greenwashing has to be stopped, pro-environmental behaviour has to be redefined. Research also shows that pro-environment behaviour (PEB) is highly associated with greenwashing in advertising.

Simply put, if a consumer has pro-environment behaviour, they will prefer to use the eco-friendly product. This expectation will fortify the need for environmental appeal in advertisements and it will lead to greenwashing as it is practically impossible for every product to be eco-friendly. Thus, advertisers become myopic in their marketing efforts and use greenwashing in their work.

According to the findings, environmental conservation is a broad concept that must be distinguished from using eco products to avoiding greenwashing tactics among

businesses. Consumers should undoubtedly purchase things that are less harmful to the environment, but expecting every product to be environmentally friendly will lead to greenwashing.

LIMITATIONS OF THE STUDY

The present research has been conducted in a specific time frame and covers a limited geographical area. Furthermore, responses may get affected by contemporary issues like COVID, and so on. The research provides a basic framework to extract the causes of greenwashing in advertisements in India. The generalisation of findings may not be possible for all samples and cultures. Future research can extend the work, and an in-depth study can be conducted on extracted variables. Separate research can also be conducted to consider each factor, and the inter-relations between elements can be explored further.

DECLARATION

The paper submitted is an original work of the authors. It has not been submitted for publication to any other journal.

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ANNEXURE A: QUESTIONNAIRE

Below are the statements related to various constituents related to advertising and environmental issues. Please give your degree of preference or non-preference on a scale of 1 to 5 against each of the 20 variables. Here, 5 indicates strongly agree, 4 indicates agree, 3 indicates neutral, 2 indicates disagree, and 1 indicates strongly disagree. No answer is right or wrong. Score according to your will.

Sr. No.	Parameter	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1	The impact of those advertisements which show rivers, mountains, and so on to deliver their message are high.					
2	Eco-marks, green symbols, and words related to nature in advertisements always demonstrate a quality product.					
3	Consumables can be sold quickly with eco-friendly ads, even if sometimes it does not correlate with the product.					
4	I am attracted to the ads that have a scenic view, rivers, and other environmental appeal.					

Sr. No.	Parameter	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
5	My buying decision is oriented towards the eco-friendly information of the product in the ads.					
6	I expect the product which I use to be natural and organic.					
7	I expect the consumable companies to advertise the 'green aspects' of their product.					
8	I expect that every consumable must not harm the environment.					
9	I expect the consumables used by me to save the environment.					
10	I seek a biodegradable alternative to the product I use.					
11	I always see the star rating of electronic goods before buying; the higher the stars the better the product.					
12	I use to recycle and prefer to use products that can be recycled.					
13	Nowadays, companies have to produce herbal goods to beat the competition.					
14	If an herbal, organic, and eco-friendly claim is made by any product, I will prefer to buy that over the product which does not do so.					
15	I have replaced using consumables which are not eco-friendly with products that are advertised as eco-friendly.					
16	Cost is not an issue to buy an eco-friendly and green alternative advertised by companies.					
17	I believe that NGOs are vigilant in compelling companies to go green.					
18	I feel that due to government policy, now more and more companies advertise themselves as green and eco-concerned.					
19	Certification compliances like ISO and so on motivate companies to go green.					
20	I believe that social norms and pressures of society are leading the eco-friendly products.					