Digital Transformation and the Rise of Eco-Friendly Advertising: Exploring Consumer Perceptions and Impact

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ABSTRACT (10PT)

With the advent of digital transformation in the 21st century, advertisers have begun switching to digital advertising. Digital technology has revolutionized various media, including Out-Of-Home (OOH) advertising. JCDecaux, one of the world's largest out-of-home advertising companies, has embraced sustainability from the very beginning. Recently, many companies have been using eco-friendly advertising in their campaigns, such as using recycled materials, promoting eco-friendly products and services, and adopting digital marketing techniques. Yet only a few studies have rigorously evaluated the impact of eco-friendly advertising on consumer attitudes and purchasing decisions despite increasing interest in sustainability and environmentally responsible consumer behavior. In support of this cause, we intend to conduct a survey-based questionnaire and run social media campaigns to promote this research. The survey-based questionnaire will then be observed and analyzed to determine whether eco-friendly advertising correlates with consumers' perceptions of the credibility and reliability of companies that engage in eco-friendly advertising. As a result, this study will delve deeper into the issue and the benefits to customers, consumers, and businesses who use this eco-friendly advertisement..

Introduction

The 21st century brings a greater awareness of environmental issues and a growing responsibility to address them (Krasny et al., 2018). Eco-friendly advertising seeks to minimize the negative impact of advertising on the environment and promote sustainable practices. Using renewable energy sources, reducing waste, and promoting environmentally friendly products and services can all be examples (Krstić et al., 2021). For instance, many companies are moving towards using recycled or biodegradable materials in their packaging and reducing their carbon footprint using renewable energy sources (Tien et al., 2020). They also promote eco-friendly products and services and highlight their commitment to sustainability in their advertising campaigns (Kaum & Amarpreet, 2018). Based on the findings, it is concluded that there are significant empirical findings regarding green advertising effectiveness in influencing consumers' attitudes towards ads and advertised products and brands and consequent behavior.

JCDecaux is setting a high standard for environment-friendly OOH advertising. The company's commitment to sustainability and eco-friendly practices demonstrates its leadership in promoting environmental responsibility in the advertising industry (Zademach & Musch, 2018). JCDecaux has been incorporating innovative technology into its advertising displays to reduce energy consumption and increase efficiency (JCDecaux, 2021). Digital displays developed by the company automatically adjust the brightness based on ambient light, reducing energy consumption, and minimizing light pollution (Nelson, 2020). Using sustainable materials in their advertising displays is their priority (Zademach & Much, 2018). The company has developed a range of eco-friendly materials, including recycled and recyclable plastics and more sustainable manufacturing processes (Nelson, 2020).

To reduce its ecological footprint, JCDecaux has implemented several initiatives for its outdoor advertising solutions (Pirhonen, 2021). Firstly, JCDecaux has introduced green materials like eco-posters made from recycled paper or FSC-certified wood pulp and eco-panels made from recycled aluminum (Pirhonen, 2021). Secondly, LED lighting technology is used for illuminated outdoor advertising displays, which consume less energy and have a longer lifespan than traditional lighting (Islam et al., 2019). Thirdly, JCDecaux has developed solar-powered outdoor advertising displays, which use renewable energy and require no connection to the power grid (Jeon et al., 2019). Fourthly, JCDecaux promotes sustainable transportation solutions by partnering with bike-sharing services and installing bike racks near its advertising displays (De Chardon, 2019). Lastly, JCDecaux uses eco-friendly cleaning products and processes to maintain its advertising displays, reducing the environmental impact of the cleaning process (Kuppuswammy, 2020).

Marketers now look beyond "green" marketing to create sustainable, long-term growth strategies for their companies (Alfakihuddin & Paratih, 2022). Companies are becoming aware and conscious about working with the right media partners that support their ESG goals as sustainability and green practices become a part of their brand strategy and communication (Pirhonen, 2021). Another initiative implemented by JCDecaux is the formation of strategic partnerships by promoting their environment-friendly campaigns (as shown in Figure 1.1). The company has partnered with several technology companies, such as Google and Microsoft, to enhance its advertising solutions. For instance, JCDecaux has partnered with Google to integrate its advertising inventory into the Google Display Network, enabling advertisers to reach a wider audience (Alfakihuddin et al., 2022). The partnership with Microsoft has also enabled JCDecaux to integrate its advertising inventory into the Microsoft Audience Network, which allows advertisers to target audiences across multiple devices and platforms (JCDecaux, 2021). These strategic partnerships have enabled JCDecaux to expand its advertising reach and improve the effectiveness of its campaigns.

However, despite the apparent research progress, this area still has many issues to be examined and is a perfect space for further empirical and practical contributions (Alamsyah, 2021). For example, a growing interest in sustainability and environmentally responsible consumer behavior, but only some studies have rigorously evaluated the impact of eco-friendly advertising on consumer attitudes and purchasing decisions (Yevsuykov et al., 2020). Additionally, there needs to be more research on how consumers perceive the credibility and reliability of companies that engage in eco-friendly

advertising and how this affects their purchasing decisions. In eco-friendly advertising, companies must avoid "greenwashing," in which exaggerated or false claims are made about their impact on the environment (Alamsyah, 2021). Consumers are becoming savvier about greenwashing and can quickly spot when companies need to be genuinely committed to sustainability (Nelson, 2020).

Although many issues remain in subsequent research, it is an ideal space for expanded empirical and practical contributions (Alamsyah, 2021). Consequently, this study is intended to explore the relationships between eco-friendly advertising and consumer perceptions of the credibility and reliability of businesses that provide eco-friendly products and services. With the help of a survey-based questionnaire and social media campaigns, we hypothesized that people would become more aware of environmental issues and eco-friendly advertising in the coming century, as well as how to judge the credibility and reliability of companies advertising with the word "green" and the impact of eco-friendly advertising on consumer attitudes and purchasing decisions (Yevsuykov et al., 2020).

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Method

This research will be conducted using a self-administered questionnaire with several multiple-choice questions focused on OOH advertisements, the trustworthiness and credibility of "green" companies, and how this affects customers' buying power. Social media campaigns were also conducted to share awareness, and OOH or eco-friendly advertisements were introduced. The authors conducted this research via google forms which will be shared and distributed throughout social media platforms between March 3 and March 20. Once the data is collected, a screening and elimination process will determine which questionnaires are valid before finally being collected for further analysis (Kumar & Khosla, 2018).

2.1 Survey-based questionnaire

The data was generated through a survey-based questionnaire on Google Forms. The questionnaire was designed to gather specific information from the respondents (Kumar & Khosla, 2018). These questions were formatted using various question types, such as multiple-choice and rating scale questions. The data will then be collected by distributing the Google Forms questionnaire through social media platforms like Instagram and WhatsApp (Adu, 2019). Once the respondents completed the questionnaire, the data was automatically collected and stored in a pie chart. The data were analyzed to examine the patterns, trends, and relationships within the data (Adu, 2019). The data was cleaned, organized, and coded before conducting various statistical analyses such as descriptive statistics, correlations, and regression analyses (Kumar & Khosla, 2018). The findings were then interpreted and presented in a report, which included tables, charts, and graphs to illustrate the results (Kumar and Khosla, 2018). Google form link: https://forms.gle/bTBTkuyTxp3QsUA38

2.2 Social Media Campaign

Social media has become an integral part of our daily lives in recent years. It has also become a powerful tool for sharing information and raising awareness regarding environmental issues (Kim et al., 2021). As we enter the 21st century, social media campaigns have the potential to play an even more significant role in promoting eco-friendly practices and products (Baum et al., 2019). Social media campaigns can educate people about environmental issues and encourage them to act (Kim et al., 2021). For example, a campaign could raise awareness about the impact of plastic waste on our oceans and encourage people to reduce their plastic consumption (Bradshaw & Howard, 2019). Such campaigns can reach a broad audience, including people who may have yet to be aware of the issue (Baum et al., 2019).

Therefore, social media campaigns can play a vital role in sharing awareness regarding environmental issues and promoting eco-friendly advertising (Bradshaw & Howard, 2019). However, customers must be able to judge the credibility of companies advertising with the word "green" and understand the impact of eco-friendly advertising on their purchase power (Kim et al., 2021). By doing so, we can all work towards a more sustainable future.

Result and Discussion

3.1 Survey-Based Questionnaire

From the 3rd to the 20th of march, we conducted a survey to find out the correlation between eco-friendly advertising and how consumers perceive the credibility and reliability of companies that engage in eco-friendly advertising. The survey was sent out through social media platforms like Instagram and Whatsapp.

The survey to find out the correlation between eco-friendly advertising and how consumers perceive the credibility and reliability of companies that engage in eco-friendly advertising revealed that most respondents range from 16-29 years old (56.8%), followed by respondents from 0-15 years old (22.7%). 16 of the 44 respondents (36.4%) agree that they are environmentally responsible, whereas 9 of the 44 (20.5%) strongly disagree that they are environmentally responsible. Additionally, 36.4% of the respondents are neutral in the second question: "I would purchase green products instead of conventional products." As per the previous question, most respondents (38.6%) are neutral about avoiding buying certain products that may harm the environment. Nevertheless, 13 of the 44 respondents (29.5%) agree that they paid attention to the ecological message in advertisements, followed by 9 (20.5%) strongly agree. 29.5%of the respondents are neutral in evaluating the credibility of the claims in eco-advertisements; subsequently, 27.3% of the respondents agree to this. Lastly, 14 respondents (31.8%) agree that "eco-advertisement enhances my consciousness of the environment. Overall, the survey we conducted suggests that eco-friendly advertising affects how consumers perceive the credibility and reliability of companies that engage in eco-friendly advertising, especially those who are 16 - 29 years old.

Survey Result Discussion

There are a lot of studies that have investigated the correlation between eco-friendly advertising and consumer perceptions of company credibility and reliability. According to most of these studies, eco-friendly advertising positively impacts consumer perceptions of a company's environmental responsibility (Gaspar et al., 2021). However, we collected data from the survey-based questionnaires distributed last month to prove that these studies are proper. According to our data, consumers exposed to eco-friendly advertising were likelier to perceive the company as socially and environmentally conscious. Moreover, eco-friendly advertising can enhance a company's reputation and increase consumer trust (Othman et al., 2021; Sosiawati et al., 2023).

However, it's important to note that the effectiveness of eco-friendly advertising can vary depending on the context and the specific messaging used (Alamsyah, 2021). For example, suppose a company is found to be engaging in greenwashing or making false environmental claims. In that case, it can significantly damage consumer perceptions of the company's credibility and reliability, and this may cause a massive boycott movement, and consumers avoid purchasing the company's product (Othman et al, 2021). Overall, while eco-friendly advertising can be an effective way for companies to enhance their reputation and build consumer trust, companies must ensure that their claims are truthful and backed by meaningful action (Gaspar et al., 2021; Patsy et al., 2023).

3.2 Social Media Campaign

While our globe faces severe environmental difficulties, the effects of human actions on the environment only continue to expand. This is why we're starting this campaign: to raise people's knowledge of environmental problems and to give them tools for evaluating the reliability of businesses that engage in environmentally responsible advertising. The growing trend of greenwashing, in which companies use marketing tactics to disguise the fact that their products are not environmentally friendly, is one of our most significant challenges today. This can be misleading for consumers looking to reduce their environmental impact.

Together, we can make a difference and create a more sustainable future for our planet. Let's call out greenwashing for what it is - a dishonest attempt to profit off our planet's health. Join us in the fight for a truly sustainable future.

#StopGreenwashing #SustainabilityMatters #Ecofriendlyadvertising

Engagement:

3.2.1 Discussion

The campaign aimed to make people more aware of our environmental problems and teach them how to tell if a company's eco-friendly advertising is credible. The campaign talks about "greenwashing," which is when companies trick customers into thinking their products are good for the environment when they are not (Torelli et al., 2019). The campaign intends to encourage people to act and fight against greenwashing. By joining

forces and promoting environmentally responsible advertising, we can significantly impact creating a more sustainable future for our planet. Through this campaign, we also aim to motivate consumers to be more conscious about their choices, take responsibility for their actions' environmental impact, and encourage businesses to adopt more sustainable practices and be transparent about their efforts to reduce their ecological footprint.

To sum up, the success of this campaign relies on the participation and commitment of individuals and businesses to work together towards a truly sustainable future. We must hold companies accountable for their actions and support those genuinely committed to reducing their environmental impact (Alamsyah, 2021).

Conclusion

In conclusion, digital technology has transformed advertising media, including Out-Of-Home (OOH) advertising. JCDecaux, as one of the world's largest out-of-home advertising companies, has been an early adopter of sustainability in advertising (JCDecaux, 2021). Many studies have yet to evaluate the impact of eco-friendly advertising on consumer attitudes and purchasing decisions, despite an increasing interest in environmentally responsible consumer behavior (Zademach & Musch, 2018). Therefore, this study intends to conduct a survey-based questionnaire and social media campaigns to delve deeper into this issue and identify the benefits to customers, consumers, and businesses who engage in eco-friendly advertising. Furthermore, this study aims to contribute to the literature on eco-friendly advertising and its impact on consumer behavior. Based on the survey-based questionnaire conducted as part of the study, it was found that there is a positive correlation between eco-friendly advertising and how consumers perceive the credibility and reliability of companies that engage in eco-friendly advertising. The results show that consumers are more likely to perceive companies that engage in eco-friendly advertising as more credible and reliable than those that do not, which indicates that eco-friendly advertising can be an effective strategy for businesses to improve their reputation and gain the trust of environmentally conscious consumers. Moreover, eco-friendly advertising increases the likelihood of consumers buying products from companies (Yevsuykov et al., 2020). In addition to improving their reputation, eco-friendly advertising can benefit businesses' bottom lines (Alamsyah, 2021). Accordingly, this study concludes that eco-friendly advertising is essential to establishing businesses as environmentally responsible and gaining the trust and loyalty of consumers who care about the environment (Othman et al, 2021).

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