



A DESCRIPTIVE STUDY ON CONSUMER ATTITUDE TOWARDS GREEN ADVERTISING INFLUENCING PURCHASE INTENT OF SUSTAINABLE FMCGS

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Submitted in partial fulfilment of BA Honours in Strategic Brand Communication at Vega School, a brand of the Independent Institute of Education (IIE).

I hereby declare that the Research Report submitted for the BA Honours in Strategic Brand Communication degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

Word Count: 11 979

Abstract

A heightened level of consumer consciousness, with regards to consumption habits, have led to greater sustainable purchase intents. With sustainable purchases on the rise, green advertising sets out to inform consumers about sustainable products. The objective hereof is to influence consumer preference of sustainable products. Unknown to the topic of green advertising is how consumer attitude comes into effect when considering the matter of purchase intent. In line with this, the study aims to address the matter of how consumer attitude towards green advertising influences the purchase intent of sustainable FMCGs, through following a positivistic research approach.

This study is of a quantitative, cross-sectional, nature. The Theory of Planned Behaviour created the foundation from which this study was conducted, as attitude is a key factor hereof. The reviewed literature conceded factors related to attitude, green advertising and purchase intent. The study followed a positivistic approach, thus quantitative data was evaluated by means of thematically grouping statistical findings. This was with the purpose to measure the extent to which attitude towards green advertising influences purchase intent. From a sample of 24 responses, a seemingly positive attitude towards green advertising was displayed. This study contributes to understanding attitudinal factors, in relation to green advertising, influencing purchase intent of sustainable FMCGs.

Key Words: Attitude, Green Advertising, Purchase Intent, Sustainable FMCGs, Environmental Concern

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1. INTRODUCTION

Great interest in the concept of attitude, when addressing sustainable consumerism, has been shown across marketing and consumer research since the 1990's (Yatish and Rahman, 2015: 128). Within the present literature, attitudes are considered either relatively stable, based on object-associations, or temporarily constructed evaluations, which are created based on the consumer's knowledge of previously collected information (Argyriou, 2011: 432). Since the realisation that attitude is an important factor associated with purchase intent, studies into the relationship between consumer attitude and advertising have been undertaken to grasp the phenomena related to sustainable consumerism (Yatish and Rahman, 2015: 128). However, further research into the matter of green advertising is needed, as the extent to which the relationship between consumer attitude and green advertising influences sustainable purchase intent is unclear. Furthermore, research suggests that the matter of customers' intents to purchase sustainable FMCGs is partly overlooked, likely due to research focusing on brand-sustainability but overlooking consumers' attitudes towards sustainable efforts.

Based on available research, the number of individuals willing to purchase green products has increased over the last decade, however there is little evidence to suggest that the purchasing of sustainable everyday products has increased, despite environmental concern and positive attitude towards sustainable alternatives to ordinary products (Joshi and Rahman, 2015: 128). The fast-moving consumer goods (FMCGs) industry took note of this, thus identified a lucrative market space for advertising sustainable alternatives (Hassan and Valenzuela: 2016: 170-172).

In relation to the above, the FMCGs industry is said to be one of the largest contributors towards environmental degradation, due to FMCGs being consumed quickly and needing fast replacement. Thus, efforts by the industry have been put in place to minimize negative environmental effects (WWF, 2018). As such, consumers have begun to realize that their purchase behaviour likely contributes to the issues surrounding environmental health, thus begun to show greater interest in sustainable alternatives for their day-to-day goods (Lin *et al.*, 2017: 425). As a response, FMCGs manufacturers are producing sustainable versions of ordinary FMCGs, the sustainable product fulfils the same need satisfaction as a conventional product, though being less harmful to the environment (Hassan and Valenzuela, 2016: 171).

The marketing tactics implemented to advertise the sustainability value of eco-friendlier alternatives was termed “Green Advertising” (Hassan and Velenzuela: 2016: 170). Given that “green” is often abstract, researchers have identified that intent is mostly driven by factors of personal concern, such as attitude and environmental concern (Grubor and Milovanov, 2017: 83). Thus, the primary aim of green advertising is to provide consumers with environmental knowledge, which leads to purchasing sustainable versions of everyday products (Grubor and Milovanov, 2017: 83).

Considering the before mentioned, this paper seeks to address how consumer attitude towards green advertising influences the purchase intent of sustainable FMCGs, through following a positivistic research approach. Thus, entailing a quantitative, cross-sectional, approach (Du-Plooy Cilliers *et al.*, 2014: 24). The reader will be provided with a general understanding of the current issue, as well as factors associated with attitude formation, which in turn contributes to the level of influence green advertising has on purchase intent. These factors will be explained in relation to Ajzen’s (1991) Theory of Planned Behaviour model (TPB), as this theory lays the foundation from which to evaluate consumer attitude, in relation to consumer intents (Paul *et al.*, 2016: 123). An extended TPB model will be applied to conceptualise attitude and green advertising, as well as key terms and literature related to the phenomenon. Data will be collected with the goal of identifying the present themes across the sampling frame and verifying measurable findings with regards to green advertising’s influence on purchase intent. This paper will focus on attitude and green advertising, so as to explain the level of impact green advertising is able to have on sustainable purchase intent. Accordingly, the researcher will make use of statistical analysis in order to interpret the data findings.

1.1. Rationale and Relevance

The topic of green advertising is of relevance as attitudinal changes about consumption of everyday goods, including environmental concerns, have led to consumer education on the matter of environmental-health (Tih et al, 2016). In turn, green branding became a popular topic of discussion amongst scholars and researchers, across disciplines of education, consumer studies and advertising practices (Grubor and Milovanov, 2017, Paul *et al.*, 2016, Handayani and Prayogo, 2017). In relation, green advertising has been used as a means in which to influence purchase intent by sharing environmental information which is of possible concern to consumers (Kumar, 2016: 70).

Noteworthy, products of different categories require different levels of involvement within the decision-making process (Hassan and Valenzuela, 2016: 171). Studies have shown that FMCGs require lower involvement in the decision-making process, therefore, consumer attitudes towards these products and their accompanying advertisements are of seemingly less significance (Rahman, 2017: 26). Hereof, it is of interest to discover the level of influence green advertising holds in a market space which is characterized by items seemingly purchased “thoughtlessly” (Rahman, 2017: 26).

Contradicting to the remarks that less thought is given to purchasing FMCGs, consumers have begun to display increased concerns about the effect of their everyday purchase decisions on their environmental footprint. This has led to brands implementing green advertising as a promotional strategy, with the aim of influencing perceptions about sustainable products (Hassan & Valenzuela, 2016: 170). The objective hereof is to influence consumer preference of sustainable products, rather than non-sustainable products. This is done through marketing tactics being oriented towards reworking consumers’ traditional purchase behaviour, through promoting sustainable products and providing information about their benefits (Hassan & Valenzuela, 2016: 171).

As a result, the study focused on the relationship between customers’ attitude and green advertising which seemingly influences purchase intent of sustainable FMCGs. In line with this, the study aimed to deliver relevant information which can be used to better understand how green advertising influences the consumer, with regards to the external- and personal factors playing a role in shaping attitudinal actions. This study can be seen as relevant, in the fields of consumer studies and marketing, as it aims to address modern consumers’ attitudes and motivations of purchase intent, by describing the relationship between consumer attitude and green advertising and the influence thereof on purchase intent of sustainable FMCGs (Kumar, 2016).

1.2. Problem and Purpose Statement

The topic of green advertising became of interest when environmental degradation led to more product manufacturers changing their processes to become environmentally inclined (Sarkar, 2012: 40). Thus, new communication tactics were needed to promote these sustainable operations (Hassan and Valenzuela, 2016: 170).

Now, with a variety of product options available to consumers, the rise of alternative consumption patterns created a new market space in the sustainability industry (Iyer and

Banerjee, 1993). This required the implementation of green advertising tactics, with the aim to inform about sustainable goods' long-term benefits (Hassan and Valenzuela, 2016: 170). Noteworthy, research suggests that consumer attitude towards green advertising predominantly influences purchase intent of sustainable FMCGs (Hassan and Valenzuela's, 2016, Junior, *et al.*, 2018). Thus, it is of interest to evaluate the current situation of consumer attitude towards green advertising influencing purchase intent of sustainable FMCGs, due to the recognition that consumers seem to rely more on their attitudes, concerns and purchasing habits than advertising when intending to purchase goods of the FMCGs category (Hassan, 2016: 172).

In relation to the above, the problem which has been identified is an insufficient understanding as to how consumer attitude towards green advertising impacts on their purchase intent of sustainable FMCGs. Thus, this study aimed to develop a greater understanding of how consumers' respective attitudes relate to their receptiveness of green advertising and the impact thereof on purchase intents of sustainable FMCGs. Addressing the problem entails identifying contributing factors which impact the said relationship and purchase intent. This is important as these factors determine the extent to which green advertising influences intentional activities, as well as shape consumer attitudes and motivations of purchase intent (Maichum, Parichatnon and Peng, 2016: 1).

Should the possible relationship between consumer attitude and green advertising be understood, with the effects on purchase intent, it could be of potential value for marketers to develop engaging advertorial content with the promotion of sustainable alternatives to everyday goods.

Research Goal

The purpose of this research is to describe the relationship which exists between consumer attitude and green advertising. The researcher will attempt to describe the extent to which consumer attitude towards green advertising influences the purchase intent of sustainable FMCGs. Therefore, the research objective for this study is to determine and describe the extent to which consumer attitude towards green advertising influences the purchase intent of sustainable FMCGs.

Research Questions

The primary research question for this study is: What level of influence does consumer attitude towards green advertising have on the purchase intent of sustainable FMCGs? (Hassan, 2016: 172).

Based on the above, the following questions were derived:

RQ1: Does attitude towards green advertising have a positive and significant influence on the purchase intent of sustainable FMCGs?

RQ2: Does a positive and significant relationship exist between attitude and green advertising?

Hypothesis

Due to the quantitative and deductive nature of this study, the hypothesis was developed based on the reviewed literature and is featured at the end of the literature review (A Research Guide, 2018).

2. THEORETICAL FOUNDATION

The theoretical framework for this study was based on Ajzen's (1991) TPB study. The TPB theory was created as an expansion of the Theory of Reasoned Action (TRA) (Ajzen, 1991: 179). Scholars of numerous disciplines have made use of the TPB model to test the factors impacting on the intent to act out a certain task (Rana and Paul, 2017: 159) with specific regards to the research field of green advertising (Chen *et al.*, 2018).

2.1. Theory of Planned Behaviour

In Ajzen's (1991) study on TPB it is stated that the intention to perform a certain behaviour can be predicted with high accuracy from attitudes toward the behaviour, subjective norms, and perceived behavioural control. These factors are shown to be related to personal intentions, however the exact nature of these relations is yet to be confirmed by researchers (Ajzen, 1991: 179). In relation to Ajzen's (1991) TPB framework, an extended model of TPB was implemented (Paul, *et al.*, 2016, Arifani and Haryanto, 2018, Kalafatis *et al.*, 1999), in order to evaluate attitude and green advertising's influence on purchase intent.

The extended TPB model includes environmental concern and environmental knowledge when studying the influence of attitude on sustainable purchase intent (Maichum *et al.*, 2016). These will be discussed during the literature review. The original TPB model proposes three conceptually independent determinants of intention, namely attitude, subjective norm, and perceived behavioural control (Ajzen, 1991: 188).

Attitude

Concepts referring to behavioural dispositions, such as attitude have played an important role in attempts to predict and explain human behaviour, with specific regards to intent (Ajzen, 1991: 179). Attitude towards intent refers to the extent to which someone has a favourable or unfavourable assessment of the behaviour in question (Ajzen, 1991: 188). In relation to green advertising, attitude can be valued as a concept developed from consumers' evaluation process and rational judgement towards the green advertising in question (Aulina and Yuliati, 2017: 550). People construct beliefs about objects by associating them with certain characteristics or attributes (Ajzen, 1991: 191) for example, connecting sustainable products to environmentalism. Thus, attitude is considered an important predictor of intention and, in the context of green advertising and purchase intent, has been associated positively with behavioural intentions (Paul *et al.*, 2016: 123: 125).

Subjective Norm

Subjective norm refers to perceived social pressures (Ajzen, 1991: 188). It is assumed that subjective norms are determined by sets of accessible normative beliefs concerning the expectations of important references (Chen and Deng, 2016: 3). The attitudes of peers likely impact on purchase intent as the consumer is concerned with their actions corresponding to those of associates' behaviours, thus, social pressures influence purchase intent (Paul *et al.*, 2016: 125). Interestingly, Ajzen (1991) identified subjective norm as the least impactful factor towards intent (Ajzen, 1991: 197-198). This was confirmed by Yogananda and Nair's study on product purchase intention which found that personal motivations rank above social norms when analysing purchase intentions (Yogananda and Nair, 2019: 1139). Thus, the researcher has chosen to discard subjective norm from this study and rather focused on environmental concern, which is a factor of personal motivation. This will be motivated during the literature review (Maichum *et al.*, 2016: 5, Paul *et al.*, 2016: 123 - 126).

Perceived Behavioural Control

Perceived behavioural control (PBC) refers to the perceived ease or difficulty to operationalise the planned behaviour. (Ajzen, 1991: 188). Intentions are indications of people's willingness. As a general rule, the stronger the intention to engage in a behaviour, the more likely its performance should be (Ajzen, 1991: 181). For example, when a product's environmental orientation resonates positively with consumers' attitude, their willingness to purchase the product increases (Aulina and Yuliati, 2017: 551). However, an intention can find behavioural expression only if the behaviour in question is under volitional control, for example, if the person can decide at will to perform the task (Ajzen, 1991: 181-182). Thus, intention is expected to influence performance, to the extent that the person has behavioural control, and should increase when the person is motivated to attempt the task (Ajzen, 1991: 183).

In this study, perceived behavioural control has been replaced by a contributing factor thereof, namely knowledge, as the level of knowledgeable information available to the consumer impacts on their motivation to follow through with their intent (Chen and Deng, 2016: 3). The relationship between PBC and product purchase intention is yet to be intensely explored and hence the exclusion from this study (Yogananda and Nair, 2019: 1135). The researcher acknowledges that consumer behaviour is an important aspect of the TPB framework and of note in literature related to green branding practices, however this study is concerned with consumers' intentions to purchase, as intentions lead to behaviours (Ajzen, 1991: 188). Although subjective norm and PBC was excluded from this study, it should be noted that different elements exercise varying degrees of influence on purchase intent, depending on the product category. The researcher chose to focus their attention towards attitude, knowledge and environmental concern, as these elements have been suggested to strongly impact the level of influence green advertising holds on purchase intent, specifically sustainable FMCGs (Paul *et al.*, 2016: 123).

3. LITERATURE REVIEW

This section presents a general overview of existing bodies of knowledge, with regards to attitude and green advertising's influence on purchase intent. The literature review considers four key matters of note, namely: environmental concern and sustainable purchase intent, green advertising, environmental attitude, and environmental knowledge. These divisions relate to the dimensions discussed in the theoretical foundation, following the example of previous literature (Paul *et al.*, 2016: 123).

Firstly, it is important to understand the current scope of green advertising literature, as green advertising is a central concept of this study. There exists a large body of knowledge on the matter of green advertising (Hassan and Valenzuela, 2016, Handayani and Prayogo, 2017, Kumar, 2017, Dellarmelin *et al.*, 2018). Seminal authors of green advertising described the term “green” as “...concern for the preservation of the environment and a non-invasive lifestyle” (Iyer and Banerjee, 1993). This implies that green advertising employs promotional tactics by which to inform the consumer of sustainable products, based on their environmental attributes and broadcast companies’ environmental initiatives (Kumar 2017: 71, Dellarmelin *et al.*, 2018: 72).

Many authors hold opposing views on the topic, Kim *et al.* (2016: 340) is of the opinion that increased visibility of green advertising is leading to higher demand of sustainable products and amplified environmental consciousness (Sharma and Joshi, 2017: 206, Paul *et al.*, 2016: 130, Chen *et al.*, 2018: 853). Contrary, researchers have found no relationship between environmental advocacy and sustainable purchase intent, indicating that green advertising may inspire environmental consciousness that does not lead to the purchase intent of sustainable products (Hassan and Velenzuela, 2016: 174). In light of this, it is unknown from previous literature what the consensus of green advertising is, as researchers are seemingly still questioning the relationship between advertising and inherent consumer beliefs which may influence the gap between intent and actual behaviour (Kim *et al.*, 2016: 340). Therefore, this study aims to add to the body of knowledge by testing the possible influence green advertising might have on purchase intent, through addressing environmental concern, attitude and knowledge as factors inherent consumer to consumers

Recent studies on green advertising focuses strongly on Southeast Asia and Indian markets (Maichum, *et al.*, 2016, Hermawan *et al.*, 2018, Yogananda and Nair, 2019). This could be due to developing economies holding great potential for the fostering of a sustainable product purchasing culture, as the growing middle class holds great buying power (Handayani and Prayogo, 2017: 25). This is of note to marketers, as the possibility of great market opportunities for green advertising and the selling of sustainable goods exist (Hermawan *et al.*, 2018: 94). Little research in South Africa has been conducted on green advertising. This could be due to the emerging economy’s potential being overlooked (Sharma and Joshi, 2017: 211). As South Africa is a developing nation, research bodies from similar economies could offer the needed framework for locally-based studies (Majila, 2014).

Interestingly, organic food production and farming is an emerging research trend in South Africa (Wekeza and Sibanda, 2019: 1). These studies relate to green advertising in the sense that organic foods use green advertising tactics to market the products as being sustainable. For the South African scope, research on green advertising holds the benefit of creating new market frontiers for sustainable produce and products, relating to research on sustainable FMCGs (Rana and Paul, 2017: 162). This is due to companies needing communication tactics which create a consumer culture of environmental consciousness, in order to be profit from sustainable business practices (Kalafatis *et al.*, 1999: 441).

Furthermore, it appears that the dominating factor which contributes to purchase intent varies in their influential abilities (Hassan and Valenzuela, 2016: 171). For example, the more favourable the attitude with respect to a behaviour, the stronger the individual's intention to act on the behaviour. The relative importance of attitude, in the prediction of intention is expected to vary across behaviours and situations (Ajzen, 1991: 188). This is due to the different surroundings, dissimilar exposure to green advertising and personal factors being diverse in nature (Dellarmelin *et al.*, 2018).

Environmental Attitude

Consumer attitude significantly predicts purchase intention (Ajzen, 1991, Paul *et al.*, 2016: 123). This can be explained in the sense that the relationship of behaviour and attitude is indirect, thus requires purchase intent as a mediator to transform an idea into an action (Junior *et al.*, 2018: 184). Literature showed that consumers do not intend to purchase sustainable products purely for environmental benefits, rather for personal factors, displaying the power of self-benefit (Ajzen, 1991, Junior *et al.*, 2018: 185). Authors report that need satisfaction is at the forefront of purchase intent, though a responsibility towards the environment is realised (Paul *et al.*, 2016: 123).

According to Dellarmelin *et al.* (2018) attitude could possibly be influenced by green advertising. This is due to advertising seeking an emotional response from consumers, in order to encourage the purchase of sustainable products (Dellarmeli *et al.*, 2018: 73). Here it is evident how exposure to green advertising contributes towards influencing the consumer's purchase intent. Thus, green advertising could possibly succeed in influencing consumers' attitude towards purchase intent of sustainable products, as emotional responses occur without complete awareness and stimulates purchase intent (Dellarmelin *et al.*, 2018: 73).

Contrary to the above, Junior et al. (2018) raises the concern that consumers' attitudes are fixed in past routines. Thus, green advertising suffers a lower impact on purchase intent (Junior *et al.*, 2018: 183-184). This statement is reinforced by Ajzen (1991) who argues that the intended behaviour is strongly influenced by earlier attitudinal experiences (Junior *et al.*, 2018). However, consumers' attitudes towards green advertising vary depending on several factors (Paul *et al.*, 2016: 124). Hence, in order for green advertising to have a meaningful influence on consumer purchase intent, the antecedents of sustainable goods purchase intent should be understood (Yogananda and Nair, 2019: 1132, Ajzen, 1991: 188).

Environmental Knowledge

Knowledge is concerned with how much the consumer knows about environmental issues, this can impact on the consumer's perspective of green advertising, which then influences their intent to purchase (Arifani and Haryanto, 2018: 2, Hermawan *et al.*, 2018: 94). In relation to TPB, knowledge is the accumulated prior experience (Aulina and Yuliati, 2017: 550). Green advertising contributes to environmental knowledge, in order to positively position a sustainable product in the consumer's mind (Aulina and Yuliati, 2017: 550). Highly informed consumers tend to display greater motivation towards purchasing sustainable goods. These consumers gain environmental knowledge through personal behaviours, such as reading packaging labels and independently researching environmental preservation (Iyer and Banerjee, 1993: 495 - 496). In addition, environmental knowledge is found to be a moderating factor in the relationship between green marketing and purchase intent (Mahmoud *et al.*, 2017: 1045). In light of this, environmental knowledge holds a significant relationship to sustainable purchase intention (Yogananda and Nair, 2019: 1139).

Green Advertising

Sustainable products have several possible characteristics, of which include organically grown, recyclable-, reusable- and biodegradable packaging (Junior *et al.*, 2018: 185, Paul *et al.*, 2016: 123). Green advertising intends to explain these product offerings (Kumar, 2017: 70, Yogananda and Nair, 2019: 1133). Dellarmelin et al. (2018) reports that within branding, green advertising is an "...irregular process..." where several green marketing strategies are implemented with the purpose to target different stakeholders. Supposedly, consumers are more willing to engage with environmentally inclined brands, in turn being more receptive of trustworthy brands' green advertising. This implies that a healthy brand reputation contributes towards the success of green advertising's influential efforts on purchase intent (Dellarmelin *et al.*, 2018: 71, Hermawan *et al.*, 2018: 95 - 96).

Ajzen (1991) found that, according to TPB, personal motivations hold greater power than subjective norms. This is supported by Junior et al. (2018) who reported that consumers' attitudes are shifting towards valuing sustainable consumption, based on personal opinions being influenced by green advertising and the desirability of sustainable products, less so the opinion of peers (Junior *et al.*, 2018: 184). Although prior research studies have seen a positive relationship between green advertising and sustainable purchase intent, interestingly enough, some authors indicate that green advertising has a seemingly low influence on consumer decision-making (Dellarmelin *et al.*, 2018: 78), possibly due to consumers' fluctuating attitudinal intent to support sustainable products (Paul *et al.*, 2016: 123).

Environmental Concern and Sustainable Purchase Intent

As an important variable in green advertising, according to Paul et al. (2016) environmental concern is linked to sustainability discourse (Junior *et al.*, 2018: 184). Environmentally concerned consumers present principles of sustainable consumerism and these consumers most likely favour eco-friendly products (Yogananda and Nair, 2019: 1133). Concern along the environmental dimension is having a major impact on consumer purchase intent, thus the focus should be on fostering a stronger preference towards sustainable consumption (Junior *et al.*, 2018: 184). This is in line with green advertising wanting to promote long-term, proactive sustainable behaviour (Kalafatis *et al.*, 1999: 441, Hassan and Valenzuela, 2016: 170).

The above is reinforced by the idea that whenever there is a sustainable purchase intent, there is a potential that the final decision can lead to an environmentally motivated pattern of consumption (Hassan and Valenzuela, 2016: 170, Hermawan *et al.*, 2018). As low involvement decision-making is required when intending to purchase these items, it is suggested that the consumer would have to be environmentally conscious for them to pay attention to green advertising and sustainable FMCGs (Hassan and Valenzuela: 176). This supports Ajzen's (1991) findings that intent is one of the best predictors of behaviour (Ajzen, 1991: 179).

Ajzen's (1991) reported on stimuli of intent, suggesting that awareness of consumption and exposure to advertising influences purchase intents (Maichu *et al.*, 2016) 1, Hassan and Valenzuela, 174-175). The consumers' frequency of exposure to marketing stimuli, these being related to green advertising, will likely have an effect on their final purchase decision

(Dellarmelin *et al.*, 2018: 73). This is due to the consumer possibly being in contact with advertising tactics shortly before following through on purchase intent. This supports the notion that situational aspects act as moderators between intent and purchases (Sharma and Joshi, 2017: 211).

In relation to the extended TPB model, it is evident that environmental concern, attitude, and knowledge are dominate influential factors of how green advertising is receive and reacted to during the purchase intent process (Paul *et al.*, 2016, Arifani and Haryanto, 2018). It is also argued that green advertising has a positive effect on these factors, ultimately influencing sustainable purchase intent. The inter-connectedness of these factors is still unclear, as each variable factor is measured separately against an independent entity (Ajzen, 1991: 95). Thus, it is necessary to further investigate how green advertising influences the purchase intent of sustainable FMCGs, through considering the contributing factors (Dellarmelin *et al.*, 2018: 73).

Based on the literature, the hypothesis has been developed for the purpose of measuring the influence of attitude towards green advertising on the purchase intent of sustainable FMCGs. As noted, literature indicates that exposure to sustainable products possibly effects decision making, therefore the presence of green advertising seemingly influences the consumer's purchase intent (Hassan and Valenzuela: 2016).

Moreover to the above, the consumer's attitude towards sustainable products is a psychological tendency which is shaped by the consumer's prior knowledge, and opinion of environmental concern, which is likely fed by green advertising (Chen *et al.*, 2016, Handayani and Prayogo, 2017: 25).

Based on the before mentioned information, the following hypothesis was developed:

H1: There exists a positive and significant relationship between consumer attitude towards green advertising and the purchase intent of sustainable FMCGs.

4. CONCEPTUALISATION

The provided definitions inform about key terms of this study. The justification of which supports the literature review. The following table describes the variables' relations to one another, these relationships are important to take into consideration during data collection.

Point	Term	Description
Point 1	Attitude	Point 1 and point 2 has a mutually influential relationship, as attitude is an unavoidable human characteristic (Arifani and Haryanto, 2018: 3).
Point 2	Green Advertising	The impact of point 1 on point 3 will be measured and considers the relationship between point 1 and 2.
Point 3	Purchase Intent	The impact of point 2 on point 3 will be measured and takes into consideration the relationship between point 1 and 2.

Figure 1: Jonker, J. 2020. *The relationships between variables.*

Attitude

This study considers attitude as a research variable, as the relationship between consumer attitude and green advertising's influence on purchase intent will be tested (Arifani and Haryanto, 2018: 3). For the nature of this study, attitude is defined as the psychological inclinations towards the environment which is learnt through responding positively or negatively towards environmental messaging (Handayani and Prayogo, 2017: 27).

Green Advertising

Due to the aim of this research, green advertising forms the focal point of this study and is considered the main research concept. Green advertising is defined as messages which suggest an underlying concern for the environment and personal health (Iyer and Banerjee, 1993: 494-495) through implementing promotional tactics which promote sustainable products through highlighting their environmental attributes (Handayani and Prayogo, 2017: 25, Kumar, 2017: 70). For this study, green advertising refers to all informative advertising efforts directed at promoting sustainable goods through the use of environmental messaging.

Purchase Intent

Purchase intent is a key aspect of this study. Intent is considered a foundation for, and best predictor of behaviour, “purchase intent” is defined as a conscious plan to make an effort to purchase a certain product (Ajzen, 1991: 185). In this context, “intent” refers to the willingness or readiness to engage in the purchasing of sustainable goods. Aligning with Ajzen’s TPB framework (1991), this study accepts purchase intent as the extent to which consumers are willing or ready to purchase sustainable products in the presence of green advertising (Paul *et al.*, 2016: 124, Dellarmelin *et al.*, 2018: 72).

Sustainable FMCGs

FMCGs are items which are sold relatively quickly, at low cost (Davis, 2017). This study excludes any products other than FMCGs, as different factors influence purchase intents of various products. These sustainable FMCGs fulfil the same function as conventional products, though causing less environmental damage through the product’s life-cycle (Junior *et al.*, 2018: 184). As a key research term, sustainable FMCGs is defined as convenience goods which require low-involvement decision making in the purchase intent process, for example fruit and dairy products (Hassan and Valenzuela, 2016: 171).

Environmental Concern

Environmental concern is a key aspect in the study of green advertising (Paul *et al.*, 2016: 123). The degree of environmental concern attained by consumers impacts the level of influence green advertising could have on purchase intent. Therefore, environmental concern refers to a consumer’s level of consciousness towards environmental issues which impacts their intentions to purchase (Jaiswal and Kant, 2018: 62).

Knowledge

Knowledge as a variable is dependent on the availability of environmental information. Prior knowledge impacts how consumers evaluate green advertisements, moreover exposure to green advertising adds to consumers’ environmental knowledge (Arifani and Haryanto, 2018: 2). Thus, knowledge refers to the extent to which consumers comprehend available information about environmental issues (Hermawan *et al.*, 2018: 95, Arifani and Haryanto, 2018: 2). In turn, the amount of environmental knowledge attained by consumers will, to an extent, determine their receptiveness of green advertising and influence purchase intent (Hermawan *et al.*, 2018: 94).

5. METHODOLOGY

The following section provides information on how the research process was operationalised.

5.1. Paradigm: Positivism

The term paradigm indicates a research approach or design (Atieno, 2009: 13). A positivistic research approach underpinned the nature of this study, in relation the researcher discussed epistemology and ontology. Positivism can be sub-classified into an experimental approach to research, as positivistic research tests quantifiable, statistical data (Atieno, 2009: 13).

The researcher aimed to measure the extent to which green advertising influences purchase intent, taking into consideration the variable factors impacting on how the consumer interprets and reacts to green advertising messages. Thus, a positivistic research approach was followed, as the researcher is required to collect empirical quantitative data (Atieno, 2009: 13), ensuring validity by the process of rigorous clarification of data, involving the use of statistical tests for justification purposes (du Plooy- Cilliers *et al.*, 2014: 34). Positivistic research values objective research, this creates trust that findings are an accurate reflection of an objective reality (du Plooy-Cilliers *et al.*, 2014: 27).

Ontology

Reality is external, existing freely of its formation within the minds of individuals, and governed by laws which have a cause and effect relationship. The extent of this relationship can be measured and is objective (du Plooy-Cilliers *et al.*, 2014: 33). In this study, the relationship between green advertising and the purchase intent of sustainable FMCGs is classified as an observational social phenomenon. Thus, in line with a positivistic approach, the researcher should discover the laws which govern this aspect of a social reality (du Plooy-Cilliers *et al.*, 2014: 25). Therefore, it is expected that positivistic research assisted the measurement of the level of influence attitude and green advertising could have had on sustainable purchase intent.

Epistemology

This study aimed to acquire knowledge through observable and empirical evidence, as underpinned by positivism (du Plooy-Cilliers *et al.*, 2014: 34). This entailed observing the interplay between attitude and green advertising, as well as the variable factors which could

impact purchase intent. Taking into consideration the presence of these factors, the extent to which attitude towards green advertising influences the purchase intent of sustainable FMCGs was measured. Thus, quantitative data was used to address the hypothesis, as numerical data is seen as objective (empirical) evidence (du Plooy-Cilliers *et al.*, 2014: 27).

Methodology

An objective research methodology is expected by the methodological position of positivism, emphasising the use of valid and reliable methods of data collection, with the purpose to describe and explain the relevant phenomena (Antwi and Hamza, 2015: 5). Therefore, numerical recordings of research findings are favoured by positivists, as quantities can accurately be processed and analysed by implementing statistical techniques (du Plooy-Cilliers *et al.*, 26-27).

Applying a nomothetic approach, meaning the study of shared societal laws, supports this research as it is aimed at measuring the relevant concepts using numerical scales, with the objective of presenting descriptive statistical analysis on the data gathered (Maree, 2016: 34). Therefore, this study made use of a deductive approach to research, intended to test relevant hypotheses, making it appropriate for the nature of this research (du Plooy-Cilliers *et al.*, 2014: 27).

The appropriateness of positivism for this study is largely due to the reason that this study aimed to develop generalizable data, based on the testing of hypotheses regarding the attitude towards green advertising impacting on purchase intent of sustainable FMCGs.

5.2 Research Design

The following sections explain the operative plan, in accordance with positivism and research of a quantitative nature. A quantitative orientation is best suited for this study as it is concerned with the identification of facts through measurable data (du Plooy-Cilliers *et al.*, 2014: 148). Furthermore, the epistemology of positivism states that knowledge, which is objective and observable, can only be acquired through the collection of quantitative data (du Plooy-Cilliers *et al.*, 2014: 25). Research techniques and practices will be discussed in order to establish a reliable and valid body of knowledge for this study's empirically based analysis. Accordingly, this approach best supports the research purpose and objectives as quantitative data aims to report on and describe the phenomena being researched.

The collection of quantitative data supported the descriptive nature of this study (Maree, 2020). Moreover, quantitative research entails the collection of numerical data to develop and generalize findings, this assisted in research staying objective (Maree, 2020).

In relation, quantitative data collection methods include the use of surveys in the form of questionnaires (Maree, 2020). Therefore, this study collected quantifiable data through the use of a digital survey in the form of a close-ended questionnaire (Maree, 2020). This supported the use of a quantitative data collection method for the purpose of obtaining objective data regarding the phenomena under investigation, which is in line with the ontological position of positivism (du Plooy-Cilliers *et al.*, 2014: 25). Furthermore, this study followed a deductive approach to research (du Plooy-Cilliers *et al.*, 2014: 27).

Deductive argumentation is a method of valid argumentation which uses a generalisable statement, or hypothesis, to examine the possibilities of reaching a specific and logical conclusion (Gulati, 2009: 42). Therefore, deductive reasoning made it possible for this study to identify the causal relationship between green advertising and relevant variables, measure the relationship and possibly generalize research findings to an extent (Saunders *et al.*, 2007: 117).

In accordance with the characteristics of positivistic research, this study followed the criteria set by empiricism (Maree, 2016: 22). Therefore, an empirical research method was employed, involving the systemic collection and analysis of data (Dan, 2017: 2). In line with the epistemological position of positivism, empirical evidence was collected in an attempt to produce objective findings from the data (Du-Plooy Cilliers *et al.*, 2014: 25). The particular empirical method which was used is a cross-sectional survey in the form of a questionnaire (Du-Plooy Cilliers *et al.*, 2014: 152).

The data collected from the survey was used to analyse and describe the topic at hand (du Plooy-Cilliers *et al.*, 2014: 171), thus making this study descriptive in nature (Maree, 2016: 171). In descriptive research the aim is to describe a phenomenon that is identified through the data collected (Saunders *et al.*, 2007: 134). In relation, this study aimed to describe the phenomena related to attitude and green advertising and how it influences the purchase intent of FMCGs. Furthermore, the time-element of the survey design was cross-sectional (Du-Plooy Cilliers *et al.*, 2014: 149).

5.3. Population and Sampling

The unit of analysis was based on the sample from which data will be collected (du Plooy-Cilliers *et al.*, 2014: 133) and upon which the measurements was made. As the sampling unit from which data was collected in this study is an individual consumer, the consumer is the unit of analysis which was focused on. In accordance with the institution's requirements, the sample size for this study is a minimum of $n=20$, thus making up the unit of analysis.

Population

The target population is defined as all entities which comply with the set population parameters (du Plooy-Cilliers *et al.*, 2014: 133). For this study the target population consists of all individuals aged between 18 and 35, male and female, living in South Africa and who have previously purchased either sustainable FMCGs or non-sustainable FMCGs. Having population representatives who have purchased from either of these product categories is in critical interest of this study. The consumers' intent to purchase these products ties into whether the presence of green advertising influences their thought processes when shopping (Richards, 2013).

In order to establish in which of the two categories the population representatives fall, being sustainable FMCGs purchasers or non-sustainable FMCGs purchasers, a screening question was included in the questionnaire. By categorising the target population representatives, based on their preferred purchases, the researcher was able to compare possible intent differences between the two groups (Lee *et al.*, 2016: 78). This was beneficial to further consider the level of influence green advertising has on consumer purchase intent of sustainable FMCGs.

The accessible population refers to the population segment the researcher has access to and which was essentially be included in the study (du Plooy-Cilliers *et al.*, 2017: 133). The accessible population for this study was individual consumers who conduct their grocery shopping in the Pretoria East area, aged between 18 and 35. These individuals formed part of the accessible population as they are easily reachable for the purpose of participating in this study.

Sampling

This study implemented non-probability sampling, meaning that the researcher did not make use of a random selection of population entities, this implies that each element did not have an equal opportunity to be selected (du Plooy-Cilliers *et al.*, 2017: 142). The researcher had chosen non-probability sampling in order to meet the particular objectives of this study.

Purposive and convenience sampling was employed in order to ensure that all participants meet the population characteristics, which are essential to the research, and to enable ease of access to the relevant entities (du Plooy-Cilliers *et al.*, 2017: 142).

Purposive sampling is the process of deliberately selecting sample elements which hold certain characteristics, the specific character traits are determined by factors which are essential for the research at hand (du Plooy-Cilliers *et al.*, 2017: 142-143). Important sample elements have been identified for this study. The inclusion criteria required respondents to be aged 18 to 35 (Paul *et al.*, 2016: 126), who conduct their grocery shopping in the Pretoria East area, and have previously purchased either sustainable FMCGs or non-sustainable FMCGs. The need for respondents to have previously purchased a sort of FMCGs is vital for the purpose of this study, as the consumers' decision-making process of intending to purchase these products ties into whether the presence of green advertising influences their thought processes when shopping. This also assisted in measuring the extent to which the respondents are aware of, or pay attention to, green advertising. Thus, the researcher was able to draw a possible conclusion of the degree to which green advertising influences the purchase intent of sustainable FMCGs.

Convenience sampling entails the selection of sample elements based on the ease of accessibility to possible research participants, this holds the advantage that research can be conducted in a timely manner. Due to the time constraints associated with this study, these sampling methods are particularly useful for the researcher. This also ensured that the sample elements met the essential prerequisites (du Plooy-Cilliers *et al.*, 2017: 142).

In accordance with the institution's requirements, the sample size for this study was no less than $n=20$. All respondents were in the age range of 18 to 35. Both male and female participants were included in the study. The respondents had to indicate if they are 18-24 or 25-35, this provided the researcher with insights regarding green advertising's impression on younger and older consumers (Maree, 2020).

Originally the researcher planned to analyse an equal spread of data across age and gender, the responses from 10 females and 10 males were anticipated to be collected and recorded. However, after the data collection phase, the final sample size was set at n=24, with 18 female participants and 6 male participants. Due to limited time and resources, no more than 24 responses could be collected. Gender and age were not concepts of this study, thus an equal spread across data hold no relevance for the purpose of reporting on consumer attitudes in this particular paper. Thus, the collected data is of a sufficient nature for the purpose of this study.

Extent

This study was cross-sectional, meaning that data was collected at only one point in time (du Plooy-Cilliers *et al.*, 2017: 149). The research was carried out during September of 2020, taking place over a 2 week period. As the survey was based online, the proximity of respondents to the researcher is nonapplicable, thus removing distance as a barrier to the collection of data.

5.4. Data Collection Method

A quantitative method of study was used to collecting data, this was done through the sharing of a digital survey. The survey was presented as a closed-ended questionnaire, making use of scaled questions in order to effectively measure the collected data. Digital surveys hold the benefits of being inexpensive, identities are kept anonymous and respondents can complete the questions against their own pace, in a setting of their convenience (du Plooy-Cilliers *et al.*, 2014: 160).

Following the positivism paradigm, the researcher made use of a cross-sectional survey in the form of a questionnaire, which was distributed digitally in order to receive a minimum of 20 responses (du Plooy-Cilliers *et al.*, 2014: 152). An access link to the survey was shared to the researcher's Facebook and Instagram followings, asking for participation in the research study. The timeframe in which data was collected was set between 1 and 11 September 2021. The questionnaire was set-up via an online survey generator, namely *Google Forms* (www.googleforms.com). The researcher chose this method as digital surveys are easily dispersed via online networks, this also allows participants to complete the questionnaire at their own pace without time pressures distorting their thinking (du Plooy-Cilliers *et al.*, 2014: 160).

To keep within the timeframe of this study, a submission date (11 September 2021) was set for respondents. An access-link was shared with the survey participants, the link will allowed only one submission per participant and the survey was closed once the final submission date expired. The survey was presented in the English language only, based on the demographics of the accessible population. This ensured internal consistency of the survey, as well as aided the researcher in ease of data analysis.

The questionnaire was divided into three sections. Section A contained five close-ended screening questions to ensure that each sample element met the required criteria in order to be relevant for the study (Maree, 2020). Participants were required to select their gender, age-group, indicate if they do grocery shopping in the Pretoria East area and if they have previously purchased any FMCGs, as well as the type of FMCSs. Both sections B and C contained matrix questions only, these required respondents to select the options which best reflect their personal opinions, attitudes, and behaviours. The same scale was repeated for each question, specifically a 5-point Likert scale (du Plooy-Cilliers *et al.*, 2014: 158-159).

In section B, the survey participant was presented with fourteen statements, this section required respondents to indicate the degree to which they agree or disagree with each statement by making use of the of the given 5-point Likert scale. This section was set to measure the level of influence green advertising has on purchase intent, through addressing the factors present within the relationship between green advertising and purchase intent.

The questions which have been set for section B have been obtained and adapted from previously validated research studies of a similar nature. The question sets, sections and scales were primarily derived from a study by Richards (2013), *Examining Green Advertising and Its Impact on Consumers* (Richards, 2013: 85-88). In addition to the questions derived from Richards (2013), secondary sources were consulted for supporting measurable question sets, pertaining to green advertising. D'Souza *et al's* study (2005), *Green Advertising Effects on Attitude and Choice of advertising themes* (D'Souza *et al.*, 2005: 54-56), was consulted to obtain supporting material for the question sets.

Section C is the final section of the questionnaire, consisting of 5 questions. For this section respondents had to indicate their level of likeliness, on the 5-point Likert scale, in response to the questions asked. The last five questions aimed to measure the level of impact from green advertising, attitude and environmental concern, specifically on the purchase intent of

sustainable FMCGs. This concluded a total of nineteen questions between sections B and C. For the purpose of this study, Likert scales have been deemed efficient measuring tools as the level of influence green advertisings holds on purchase intent will be measured in a quantitative manner (Maree, 2020).

In total, seven questions have been set which specifically relate to green advertising, adapted from Richards (2013: 85) who made use of a 5-point Likert scale to address the influential value of green advertising (Richards, 2013: 85). These measured the consumers' relationship with green advertising, which translates into their decision making and intent to purchase sustainable FMCGs.

Furthermore, attitude is an undeniable aspect of character, therefore, six questions have been set in order to determine the degree to which attitude impacts on the consumers' relationship with green advertising. These questions have been adapted from the works of D'Souza et al (2005). Such as attitude, environmental concern impacts on the degree to which consumers will pay attention to green advertising, thus six questions have been set to measure the extent to which consumers' environmental concern impacts on the relevance of green advertising to them. These questions have been adapted from the combined works of Richards (2013) and D'Souza et al., (2005). Reliability of the data be will be considered by comparing the final research findings against that of previous authors (Hassan and Valenzuela, 2016, Paul *et al.*, 2016).

The chosen data collection method is in line with positivism, therefore relevant to the nature of this study. Furthermore, Likert scales produce objective and quantitative data (Maree, 2020). This makes it possible to code the information collected from the scales, leading into the ease of descriptive data analysis. Essentially, the researcher was able to describe the problem being investigated as detailed in the purpose statement.

Before conducting research, a draft version of the research instrument was submitted to the research supervisor for reviewal. This ensured all necessary ethical requirements were met and to certify that the relevant concepts are measured correctly, confirming content validity (Maree, 2020). After approval of the research instrument, the efficiency of the questionnaire was pre-tested on two participants, the results of which will not be included in the final study.

The pre-test of the research instrument was conducted to ensure reliability of the findings, as well as confirmed the participants' ease of engagement with the overall questionnaire and individual findings (du-Plooy Cilliers *et al.*, 2014: 15). The pretesting phase took place a week in advance of the final data-collection. The two participants, one aged 18 – 24 (male) and the one participant aged 25 – 35 (female), were chosen by means of purposive sampling (du-Plooy Cilliers *et al.*, 2017: 142-143). This was done as the researcher wanted to ensure that the pilot test participants accurately reflected the targeted population's traits and characters which are essential for this study. The pilot test took place via *Google Forms*, as the researcher chose this platform for the final data collection. Each participant gave their full consent to take part in the pre-test. The participants were given an explanatory information sheet, regarding the nature of the study, in order to ensure a clear understanding of what the pilot test entails. After pretesting the research instrument, it was concluded that the flow of questions, and content, made sense to both participants and the researcher.

After the pilot test, it was however found that participants would need an introduction to what FMCGs are, however, the pre-test participants' knowledge on the topic of Green Advertising is of an adequate level. The set questions and their sections have been compared to studies by Hassan and Valenzuela (2016), Paul et al (2016) and Kautish et al (2019) to ensure accuracy in measuring the concepts of green advertising, attitude and environmental concern. Thus, re-working of some questions has been reviewed in terms of reliability and validity and have been set in line with the works of previous authors.

After making changes to the data collection instrument, a second pre-test was conducted with one additional participant, the results of which were not included in the study. The second pre-test was indicated that the research instrument was of an adequate standard to conduct data collection.

5.4. Data Analysis Method

Data analysis and testing involved academic research methods. This included categorically grouping the collected information into themes, thereafter data collected from twenty-four respondents (N=24) were analysed using numerical comparisons and displayed using pie charts. The final sections, or themes, for the measurement of data is set in line with previous literature and in correlation with the explained concepts. The collected data was divided among 3 sections, namely, green advertising, attitude and environmental concern (Richards, 2013, Paul *et al.*, 2016).

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In order to analyse the quantitative data, a deductive analysis strategy was implemented as this supports the study's positivistic approach. Before starting the analysis, the collected items were broken-up and categorised into three groups, in accordance with the question-sets. Within each group, the relevant questions were listed. Underneath each question, a 5-point entry section was used to capture the recorded responses, numerically. This was to ensure consistency and simplicity of the analysis (Maree, 2020). The groups were analysed in accordance with themes presented in the literature review, in order to ensure findings are continuously measured against the works of previous authors on the topic (Hassan and Valenzuela, 2016, Paul *et al.*, 2016).

Firstly, the researcher analysed the data according to each group namely, attitude (group 1), green advertising (group 2) and environmental concern (group 3). These categories assisted the researcher in finding insights as to the relationship between green advertising, attitude and environmental concern. Furthermore, this guided the researcher in identifying the possible links between the named concepts, which could lead to purchase intent of sustainable FMCGs.

The centrality of data for each group was calculated, here the researcher made use of the mean, median and mode of the data ranges. The measures of centrality were used to identify and describe the potential relationships between the data groups. This gave the researcher an indication of the influential values from each factor being measured and how they impact on purchase intent. Next, the researcher separated the data for males and females, in order to identify trends or significant differences between the genders. Although data was not measure in accordance to gender, interesting information has been recorded from consumers of different genders. Differences and similarities between younger and older respondents have also been captured in the data. The data was summarized in a data spread, using the range; variance and standard deviation (Maree, 2020).

The data was captured in Microsoft Excel. The use of descriptive statistics for the purpose of data analysis supports the descriptive nature and purpose of the study in describing the relationships which exist between the relevant constructs (Maree, 2020). The data analysis will later be presented graphically, thus, the researcher will interpret the findings in accordance to the applicable group of data sets. Data interpretation will follow the process of analysing the results collected from the survey by compiling numeric data values in tabular format (Suttle, n.d.), for ease of reference and in order to ensure that the reader clearly understands the derived findings (du-Plooy Cilliers *et al.*, 2014: 226).

The use of descriptive statistics for the purpose of data analysis supported the descriptive nature of the study. After conducting the data analysis, the data was graphically represented by means of pie charts, enabling the researcher to identify the spread, mode and median of the data (Maree, 2020,). The data was depicted utilizing both text and graphics for the purpose of ensuring that the reader finds ease in understanding the data (Du-Plooy Cilliers *et al.*, 2014: 226).

Descriptive statistics were used to analyse the quantitative data gathered in the form of numerical values, summarizing the data (Maree, 2020). Firstly, the data was summarized in terms of centrality, making use of mean, mode and median. The researcher analysed the data in order of each data grouping, firstly for attitude, next for green advertising and finally for environmental concern. The researcher calculated these measures of centrality for the total sample, within each data grouping (Maree, 2020). These descriptive statistical analyses were conducted on Microsoft Excel, making use of various formulas.

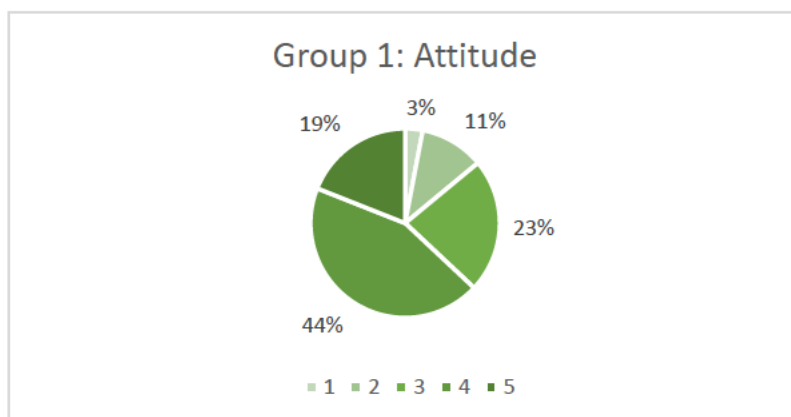
6. FINDINGS AND INTERPRETATION

Attitudinal studies are of great relevance in estimating consumers' responses to marketing objects, including green advertising and sustainable products. Thus, reporting on the concept of attitude and attitudinal factors is of importance to understand how green advertising can alter consumers' evaluation of marketing objects, in order to influence the consumers' intentional behaviours (Argyriou and Melewar, 2011: 431). The mindset of consumers, regarding their frequent purchasing habits, should be noted as this plays a role in their attitude towards green advertising and the influence thereof on the purchase intent of sustainable FMCGs (Hassan, 2016).

The following findings were derived from the conducted statistical analysis. The collected data was grouped into three section, these being attitude; green advertising and environmental concern. The research questions were answered by firstly reviewing responses to the survey individually to gain an understanding of possible trends amongst respondents whom frequently purchase sustainable FMCGs and those whom do not. Next, the researcher determined the stance of respondents' attitude towards green advertising, through the use of a 14-item 5-point Likert scale and 4-item 5-point semantic differential scale (Richards, 2013, D'Souza et al., 2005). The data analysis was conducted using Microsoft Excel in order to see the extent to which consumer attitude towards green advertising relates to purchase intent of sustainable FMCGs. This was done by comparing the percentage of respondents indicating high levels of environmental concern and significant attitudes towards green advertising, against the percentage of respondents indicating low levels of environmental concern and insignificant attitudes towards green advertising.

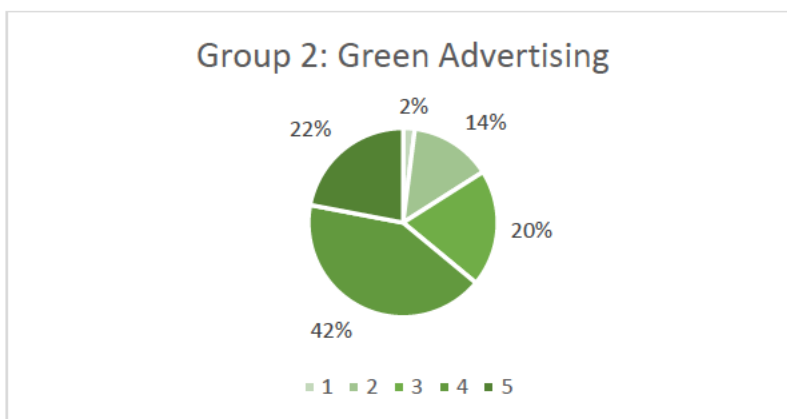
Attitude

The sample population tends to display high levels of attitudinal intent to purchase sustainable FMCGs, with 19% of the sample responses indicating a positive attitude and strongly agreeing with the given statements. A total 44% of responses indicated that they are in agreement with statements related to positive attitude towards green advertising and sustainable purchase intent. This suggests an overall positive attitude towards green advertising, indicating a possible positive influence on purchase intent on sustainable FMCGs. The sample median was 3 (neutral). The sample mode was 4 (agree) for the statements pertaining to the measurement of attitudinal influence.



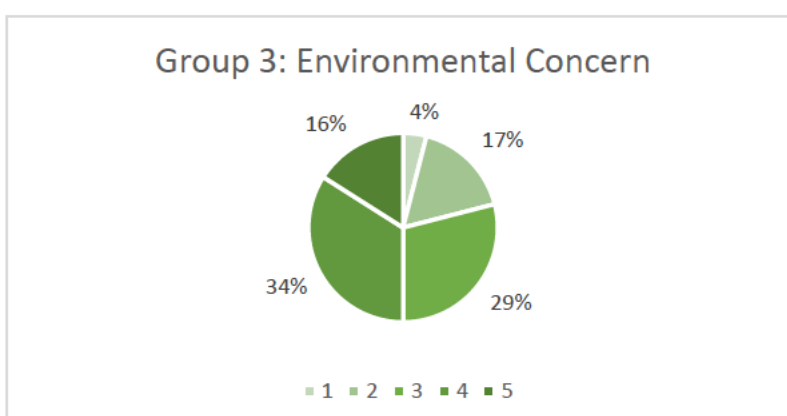
Green Advertising

The population tends to display high levels that their attitudes are influenced by green advertising, with 22% of the sample's responses to the statements concerning green advertising being strongly agree, a positive reaction, and 42% of the samples responses being agree. This is consistent with the findings from group 1 that a positive attitude exists towards green advertising The sample median was 3 (neutral). The sample mode was 4 (agree) for the statements pertaining to the measurement of attitude towards green advertising.



Environmental Concern Findings

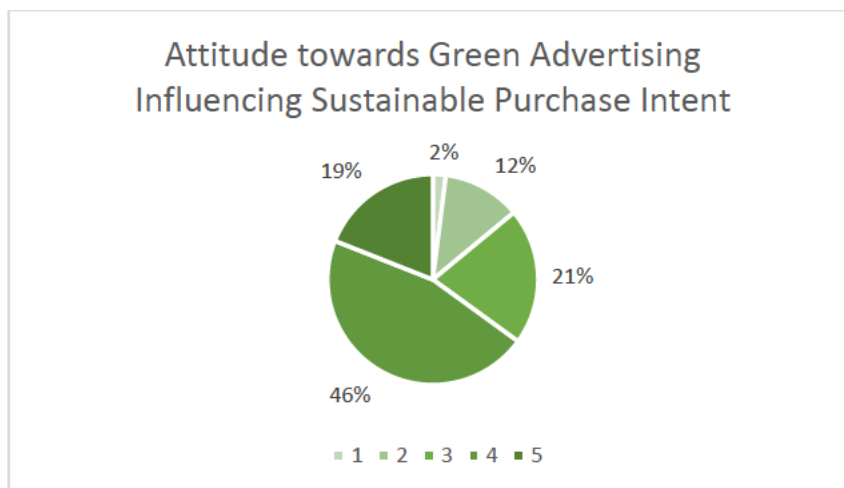
As environmental concern is prominent element of attitude, when considering attitude towards green advertising, the possible influence hereof on purchase intent should be considered. The population tends to exhibit ordinary levels of environmental concern, with 34% of the sample's responses to the statements concerning environmental concern being agree, and 16% of the samples responses being strongly agree. However important to note, this does not give a clear indication of how environmental concern impacts on how a positive attitude towards green advertising influences purchase intent.



Considering the statistics holistically, 40% of the sample responses were agree and 19% were strongly agree, amounting to 59% of the sample showing that attitude towards green advertising holds moderate to positive influence on the purchase intent of sustainable FMCGs. Consequently, without the premise to analyse the data in any more depth, it can be assumed that there exists a positive, yet moderate, relationship between consumer attitude towards green advertising and the purchase intent of sustainable FMCGs.

Additional Remarks

Interesting to note aside from the data groupings is that, when considering the influence of attitude towards green advertising, the population tends to display high levels of intent towards the purchase of sustainable FMCGs. With 46% of the sample's responses to the statements concerning intent being 4 (agree), and 19% of the samples responses being 5 (strongly agree).



As can be interpreted from the presented findings, Ajzen's (1991) study on Perceived Behavioural Control is still relevant when aiming to describe the level of influence of consumer attitude towards intentions. When considering attitude towards green advertising (Chen et al., 2018), with specific regards the purchase intent, environmental concern plays a prominent role in consumer decision making, however, the exact nature of the relation between the presented concepts is yet to be confirmed (Ajzen, 1991: 179, Rana and Paul, 2017: 159). In agreeance with Dellarmelin et al (2018) and Paul et al (2016), attitude towards green advertising holds an unavoidable presence within the purchase intent process.

Moreover to the above, the collected data holds similarities with Hassan and Valenzuela's (2016) study that concluded with attitude towards green advertising being a strong regulator of purchase intentions and decision-making (Hassan and Valenzuela's, 2016).

A noteworthy point of interest is that the sample presented inconsistencies in their intentions and frequent purchasing behaviour. This remark is in support of Hassan and Valenzuela (2016) whom have reported that although green advertising may inspire the intent to purchase sustainable products, actual purchase behaviour may not coincide with intent (Hassan and Valenzuela, 2016). Thus, it can be assumed that consumer attitude is a predominant dictator of intentions (Ajzen, 1991: 179). However, the presented findings are not concurrent with previous literature which shows a positive and significant relationship between attitude towards green advertising and the intent to purchase sustainable FMCGs (Kim et al., 2016).

This study presents a moderate relationship between attitude towards green advertising and the intent to purchase sustainable FMCGs. Therefore, the data seemingly agrees with Hassan and Valenzuela (2016) in accepting that dominating factors, such as attitude and environmental concern, which contribute to purchase intent vary in their influential abilities (Hassan and Valenzuela, 2016: 171).

Similar to findings by Dellarmelin (2018) the presented statistics indicate that exposure to and consciousness of green advertising, together with personal attitudes impact on purchase intent. Interesting to note from decoding individual responses is that respondents who indicated that they regularly purchase sustainable FMCGs also showed a higher tendency to be aware of green advertising. These individuals are also environmentally concerned. This remark is similar to previous research which indicated that consumers who are environmentally concerned also intend to purchase more sustainably (Paul et al., 2016, Junior et al., 2018). In relation, the presented data supports Hassan and Valenzuela's (2018) argument that consumers would already have to be environmentally concerned for them to form an attitude towards green advertising, which then could impact their purchase intent of sustainable FMCGs (Hassan and Valenzuela, 2018: 176). From this it can be assumed that consumer's attitude towards green advertising is reflected in their purchase intent (Junior et al., 2018: 184). Therefore, purchase intentions are based on the consumer's predominant attitude towards green advertising and environmental concerns (Paul et al., 2016: 123).

Contrary to the above is that green advertising could possibly influencing consumers' attitude towards purchase intent of sustainable products, as advertising acts as a stimulant of purchase intent (Dellarmelin, et al. 2018: 73). However, the presented data supports Junior's (2018) findings that consumers' attitudes towards green advertising is the main predictor of purchase intent (Junior, et al., 2018: 183-184).

7. RELIABILITY AND VALIDITY

Validity and reliability is supported by making use of established measurement tools, which have been previously tested and validated by published authors (Du-Plooy Cilliers et al., 2014: 254). This ensures that the collected data is measurable in line with this study's orientation and represents the specific content being measured (Du-Plooy Cilliers et al., 2014: 256). By designing the questionnaire in line with previous studies and the set research questions, the research method should fulfil internal validity (Du-Plooy Cilliers et al., 2014: 257).

Reliability refers to the consistency across data when the research instrument is used at different times, by different researchers (Du-Plooy Cilliers et al., 2014: 254). Previous researchers of green advertising have made use of 5-point Likert scales, thus this study attests reliability and validity through replicating studies of a similar nature. Furthermore, research findings were analysed against the works of previous researchers. Similarities in the findings thus indicate a degree of internal reliability present in the research instrument (Maree, 2020).

Validity is ensured by this study being of a nature which can be replicated by other researchers. The research methodology was designed in a manner which ensured that the research questions can be answered and tested numerous times. The threat of faults within the research instrument was minimized by making use of measurement scales which have been validated and used in previous research studies (Maree, 2020). The short timeframe of this study lessened the threat of incongruity in respondents, as data was collected in a current and cross-sectional manner, reducing the potential for respondents' attitudes or perceptions to change drastically during their participation in the study. Attrition was accounted for by collecting more than twenty responses (Maree, 2020).

8. CONCLUSION

The focus of this research paper was to address an insufficient understanding as to how consumer attitude towards green marketing impacts on the purchase intent of sustainable products. Particularly in the FMCGs industry. The primary aim of the study was to report on the relationship which exists between attitude and green advertising and how this effects purchase intent. The findings which were presented answered the research questions and addressed the objectives. The results, to some extent, support the outcomes of previous studies from various authors, in that they determine a positive and significant relationship between attitude and green advertising influencing purchase intent.

Concluding Answer to the research questions

The findings show that attitude is a significant predictor of purchase intent (Ajze, 1991), specifically considering that of sustainable FMCGs (Paul et al., 2016). It has been concluded that attitude towards green advertising, with the presence of environmental concern, has an influence on purchase intent of sustainable FMCGs. Thus, the findings suggest that attitude towards green advertising influences the purchase intent of sustainable FMCGs (Hassan, 2016: 172). Furthermore, the final results show that the purchase intent of sustainable FMCGs is not solely influenced by a single factor, but a combination of the consumer's attitude, environmental concern and presence of green advertising.

Thus, the answer to *RQ1* is, based on the findings obtained from the survey results, it could be suggested that attitude towards green advertising does have an influence on the purchase intent of sustainable FMCGs (Hassan, 2016: 172).

The answer to *RQ2* is inconclusive as the sample ($n=24$) is too small to make an academic conclusion. However, based on the observation of findings obtained from the survey results and previous literature, it could be suggested that a positive relationship exist between attitude and green advertising.

The hypothesis for this particular study was addressed by observing the relationship between consumer attitude towards green advertising and the purchase intent of sustainable FMCGs. Based on the data analysis, the hypothesis is accepted. The hypothesis stating "There exists a positive and significant relationship between consumer attitude towards green advertising and the purchase intent of sustainable FMCGs." is proved to be true by this study, and assumed to be true until there is sufficient data found and

analysed to potentially indicate otherwise. Although the significance of data findings were limited, the results are of an adequate nature to support a positive relationship between concepts.

The phenomenon for this study is consumer attitude towards green advertising influencing purchase intent of sustainable FMCGs. The research problem was addressed through explaining and reporting on the current situation of attitude towards green advertising and the influence hereof on the purchase intent of sustainable FMCGs. It was determined that attitude is a predominant factor of purchase intent. Thus, the results of this study holds insight into how attitude towards green advertising can positively influence purchase intent of sustainable FMCGs.

The research goal of this study was to determine and report on attitude towards green advertising influencing purchase intent of sustainable FMCGs. The goal was achieved through analysing the relevant data using descriptive statistics, and determining the existence of relationships between relevant concepts.

Implications of findings for future practices

This study was aimed at reporting on the influence of attitude towards green advertising influencing the purchase intent of sustainable FMCGs, by considering the impacts of consumers' attitudes; environmental concern and receptiveness towards green advertising. Thus, this study will possibly contribute to the body of knowledge concerned with the roll of green advertising as a marketing tactic within the fields of consumer behaviour (Hassan and Valenzuela, 2016). Contributions towards the studies of consumer behaviour can be made by describing the relationship which exists between green advertising and purchase intent.

Furthermore, this study could add to the existing research on the interplay between consumers' attitudinal factors and how these influence the consumer's attentiveness to green advertising (Kumar, 2016), which ultimately affects their sustainable purchase intent (Maichum et al., 2016). This could be of possible value to behavioural analysts in the field of marketing, particularly those concerned with green promotions and sustainable products. Interesting to note from this study is that majority of respondents do not regularly purchase sustainable FMCGs. This supports previous studies which indicate that consumers are aware of their sustainable footprint, however environmental concerns do not reflect in

purchasing behaviours (Joshi and Rahman, 2015: 128). This information is of possible use for future studies directed at consumer behaviours.

Final Conclusion

The findings of this study, to some extent, report on the phenomenon of consumer attitude towards green advertising influencing purchase intent of sustainable FMCGs. However, the statistical analysis, being a thematic grouping of data, employed to develop these findings was not comprehensive enough to fully realize the relationship in depth, nor to determine influence, impact or correlation between the various concepts.

The above mentioned is mainly due to limited descriptive statistics being present. Thus, these findings simply show the existence of the statistic relations between the relevant concepts, whilst evaluating their relative strength. The study does not conclusively demonstrate or clarify the strength of influence which consumer attitude towards green advertising have on consumer purchase intention of sustainable FMCGs or the exact correlation between these concepts.

Ethical Considerations

This study was conducted in line with the ethical criterion prescribed by the IIE. All research participants had to give their consent to willingly participate in this study, as set in the consent form. No incentives were given to participants, as to not spur insincere participation and possibly distortion of data. The consent form ensured that participants understood that partaking in this study was done willingly. Participants were able to withdraw at any given point if they chose to, their identities will be kept private as the was not present when the participants filled out the questionnaire. This allowed participants to complete the questionnaire in a setting of their choice, at their own time. Additionally, data is stored on a secured external drive which is password protected, with only the researcher being able to access this information. Finally, the researcher agreed to not deliberately distort any collected data, statistics were accurately captured and no information was falsified.

Limitations

This study was subject to many limitations. Firstly, the assessment criteria stipulate a word limit and short timeframe which restricts the depth of detail which can be provided on the particular phenomenon. The generalisability of data findings, often referred to as external validity, is concerning due to the cross-sectional nature of this study and the small sample

size (n=24) from which data was collected and analysed. This makes the reporting of data focussed on a limited audience, with the possibility of not fully representing the intended population (Saunders et al., 2007: 151). Non-probability sampling, for the purpose of accessibility and convenience, results in each population element not having an equal chance to participate (Maree, 2020). Due to the time constraints, a larger sample size was not possible. This holds the implication that validity and reliability of the research participants' profile not being comprehensively assured (Maree, 2020).

As the sample was small in size (n=24) an inconclusive answer could be obtained for the second research question. Furthermore, the study is too small to formulate an academic conclusion with regards to the stance of consumer attitudes when considering sustainable purchase intent. As this study was subjected to a very limited audience, the possibility of standardising the research results to a large population is not possible. This study is subjected to a South African context. The measurement scales used in this study poses a limitation, as they might not be optimally designed for use within a South African context.

Lastly, the researcher's lack of expertise in data analysis techniques limits the extent to which the relationships between concepts can be described, and the depth of statistical analysis which can be conducted.

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Annexure A: Consent Form

To whom it may concern,

My name is Jacolene Jonker, student at Vega Pretoria. I am presently conducting research under the supervision of Anthony Wingfield regarding *the influence of Green Advertising on consumer purchase intent of sustainable FMCGs*. This research aims to discover what effect Green Advertising has on the intent to purchase sustainable versions of everyday goods.

If you decide to participate in the study, the following disclosure answers some questions you might have. If you have any unanswered questions, please don't hesitate to contact me via the details provided.

If this survey reaches you, it means that you fall within my target and accessible population and could possibly provide me with relevant information required to address the particular research topic. If you decide to participate in this research, the next section contains a close-ended questionnaire to complete that will take roughly 10-15 minutes of your time.

Participation in this study is fully voluntary, if you decide to participate, you can withdraw at any time or choose not to answer particular questions if they make you uncomfortable in any way.

Are there any risks involved in participating in this study?

Research is collected anonymously and your private information will be protected. Your identity is safe and will not be disclosed. There are no direct risks or benefits to you if you participate in this study. If you are uncomfortable with the line of questioning you may refrain from participating. Nobody but the researcher, including anybody at Vega, will have access to your questionnaire information.

Do I have to participate in the study?

Your inclusion in this study is fully voluntary. You have the full right not to participate. Even if you agree to participate in this study, you may at any time withdraw without having to provide an explanation for your decision.

What will happen to the information participants provide?

Once I have conducted and collected all of the questionnaires, I will perform data analysis and draw conclusions for my research report, which is a requirement to complete my BA Honours in Strategic Brand communication. The data will be safely stored and password protected. You may request a summary of the final research report if you are interested in the final outcome of the study.

I urge you not to agree to participate unless you are entirely comfortable with the procedures which will be followed.

My contact details are as follows:

Jacolene Jonker

The contact details of my research supervisor:

Anthony Wingfield

This research has been sufficiently explained to me and I understand what participating in this research will involve. I understand that:

1. I voluntarily agree to be questioned for this study.
2. My personal information will be kept confidential and identity protected.
3. I have the right to withdraw from the research at any time. There will be no consequences or repercussions should I choose to withdraw from the study.
4. I may choose not to answer any of the questions that are asked during the research survey.

Thank you for your time. Once you have read and understood the disclosure, please select the appropriate option below.

☐	I give my consent to participate in this study
☐	I do not give my consent to participate in this study

Annexure B: Example of Questionnaire Template

Section A

For the following questions, select the option that is most applicable to you.

1. Please indicate your age

18 to 24 years	
25 to 35 years	

2. Please indicate your gender

Male	Female

3. Do you go grocery shopping in the Pretoria East area?

Yes	No

4. Have you previously purchased any fast-moving goods?

Yes	No

5. What FMCGs do you purchase regularly

Sustainable FMCGs	Non-sustainable FMCGs

Section B

For this section, please select the option which best indicates the degree to which you agree or disagree with the statements.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I am aware of green advertising activities.					
2. I am often exposed to green advertisements.					
3. I pay attention to green advertisements.					
4. I find green advertising educational and useful.					
5. I am educated in environmental issues.					
6. Sustainable product attributes influence my decision making.					
7. I instinctively purchase sustainable goods.					
8. I often question the claims from green advertisements.					
9. I actively research the sustainability of goods.					
10. I read product labels for eco-information.					
11. I intend to purchase sustainable goods.					
12. Green advertising helps me make informed purchasing decisions.					
13. When grocery shopping, I look for green promotions.					
14. Words like "organic" "free-range" "biodegradable" "recycled" influence my purchase decision.					

Section C

For this section, please indicate your attitude towards the following questions on a scale of 1 to 5, with 5 being as positive as possible, 3 being neutral, and 1 being as negative as possible.

1. How likely is your purchase intention to be influenced by green advertising?

	1	2	3	4	5	
Unlikely						Likely

2. How likely are you to purchase sustainable goods based on your attitude?

	1	2	3	4	5	
Unlikely						Likely

3. How likely are you to purchase sustainable goods based on your environmental concern?

	1	2	3	4	5	
Unlikely						Likely

4. How likely are you to purchase sustainable goods based on your prior knowledge?

	1	2	3	4	5	
Unlikely						Likely

5. How definite is your purchase intention to be influenced by green advertising?

	1	2	3	4	5	
Definitely not						Very definitely

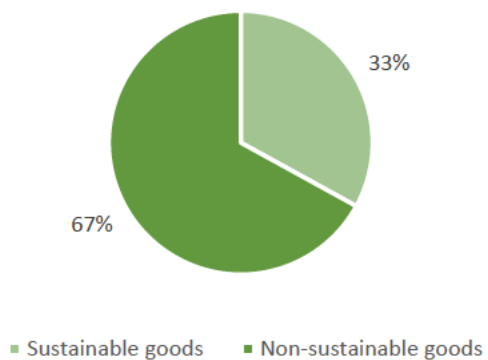
Thank you so much for your time and participation in this study, it is greatly appreciated.

Annexure C: Results Per Question

Screening Questions Summary

Analysis by Percentage	Age		Gender		What fast-moving goods do you purchase regularly?	
	18 - 24	25 - 35	Male	Female	Sustainable goods	Non-sustainable goods
Total	79%	21%	25%	75%	33%	67%
Male	25%		25%		4%	21%
Female	54%	21%		75%	29%	46%

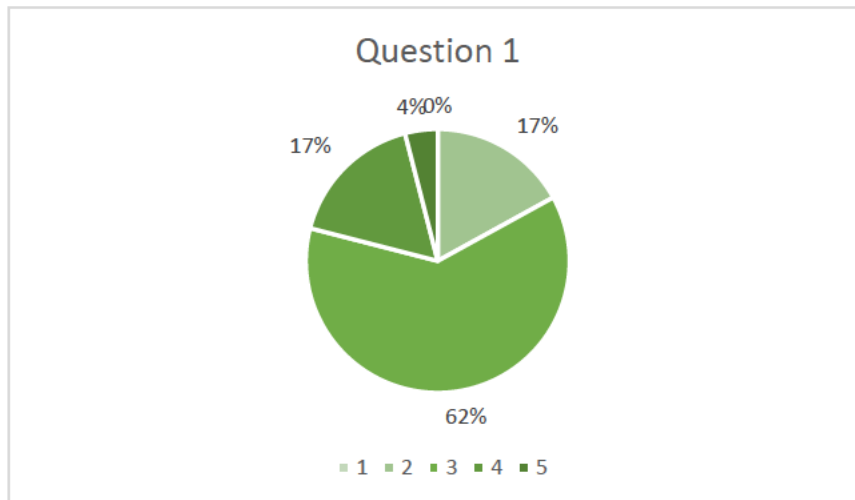
What FMCGs do you purchase regularly?



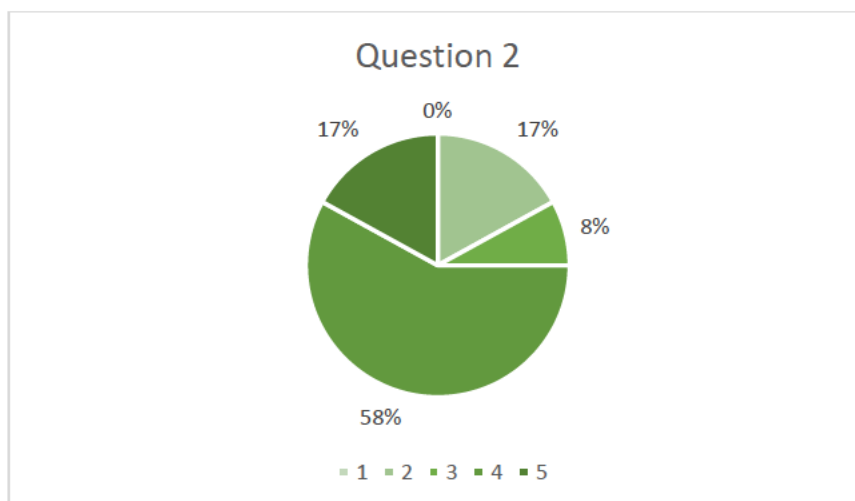
Group 1: Attitude

The following questions have been set in order to determine how the consumers' inherent factor of attitude affects the level of influence green advertising is able to have on purchase intent.

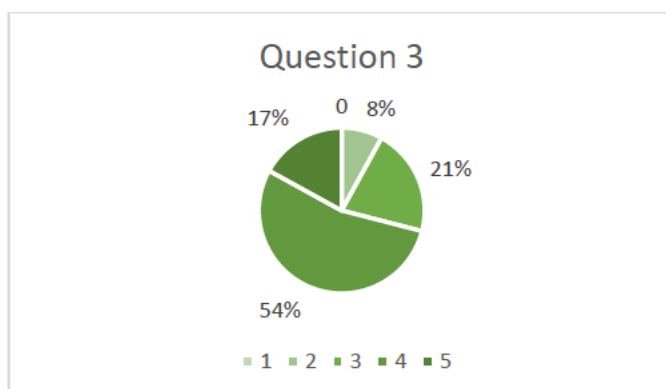
1. I instinctively purchase sustainable goods.



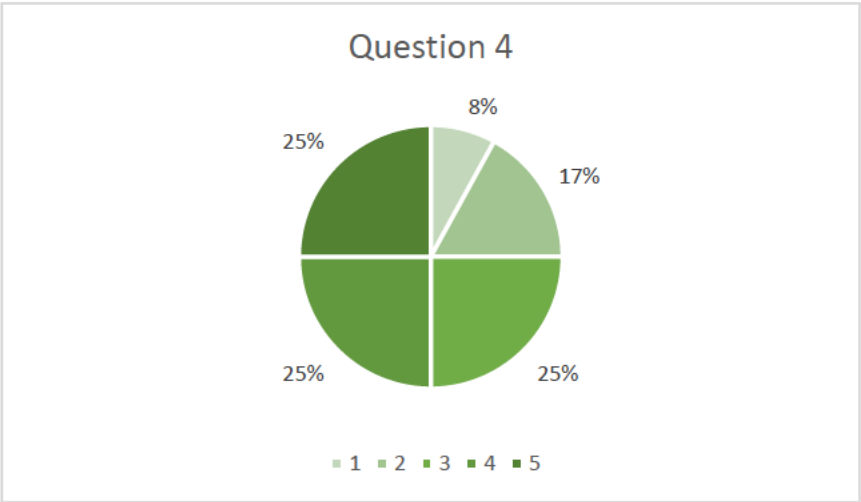
2. I intend to purchase sustainable goods.



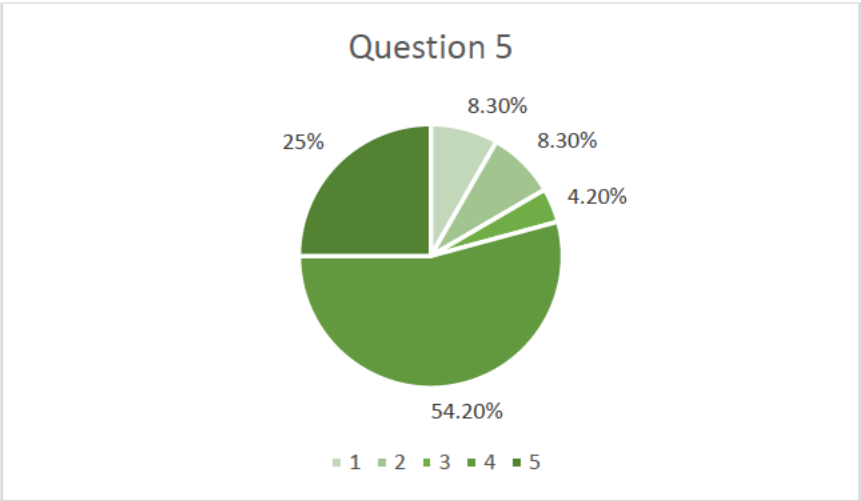
3. I find green advertising educational and useful.



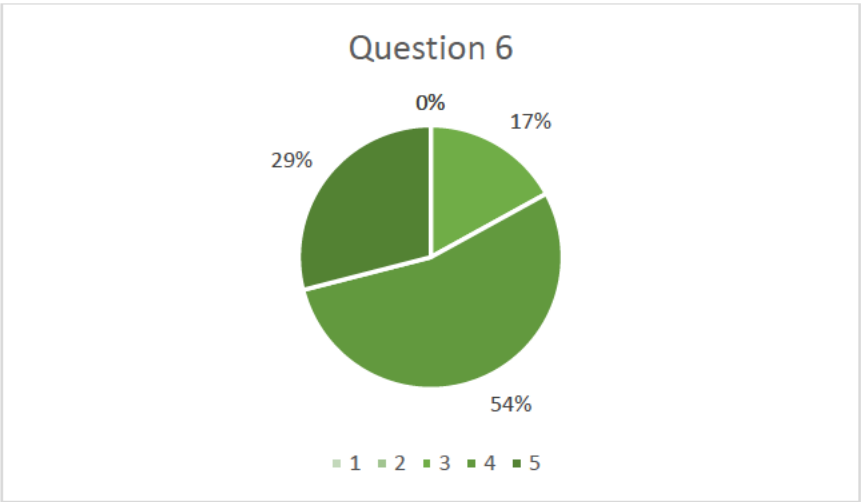
4. I often question the claims from green advertisements.



5. How likely are you to purchase sustainable goods based on your attitude?



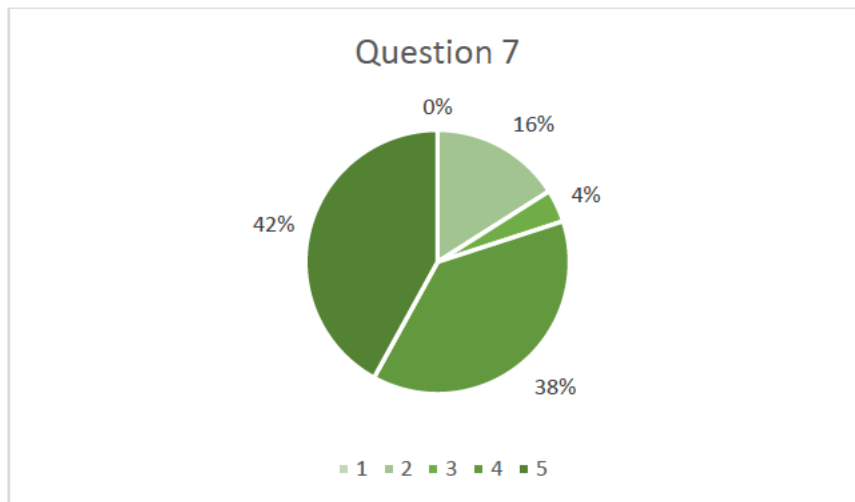
6. How likely are you to purchase sustainable goods based on your prior knowledge?



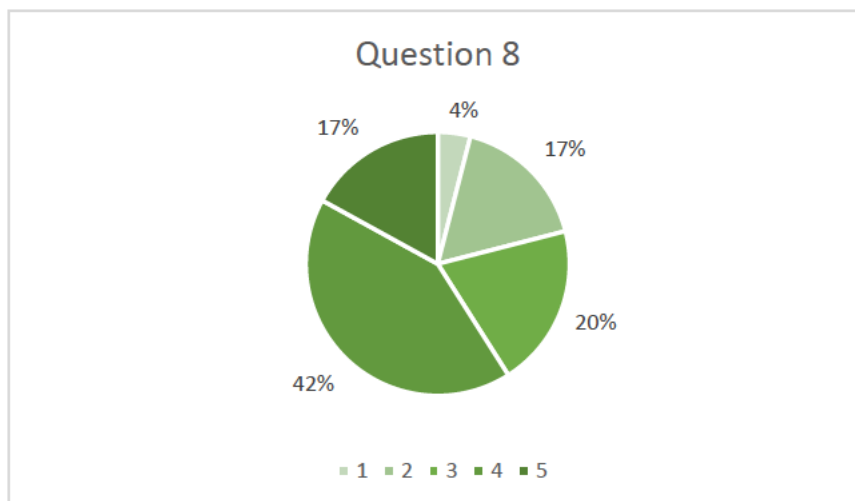
Group 2: Green Advertising

The following questions have been set in order to determine the consumers' relationship with green advertising and how this connection influences their purchase intent.

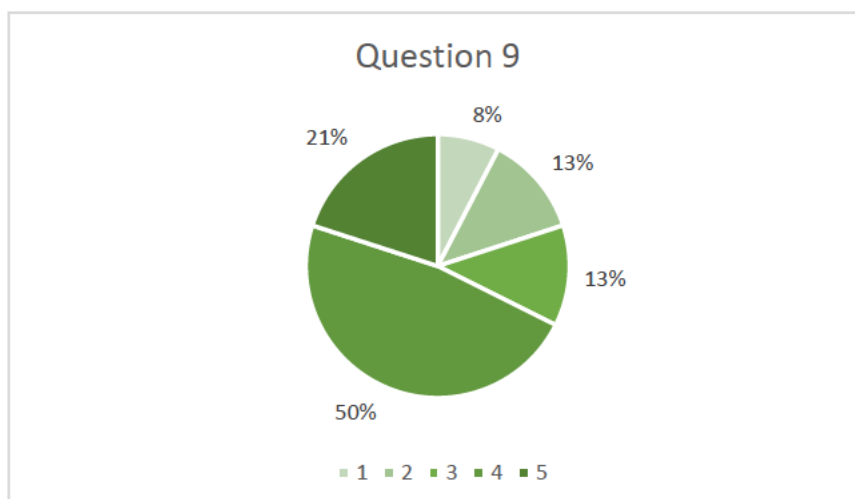
7. I am aware of green advertising activities.



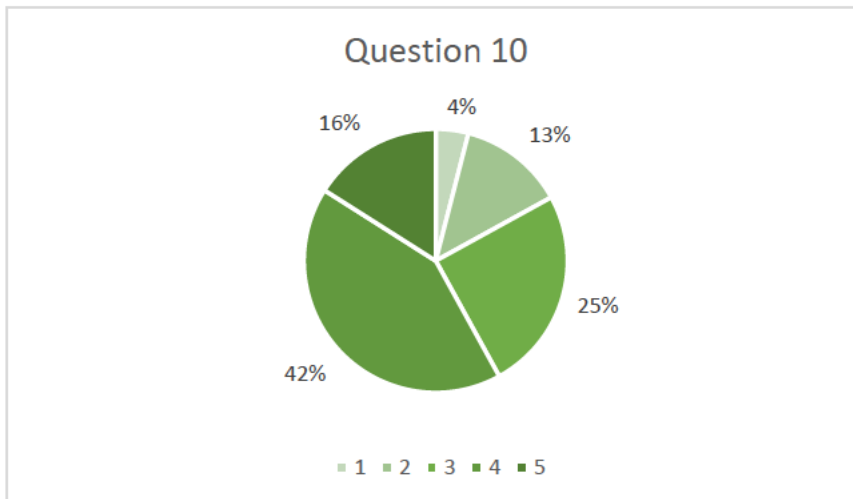
8. I am often exposed to green advertisements.



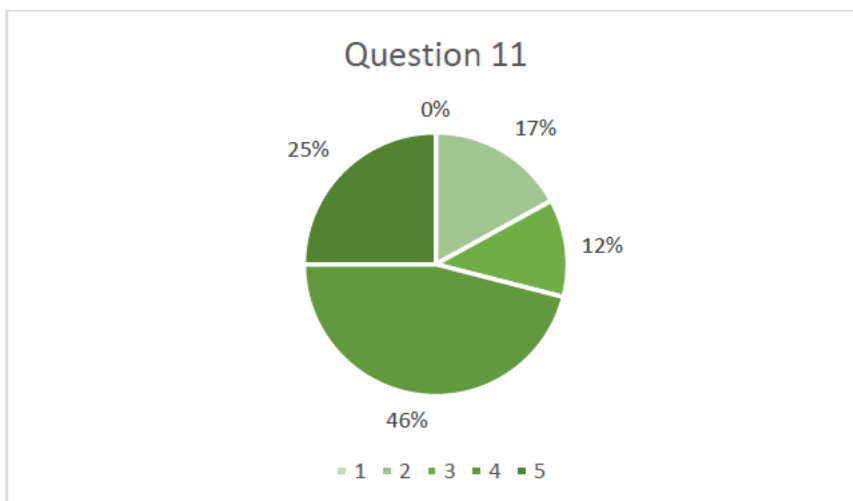
9. I pay attention to green advertisements.



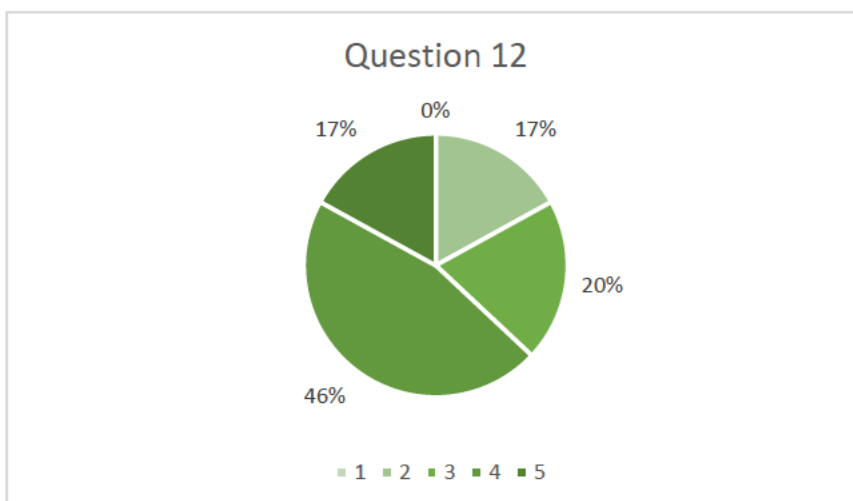
10. Green advertising helps me make informed purchasing decisions.



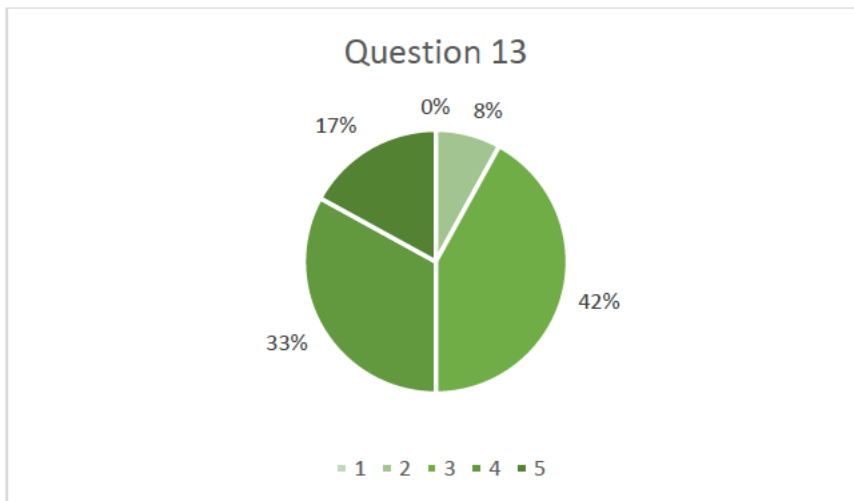
11. Words like “organic” “free-range” “biodegradable” “recycled” influence my purchase decision.



12. How likely is your purchase intention to be influenced by green advertising?



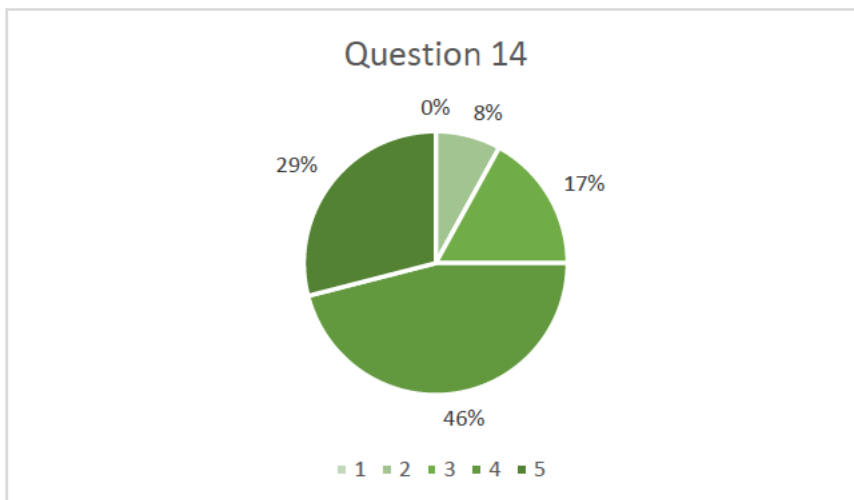
13. How definite is your purchase intention to be influenced by green advertising?



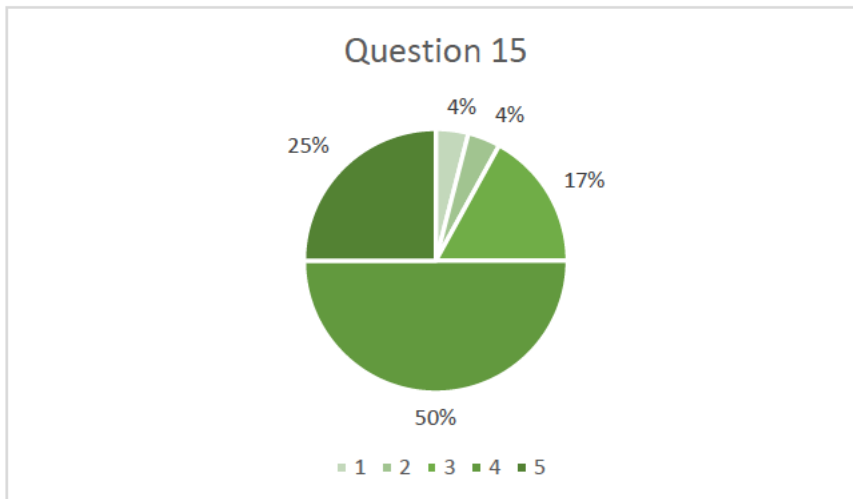
Group 3: Environmental Concern

The following questions have been set in order to determine how the consumers' environmental concern affects the level of influence green advertising is able to have on purchase intent.

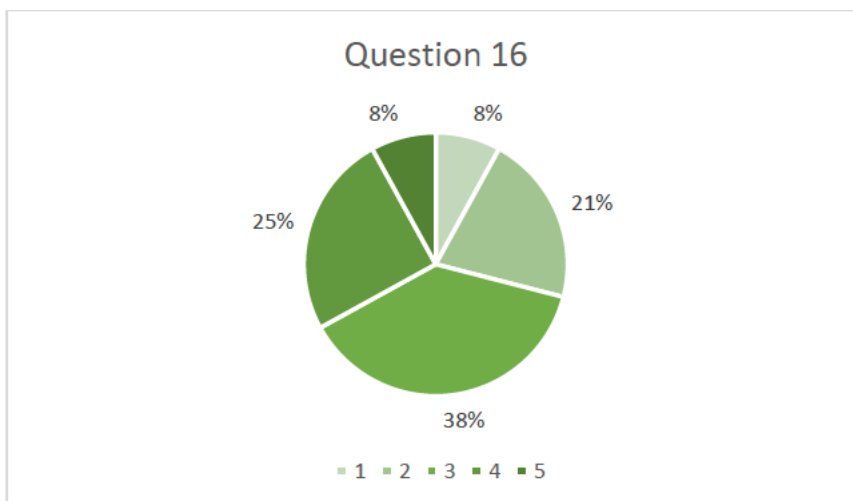
14. I am educated in environmental issues.



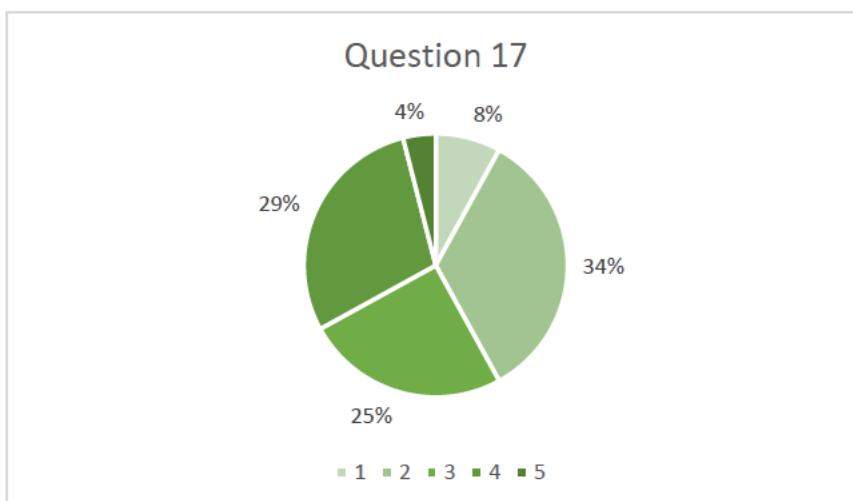
15. Sustainable product attributes influence my decision making.



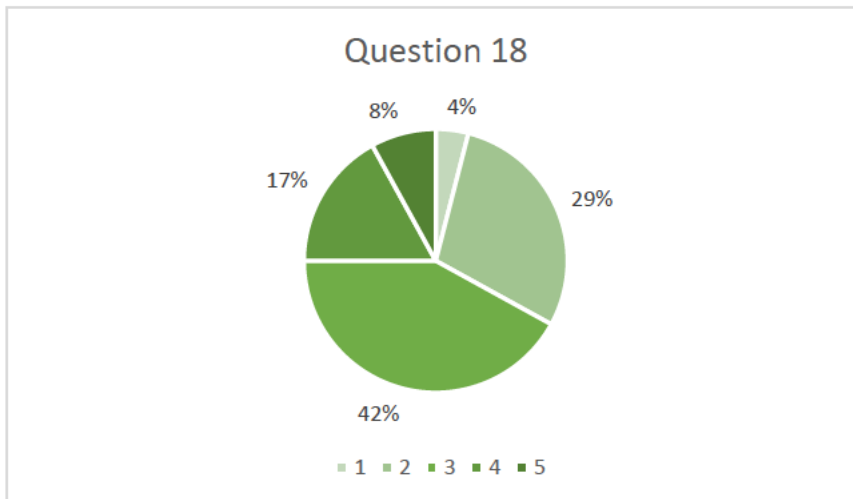
16. I actively research the sustainability of goods.



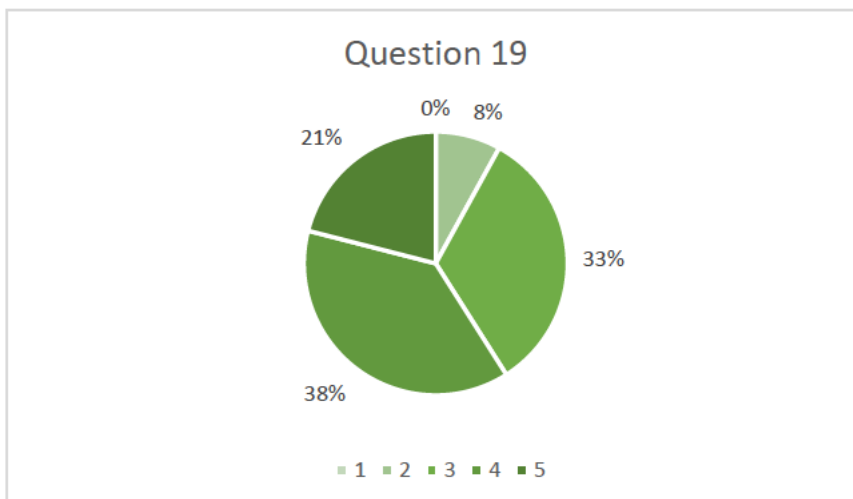
17. I read product labels for eco-information.



18. When grocery shopping, I look for green promotions.



19. How likely are you to purchase sustainable goods based on your environmental concern?



Appendix D: Spreadsheets

	Age		Gender		Have you gone grocery shopping in the Pretoria East area?		Have you previously purchased any fast-moving goods?		What fast-moving goods do you purchase regularly?	
Respondents	18 - 24	25 - 35	Male	Female	Yes	No	Yes	No	Sustainable goods	Non-sustainable goods
1	1			1	1		1		1	
2	1			1	1		1		1	
3	1		1		1		1			1
4	1		1		1		1			1
5	1		1		1		1			1
6	1			1	1		1			1
7	1			1	1		1		1	
8	1			1	1		1			1
9	1		1		1		1			1
10	1			1	1		1			1
11		1		1	1		1		1	
12		1		1	1		1		1	
13	1			1	1		1			1
14		1		1	1		1		1	
15		1		1	1		1		1	
16	1			1	1		1			1
17	1			1	1		1			1
18	1		1		1		1		1	
19	1			1	1		1			1
20		1		1	1		1			1
21	1			1	1		1			1
22	1			1	1		1			1
23	1			1	1		1			1
24	1		1		1		1			1
Total	19	5	6	18	24		24		8	16

Analysis by Number	Age		Gender		What fast-moving goods do you purchase regularly?	
	18 - 24	25 - 35	Male	Female	Sustainable goods	Non-sustainable goods
Total	19	5	6	18	8	16
Male	6		6		1	5
Female	13	5		18	7	11

Analysis by Percentage	Age		Gender		What fast-moving goods do you purchase regularly?	
	18 - 24	25 - 35	Male	Female	Sustainable goods	Non-sustainable goods
Total	79%	21%	25%	75%	33%	67%
Male	25%		25%		4%	21%
Female	54%	21%		75%	29%	46%

Group 1						
Attitude						
	(Definitely not) 1	2	(Neutral) 3	4	(Definitely) 5	Total
8	0	4	15	4	1	
9	0	4	2	14	4	

10	0	2	5	13	4	
11	2	4	6	6	6	
12	2	2	1	13	6	
13	0	0	4	13	7	
Total Responses	4	16	33	63	28	144
%	3%	11%	23%	44%	19%	100%

Group 2						
Green Advertising						
	(Definitely not) 1	2	(Neutral) 3	4	(Definitely) 5	Total
1	0	4	1	9	10	
2	1	4	5	10	4	

3	2	2	3	12	5	
4	1	3	6	10	4	
5	0	4	3	11	6	
6	0	4	5	11	4	
7	0	2	10	8	4	
Total Responses	4	23	33	71	37	168
%	2%	14%	20%	42%	22%	100%
Group 3						
Environmental Concern						
	(Definitely not) 1	2	(Neutral) 3	4	(Definitely) 5	Total
14	0	2	4	11	7	
15	1	1	4	12	6	

16	2	5	9	6	2	
17	2	8	6	7	1	
18	1	7	10	4	2	
18	0	2	8	9	5	
Total Responses	6	25	41	49	23	144
%	4%	17%	29%	34%	16%	100%

Annexure E: Ethical Clearance



19 August 2020

Student name: JACOLENE JONKER

[REDACTED]

Campus: PRETORIA

Re: Approval of BCOM Honours in Strategic Brand Management/ BA Honours in Strategic Brand Communication Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor: Anthony Wingfield



Campus Postgraduate Coordinator (CPC): Amalia van Schalkwyk



Annexure F: Originality Report

Step 2: Submit Assignment 7

Jacolene Jonker on Mon, Nov 30 2020, 8:32 PM

100% highest match

Submission ID: 8f4d83b8-7dc0-424d-b18d-3b56c28d0112

FINAL,Jonker,175575...

Word Count: 16,476

Attachment ID: 3784307824

100%

Annexure G: Research Report Summary Document Table

Research Purpose	Research Question	Research Rationale	Seminal Sources	Literature Review	Paradigm	Approach	Data Collection	Ethics	Anticipated Findings	References
Determine and report on the level of influence attitude towards green advertising holds on influencing the purchase intent of sustainable FMCGs	Primary: What level of influence does consumer attitude towards green advertising have on the purchase intent of sustainable FMCGs?	It is of interest to discover what influence attitude towards green advertising holds in a market space which is characterized by items purchased "thoughtlessly"	Green Advertising Iyer and Banerjee (1993) Theoretical Foundation Ajzen (1991)	Theme 1 Environmental Concern and Sustainable Purchase Intent Theme 2 Green Advertising Theme 3 Environmental Attitude Theme 4 Environmental Knowledge	POSITIVISM Epistemology Knowledge is developed through empirical observation of objective evidence. Ontology A single, objective external reality governed by laws. Axiology Research is objective, and value-free.	Quantitative Population All individuals (18-35 y/o) living in South Africa, who are familiar with FMCGs. Sampling	Digital Survey (cross-sectional, close ended questionnaire) • Likert scale type questions	Reliability and Validity of data is respected. Research will be conducted in-line with the IIE's policy. Participants' privacy is respected.	A positive and significant relationship between green advertising and the purchase intent of sustainable FMCGs	D'Souza et al., (2005). Hassan, R. and Valenzuela, F. 2016. Customer Perception of Green Advertising in The Context of Eco-Friendly FMCGs. Paul et al. 2016. Predicting green product consumption using the theory of planned behaviour and reasoned action
Research Problem	Hypotheses	Key Concepts	Key Theories				Data Analysis	Limitations	Anticipated Contributions	
The problem which has been identified is an insufficient understanding as to how consumer attitude towards green advertising impacts on their purchase intent of sustainable FMCGs.	H1: There exists a positive and significant relationship between consumer attitude towards green advertising and the purchase intent of sustainable FMCGs.	1.Green Advertising 2.Environmental Concern 3.Attitude 4.Knowledge 5.Purchase Intent 6.Sustainable FMCGs	The Theory of Planned Behaviour (TPB)			Non-probability Purposive and convenience sampling. n=24	Unit of Analysis n=24 (24 individual consumer responses) Method: Descriptive statistics	Generalisability of data findings will be concerning due to the cross-sectional nature of this study and the small sample size (n=24) from which data will be collected and analysed.	Academic contribution towards the knowledge regarding green advertising's role of being an educator in sustainable purchase intent	Richards, L. 2013. Examining Green Advertising and its impact on Consumer Skepticism and Purchase Patterns