

Green advertising as a key to a successful sustainability strategy and effectiveness on consumers green consumption behavior: a case of Morocco

MkikSalwa

Professor, University of Sultan Slimane

Multidisciplinary research laboratory in economics and management (LAPREG)

Abstract

Although the phenomenon of consumer resistance to green advertising has been around for a while (about the past two decades), it has been largely unexplored in the marketing literature. The fundamental purpose of this research is to define the concept and explain its effects on advertising. This article aims to do more than just outline the symptoms of difficult consumers; it also plans to outline the particular antecedents triggering this behavior and establish typologies of resistant customers. On the basis of the existing research, we propose a conceptual model that takes into consideration the most essential aspects affecting this unwanted behavior and, if applied through quantitative experiments, would give the first keys for imagining more efficient means of communication.

To that aim, we've been studying the impact of ecologically conscious advertising. A poll of 200 individuals in Morocco suggests that an ecological appeal significantly influences consumers' perceptions of a BMW advertisement and the brand itself (vs. the presence of a technical call). Actually, people react more favorably to an eco-friendly (as opposed to a less eco-friendly) poster of advertising. However, demand for BMW 1 Series vehicles in Morocco has remained unchanged.

Keywords: Green advertising, Sustainability, Consumers, Behavior, Strategy

Date of Submission: 06-02-2023

Date of acceptance: 18-02-2023

I. INTRODUCTION

Participation in environmental movements is increasingly the norm. Large-scale industrial catastrophes and certain distressing scientific findings that have received widespread publicity, such as the loss of the ozone layer, the greenhouse effect, and acid rain, have raised public awareness of the severity of the harm being done to the planet (Webster, 1975; Abdmouleh, 2007; Giannelloni, 1998).

As awareness of the environment grows, more and more people are adopting a lifestyle that integrates and promotes ecological consumption. As a result, consumers now have different expectations, which has led to changes in how companies operate.

Business today has responded to the environmental imperative by participating in the "green marketing" movement. To differentiate themselves from competitors and boost sales, many companies now use environmental concerns as a major selling point.

In a time when green advertising is dissecting the constituents of green marketing and green consumers, green consumers have been shown via studies to be generating forms of distrust, hostility, and even revolt. Recent studies have focused on various forms of resistance owing to its reactive and unfavorable nature (Pealozza and Price, 1993; Herrmann, 1993; Fournier, 1998; Fischer, 2001). (Roux, 2006).

Indeed, as shown by a 2009 special issue in the Journal of Research Study devoted to the occurrence of anti-consumerism, the notion of opposition continues to grow and preoccupy practitioners and researchers who can perceive in it the signs of a criticism that has grave ramifications for the image of the company and also its turnover (Fournier, Dobscha, and Mick, 1998; Laufer and Paradeise, 1982).

The rising consumer reaction against "green" commercials is having a negative impact on the effectiveness of campaigns, therefore ad firms would be

well to take notice (Calfee & Ringold, 1988). Customer resistance has been discussed in marketing literature for just the last 15 years. This shows that the criticism of the market society, consumer culture, and

marketing's effect on environmental concerns, which has been addressed in philosophy and sociology since the 1960s, has now entered the public consciousness.

According to Murray and Ozane, a resistant consumer may be recognized by his or her ability to shield oneself from the impact of brands by creating product diversions that give them control over the products themselves. To begin, this research aims to define the concept and explain the consequences it has on the effectiveness of advertising. This article aims to do more than just outline the symptoms of difficult consumers; it also plans to outline the particular antecedents triggering this behavior and establish typologies of resistant customers.

On the basis of the existing research, we propose a conceptual model that takes into consideration the most essential aspects affecting this unwanted behavior and, if applied through quantitative experiments, would give the first keys for imagining more efficient means of communication.

II. Literature review

Derbaix and Grégory (2004) point out that the objective of any kind of advertising communication is crystal clear: to persuade customers to change their minds and behavior. Persuasive communication is key to accomplishing this objective. Based on the author's argument, the research subject differentiates between persuasive resistance and consumer resistance (Roux, 2007a). Research in the first scenario focuses on persuasive methods, messages, and effects; research in the second case would emphasize on the tension between a stimulus's features and the listener's existing, relatively fixed, mental representations.

• **Le comportement écologique du consommateur : vers une compréhension plus large**

In order to fully grasp the concept of consumer resistance to advertising, we find that the following three conditions must be satisfied (Roux, 2007): The individual is being influenced by an outside source (the advertisement), is aware of this influence, and is making efforts to fight back against it (the resistant disposition) (he adopts certain behaviours with this aim). The second kind of motivation is "which encourages the consumer to oppose practices, logics or commercial discourses considered dissonant" (Roux) and consists of an individual's intrinsic antagonism against advertising in general (2007).

The third factor is resistance, which is characterized by negative responses to stressors imposed on by unfavorable persuasive encounters (Roux, 2007). Last but not least, there is cumulative resistance, which results from the customer carrying about a stockpile of negative emotions and attitudes from previous instances of resistance. There are several perspectives on resistance, each of which highlights the manufactured nature of this response via one of three modes of expression (Roux, 2006):

Attitudinal resistance refers to opposition that originates in one's perspective on the issue at hand. To what extent a person's gender, age, and education level play a role in their decision-making and moderating processes are psychological aspects.

One-time non-purchasing (sanction), long-term non-purchasing (boycott), intermediate forms of behavior (voluntary simplicity, diversion, do-it-yourself), and extreme forms of behavior are all precipitated by a behavioral aspect, also known as behavioral manifestations in the sense that it is the only observable form (severe non-purchasing, long-term non-purchasing, and boycott).

III. History and definition of green marketing/advertising

The green consumer is a part of the civic action of "consumption," which seeks to advance one's values via the act of buying.

Since the commencement of the ecological movement in the 1960s, consumers have been worried about the safety of the world's natural resources (Binnering and Robert, 2005). As a consequence of this rising movement, the phrase "green customer" was developed to define the resulting consumer. As a result, the "green" consumer is one who expresses growing concern about global warming, pollution, and other environmental threats (Henion, 1976; Stafford, Stafford and Chowdhury, 1996). Eco-conscious buyers worry not just about the final product, but also about the manufacturing process (Binnering and Robert, 2005). The environmentally conscious shopper is one who takes into account the potential consequences of their purchasing decisions (Webster, 1975).

It turns out that there might be a number of causes for resistive behavior. We'll go through some of the most crucial moderators of the chain reaction comprising one's mental interpretation, emotional response, motivational state, and outward expressions.

Rather of focusing just on people's ecological concerns and actions, as is common in the literature, it is important to first investigate how people react to ecological discourses, especially negative one, which are inevitably growing in frequency.

The term "green consumer" refers to someone who "avoids products which might potentially harm the health of the customer and others, may end up causing significant harm to the environment all through production, use, or decommissioning, consume disproportionately large amounts of energy, and create undue waste, use efforts from endangered species, entail unnecessary its use abuse of animals, as well as adversely affect other nations" (Elkington, 1994).

Giannelloni (1998) stressed that, when all is said and done, the customer is the key driving force for the green movement.

More individuals fall into this category now than ever before and this isn't by chance; rather, it's the result of a deliberate effort to spread information about the importance of environmental issues to people's health and happiness.

One of marketing's main goals is getting people to believe they can achieve their desired state of contentment with fewer purchases. In contrast to the first presented trend, the conservation society movement does not assume that increasing public awareness of environmental challenges would lead to widespread behavioral change. There are two ways to fortify these: either via full cost integration or by governmental limitation of product supply. This social view of advertising is reflected in the best-selling marketing books of the "green marketing" era.

While it is conceded that ecological considerations cannot be applied in a free market, no strategy for creating such a market that accounts for environmental costs is provided. Additionally, advocates of the conservation society drastically underestimate the impact of consumption and material items on people's psychological well-being. This tendency reversed itself in the 1980s.

The marketing movements that focus on the connection between consumer behavior and environmental effect go by a variety of names, including ecological marketing, green marketing, or environmental marketing. Ecological marketing, which draws on the aforementioned two approaches, is predicated on the idea that raising people's awareness of environmental problems would motivate them to take better care of the planet.

These approaches overlook the complexity of ecological systems and the limitations of human intellect, leading to a hazy understanding of environmental issues. Although the green marketing approach arrives at the right conclusion that environmental advertising should not be motivated by client demand, it places too much faith in the dedication of businesses to environmentally friendly production methods. Since preserving a community's dwindling resources is everyone's ultimate goal, this is all about being environmentally responsible while doing business. Ecological marketing, as was said in the prior threads, is a kind of social marketing that use business tactics to spread awareness of and support for eco-friendly laws and practices.

However, the green marketing philosophy incorrectly assumes that consumers would pay more for environmentally responsible items. Though there is no agreed-upon definition of "green marketing," most discussions of the issue have focused on how companies respond to growing customer demand for environmentally friendly products. There are still just a limited number of companies actively promoting environmentally friendly products, meeting the needs of an even smaller niche market. Green marketing is quite different from ecological marketing, which is motivated largely by financial rather than ethical or social concerns. The proactive aspects of green marketing are abandoned in favor of a responsible stance, and environmental issues are transformed from a social challenge into a marketing problem. The advantages and disadvantages of this are debatable. Although there has been an increase in companies caring about environmental issues, the larger picture is still being missed.

IV. Advertising and environmental communication: at the heart of green advertising

By separating consumer comments regarding their evaluation of ecological messaging and comparing study findings, we were able to identify three factors that might activate resistance behavior in the face of green advertising.

People claim they don't pay attention to environmental commercials because they don't care about the planet and they don't see how the products connect to their life.

This incongruity with their way of life casts doubt on the veracity of their unproven ecological arguments, which try to provide the brand with an ecological and moral dimension despite the company's inaction. Consumers may be perplexed by environmentally responsible advertising if they don't see how it relates to their everyday life.

In particular when the advertisement in issue makes use of technical terminology, complex messages, numbers, labels, or symbols, a hazy language composed of imprecise, ambiguous, or loosely defined concepts, or any combination thereof.

Intensely stringent environmental policies Commercials that try to be overly eco-friendly yet are too limiting

encourage behavior that does not take into account consumers' individual needs and circumstances. While consumers possess access to ever more technologically and perform specific tasks that can be tailored to their needs and preferences, ecological discourse undermines this same pleasure produced by the usage from certain hedonic (e.g., "car"), lavish (e.g., "fur"), or utilitarian (e.g., "smartphone") products.

V. The ecological discourse between reality and commitment

Environmental advertising and communication scholars have written extensively on the topics of resistance to and suspicions of a manipulative intent (Sagarin et al., 2002). Campbell (1995) argues that if consumers see that an ad utilizes deceptive, misleading, or otherwise dishonest strategies to affect them, they may assume that the ad has manipulative intents toward them.

Darke and Ritchie provide an in-depth analysis of the discrepancies between advertising promises and real items (2007). These studies show that when customers see dishonesty in the advertising or marketing industry, they form negative attitudes of these practices as a whole (Darke and Ritchie, 2007). Some people could see advertisements for environmentally friendly products as dishonest because they utilize sales strategies that are unethical or dishonest (Pealoza and Price, 1993; Campbell) (1995). The use of ecology as a smokescreen, the double standards intrinsic to the field, and the existence of competing but ultimately incompatible discourses all add to a feeling of manipulation and fan the fires of resistance (Sagarin and Cialdini, 2004).

Since there have been activist organizations representing consumers since the turn of the century, pinpointing when the idea of resistance first emerged is problematic. There have been 80 cooperative or civil rights movements (in the United States, for women's and later black people's suffrage) (consumer cooperatives to sell products at affordable prices). War has been used as a means of opposing consumer economy and, more specifically, mass consumption, since the 1990s. In the 1930s, this opposition took the shape of questions about the authority of retailers and boycotts. In the 1950s and 1970s, authors denounced the deceptive aspects of the dominant culture and we witnessed the emergence of communities designed to resist this consumer society (hippies). Consumers began speaking out following the sinking of Erika in 1999 and the firing of workers at Danone's LU facility in 2001. These actions took the shape of boycott campaigns. Choosing not to purchase anything or consuming less as a gesture of protest is integral to the concept of resistance.

An individual's "motivational condition that leads him to reject practices, logics, or market discourses considered to be discordant to forms of reaction prompted by this state — the manifestations of resistance" is what is meant by the word "resistance."

This is one interpretation of the concept of resistance, which holds that a person's actions or beliefs go against what they believe to be the requirements of a given circumstance. That second scenario plays out whenever he experiences stress and subsequently takes measures to ease it. Disagreement emerges when individuals interpret one another's differences negatively and act upon that perception. It happens when a stimulus challenges someone's established beliefs about it because to its context of origin, subject matter, or intended purpose. Customer apathy is a response to the circumstances at hand, coupled by an underlying emotional state. When this occurs, individuals are "compelled to alleviate the tension experienced in a scenario of pressure or influence when actions, logics, and commercial discourses are deemed to be discordant." "an adaptive force resulting from a persistent internal or situational conflict reactivated or provoked by non-congruent information, likely to inspire an attitude and/or behavioral reaction in opposition," as described by psychology.

To completely understand consumer aversion, it is necessary to identify a number of compression axes. The first issue arises from the way in which resistance acts are planned and executed. The first publications on the topic focused on consumer boycotts since they are the most visible form of public resistance.

Marketers encounter two types of resistance: anti-advertising and persuadable opposition. Protest movements are one notable strategy for resisting advertising. "No shopping day" and "take back the mall" were two campaigns that activists used to disrupt the marketing methods of large firms in the late 1980s, when the "jamming culture" emerged in the United States.

To be more precise, we will be illuminating a duality that is common in business and, more especially, the sales industry. The salesman is confronted with new difficulties, some of which are exacerbated by the demands of superiors, while at the same time, clients' behaviors are changing in ways that are hard to predict. Due to their awareness of and rejection of marketers' persuasive strategies, customers exhibit a variety of types of resistance.

-Based on the results of a qualitative research with fifty salespeople from various industries, a categorization of client resistance was constructed (banking, real estate, specialty supermarkets, autos).

-The client's intransigence in the face of overtures to reach a compromise.

Even though the bank's offerings would be helpful to them, customers who lack faith in the institution are less likely to make use of them because "he feels that if he buys once, he would be asked again and again." If

a client has lost faith in his financial institution.

VI. Ecology and competitive advantage

Consumers nowadays are notoriously fickle and unsure of what they want, adding a layer of complexity to environmental marketing. The demand for products that may solve ethical concerns is at odds with the need to keep prices low. The last thing businesses should be doing is putting de-consumption last. This novel perspective offers marketers a three-fold lens, revealing to them that consumers may do any of many different actions. In recent years, a new kind of consumer has evolved; one who is concerned about the environment yet remains persuaded by advertisements that fail to take this into account.

Cooperative resistance (boycotts) and noncompliant individuals make up the spectrum of resistance to power (refusal to sell or advertising pressure). Businesses may have had a more passive view of consumers in the 1960s, but that has since changed.

They are no longer passive consumers but make deliberate decisions about what to purchase, frequently deliberating about the ethical or social consequences of a company's actions in other nations. Because of this, something new is emerging; it's called "consom'action," and it's connected to the alterglobalization movement. Socially responsible consumers put the common good ahead of their own wants and desires when making purchase decisions (SRC). An environmentally conscious consumer is known as a "green" consumer. One such label for shoppers that put a premium on minimizing their personal and collective environmental impact is "eco-conscious."

There has been a recent shift in thinking about the role of external forces in creating competitive advantage for businesses. Under this garb, they may impose a new way of life that serves their interests, while concealing the true motivations behind their actions.

Companies sometimes use a product's association with the natural world to charge more for it. This might be in the form of a more expensive label, an eco-friendlier brand, or even a specific hue. When a company hides a cost-cutting strategy that does not benefit customers, they risk the wrath of those customers.

The legal phrase "misleading commercial practice" was used in 2008 to more precisely reflect misleading advertising that falsely claims to be in favor of environmental protection when it is everything but. Misleading product presentations, claims, and environmental signals are used in this kind of marketing to promote the product's ostensibly eco-friendly qualities. Thus, the consumer is left feeling bewildered as to how to make an educated decision among the plethora of conflicting environmental factors (Teisl and Levy 2003).

Arguments that aim to increase consumption often run opposed to those that advocate responsible behavior. Ecology rests on mindful consumption, in contrast to the mindless consumerism that is promoted by many advertisements. Due to conflicting advice, consumers have trouble making ecological inferences and are wary of marketing they believe is motivated only by financial gain.

Roux's (2007) conceptual and integrative research on CR3 provides a framework for the analysis of consumer reaction to ad campaigns by analyzing and comparing the many methods used in the field (definitions, antecedents and consequences of CR).

In this excerpt, the author highlights a few potential effects or counterarguments. The existence of negative feelings in conjunction with a reevaluation of a given scenario, as well as personal (e.g. cultural) and/or psychological (e.g. person predisposition to fight back, consumer suspiciousness and misanthropy, reactance, situational) factors, may all play a role.

Thus, according to Roux (2007), situational triggers that initiate an appraisal process accompanied by negative emotional responses may be the sources of resistance. According to the author, the link between the cognitive appraisal process and unpleasant emotions is very individual (moderating role).

VII. Green advertising: Desire for self-expression and self-protection

Some consumers choose to display an air of defiance as a means of establishing their own identities, while also demonstrating their dedication to thrift, moderation, self-control, and moral uprightness (Shepherd, 2002).

Austin, Plouffe, and Peter claim that a desire for individuality stands in for resistance and has a positive correlation with anti-consumerist revolt (0.22). (2005). A person's identity, beliefs, and standards may be inferred from whether or not they support ecologically friendly advertising (Roux, 2007).

In this study, we focus on some of the many possibilities that might be generated at this level:

H1: attitude towards green advertising influences Moroccan consumer behaviour.

H2: Attitude towards the brand influences the Moroccan consumer's behaviour.

H3: Purchase intention towards green advertising influences Moroccan consumer behaviour.

H4: Green marketing tools lead to the stimulation of Moroccan consumer behaviour.

H5: Age, gender and professional category stimulate Moroccan consumer behaviour.

VIII. Methodology of research

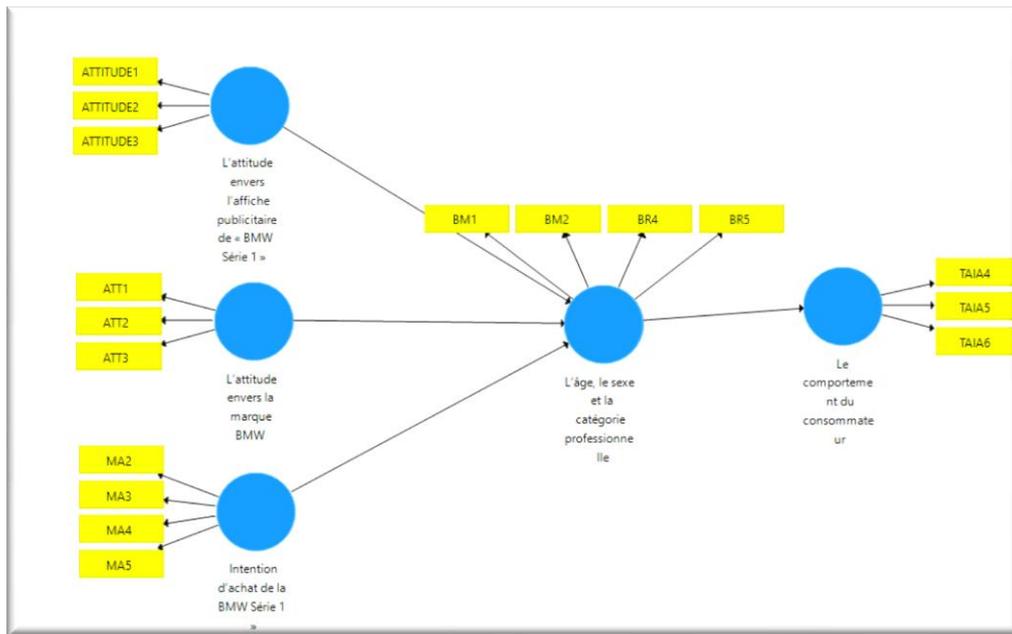
We're interested in seeing whether customers respond differently to an eco-friendly poster than a traditionally styled one. As a result, we need to do one-way analyses of variance to see how our explanatory variable—whether an advertising poster has a green call vs a technical call—affects the dependent variable.

Principal component analysis with Varimax rotation was employed to start the study of the measuring scales' psychometric properties. Using eigenvalues larger than 1 that accounted for at least 5% of the variance, the components were isolated and labeled. However, everything with a weight of half a pound or more was kept.

The purpose of this breakdown was to shed light on the many parts of the theoretical frameworks that were crucial to the research. A confirmatory factorial analysis was then performed to ensure the validity of the found pattern. Validity, reliability, and applicability of the scales were all shown by the outcomes. Cronbach's alpha and Jöreskog's rho were used to determine the reliability of the scales. When compared to Cronbach's alpha, this coefficient is less sensitive to variations in sample size (Roehrich, 1994).

The following theoretical framework is proposed based on these factors:

Figure 1: Presentation of initial model



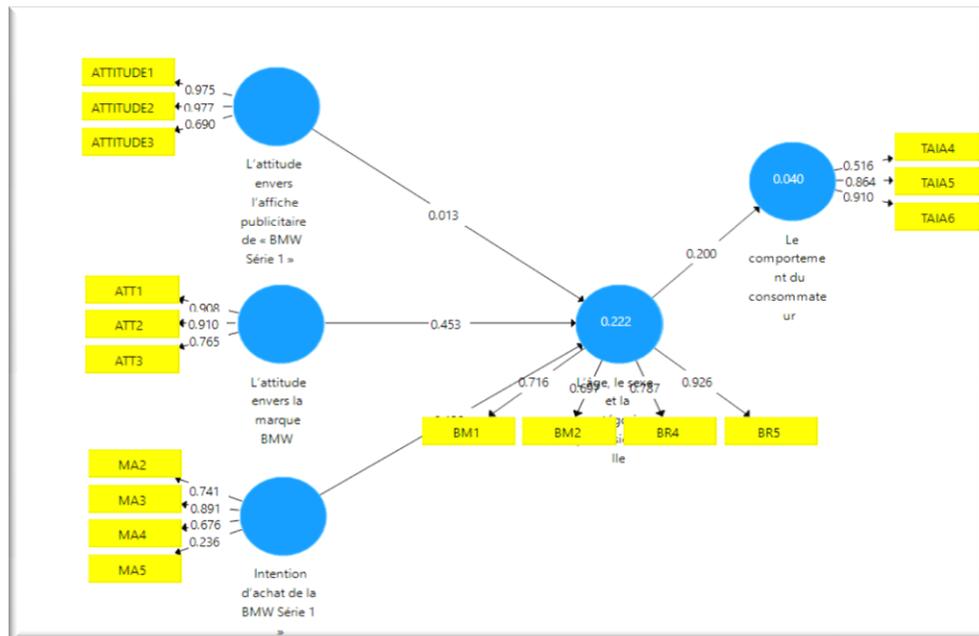
A summary of the results is shown in the table above:

Table 1. Results of the one-factor analysis of variance

Variabes dépendantes	F	Sig.	Affiche écologique	Affiche non écologique	Variabes dépendantes
L'attitude envers l'affiche publicitaire de « BMW Série 1 »	355,569	0.000	+++	,7895	-,8764
L'attitude envers la marque BMW	365,586	0.000	+++	,8569	-0,6785
Intention d'achat de la BMW Série 1 »	2.958	0.345	NS	2.459	4.678
Les outils du marketing vert	1.647	0.495	+++	2.947	3.746
L'âge, le sexe et la catégorie professionnelle	2.467	0.758	+++	3.478	5.490

Our findings show how campaigns advocating for environmental sustainability using a picture with ecological significance may backfire. Therefore, it is apparent that the extensive use of the color green (a global sign of eco-friendliness) is perceived negatively and related with the problem known as greenwashing (Benoit-Moreau et al. 2010). Advertising greenwashing occurs when a company attempts to persuade consumers that their product is environmentally beneficial when it is not. As a result, we have no reason to believe the environment has improved.

Figure 2: presentation of final model



However, the results show that some negatively perceived speeches are criticized for various reasons (ambiguity, insincerity), including but not limited to: exaggerations of the properties of the products and ecological interests communicated above the reality; the use of imprecise, poorly defined, or too broadly defined words or jargon that is too scientific; and the use of guilt-inducing, exaggerating, provocative, manipulative, etc. language.

The findings also highlight the significance of using an eco-label in green advertising to boost the commercial's impact and the favorable impression it leaves on viewers.

This research shows that a culture of evidence has to be included into green communication strategies. The message's claims may be backed up by a wealth of materials made accessible to clients.

IX. Discussion of The Results

Thus, we are doing this study to see how receptive Tunisian consumers are to environmentally friendly advertisements. Consumers in Tunisia have shown their appreciation for eco-friendly marketing and, by extension, the brand itself, as shown by the study's findings. But tests indicated that ads stressing environmental friendliness had no effect on purchase intent among Tunisian consumers. The level of personal investment in the green automobile movement moderates the correlation between green (as contrast to non-green) advertising and purchase intent among Tunisian consumers, as shown by our data.

Our study has a number of intriguing features. Consumers in Tunisia seem to be getting more environmentally conscious, as seen by their positive responses to ecological commercials and the corporations that run them. Therefore, if Tunisian enterprises want to increase responses from locals, they should stress environmental difficulties in their advertising. Advertising based on an argument has negligible effect on purchase intent among consumers in Tunisia. This is despite the fact that consumers are influenced by a wide range of characteristics, such as their social standing, purchasing power, wealth, level of education, etc.

Our study included a few caveats that might be explored in further research. In the first place, the choices we made in conducting the experiment, such as focusing on the made-up nation of "Tunisia" and the high-end manufacturer BMW, reduce the experiment's external validity and, by extension, its generalizability. We urge a wider variety of items be tested, including those that are more economically viable for the average Tunisian consumer.

Not only that, but we neglected to examine whether or not any of the confounding factors we accounted for had a moderating role. The possibility of including moderators into our conceptual model such socioeconomic status, cost, occupational status, level of education, gender, etc. is exciting.

X. Conclusion

Having a "trusted third party" evaluate the company's environmental claims is the simplest way to win back the confidence of wary citizen-consumers. Some people, dubbed "green ad resisters," are speaking out against environmental advertising on social media. People often start their own social media sites or blogs to voice their disapproval of the message of certain "green" advertising when they find it offensive. The resisters have taken to brand websites to air their grievances over these ads. Some websites even let people post ads that exploit environmental concerns in a misleading way.

In countries other than the United States, particularly France, consumers are voicing their disapproval by taking part in resistance actions organized by various organisations. One such step is to nominate a company for the Pinocchio Award if it is found to have spread false information about its dedication to sustainable practices in its public relations efforts.

Advertisements pleading with customers to modify their ways to be more sustainable are often ignored since consumers show no signs of wanting to do so. People use many techniques to block commercials. In the event that customers don't respond positively to the company's eco-friendly advertising, the company's image might suffer a serious impact. Customers may now stop having faith in the firm and its products.

Proliferating the word about eco-friendly items should, in principle, increase the demand for such products and encourage more sustainable consumption patterns. Greenwashing is when a company falsely advertises that its products or services are ecologically beneficial when in fact they are not. A customer may put more faith in a company's claims that its product is good for the environment than in the company's actual environmental practices. Since this is the case, a company shouldn't strive to keep its environmental initiatives under wraps, but should instead leverage them to set itself apart from competitors and boost its stock price. Since "fake" green goods flood the market with subpar knockoffs, they dilute the efficacy of the genuine article.

As a consequence, the market share of items with greater environmental benefits will be smaller than expected, slowing the pace of green growth breakthroughs and leading enterprises to forego the virtuous cycle in favor of keeping their conventional product offers.

Our ethnographic research shows that consumers in Morocco are more aware of the connection between their purchasing decisions and the health of the planet. Therefore, shoppers may get eco-friendly products that fit their needs. There can be no doubt that people today emphasize environmental issues when making purchases because of the fast growth of the market for eco-friendly items. However, for green consumption to flourish, consumers need accurate information on the environmental effects of products.

Several research have contributed to our understanding of the nature and consequences of consumer resistance to marketing. By doing a literature review on the subject, we were able to highlight the strategic, tactical, and operational dangers professionals face, as well as the constraints they must work within owing to worries about their reputation and the purchasing power of consumers. Results from this research provide theoretical and administrative guidance.

In a theoretical sense, our work has advanced human knowledge. The study's conclusions may be used as a springboard for further discussion among advertising industry professionals on issues that are, and will continue to be, of critical strategic importance for the industry. This means that our exploratory research highlights important areas that need more research and would be strengthened by a confirmatory study using a questionnaire.

Many of the variables that help disseminate environmentally friendly marketing may be inferred from the feedback. The level of openness with which information is shared, the number of ideas offered, and how well they mesh with the company's values all affect how well it is accepted. Customers are more likely to see adverts that aren't in the company's best interests.

Our findings also provide light on why customers are hesitant to buy. Cognition (resilience due to internal conflict), emotion (towards a message, medium, or source), and conduct are the three tiers of resistance (towards a media, a product, a brand, a company). With this newfound perspective, the idea makes perfect sense.

Although the study's findings provide some interesting new insights, they should be interpreted cautiously owing to the report's limitations. Our approach of collecting perceptual data was limited by the modest size of our sample.

According to Elsen (2015), there may be significant deviations from official policy in everyday use. According to our findings, customers are less likely to have doubts about a specific product and marketers are more likely to get a favorable return on investment when they apply green standards and provide guarantees. This research paves the way for future studies, such as those investigating how promoting items with a strong ethical foundation might ease customers' concerns about the veracity of the goods being advertised.

REFERENCES

- [1] -Abdmouleh R. (2007), Consommation des produits écologiques et inégalités sociales. Le cas tunisien, Développement durable et territoire, Dossier 9 : Inégalités écologiques, inégalités sociales, <http://developpementdurable.revues.org/index3733.html>, consulté le 20 Septembre 2010.
- [2] ABDELMAJID A., BEN TANFOUS F. (2012), Exploring consumers' opposition motives to the modern retailing format in the Tunisian Market, *International Journal of Retail & Distribution Management*, 40, 7, 510 – 527.
- [3] AUSTIN C.G., PLOUFFE C.R., PETERS C. (2005), Anti-commercial consumer rebellion: conceptualization and measurement, *Journal of targeting, measurement and analysis for marketing*, volume 14, 1, p 62-78. ALNIACIK, U., YILMAZ, C. (2012).
- [4] The effectiveness of green advertising : influences of claim specificity, product's environmental relevance and consumers' pro-environmental orientation. *Economic interferences*, 14, 31, 207-22
- [5] BAMBERG, S., HUNECKE, M., & BLOBAUM, A. (2007). Social context, personal norms and the use of public transportation : Two field studies. *Journal of Environmental Psychology*, 2 7, 190203.
- [6] Barthes J. O. et Vray S. (2008), Comment prévenir le greenwashing dans la publicité automobile? Quelle est l'influence des éléments d'exécution publicitaire?, WWF-France Accessible sur <http://www.sircome.fr/IMG/pdf/wwf-publicite-et-environnement.pdf>
- [7] Bernard M. et Boisvert J. M. (1992), Le marketing vert, Cahier no 92-002P, Cahier pédagogique, Mars.
- [8] BOUCH D.M, FRIESTAD M., ROSE G.M., (1994), Adolescent skepticism toward TV advertising and knowledge of advertiser tactics, *Journal of Consumer Research*, 21, 1, 165-175.
- [9] COTTE J, RITCHIE R (2005), Advertisers' Theories of Consumers: Why Use Negative Emotions to Sell, *Advances in Consumer Research*, 32, 24-31.
- [10] De Barnier V. (2002), Le rôle des émotions sur l'attitude envers la marque (Ab) : pour une médiation totale de l'attitude envers le message (Aad), *Recherche et Applications en Marketing*, 17, 3, 81-100.
- [11] D'Souza C. et Taghian M. (2005), Green Advertising Effects on Attitude and Choice of Advertising Themes, *Asia Pacific Journal of Marketing and Logistics*, 17, 3, 51-56.
- [12] Elkington J. (1994), Toward the Sustainable Corporation: Win-Win-Win Business Strategies for Sustainable Development, *California Management Review*, 36, 2, pp 90-100.
- [13] FOURNIER S. (1998), Consumer and Their Brands: Developing Relationship Theory in Consumer Research, *Journal of Consumer Research*, 24, 4, 343-373. FURLOW, N. E. (2010), Greenwashing in the new millennium, *The Journal of Applied Business and Economics*, 10, 6, 22.
- [14] KANTER D.L. & WORTZEL L.H. (1985), "Cynicism and alienation as marketing considerations: some new ways to approach the female consumer", *Journal of Consumer Marketing*, 2, 1, 515.
- [15] McKenzie S.B., Lutz R. J. et Belch G.E. (1986), The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations, *Journal of Marketing Research*, 23, 130-143
- [16] McIntosh A. (1991), The Impact of Environmental Issues on Marketing and Politics in 1990s, *Journal of the Market Research Society*, 33, 3, 204-217.
- [17] Mitchel A.A. et Olson J.C. (1981), Are Product Attribute Beliefs the only Mediator of Advertising Effects on Brand Attitude? *Journal of Marketing Research*, 18, August, 318-332.
- [18] Montororios F.J., Luque- Martinez T. et Rodriguez – Molina M. A., (2008), How Green Should You Be: Can Environmental Associations Enhance Brand Performance? *Journal of Advertising Research*, December, 24, 4, 547-563.
- [19] Obermiller C, Spangenberg E. (2000), On the origin and distinctness of skepticism toward advertising, *Marketing letters*, 11, 41, 311-322. ROUX D., (2007), « La résistance du consommateur : proposition d'un cadre d'analyse », *Recherche et Applications en Marketing*, 22, 4, 59-80.
- [20] RUMBO, J. D., 2002, Consumer resistance in a world of advertising clutter: The case of Adbusters, *Psychology & Marketing*, 19, 2, 127-148.
- [21] Stafford M. R., Thomas F. S. et Jhinuk C. (1996), Predisposition toward Green Issues: The Potential Efficacy of Advertising Appeals, *Journal of Current Issues and Research in Advertising*, 18, 1, Spring, 67-79.
- [22] Stanton W. J. et Furtell C. (1987) - *Fundamentals of Marketing*, 8ème Edition, Mc Graw
- [23] Stokes S.A. (2007), Deception in Environmental Advertising: Consumer Reactions to Greenwashing, Thesis for the Degree of Master of Science, Kansas State University accessible sur <http://krex.k-state.edu/dspace/bitstream/2097/1462/1/StaciStokes2009.pdf>
- [24] Stokes S.A. (2007), Deception in Environmental Advertising: Consumer Reactions to Greenwashing, Thesis for the degree of Master of Science, Kansas State University accessible sur <http://krex.k-state.edu/dspace/bitstream/2097/1462/1/StaciStokes2009.pdf>.
- [25] Thorson E., Page T. et Moore J. (1995), Consumer Response to four Categories of « Green » Television Commercials, *Advances in Consumer Research*. 22, 243-250.
- [26] Turki A. (2003), Les actions écologiques dans le contexte tunisien : motivations et difficultés, *Cahier de recherche, Faculté des sciences économiques et de gestion de sfax*.
- [27] Webster F.E. (1975), Determining the Characteristics of the Socially Conscious consumer, *Journal of Consumer Research*, 2, December, 188-196.
- [28] Zinkhan, G.M. et Ciarlson, L. (1995), Green Advertising and the Reluctant Consumer, *Journal of Advertising*, 24, 2, 1-5.

MkikSalwa. "UGreen advertising as a key to a successful sustainability strategy and effectiveness on consumers green consumption behavior: a case pf Morocco". *AmericanJournal of EngineeringResearch(AJER)*,vol.,2023,pp..