The Influence of Green Advertising on Consumer green Purchase Behaviour: A Case of the Retail Sector in Zimbabwe

By

1Dr Collen Kajongwe, 2Sibusisiwe Chibaya, 3Elijah Mazula, 4Dr Patience Chinyenze, 5Emma, Dube

1,2 & 3Midlands State University
Email: kajongwec@staff.msu.ac.zw / codzakajongwe@gmail.com Phone number: +263 77 4198 231

2Revmazu62@gmail.com Phone number:+263718023677

3tinashezoe@gmail.com Phone number +263 784 339 757

4chinyenzep@staff.msu.ac.zw +263 772395 622

5Chinhoyi University of Technology: Email: emmadube85mail.com
Cell Number: +263 772839464

Abstract
The aim of the study was to determine the influence of green advertising on consumer green purchase behaviour in Zimbabwe. The retail sector was used as a case study against the background of lack of implementation of green advertising strategy as a way of influencing the behaviour of consumers towards green consumption. The researcher needed to determine the influence of rational green advertising on consumer perceptions; the influence of emotional green advertising on consumer attitudes and the influence of moral green advertising on consumers’ lifestyle. A descriptive research design was adopted to conduct the study and primary data was collected using a five likert scale questionnaire adopted from previous related studies. A sample size of 384 was used which comprised of all the customers in the retail sector. The setting of the research study was Harare and simple and systematic random sampling techniques were used to select respondents. Findings of the research were analysed through SPSS 26 (2020) and data was presented in tables and the results of the study showed that most consumers fear damaging the environment through indulging in non-green activities and are also concerned about their sustainability of their health. The study established that there was a strong positive influence of green advertising on consumer green purchase behaviour. The study recommended that organisations in the retail sector ought to adopt green advertising as a sustainable strategy in order to have an increase in their sales as well as to remain afloat in business. It also recommended the use or rational, emotional and moral appeals in their advertisements so as to win the hearts of consumers to switch their purchasing pattern towards green products. More so, the study recommended that future research be done in various sectors in Zimbabwe in order to make meaningful generalisations. Future research can also be done looking on other aspects of green marketing apart from the one explored – green advertising - in order to see if organisations may adopt and embrace them in their strategies for them to enhance their performance in terms of their operations.

Key words: Green Marketing, Consumer, Behaviour, Zimbabwe
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Introduction and Background of the Study
Globally, public concern regarding sustainable development and health consciousness is reaching its peak, and so, sustainable promotion, manufacturing and consumption of green products is now a key issue (Ülkü and Hsuan, 2017). Worldwide, the number of organisations developing green products is increasing swiftly, and people are becoming much interested in those goods due to the high level of health consciousness in consumers in general today (Kim et al. 2019). Therefore, there is need for the understanding of consumers’ expectations and perceptions regarding green products in the market (Dangelico and Vocalelli, 2017). Green advertising is one of the approaches organisations can implement to position their goods as the product/s of choice in the thoughts of patrons (Eren-Erdogmus et al., 2016). Green advertising influences people’s behaviour towards their intention to be welcoming to the environment (Kim et al., 2019). Most scholars largely concur that green advertising is one such key strategy in the marketing of goods and service if organisations are to draw the attention of many people. Kong and Zhang, (2014) assert that green advertising could be merged with other strategies in marketing in order to effectively communicate to consumers as well as to seek cooperation in order to achieve goals of the business.

Green advertising is defined by Akkucuk (2018), as the marketing of goods and services that are alleged as being environmentally harmless. The definition further clarifies that green advertising includes environmental issues in marketing efforts, this includes the manufacturing of the product to the advertising processes. Batool and Iqbal (2016), refer to green advertising as ecological marketing and highlights that other terms like sustainable marketing, environmental marketing can also be used synonymously. Majority of the scholars believe that there is not a single definition that is universal to refer to green advertising but, however, the various definitions must include the fact that there is voluntary exchange between organisations and consumers that achieves both parties’ objectives while attempting to minimise environmental impacts of these exchanges and ensure activities are sustainable (Govender and Govender, 2016). Pinto (2017), conurs with Govender and Govender (2016), in describing green advertising as he puts it as any promotional activity that shows environmental ethics and business ground rules that seek to persuade a consumer to change their loyalty to another brand which is friendly to the environment.

The development of new or innovative green products is a commonly utilized strategy by firms attempting to go green (Batool and Iqbal, 2016). Further, research suggests that socially responsible actions such as firms ‘going green’, may lead to increased customer satisfaction and thus leading to customer increased awareness on the importance of consuming green products (Govender and Govender, 2016). However, globally, the manufacturing, advertising and disposing of products is causing damage to the environment as all these activities are not sustainable to the environment (Zhu and Lui, 2010). In their study on the China retail industry, they noted the increasing environmental pressures and concerns and the need for organisations to have a re-look and ultimately re-evaluate how they do business (Zhu and Lui, 2010).

According to Omolekan and Gbadeyan (2015), in their research on consumers of green products in Nigeria, they discovered that green marketing campaigns are now taken seriously by countries such
as China and India. They further state that developing countries are realising and learning the need to implement green marketing practices from developed countries but there is a wide gap regarding understanding and implementation of these strategies by developing countries (Omolekan and Gbadeyan, 2015).

The pair note that these successful companies in the developed countries set clear and measurable goals, emphasizing on sustainability principals as their core value and being transparent and honest when communicating with their stakeholders about the environmental and social aspects of their products and services. However, in developing countries, it seems the green marketing practices are still evolving and not much research has been done in the retail sector. In a case study done in Mauritius by Juwaheer Thanika (2005), he observed that consumers have shown an increasing concern with regards to environmental concerns. He further notes that this has had a reflective effect on consumer behavior and perceptions worldwide. Matters to do with water, air pollution, deforestation, poaching, global warming, and fossil fuels depletion are on the current political and economic agenda, which has archived a wide spread public support.

The importance of environmental safety is further amplified by the 17 Sustainable Development Goals (SDG), where the United Nations is in support of issues raised by authors cited and is mobilizing efforts towards achieving sustainability across the world by 2030. Among the 17 goals to be achieved, category 7-12 includes sustainable consumption and production, energy, climate change, as well as biodiversity, forests and desertification, all which contribute to the survival of the environment (United Nations, 2017). Makower and Pike (2008), note that challenges that green marketing face are lack of standards or public consensus about what establishes “green”. In essence, there is no definition of “how good is good enough” when it comes to a product or company making green marketing claims. People are becoming more aware of global issues like non-biodegradable solid waste, hazardous impact of pollutants and both customers and marketers are becoming more aware of the need to switch over to green products and services (Li and Long, 2019).

Current studies in the area of green marketing propose that organizations engaging in green practices may be able to benefit in numerous ways. Pinto (2017), states that organizations that have a green orientation are likely to accomplish greater financial advantages and market share. The development of new or innovative green products is a commonly utilized strategy by firms attempting to go green and further research suggests that socially responsible actions lead to increased customer satisfaction and thus may lead to consumer green purchase behaviour (Sakthivel and Maheswari, 2015). Companies in Zimbabwe are in a different setting to that which Pinto (2017), and other scholars made their studies. As a research gap, this study looks at green advertising and the effects thereof to consumer buyer behaviour in the retail companies in Zimbabwe.

According to Omolekan and Gbadeyan (2015), in their research, they discovered that green advertising campaigns are now taken seriously by countries such as China and France. They further state that developing countries are realising and appreciating the need to adopt green advertising practices from developed countries but however, there is a wide gap regarding the understanding and implementation of these strategies by developing countries. Omolekan and Gbadeyan (2015), note that these successful companies in developed countries set clear and measurable goals, emphasising on sustainability principals as their core value and being transparent and honest when communicating with their stakeholders on the conservational and social aspects of their goods and services. However, in developing countries, it seems the green advertising practices are still evolving and not much research has been done in the retail sector to determine its influence on the purchase behaviour of consumers. Wu and Yang (2018), coin that it is also
valuable for companies to utilise the 3R initiatives which can be interpreted as Re-using, Recycling and Reducing. They further state that the rationale behind the 3R formulae is to control the amount of natural resources and to help organisations to adopt strategies including green advertising strategy which may help in conscientizing consumers on sustaining the environment. Sakthivel and Maheswari (2015), notes that to broadly address the economic and environmental burdens arising, organisations may need to adopt new green practices into their business strategies. This is further supported by Wu and Yang (2018), who say that organisations should make use of the 3Rs as this can help them in devising strategies to best reduce, recycle and reuse resources in efforts to become environmentally committed.

The role of the marketer is to make the customers really understand the necessity and benefits of using green products (Pinto, 2017). This will help towards the emphasis to maintain a cleaner and greener environment. Regardless of the popularity, green marketing has as a strategic initiative in most parts of the world and little is known about its applicability in the retail sector and its impact on customer buyer behavior. This is why the researcher is interested in exploring if the adoption of green advertising as a strategy will influence consumer purchase behavior if applied in a Zimbabwean context in the retail sector. The present study investigated the influence of green informative advertising on customer's green purchase behaviour with a focus on the retail sector in Zimbabwe. The motive behind the study is to understand if consumers in Zimbabwe are sensitive to the green concept as portrayed by the behavior thereaf ter.

Statement of the Problem
Customers are gaining more knowledge and insight on green issues (Sharma and Trivedi, 2016). This has allowed the need for the retail sector to protect the environment via producing products and services that do not damage the environment and compliment the world on the need to ensure sustainable operations in all spheres. Globally, organizations that practice green advertising through eco-labelling, eco-innovation and eco-partnerships are most likely to gain customers’ trust and confidence as they would be considered as ones that have concern for the environment and some customers would want to be associated with them (Pinto, 2017). Omolekan and Gbadeyan, (2015), assert that green advertising is still evolving and has not been fully implemented and embraced by developing countries. In the retail sector in Zimbabwe, there is evidence of not much green information being disseminated via various platforms such as print media, television and or radio so as to conscientise consumers about the need to re-consider their buying and eating patterns and shift towards green products which are sustainable both to the environment and to their health. This indicates that there is still a gap to be explored on the effects of green advertising practices on consumer green purchase behaviour with specific reference to the developing countries. It is against this background that this study seeks to establish and redress this gap by investigating the circumstance in a Zimbabwean context.

Objectives
1. To analyse how green advertising impact on consumer green purchase behavior in the retail sector in Zimbabwe

Hypotheses
H₁: Rational green advertising influences consumer perceptions
H₂: Emotional green advertising influences consumer attitudes
H₃: Moral green advertising influences consumers’ life style
Methodology
Positivism research Philosophy guided this study. A descriptive research design was adopted to conduct the study based on the survey and primary data was collected using a five likert scale questionnaire adopted from previous related studies. The sampling method used by the researcher in this study was simple random sampling technique. Using the method suggested by Krejcie and Morgan (1970), a sample of 384 which comprised of owners and managers in the retail sector in Harare Metropolitan Province. Simple and systematic random sampling techniques were used to select respondents. Findings of the research were analysed through SPSS 26 (2020) and data was presented in tables.

Theoretical Framework
The study adopted the theory of planned behaviour by Ajzen (1991), as the underpinning philosophy around the concept of consumer green purchase behaviour being studied. The behavioural or purchase intention based on the theory of planned behaviour (Ajzen, 1991), is basically determined by three factors which are; the attitude that the person embraces towards indulging in the behaviour (purchasing attitude); the degree of societal pressure felt by the individual with regards to the behaviour (subjective norm), and lastly the degree of control that an individual feels he or she has over executing a certain behaviour (perceived behavioural control). The first two facets reflect the perceived desirability of performing the behaviour, while the third aspect reflects perceptions of whether the behaviour is personally controllable or not. Ajzen and Fishbein (1991), posit that the theory has the supposition that interactive intention is the most critical determinant of behaviour. Behavioural purpose is believed to be influenced by an individual’s attitude towards performing behaviour, and whether individuals who are important to the individual approve or disapprove of the behaviour. According to the theory, there is a high association between attitude and behaviour which should be measured to measure how they influence the decisions of the consumers (Butsher, 2014). The theory further states that people are deemed to be essentially rational in the sense that they make systematic use of information available to them and are not controlled by unconscious motives or overpowering desires. It further highlights that attitudes do not determine behaviour directly, rather, they influence behavioural intentions which in turn shape actions that will be displayed thereafter.

The relevance of this to the current study is that consumers of the eco-products have their behaviours being influenced by word of mouth and other marketing initiatives of the marketers through marketing communications. The efforts of the marketers in green advertising directly assists in making the customers to be aware that there are green products and that it is good for their health in the long term and to the environment as well so as to make them prioritise the consumption of such products whenever they are making a purchase decision. In relation to this study, consumers in the retail sector should be influenced to adopt a behaviour which should see them consuming more of the products which have an aspect of protecting the environment in order to ensure sustainability.

The theory of planned behaviour undertakes that the best prediction of behaviour is given by enquiring to consumers if they are intending to behave in a certain way. According to the model, attitudes, subjective norms and perceived behavioural control predict the intention, which will then predict the behaviour. Attitudes, subjective norms and the perceived behavioural control explain the behavioural intention before the behaviour occurs. It also suggests that intention is a good predictor of the actual behaviour which would be displayed by an individual. The theory also subscribes to the notion that perceived behavioural control is an approximation of the skills
required for articulating the behaviour and the possibility to overcome barriers. Therefore, a direct influence of perceived behavioural control on behaviour is supposed. The actual behaviour leads to feedback about the expectations of the behaviour.

Butsher, (2014), highlights that green consumption behaviour refers to a kind of consumption pattern which reduces the adverse effect on the environment in the whole process involving the product from its purchase, use and disposal, and most specifically in the phase of purchasing environmentally friendly products. According to classical theories in consumer behaviour domain, precisely the theory of planned behaviour, behaviour of a person may to some extent be rationally deduced by his or her behavioural intention, and the subjective possibility of a specific behaviour can thus be used as a measurement for a specific behaviour.

According to the theory (TPB), intentions are not only influenced by attitudes but also by societal pressures. Resultantly, the ultimate determinants of any behaviour are the behavioural beliefs concerning its consequences and normative beliefs concerning the prescriptions of others. Although the model certainly has its shortcomings for instance the underlying assumption that people act rationally all times whereas in some instances they might respond being guided by their cultural beliefs and or norms, it is however, useful because of its clarity and simplicity in explaining the behavioural intentions of individuals before a given purchase encounter.

**Review of Related Literature**

1. **The efficacy of green advertising on consumer green purchase behavior in the retail sector in Zimbabwe**

Environmental and or green issues have become popular subjects for discussion in academia and business sectors for decades (Uku and Hsuan, 2017). According to Zhu (2015), consumers are much more worried about the improvement because it is the society in which they live in. He further adds that, as a result, they claim ecologically friendly goods from corporations. Yue et.al, (2020), highlight that this has caused different goods and services from different business organisations to be in competition and hence compelling them to become more environmentally friendly in order to win the hearts of customers who have taken the green route. Recently, consumers’ awareness with regards to ecological concern has grown up which is an eye opener for firms to respond to customers’ needs if they are to survive in the commercial environment which is absolutely occupied with adversities (Akkucuk, 2018). Globally, firms have begun taking action to intensify their performance concerning environmental betterment so as to entice more green customers (Sakthivel and Maheswari, 2015). This means business corporations ought to recognize green consumer requirements so that they produce and sell their goods in a way that fulfils consumers’ needs which will also be beneficial to the society (Omolekan and Gbadeyan, 2015).

Green advertising encompasses communication messages that are environmentally friendly, and concerned about ecological sustainability (Zinkhan and Carlson, 1995). Internationally, countries are anxious about the environment and find it so significant to protect it from detrimental emission of gases, industrial waste, disposing of non-biodegradable packaging material and all other goods that negatively cause harm the environment (Sheng, Gong and Pan, 2019). This means the major aim is to conscientise customers through green advertising and encourages them to optimistically respond towards ecological goods, and also notify them on environmental issues.

Futerra, (2008), highlights that green advertising has advanced swiftly in the last decades and has had an impact in influencing consumers on their behavioural patterns when purchasing products from the market. This strategy became a suitable and influential force in increasing
society understanding of environmental aspects and speedily raising demand for eco-friendly goods (Easterling et al., 1996; Polonsky et al., 1997). In light of this, the main focus of this research was to positively contribute to environmentally sustainable activities. This would be achieved by reducing certain industrial practices that are presumed to be harmful to the environment and that will be achieved if organisations are to buy the idea of green advertising as a strategy to inform consumers about the good side of patronising green products vis-à-vis non green products and also themselves too embracing the green concept in all their processes.

Jeevandas, Nair and Vivek, (2019), assert that globally, firms have started to adopt green strategies as a result of consumer consciousness about ecological issues. This has led to the establishment of promotional activities by using environmental messages in order to acquire more customers and have a competitive advantage more than their rivalries. Connolly and Prothero, (2003), emphasize that a well-executed green advertising strategy can bring positive thoughts about the goods and may influence the decision of the customers to patronise a given good or service. Literature shows that, globally, organizations are now concentrating on green advertising and positively replying to consumers’ growing demand for green products as more and more people are now becoming health conscious. However, (Sheng, Gong and Pan, 2019), highlight that, there are quite a range of aspects in green advertising such as message specificity that need to be considered as it also plays a role in moulding consumer attitude towards purchasing green products. Green advertising plays a substantial role in communicating on ecological issues and also creating awareness with regards to environmentally friendly products among consumers of products (Menon and Menon, 1997; Polonsky and Rosenberger, 2001). This resultantly creates much understanding and knowledge about the major environmental concerns which may have an effect on the behaviour of the customer on whether to purchase the given products or not (Govender and Govender, 2016).

According to Davis (1994), there are three main elements that guide environmental or green advertising for it to yield maximum needed results. Firstly, the advertisement starts with a statement of business concern for the environment which entails that the organisation operates for the foreseeable future and for it to continue being in existence in the long run, there is need for the existence of the environment too. Secondly, the green advertisement should incorporate the procedure which details what the firm will do to ensure that these sustainable operations it is claiming will be achieved in order for the betterment of the environment. Thirdly, the advertisement should illustrate particular environmental achievements in which the organisation was involved so that consumers will know and appreciate the effort being put by the organisation in pushing for the green movement. Ulku and Hsuan, (2017), assert that environmental advertisements if clearly articulated, substantially helps to form, shape and mould consumers’ values and translate these into a purchase behaviour of green products.

Previous studies on green advertising state that those customers who are more concerned about environment and who make efforts to make their environment healthy, are more enthusiastic to buy green products or those products which have ecological claims. Ou and Verhoef, (2017), coin that green consumer’s take safety in consideration while making purchase decisions as they fear much to do activities which are detrimental to the environment. This is supported by Pinto (2017), who points out that consumers who are more concerned about the environment switch to other products on ecological basis and shift towards those brands and or products packaged in a recyclable or sustainable way. This can be deduced to say that green advertising has a great role to play in relaying green information to consumers so that they are well informed and make purchase decisions whilst being guided accordingly.

Jeevandas, Nair and Vivek (2019), add a viewpoint that consumers are more moved to pay a premium for environmentally friendly products if they are absolutely informed about the positive
effects which those green products would have on their well-being and the environment at large. This resonates with Govender and Govender (2016), who coin that most consumers behave more positively towards ecologically friendly products and state that green advertisements with clear and direct environmental messages are more reliable in ensuring that consumers’ buying decisions are influenced.

Chan and Lau (2004), highlight that rational green advertising entail ecological claims which encompass balanced facets related to the organisation or product and the facets mainly entail logical information concerning the benefits, and key attributes that would assist consumers in deciding about the environmental qualities of the company and or product. Sharma and Trivedi (2016), resonates with Chan and Lau (2004), and add another dimension that rational green advertising has become popularised and its establishment has allowed consumers interested in sustainable issues have a willing to pay a premium price. They further augment that this aids in advancing sales for the organisation as consumers tend to perceive green products as being healthier than non-green products and so become loyal to the organisation.

Hasan and Ali (2015), note that organisations should not solely rely on rational green advertising as a way to ensure positive consumer perceptions because of the attitude behaviour gap between what customers claim to look for in products and what they choose in their daily shopping. According to Sharma and Trivedi (2016), rational green advertising recognizes general environmental preference of a good or service within a specific good/service category based on lifecycle considerations. However, Bratt (2011), points out that rational green advertising provides a critical quality assurance role in communicating product information on environmental impacts to the consumers. This makes them to understand the actual benefits both to the environment and to them for choosing green products as compared to non-green products.

Govender and Govender (2016), postulate that rational green advertisements are integral as they offer information and knowledge about the product, how it is made as well as the ingredients that form it, so that consumers can make informed decisions on whether to use or purchase the product/service or not. It also assists customers to differentiate environmentally friendly products from non-friendly environmental products since all the key information will be well articulated during the advertisement process in its various platforms (Sharma and Trivedi, 2016). Daria and Sara (2011), in their study, their findings noted that 43% of the respondents subscribed that eco-labelled products are good for the environment and the same percentage of respondents thought eco-labelled products are as well good for their health. However, only 2% of the respondents noted that eco-labels meant nothing to them. From that research, it can be noted that most customers in the study conducted are health conscious and consider green products as sustainable to their life as well as to the environment at large. In the same regard, only a few considered it as irrational hence did not see the value in going green on their purchase intentions.

Jeevandas, Nair and Vivek (2019), add their own view and suggest that combining rational green advertising with company’s identity may decrease the level of consumer confusion. This entails the need for consistence from all the operations of the organisation so that it is perceived as one that values and considers the environment by its consumers and that becomes its identity. This resonates with the views of Shring, Gong and Pan (2011), who highlight that the usefulness of rational green advertising in communicating product sustainability qualities is dependent on the corporate brand and or its goodwill. They therefore emphasise that the level of consumer trust on product sustainability may be influenced through mechanisms of rational green advertising (i.e. combining rational green advertising with corporate identity). In the case of companies doing businesses in Zimbabwe with specific reference to the retail sector, it is not easy to obtain the trust of customers in an environment which is full of macro-environmental uncertainties hence the
The research gap is on obtaining understanding on whether rational green advertising is a useful tool in gaining the trust and positive perception of customers on purchasing green products for the good of the business’s bottom line.

Li and Long (2019), point out that rational green advertising includes phrases such as recyclable, biodegradable, toxic emissions, or detrimental to wildlife and by using these phrases, they contribute to the decision making process of the customer, which will ultimately determine whether or not they will stay in the organisation as their customer or not. This view is also in agreement with Jorgensen and Moen (2015), who studied in the food industry and their findings showed that green or environmentally labelled products if well marketed and at the same time highlighting the key benefits and attributes thereof to the consumers, can lead to business triumph.

Li and Long (2019), highlight that rational green advertising has been applied in several disciplines such as environmental education, environmental sociology and consumer behaviour. They further add that this notion of rational green advertising may be expressed in a way to influence a person or an individual to take action focused toward remediation of ecological problems acting not as an individual customer with his or her own economic interests, but through a citizen-consumer concept of societal-environmental well-being. Li and Long (2019), strongly believed in the application of rational green advertising by corporations as they view it as the main attribute that will change the way consumers perceive an organisation and its offerings.

Sheng, Gong and Pan (2019), assert that organisations ought to note that environmental responsibility can reflect aspects such as courage, knowledge about the environment, perseverance and self-restraint of the individual in solving ecological problems. They further add that, it is thus integral for firms to consider these aspects in their green advertisements so that they will be at the same level with the consumers and make it easier to convince them to shift their purchasing patterns towards the green movement which is sustainable a concept both to the consumer and the environment at large. In line with this reasoning, Pinto, (20170, coin that environmental advertising will stand to be a powerful driving force that motivates individuals to bear environmental responsibility and engage in pro-environmental behaviour. Past studies assume that as a typical pro-environmental behaviour, there is a significant connection between environmental communication, environmental responsibility and green perception.

According to Akkucuk, (2018), the green environment concept has been studied in consumer perceptions, particularly in the marketing context. Rabar and Wahid (2011), in their investigation on environmental issues found out that consumers’ trust in green advertising and their perception of green advertising show a positive and significant relationship with actual consumer perceptions. Yusuf, Musa and Rahman (2011), examined consumer perceptions towards green products in the financial system and they concluded that green image of retailers was found to have a positive effect on the loyalty of the store patronage by consumers. However, Johannessen et.al (2016), posit that consumers should be aware and knowledgeable about false green advertisements by taking note if the green labels and seals that are pasted by some organisations on their products are certified by a qualified and or independent third party in order to avoid them being misled by marketers who might only have an objective of raising revenues and at the cost of the consumer by adopting this green washing concept.

Crane (2000), postulates that environmental communications to consumers on products and services may stimulate their behaviour. He further adds that customers are likely to pick one good over the other due to its effect on the environment. Menon and Menon (1997), highlight that consumers are more likely to pay a premium to goods, which are presumed to be ecologically safer. This entails that organisations have a role to play in communicating to consumers in an environmentally friendly way so that they make an informed decision being knowledgeable about
the positive and negative effects of using, purchasing and disposing off used products in a green way so as avoid damage to the environment (Anghel et al., 2011).

Carlson et al., (1993) coin that, globally, ecological damage and shrinking of natural resources have been documented as the main problems bedevilling the environment. World organizations, governing bodies as well as other advocacy groups have been convincing corporations to perform their duties whilst considering these green issues in their strategic plans and actions (Crane, 2000). In light of this, several corporations globally have started to consider the issue from a strategic angle and to pay a huge deal of courtesy to ecological issues (Miles and Covin, 2000; Grigore, 2011). Today, ecologically devoted business corporations are greening their production processes, coming up with green or environmentally harmless goods and altering their way of operating business for this became popularised as the morally acceptable thing to do from a humanitarian perspective (Polonsky and Hyman, 2007).

Crane (2000), points that moral green advertising has become popular a topic in the world of business. Carlson et al., (1993), postulate that the effectiveness of moral green advertising is a significant aspect for corporations which endeavour to be ecologically responsible and look forward for a reward from customers for their responsible green behaviour. Banerjee et al., (1995), add that this approach of citing the good and the bad side of harming the environment will eventually cause some consumers to see the good side of being environmentally responsible. This may be deduced that if consumers adopt it, it becomes part of their life style over time hence might be of influence on their day to day lives.

Batool and Iqbal (2016), highlight that growing customer compassion on ecological issues dramatically has had an effect on corporations worldwide and thus forcing them to shift their way of operations. Batool and Iqbal (2016), note that making use of environmental and or ecological claims in business communications has become widespread as organisations seek to capture and align themselves with the growing demand and taste of the consumers. This notion is supported by Crane (2000), who asserts that globally, green advertising is on the increase, as a significant number of organisations are informing their customers about the environmental aspects of their goods and services. This is causing consumers to shift their way of living since most people are now health conscious and interested in ensuring a sustainable environment (Garfield, 1991). It therefore calls for institutions in the retail sector to offer more information to the consumers so that they are aware about how good it is to live a green life as this may impact positively on the bottom line of the business when consumers respond to the green information in a positive way.

Environmental and or green advertising started to become popular in the late 1980’s (Easterling et al., 1996). In light of this, many organisations started to make an earnest endeavour to curb this adverse environmental impact associated with their products. However, they further note that other corporations have just overstated or even fabricated the environmental qualities of their products so that they remain operational and afloat in business which is the concept of green washing (Garfield, 1991). This resulted in an opposing attitude towards green advertising by some consumers as they realised the overemphasis and fabrication by other entities. Ogilvy (1983), states that, the designing and use of environmental claims in the advertisements is a critical decision that can affect green advertising effectiveness as well as the goodwill of an entity as a whole hence calling for the need for organisations to make real and justifiable ecological claims. Carlson et al., (1993), highlight that if the message is not absolutely clear; it may threaten the success of the communication and can affect the action to be taken by the customer in his/her purchase decision. This entails that claim specificity is a substantial aspect for green advertising effectiveness hence corporations ought to make a clear communication message about the good side of adopting a green life and also how bad it is in the long run if consumers are to neglect this approach.
Polonsky and Hyman (2007), assert that advertising claim specificity is a broad term which explains the informativeness, objectivity, compactness, quality and strength of the claim given in an advertisement. Research results show that claim specificity affects consumer responses to advertising. Ogilvy (1983), highlights that specific green moral advertisements messages are more dependable and unforgettable compared to those messages based on generalities hence calling for organisation to embrace this approach for the good of their operations both in the short and long run.

Polonsky and Hyman (2007), advocate for the need to appreciate how to disseminate ecological information and also how to publish moral green information in the advertisements. Although there is general wide literature on moral green advertising, limited research has been conducted on these strategies and their success in moulding and prompting the behaviour of customers (Chan and Lau, 2004; Hartmann and Apaolaza-Ibanez, 2009; Leonidou et al., 2011). In a way to reply to this gap, the researcher sought to probe this topical subject in order to determine the extent of the influence of moral green advertising on the life style of consumers. This study therefore seeks to contribute to the existing body of knowledge on green marketing literature by putting across the effects of green advertising on consumer green purchase behaviour. Findings of this study may exhibit important insights regarding consumer reactions towards green advertisements and the resultant behavioural intent in a less economically developed country – Zimbabwe which is the case in point.

Results and Discussion
Response Rate Analysis

Table 1: Response Rate Analysis

<table>
<thead>
<tr>
<th>Description</th>
<th>Questionnaires administered</th>
<th>Questionnaires administered and not returned</th>
<th>Questionnaires administered and returned</th>
<th>Percentage of response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers</td>
<td>384</td>
<td>84 (22%)</td>
<td>300 (78%)</td>
<td>(78%)</td>
</tr>
</tbody>
</table>

Source: Survey (2020)

Of the 384 questionnaires administered (22%) were not returned while (78%) questionnaires were returned (Refer to Table1). High response rate as shown by the percentage of response rate impliedly assumed to have been the interest of respondents in the matter of environmental or green sustainability which has become one of the most familiar and current discussed subjects. Table 3 shows demographic characteristics of respondents.

Demographic Characteristics of Respondents
Table 2 shows gender of respondents. As shown in Table 2, out of the study sample, (73%) were males whilst (27%) were females.

Table 2: Gender of Respondents

<table>
<thead>
<tr>
<th>Gender of respondents</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>220</td>
<td>73</td>
</tr>
<tr>
<td>Female</td>
<td>80</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey (2020)
Most respondents in this study were males (73%) compared to female counterparts (27%) as indicated in Table 2.

Age Group of Respondents
Table 3 shows age group of respondents. This study shows that (33%) of respondents fall between eighteen to twenty five age group, (23%) were between twenty six to thirty five age group, (27%) were between thirty six to forty five age group and finally (7%) were sixty years and above (Refer to Table 3).

Table 3: Age Group of Respondents

<table>
<thead>
<tr>
<th>Age of Respondents</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>100</td>
<td>33</td>
</tr>
<tr>
<td>26-35</td>
<td>70</td>
<td>23</td>
</tr>
<tr>
<td>36-45</td>
<td>80</td>
<td>27</td>
</tr>
<tr>
<td>46-59</td>
<td>30</td>
<td>10</td>
</tr>
<tr>
<td>60+</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey (2020)

The age group of respondents in this study may be attributed to imply that the most active group of the population may have a strong influence in decision making with regards to what will be bought for consumption by the family. Table 4 shows levels of education of participants.

Level of Education of Participants
Table 4 shows level of education of participants during the course of the research. The results in Table 4 shows that 90% of the respondents had at least a tertiary qualification, 30% had obtained education up to secondary level and there was no respondent with a primary qualification.

Table 4: Education levels of Respondents

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Level</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Secondary Level</td>
<td>30</td>
<td>10</td>
</tr>
<tr>
<td>Tertiary Level</td>
<td>270</td>
<td>90</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey (2020)

As indicated in Table 4, the majority of respondents who formed part of the study had at least a tertiary qualification in terms of their levels of education. This may be attributed to the high level of literacy rate which the country has in comparison to other counterparts in the region and beyond. This also may the attached to imply that respondents who answered had a better understanding of the concept under study and so giving a room for reasonable and sound responses.

Descriptive Statistics
The section presents findings on descriptive statistics which comprise arithmetic means (M), and standard deviations (SD) on all the study's constructs: Rational green advertising influences consumer perceptions, emotional green advertising influences consumer attitudes and moral green
advertising influences consumers’ life style. The SD refers to the extent to which responses are consistent meaning the distribution of the responses around the mean. As a result, the understanding of the data is improved if mean and SD are used together. The scale used in the study had the following response points: 1 strongly disagree, 2 disagree, 3 Neutral, 4 agree, 5 strongly agree.

**Descriptive Statistics for Consumer Perceptions on Green Advertising**

Table 5 presents the mean scores and the standard deviations of items that were used to measure the perceptions of consumers on green advertising. The mean scores and standard deviations of every item are shown in Table 5.

**Table 5: Descriptive statistics for consumer perceptions on green advertising using Analysis of a Moment Structures (AMOS)**

<table>
<thead>
<tr>
<th>Item Code</th>
<th>Item Description</th>
<th>Mean score</th>
<th>Mean response</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td>Green advertisement provides reliable information about green products</td>
<td>4.65</td>
<td>Agree</td>
<td>0.925</td>
</tr>
<tr>
<td>T2</td>
<td>Green advertisement brings exposure through disseminating green information</td>
<td>3.24</td>
<td>Agree</td>
<td>0.830</td>
</tr>
<tr>
<td>T3</td>
<td>Green advertisement ensures new market share and communicates safe and sustainable use of products</td>
<td>4.06</td>
<td>Agree</td>
<td>0.898</td>
</tr>
<tr>
<td>T4</td>
<td>Green advertisement encourages a shift towards green consumption pattern</td>
<td>2.32</td>
<td>Agree</td>
<td>0.513</td>
</tr>
<tr>
<td>Overall</td>
<td></td>
<td>3.57</td>
<td>Neither Agree nor Disagree</td>
<td>0.792</td>
</tr>
</tbody>
</table>

Source: Survey (2020)

Results in Table 5 show that the mean responses ranged between 2.32, SD = 0.513 (item T4) and 4.65, SD = 0.925 (item T1). The mean total was calculated and it averaged (overall mean = 3.57; SD = 0.792) agree out of a possible score of 5. This suggests that the respondents agreed that green advertising has a positive impact on consumer green purchase behaviour in the retail sector in Zimbabwe. Table 6 shows regression analysis of green advertising strategy on consumer green purchase behaviour.
Regression Analysis of Green Advertising Strategy

Table 6: Regression Analysis of Green advertising strategy

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>3.901 0.897</td>
<td>2.120 0.039</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consumer perceptions</td>
<td>0.675 0.031</td>
<td>0.072 0.462</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consumer attitudes</td>
<td>0.639 0.022</td>
<td>0.058 0.395</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consumer life styles</td>
<td>0.517 0.028</td>
<td>0.035 0.246</td>
<td></td>
</tr>
</tbody>
</table>

Source: Survey (2020)

From the findings, it was established that the study showed a statistical significant relationship with \( p < 0.002 \). Moreover, the findings revealed that green advertising moderately increase mechanism of cognitive perception of consumers by a factor of 0.675. In addition, a unit increase in green advertising would influence consumers attitudes by factor of 0.639. A unit increase in green advertising would result in a positive change on consumers’ life style towards green consumption by a factor of 0.517. Thus, the findings vividly show a positive relationship between green advertising and consumer green purchase behaviour aspects under study (perceptions, attitudes and life style). It was also noted that the magnitude of the correlation was significantly large.

Correlations of Green Advertising and Consumer Green Purchase Behaviour

Table 7 shows the correlation that exists between green advertising and consumer green purchase behaviour. The study results in Table 7 show that there is a significant correlation between rational green marketing and cognitive perceptions of consumers (\( r=0.183, p=0.000 \)).

Table 7: Correlations of green advertising and consumer green purchase behaviour

<table>
<thead>
<tr>
<th>Variable 1</th>
<th>Variable 2</th>
<th>Correlation (R)</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rational Green Advertising</td>
<td>Perception</td>
<td>0.183**</td>
<td>0.000</td>
</tr>
<tr>
<td>Emotional Green Advertising</td>
<td>Attitudes</td>
<td>0.015*</td>
<td>0.011</td>
</tr>
<tr>
<td>Moral Green Advertising</td>
<td>Life styles</td>
<td>0.099**</td>
<td>0.028</td>
</tr>
</tbody>
</table>

Source: Survey (2020)

**Correlation is significant at 0.01 level (2-tailed)
*Correlation is significant at the 0.05 level (2-tailed)

Study results also showed that there is a correlation between emotional green advertising and attitudes of (\( r=0.015, p=0.011 \)) (refer to Table 4.7). As indicated by study results in Table 4.7, moral green advertising is correlated to life style (\( r=0.099, p=0.028 \)). Table 4.8 shows Chi-Square test of relationship between green advertising and consumer green purchase behaviour.
Chi-square tests revealed that there is a relationship between rational green advertising and cognitive perception of consumers ($X^2 = 4.685, DF=3; p=0.012$) at 95% confidence level as shown in Table 4.8. The results also indicate that there is evidence to suggest that emotional green advertising is related to attitudes formation of consumers ($X^2 = 5.342, DF=3; p=0.111$) at 95% confidence level as shown in Table 4.8. The study examined to see if there is evidence of relationship between moral green advertising and life styles of consumers. Using Chi-Square statistic, the relationship was found significant ($X^2 = 5.642, DF=3; p=0.014$) at 95% confidence level as shown in Table 8.

**Reliability Analysis**

This section presented reliability of the study results. Reliability speak of how a measure is consistent when a test is carried out several times without changing the procedure (Henseler, Ringle and Sarstedt, 2015). In quantitative research, reliability is one of the key issues in relation to the measurement scales. Measurement scale reliability refers to the percentage of variance attributed to the exact score of the underlying construct (Cable and DeRue, 2002). It is assessed through considering the internal consistency of a construct which specifies the uniformity of items of a measurement scale. Cronbach’s Alpha ($\alpha$) was used to determine the internal consistency of constructs. Table 4.9 presents the Cronbach’s ($\alpha$) reliabilities of the study’s constructs.

**Table 9: Construct, Number of items and Cronbach’s ($\alpha$)**

<table>
<thead>
<tr>
<th>Construct</th>
<th>Number of Items</th>
<th>Cronbach’s alpha ($\alpha$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rational green marketing</td>
<td>7</td>
<td>0.779</td>
</tr>
<tr>
<td>Emotional green marketing</td>
<td>7</td>
<td>0.780</td>
</tr>
<tr>
<td>Moral green marketing</td>
<td>7</td>
<td>0.797</td>
</tr>
<tr>
<td>Mean Cronbach’s Alpha</td>
<td>21</td>
<td>0.785</td>
</tr>
</tbody>
</table>

Source: Survey (2020)

As shown in Table 9, all constructs measured had reliabilities above the cut-off point of 0.7 (Brackett and Mayer, 2013). According to literature, Cronbach’s value of greater than 0.70 is regarded as having high-reliability. In this study, the Cronbach’s ($\alpha$) of all constructs were above the benchmark scale of 0.7 and the mean Cronbach’s alpha was 0.785 as shown in table 9 and this...
implied that the data collected for the study was reliable. Table 10 show discriminant validity of study results.

Testing of Research Hypotheses
Research hypotheses were tested using structural equation modelling in Analysis of a Moment Structures (AMOS).

Testing of Research Hypotheses (H1, H2 and H3)
Research hypotheses H1, H2, H3 were tested using structural equation modelling in AMOS. The structural model displayed suitable model fit indices (χ²/DF= 2.989; GFI= 0.947; AGFI= 0.941; NFI= 0.936; TLI= 0.931; CFI= 0.950 and RMSEA= 0.053). According to the findings presented in H1, H2, and H3 were all supported. This means that rational green advertising positively influences consumer perceptions. The findings also imply that emotional green advertising positively influences the attitudes of consumers. Likewise, the findings imply that moral green marketing positively influence the life style of consumers in the retail sector in Zimbabwe.

Conclusions and Recommendations
A lot of studies on green advertising have been carried out in developed countries with a few studies carried out in developing countries particularly the Sub-Saharan nations and Zimbabwe in particular. Initial evidence indicates that more environmentally involved consumers respond more favourably to image-based green advertisements (Schmuck et al. 2017; Hartmann, Apaolaza, and Eisend 2016), perhaps due to their greater emotional affinity toward nature (Hartmann, Apaolaza, and Alija 2013). This study sought to examine the influence of green advertising on consumer green purchase behavior in the retail sector in Zimbabwe. As a result, the findings of this study are pertinent because they make available new knowledge and add to the already existing body of knowledge in regards to green advertising and consumer green purchase behaviour. The results of the study further strengthen the existing body of literature in that green advertising is a critical aspect of the organization which affects the organisation’s performance depending on how the communications strategy is made for the targeted group.

The findings of the study substantiate the present acknowledgement in literature that green advertising is a key factor in enhancing performance of most if not all organisations in the retail sector (Van Prooijen and De Vries, 2017). The present study also extends the prevailing body of literature regarding the appreciation of the factors that influence green advertising in the retail sector. The results also further substantiate the present acknowledgement in literature that an organization’s effectiveness influences consumer’s green buying behaviour leading to a positive influence on its bottom line.

Based on the results of the current study, green advertising programs could help leaders understand the relationships between effective advertising styles and organisational performance. Organisations are further advised to come up with certain training programs or mentoring by professionals for the supervisors on the green advertising concept as well as the emerging consumer green behaviour so as to yield better results on performance. The leadership training program can be designed based on organisational needs to achieve the very best from such particular programs. Through these training programs, this can further enhance managers’ and supervisors’ appreciation of this green concept and convince them to embrace it as part of their long-term strategy for the existence of the business into the foreseeable future. Furthermore, it may also help the government through its various arms to make it mandatory for organisations to make products that that can be sold and disposed without damaging the environment. This would make sure that the present
generation would benefit from the environment without compromising the future generations to also realise benefits from the same environment.

The study focused on the retail sector in Harare Metropolitan Province in Zimbabwe. This pose challenges when it comes to generalisability of the research findings. As such, it is recommended that future research be done in various sectors in Zimbabwe in order to make meaningful generalisations. Future research can also be done looking at other aspects of green marketing apart from the one explored - green advertising - to see if organisations may adopt them in their strategies for them to enhance their performance in terms of their operations and also to determine to what extent how these influence consumer green purchase behaviour.

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