

# A Study on the Design of Green Product Advertising Types and Consumption Motivation

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**Abstract.** To attract consumers in the sale of green products, it is of vital importance to understand the influence of internal and external factors on consumers and care about the consumers' psychological needs their responses to different advertising designs, all of which are very important for green marketing design. However, the consumer requirements for green products and sustainable development have become important activities for the business development of all industries. Understanding consumer motivation requirements is also the way to construct consumer behaviors. This study compiled the importance of green consumption and the types of green product advertising design, explored the trend and importance of green consumption and collected the characteristics of both the functional and experiential types of green advertising design. Then, the study explores the definition of green consumption motivation, integrates consumption motivation theory and environmental moral value theory, and establishes types of green consumers. Its study results can provide a reference for the follow-up green marketing study and green design.

**Keywords:** Green Marketing; Green Design; Sustainable Development.

## 1. Introduction

As people are increasingly aware of the seriousness of environmental problems, consumers prefer more and more green products or services that have less negative impact on the environment (Hu et al., 2010; Kang et al., 2012). Consumers' demand for healthy green products and sustainable development has become an important activity for business development in various industries (Namkung & Jang, 2013). Stimulated by consumers' health demands, green products that emphasize sustainability have become the focus of business activities of enterprises in all sectors, and "green" has become the key to survival and prosperity (Hu et al., 2010). Therefore, only by paying attention to environmental protection and ecological needs and understanding consumers' current shopping trends, can we take appropriate measures to improve marketing performance.

Marketing personnel often use advertising requirements to encourage consumers to engage in behaviors promoting sustainable development (Goldstein et al., 2008). Promotion of sustainable products will be carried out through advertisements with different requirements (Leonidou et al., 2011; Yang et al., 2015). In advertising content, consumers not only have interactions with media, but also view the visual and artistic aspects of advertisements (Spielmann & Richard, 2013). Generally speaking, advertising messages can be classified into the functional-rational category and the emotional-experiential category (Hartmann et al., 2005; Heath, 2011; Matthes et al., 2014; Zarantonello et al., 2013). The former category contains product information related to environmental protection, while the latter arouses the viewer's imagination through the information in the ads and triggers emotional responses (Hartmann et al., 2005). Therefore, this is very important to discuss green product advertising designs and analyze the types of green advertising designs.

Consumer motivation demand is the method for establishing consumer behaviors (Petty & Cacioppo, 1996). Especially for the influence of moral motivation on green consumption, if the consumers' intrinsic motivation is social norms, it may show conformity to the public's green consumption behavior. This need for self-image improvement and the sense of personal responsibility would increase the benefit of choosing green products; from the perspective of social psychology, different consumers' moral motivation and social norms are interdependent and have a

significant impact on green consumption behavior (Nyborg et al., 2006). The seven factors that can predict green consumption behavior are as follows: social impact, environmental concern, self-image concern, and responsibility for consciously protecting the environment, consciously beneficial environmental behavior, environmental attitude and the awareness of the seriousness of environmental problems (Lee, 2008).

To sum up, during purchase of green products, it shall not only consider the influence of consumers' utilitarian motivation and hedonic motivation, social and environmental concerns, self-image, and conscious responsibility but also measure consumers' shopping orientation with sustainable development, all of which constitute green consumption motivation. For green consumption, different motivations play different roles in affecting green consumption attitudes and behavior. This study explored green product advertising designs and green consumption motivation, analyzed the types of green advertising design and formulate types of green consumption. Its study results can serve as a reference for future study.

## 2. Literature Review

In a broad sense, advertising information can be described from its rational function and emotional-experiential aspect (Heath, 2011). Two types of design are often used in all kinds of advertisements, namely: (1) functional route, which emphasizes the functions and advantages of products, including practical reference product functions (e.g., attributes, applications and performance); (2) experiential route, which arouses feelings, affections, imaginary lifestyles, and provides experiences of the benefits of products, triggering consumers' emotional reactions (Zarantonello et al., 2013). These two design methods can be regarded as two different routes of persuasion, which sometimes exist simultaneously in general advertisings (Petty & Cacioppo, 1996; Zarantonello et al., 2013).

The purpose of the so-called functional positioning strategy is to establish brand associations by providing the practical product attribute information related to the environment (Hartmann et al., 2005). Another experiential route will be regarded as the opposite side of functional-rational in many studies, such as the functional-rational and emotional-experiential proposed by Heath (2011), or the functional positioning and emotional positioning of Hartmann et al. (2005) and Matthes et al. (2014). Both the functional positioning and the emotional positioning have one common feature that they hope to arouse the viewer's imagination and trigger their emotional responses through the information in the ad. The study of Hartmann et al. (2005) used automobile advertisements that contain different types of environmental protection information to investigate consumer responses to different types of advertisements. The advertisements include: (1) functional positioning group: the advertisement content emphasizes the various measures taken by the product for environmental protection and explains the detailed information about the reduction of exhaust emission of the car. The matching pictures are the automobile pictures of the control group, which have no emotional connotation; (2) emotional positioning group, which adopts pleasant landscape pictures without any functional descriptions or text descriptions of product attributes; (3) mixed group: it combines the functional and emotional positioning strategies. The advertisement combines landscape pictures representing emotions and descriptions of environmental protection attributes, but the number of words referring to environmental protection attributes is less than that of the first one. The study results showed that the mixed advertisements that combine emotional picture and function information can best arouse consumers' environmental awareness. Mixed groups have both functional and emotional advantages, which can produce stronger attitude effects than those using only functional or emotional positioning strategies.

On the other hand, the purpose of consumption is to meet people's functional needs in their daily life. Whether it is for leisure or based on life needs, consumption means a shared function between leisure and needs. Therefore, it is best to satisfy people's desire for pleasure while fulfilling their needs (Josiam & Henry, 2014). Many consumer behaviors are driven by a combination of utilitarian

and hedonic motives (Alba, & Williams, 2013) , while the utilitarian motivation of consumers' shopping refers to benefits required to obtain such products or to get products more easily during shopping, with the expectation to acquire convenient, selectable and available product information (To et al., 2007). The so-called hedonic consumption is individual-oriented, and the product service is only a means to make consumer themselves happy. That is, people pursue enjoyment in consumption environment other than the laboratory. Hedonic consumption reflects any characteristics that can make consumers happy (Alba, and Williams, 2012).

Apart from utilitarian and hedonic motives, there is also the motive factor of moral values in green consumption, which is the sustainable shopping orientation (Cervellon et al., 2015). From the perspective of interests, there are generally two factors related to green consumption: one is others' interests, meaning that green consumption benefits others or the whole society; the other is one's own interests, meaning that green consumption benefits individuals (Green, & Pelozo, 2014; Yang et al., 2015). When consumers experience the public's environmental responsibility, they tend to advertisements for the public's interests such as low emission; when they are in personal situations, they tend to demand for personal interests such as cost saving (Green, & Pelozo, 2014).

### 3. Study Method and Results Analysis

#### 3.1 3.1 Classification of Green Product Advertising Positioning

The literature review in the previous chapter showed that advertising can be divided into two major positioning strategies: functional and experiential. Many green advertisements in shopping platforms now also adopt the above two advertising designs. According to the positioning of green product advertisements, they have the following characteristics:

Table 1 Classification of Green Product Advertising Positioning

Functional	Experiential
1. Emphasize measure for environmental protection	1. Arouse viewers' feelings, affections and imaginary lifestyle.
2. Practical reference data about product functions, such as green attributes, applications and performance.	2. Adopt words or pictures such as pleasant landscape picture to trigger emotional-experiential effects.
3. Establish brand associations with product attribute information.	3. The information arouses viewers' imagination and cause emotional reactions.
4. It has opposite connotation with experiential product positioning	4. It has opposite connotation with functional product positioning

Above is the analysis about the characteristics of the functional and experimental positioning of green product advertisements. The two different types of ad stimulus are regarded as different persuasion routes, which may be applied simultaneously in general advertisements (Petty & Cacioppo, 1996; Zarantonello et al., 2013) and they will also cause different reactions in specific situations. In practice, some advertising designs may have both positioning categories and studies also show that a mixture of both will have better advertising effect.

#### 3.2 3.2 Consumption Motivation to Promote Green Consumption Behavior Strategies

This study mainly collected literatures on consumption motivation and then integrated the connotations of green consumption. The study results are as follows:

At first, Consumption motivations include utilitarian motivation, hedonic motivation, moral motivation and health motivation: (1)Utilitarian motivation: It is to obtain the benefits required for the product, easily get products during the shopping process, expect to obtain convenient, selectable and available product information, save cost and obtain customized products and services etc. (Babin et al., 1994; To et al., 2007). (2)Hedonic motivation: Oriented by individual consumers, this

motivation is to enjoy the happiness brought by the products or services during the shopping process; Shopping is a means to bring happiness to consumers themselves, i.e., to enjoy the consumer environment outside the laboratory. It has the tendency to seek for pleasure, dream, awakening, sensory pleasure and enjoyment, and attaches importance to shopping experience and emotion (Alba & Williams, 2012). (3)Moral motivation: It refers to the motivation to experience the public's environmental responsibility, be willing to change one's way of life, care about the environment and the impact of consumer behavior on the environment, concern for the overall environmental interests and accept the concept of environmental protection in order for future generations to have sustainable access to resources (Green & Peloza, 2014). (4)Health motivation: It refers to the tendency to personal interests, attention to one's own interests, health requirements, perception for the health of products and the willingness to buy healthy organic products (Bickart & Ruth, 2012; Chrysochou & Grunert, 2014).

The second, guiding consumers with green consumption motivation is better than using fear and guilty emotions to achieve environmental protection purposes. In terms of the green consumption effect of fear and guilty emotions, although it can make consumers engage in environmental protection because of fear and guilt, its effect is not as good as to seek for environmental protection purposes by making consumers have deep understanding on the green consumption motivation. For online shopping, there are mainly two parts of consumption motivation: utilitarian motivation and hedonic motivation. Another factor is moral value motivation with sustainable development orientation, which can be further divided into the motivation to benefit the overall environment, that for others' interests and the health motivation which considers one's own welfare and health (Childers et al., 2001; Josiam & Henry, 2014).

At last, Moral motivation is beneficial for development of green consumption. Social norms, consumer's conformity behaviors, personal responsibility and self-image have significant influence on green consumption. In particular, moral motivation will impose an impact on green consumption, as the need for self-image improvement and the sense of personal responsibility will increase the benefit of choosing green products (Griskevicius et al, 2010; Nyborg et al., 2006).

#### **4. Future Study and Discussion**

This study took green product advertisement as the object. Through literature review and compilation, it explored the importance of advertisement design and its role in green consumption, further investigated the type positioning of green product advertisement design, and finally collated the characteristics of two different positioning of green product advertisements. The results showed that functional positioning of green product advertisements focus on: product attributes, characteristics, data, and environmental measures, while experiential positioning emphasizes the viewer's feelings, affections and imaginary lifestyle, and uses emotional-experiential language or pictures to guide the viewer's imagination and stimulate their emotions. However, in performance of the advertising effect, there is no consensus opinions in the past studies, and even the belief is that advertisements with both types of positioning will be most effective (Hartmann et al., 2005). Some product advertising designs in the market also have both functional and experiential positioning, which may be related to the price of products, the user groups, the age of consumers and so on. In the future, the study on green product advertising design may focus on product types and consumer characteristics and explore differences in green product design positioning based on products and consumer attributes.

There are two parts of consumption motivation: utilitarian and hedonic (Childers et al., 2001). To explore green consumption, besides shopping motivation, it shall also consider the motivation of environmental moral values (Cervellon et al., 2015) and environmental protection motivation. Such environmental protection motivation includes motivation for others' interests and for personal interests (Green & Peloza, 2014; Yang et al., 2015), which can be divided into moral motivation and health motivation. Many consumer studies have shown that consumer activities produce both

utilitarian and hedonic motivation, which form such utilitarian motivation as benefits, convenience, cost saving money and usefulness, and such hedonic motivation as sensory enjoyment, pleasure, leisure and experience. For sustainable shopping, apart from functions of the above two motivation, the motivation factors of moral values and health should also be taken into account.

The analysis of green consumption motivation can help to clarify the development of different motivation reflections. Future study can integrate theories and empirical research to explore the consumers' thinking mode to help promoting green marketing strategies and provide references for green marketing. Finally, through the analysis, this study prepared the table of classification of green product advertising positioning, with the expectation to provide important reference for the study of green advertisement design and marketing.

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