



# An experimental study in Morocco in understanding the influence of Eco-label in Green Advertising on green buying intention: An argument for green marketing or just a greenwashing

Professor Mkik Salwa  
ENSA of Beni Mellal,(LAPREG)  
University Moulay Slimane, Morocco

## Abstract

Consumers' aversion to environmentally friendly advertisements may seem like an ancient trend, but it's actually only 20 years old. The primary goals of this research are to provide a working definition of the term and to describe its effect on the effectiveness of advertisements. By first outlining the specific antecedents that cause this behavior and then proceeding to build up typologies of resistant clients, this article goes above and beyond merely explaining the indicators of resistance.

It was only around 15 years ago (Pealoza and Price, 1993) that the term "customer resistance" appeared in the marketing literature. Evidence of the renewed interest in a debated subject that has been going on in philosophy and sociology since the 1960s, when academics first began to challenge the market society, consumer culture, and the impact of advertising on environmental issues (Barthes, 1957; Packard, 1958; Baudrillard, 1970; Cochoy, 1999). According to Murray and Ozane, a resistant consumer is one who is able to "detour" (Firat and Venkatesh, 1995) away from the company's marketing messaging and toward the product's true values and uses.

On the basis of the existing literature, we propose a conceptual model that takes into account the most important factors influencing this undesirable behavior and calls for quantitative experiments to be carried out in order to obtain the first clues toward the development of more efficient communication methods.

**Keywords:** Eco-label, green buying intention, green marketing, quantitative experiments, greenwashing

Received 12 Feb., 2023; Revised 22 Feb., 2023; Accepted 24 Feb., 2023 © The author(s) 2023.  
Published with open access at [www.questjournals.org](http://www.questjournals.org)

## I. Introduction

A study of the components of marketing and advertising consumers shows that green customers are growing more indignant, oppositional, and even rebellious. The term "resistance" (Pealoza and Price, 1993; Herrmann, 1993; Blanchard, 1998; Fischer, 2001) is broadly used to describe an array of adverse responses (Roux, 2006).

When consumers feel like they are being invaded by advertising due to the increasing number of media outlets, they are more likely to oppose the messages they are receiving (Gritten, 2007). (Elliott and Speck, 1998). Defeating oppressive movements requires "a continuum of behaviors and activities that involve individuals in opposition and delay," as defined by Fournier (1998).

The idea of resistance is growing and increasingly preoccupying researchers and practitioners who see in it the symptoms of a critique that has serious consequences for the image of the company and its turnover, as evidenced by the 2009 special issue of the Journal of Business Research devoted to the phenomenon of anti-consumerism (Fournier, Dobscha, and Mick, 1998; Laufer and Paradeise, 1982). It would be irresponsible of marketers to overlook the fact that consumer aversion to "green" ads reduces the effectiveness of marketing messaging (Calfee and Ringold, 1988).

The marketing literature has only used the phrase "customer resistance" for the past 15 years or so. This is a sign of the growing interest in a debate that has been going on in philosophy and sociology since the 1960s, when academics first began to criticize the market society, consumer culture, and the impact of advertising on environmental problems. Murray and Ozane's "resistive consumer" is one who, rather than being swayed by the

product's advertising, instead considers the product's worth and function before making a purchase decision. The primary objective of this research was to provide a working definition of the concept and to describe the ways in which it affects the effectiveness of advertisements.

By first outlining the specific antecedents that cause this behavior and then proceeding to build up typologies of resistant clients, this article goes above and beyond merely explaining the indicators of resistance. After reviewing the relevant papers, we propose the following theoretical framework:

A conceptual model is presented, which comprises the fundamental variables involved in this unwanted behavior, in order to gain the basic keys for creating more effective communication techniques.

## **II. Literature Review**

Providing customers with more autonomy and options in making purchases is one management strategy that has been shown to reduce customer resistance. This concept took shape as more and more individuals gained access to the internet and its plethora of information and communication capabilities. This improves a company's value creation process since more individuals have access to information and, by extension, knowledge; more knowledge can be shared, in a more effective manner.

As a result, consumers are more aware than ever that they can exert great pressure and influence (if not complete control) over companies and brands. When customers find that they need specialist knowledge in order to access information that is nevertheless easily accessible, they may feel less than completely empowered. In other cases, the consumer's exposure to tracking and targeting may counteract this benefit.

### **1. The Degrees of Adversity and Resistance**

If we learn the three conditions that must be met, we may better grasp the richness and complexity of the concept of consumer resistance to advertising (Roux, 2007): When a person is subjected to a compelling external force (commercial, which urges him to adopt certain behaviors or attitudes), he recognizes the presence of this force (he is aware of this advertisement), and he makes an effort to counteract or at least limit the impact of this force (he adopts certain behaviors with this aim). People are more prone to take action against advertising when they have negative feelings about it (2007). Thirdly, resistance manifestations, or unfavorable reactions to stresses produced on by discordant persuasive encounters, are highlighted by Roux (2007). The final type of resistance is called "cumulative resistance," and it consists of all the negative emotions and attitudes that have been stored in the consumer's mind through resistance.

Numerous works highlight the constructed aspect of this form of reaction, which is manifest in its triangulated presentation:

Attitude-based resistance is a way of thinking about resistance as a whole. Something to think about: Age, level of education, and sexual orientation are all psychological modifiers.

Both this predisposition and the associated emotions and evaluations trigger a reactive component, or a state of activation (resistance-state).

Aspects of behavior, also called behavioral manifestations because they are the only visible form, can lead to actions such as temporary non-buying (sanction), long-term non-buying (boycott), and other behaviors (voluntary simplicity, detour, do-it-yourself), as well as more extreme forms of retaliation or revenge.

### **2. THE CUSTOMER BASE THAT IS CONTRARY TO GREEN ADVERTISING**

In order to better comprehend this phenomenon, several studies have analyzed people who are averse to green advertising. The most important ones are listed in the table.

A pillar of the resistance during those glorious 30 years: He is an environmentalist who grew up during the '60s consumer society boom. As is common of those born during his time, he doesn't think environmental issues or global warming are all that serious. He's reached an age when he can't and, more significantly, doesn't want to make any changes to his lifestyle.

An Alternative Traditionalist: The resister is similar to the one before him in many ways: he has a hard time breaking from his routine and doesn't care much about ecological topics except as they pertain to his wallet. He is also slow to adopt new technologies and community media, both of which are fruitful arenas for the dissemination of eco-citizen solidarity and ethics, preferring instead the more traditional forms of media (television, radio, regional dailies, etc.).

The "economic resister" is not "non-ecological" because he doesn't care about the environment or has strong convictions about caring for the world, but because he cannot afford to. It's as simple as them not wanting to pay more. The apparent high price of organic products contributes to the stereotype that eco-friendly consumption is still "a rich man's thing" (mostly food and textiles). The economic resister, it should be noted, is not a person who stands pat; rather, he is a ravenous internet "bounty hunter," always on the lookout for the finest deals. For this reason, it's possible that people's reluctance to spend money is limited to not buying

anything new and instead consists of a commitment to more frugal lifestyle choices (energy saving eco-actions or grouped purchases...).

yet not enough to pay a premium for organic or fairly traded goods. rebellious paranoiacs: Public fatigue occurs in after a time of extensive communication on climate change, as people grow weary of hearing exaggerated promises about the superiority of green products and regulations. These requests are seen as threats or intimidation meant to increase prices or sales.

These messages, which encourage customers to spend more money or switch to less dangerous products, are seen as manipulative by some.

Dogged environmentalist nerd: The resistant green geek thinks that governments and international organizations with the authority to change existing regulations are the ones who will save the planet, not people changing their consumption habits (sustainable consumption consisting of green items and everyday eco-actions) (establishment of international agreements). In a nutshell, the resistant nerd looks at environmental issues from a macroeconomic viewpoint and dismisses the idea that human actions could make a difference. He's a superb environmentalist who is quite worried that we're avoiding the real issues.

The skeptical nonbeliever has many doubts regarding the efficiency of eco-friendly goods and alternative lifestyles. The lack of credibility of environmental promises due to greenwashing harms the entire sector and confuses the neophytes; the confusion of different information sources (multitude of labels); the justification of a higher price; the lack of clarity of the green market concentered by the proliferation of false pseudo labels; are all major questions he raises.

Green extremists: The Anglo-Saxon eco-warriors are emblematic of the "hard" ecologists whose passionate rejection is typical of the group. From his perspective, the only viable option is to eradicate consumption altogether. One way to help preserve the planet's limited supply of natural resources is to make use of renewable materials like glass, aluminum, and other recyclables.

The "bounce-back" phenomenon, also known as the "contented resistor," The eco-consumer who stops making environmentally responsible choices is the most puzzling resistor. This is because of the rebound effect, which manifests itself when a customer who has made an effort finds a reason not to make that same effort again. This resistor might not switch to more efficient light bulbs, might let the water run longer without turning off the tap, might put more miles on their hybrid car than someone who drives a conventional vehicle, etc.

### **3. INDIVIDUAL DETERMINANTS OF GREEN PROMOTION**

Several studies have shown that other factors outside of resistance itself can account for its behavior. Here, we'll run through some of the most salient moderators of the chain reaction that begins with a person's internal mental processing of an event and ends with their external behavior change.

Because it doesn't speak to their immediate concerns, many people find green advertising not just puzzling but also boring and uninspiring. Its unproven green arguments, which try to give the brand an environmental and ethical dimension despite a lack of action to match this commitment, tend to be questioned as a result of this contradiction.

Complex "ecology Due to their perceived disconnection from everyday life, some consumers may find green advertising hard to grasp. Confusion among consumers and subsequent contestation can result from advertisements that present complex messages, figures, labels, or signals; a vague vocabulary by employing imprecise words, little defined or defined in a too generic way; or the use of a too scientific language.

Restrictive "ecology Limiting environmental advertising encourages behaviors that don't take into account the way people actually live nowadays. Ecological discourses tend to downplay the pleasure generated by the consumption of certain hedonic (e.g., "car"), ostentatious (e.g., "fur"), or utilitarian (e.g., "smartphone") products as individuals have the option of consuming ever more technically and sophisticated products adapted to their lifestyle.

### **4. The difficulty with green marketing is that it appears manipulative**

Several academic works in the field of environmental advertising communication discuss how public skepticism of the campaigns' sincerity adds to the growth of opposition to them (Sagarin et al., 2002). Consumers can infer that advertisements intend to manipulate them when the commercial employs blatantly dishonest, inappropriate, or manipulative strategies, as stated by Campbell (1995). Darke and Ritchie analyze consumer dissatisfaction with advertised versus actual product (2007). These findings show that when

consumers believe they have been tricked, they form negative attitudes about all forms of marketing (Darke and Ritchie, 2007).

Discussions that shape one's surroundings Certain commercials promoting environmental friendliness may be seen with skepticism by the general public if they are a part of a larger commercial logic that makes use of deceptive or unethical marketing or sales strategies (Pealoza and Price, 1993; Campbell) (1995). To put it another way, the manipulation felt when ecology is used as a justification, its duplicity, and the prevalence of competing discourses all contribute to the start or strengthening of resistance (Sagarin and Cialdini, 2004).

Pretexting with ecology Businesses are beginning to see environmental concerns as a potential source of competitive advantage. Yet it's also a cover story for imposing a new way of life that benefits them, or for hiding the true reasons behind an action. Business owners can charge more for their wares and still claim to be "Trendy" by giving them names, colors, labels, and signs that evoke the environment. It can be used to hide an economy realized by the corporation that offers the customers no tangible benefits, further infuriating them.

Advertising that falsely claims to be in favor of environmental protection when it is nothing of the sort and that, in order to give itself a responsible image, praises the ecological qualities and merits of the good or service by relying on false environmental presentation slides or of a nature to mislead the public has been legally designated as "misleading commercial practice" since 2008. Customer trust can easily be lost when there is too much information about the environment (Teisl and Levy 2003).

Ecological Uncertainty Responsible behavior arguments frequently conflict with and even directly contradict those in support of higher levels of consumption. Ecological ideals revolve around responsible purchasing practices; however, many commercials encourage more consumption without thinking about the consequences. Those who are constantly receiving conflicting instructions find it difficult to adopt an ecological perspective, and they have good cause to be skeptical of advertisements that they believe exist just to enrich the powerful.

Last but not least, the moralization that can result from the promotion of a green advertising scene that number of ethical principles norms and values deemed to be too guilt-ridden as well as responsible for the consumer to manipulate him and push him to change his lifestyle in the context of the pressure of the environmental crisis can fuel the contestation.

The "guilt-inducing" nature of the world In an effort to shift customer preferences and actions toward more eco-friendly solutions, green advertising has recently trended toward adopting guilt-inducing language.

Making a consumer feel guilty about their purchase can be an effective sales strategy for some demographics of consumers. Some customers are unhappy about the judgment they receive for their "poor" behavior and the guilt they experience as a result. This guilt is especially difficult for these individuals to deal with because it is intricately connected to the idea of personal responsibility in the larger social context.

They feel aggrieved because of the stigma attached to their "evil" behaviors and the excessive guilt they have been made to feel. To them, environmentalist discourses give them an excessive amount of credit.

They attribute blame to other parties, particularly industrial and commercial businesses, which they say have a harmful environmental balance sheet and spend money on marketing to appear environmentally conscious while actually doing little to help the environment.

## **5. Personal Predictors of Consumer Resistance to Green Advertising**

Roux's (2007) paper on CR3 offers a conceptual and integrative framework for evaluating consumer resistance, criticizing and improving the different strategies provided in the subject (definitions, antecedents and consequences of CR). The author zeroes in on a few key factors or early indicators of resistance. Determinants can include both personal (such as socio-demographic) and psychological (such as individual propensity to resist, consumer skepticism and pessimism (Obermiller and Spangenberg, 1998), inductance (Friedstad and Wright, 1994), and the presence of negative emotions that communicate with a cognitive evaluation of a given situation) factors. Hence, according to Roux (2007), resistance stems from a combination of a negative cognitive appraisal and emotional reaction to a given scenario. The author further explains that the connection between negative feelings and intellectual evaluation is mediated by an individual's unique traits (moderating role).

Cri  (2001), on the other hand, presents a reading grid and an integrating framework of the multiple existing theories to both evaluate and enrich the diverse methodologies generated in the literature (relating to the typologies of response to dissatisfaction, to the types of behaviour and to the antecedents and consequences of

resistance behaviour). The resistance behavior of customers and consumers can be broken down into three main categories, each of which carries a distinct amount of weight. In this context, psychological problems include resistant personality traits. Disruptive activities and the costs associated with them are two economic factors. Fairness in business dealings should always be at the forefront of your mind while thinking about ethical issues.

The Psychological Role of Action and Response Reactance is the behavioral and psychological inclination to react negatively to any source of freedom constraint, whether external or internal (Brehm, 1989; Clee and Wicklund, 1980). Because of the motivational arousal created by the threat to his or her freedom, or by the removal of freedom he or she desires to reclaim, the reacting individual is usually very pulled to the choice he or she feels deprived of (Brehm, 1989). There are four key differences between reactance and resistance despite their linked nature (Roux, 2007a). Recognizing an attempt to exert influence is the first step toward resistance, while fear of losing that freedom is the first step toward reactance.

Consumers' sense of ability and market-specific knowledge (PKM) In addition to these characteristics, consumer confidence is a proxy for an individual's belief in their ability to discern inaccuracies in green advertising and make an informed purchasing decision. The individual is confident in his or her own business acumen and observance of market dynamics (Bearden, Hardesty, & Rose, 2001). He has shown that he is capable of (1) learning about and evaluating market possibilities, and (2) comprehending the methods advertisers use to persuade consumers. As a result, a consumer with a high level of self-confidence is a priori less likely to deviate from his decisions than an individual with a low level of self-confidence in a situation of influence.

#### **6. A person's level of resistance can be affected by a number of factors.**

Skepticism, cynicism, protective mistrust, suspicion, and estrangement are all examples of resistive forces. The literature defines consumer skepticism as "the predisposition to reject the claims of companies expressed in commercial sources or market narratives" (Obermiller & Spangenberg, 1998, p.160) (Fournier, 1998). Koslow (2000) incorporates this idea into Brehm's (1989) theory of reactance to explain why a person who is initially skeptical of an advertising may remain skeptical despite being presented with evidence confirming the message's sincerity and correctness. As well, further considerations can be made. Cynicism has been studied by academics as one extreme on a spectrum of skeptical reactions to market technologies (Boyer, Albert and Valette-Florence, 2006). Persistent skepticism of business assertions and dismissal of market logic, as described by Kanter and Wortzel (1985). A cynical outlook begins with a lack of trust.

a simultaneous desire to be heard and protected Some customers, looking for catharsis, take part in seemingly contradictory behaviors to prove their identity and demonstrate their dedication to frugal living, abstinence, self-control, and moral righteousness (Shepherd, 2002). As a surrogate for the strength of the relationship between resistance and self-expression, the desire to stand out from the crowd has been utilized (correlation of 0.22 with the "anti-consumer rebellion" described by Austin, Plouffe, and Peter, 2005). (Gould, Houston, & Mundt, 1997. Individuals who voice their opposition to "green" ads tend to be outgoing people who look for forums to air their political and professional opinions (Roux, 2007).

Here we detail how we conducted our studies. Included in this is a description of the steps you used to collect, analyze, and interpret your empirical data. Regarding approach, we like to carry out a qualitative exploratory investigation. Our empirical investigation aimed to provide the clearest possible description of the concept of "resistance" to "green PR," thus we opted for this version.

For this reason, in order to set the stage for further research. Kaufmann (1996) claims that qualitative techniques are meant to explain and discover behaviors, processes, or theoretical models rather than to describe, quantify, or compare them. Due to these limitations, we feel that a qualitative method would be most appropriate for our study.

\*Although the emergence of ecological thinking dates back to the pre-industrial era, the real worldwide awareness of environmental problems began in the 1960s. This interest in environmental protection was born as a reaction to industrial accidents, the depletion of the ozone layer, the greenhouse effect, and the incessant release of CO<sub>2</sub>. Since then, the world has witnessed the birth of several ecological organizations and the implementation of political measures for environmental protection. In fact, in 1961 the World Wildlife Fund (WWF) was created in Switzerland. Its objectives are to fight against the different forms of pollution, to preserve biological diversity and to promote sustainable development.



3Also, as an example, the 70's were marked by the elaboration of numerous laws aiming at the protection of the environment in the USA (Clean Air Act, Clean Water Act, etc...) and by the creation of a ministry of the environment in France. Since then, ecological awareness has been growing, especially in 1986 following the Chernobyl disaster and the Ottawa conference. In 1992, one hundred and seventy heads of state and government participated in Rio de Janeiro at the Earth Summit, a United Nations summit on the environment and sustainable development. This conference was marked by the adoption of a founding text of 27 principles, entitled "Rio Declaration on Environment and Development" "Human beings are at the center of concerns for sustainable development.

They have the right to a healthy and productive life in harmony with nature." (Since then, the importance of environmental protection has become a fundamental concern of governments, businesses and even citizens in all countries, including Morocco. According to a study conducted by Turki in 2003, the Moroccan government, through the introduction of environmental legislation, exerts strong ecological pressure on companies. In particular, the presence of 190 associations specialized in the field of the environment in Morocco testifies to the involvement of Moroccans towards environmental problems and their interest in strengthening the ecological culture. So starting from the principle that the protection of the environment is the responsibility of everyone, ecology has been the subject of several topics of investigation including consumption, giving rise to what has been called the green marketing and the green consumer.

Ecological marketing is part of societal marketing, which is based on the principle that marketing must be at the service of environmental protection. The aim of this marketing is to change consumer habits by encouraging them to buy social products (Henion, 1976, 1981). Producers must voluntarily engage in environmentally friendly production to achieve the preservation of resources, which is the goal of any society (Binninger and Robert, 2005). However, the application of this ecological marketing is impossible because, on the one hand, of the stakes of competitiveness (Fisk, 1974) and, on the other hand, of the absence of solutions explaining the means to reach these societal objectives (Le Gall, 2002). As a result, the social and moral motivations that gave birth to ecological marketing have been replaced by market pressure and a growing demand for environmentally friendly products, giving rise to what has been called in the literature by green marketing. In fact, although there is no single definition of green marketing, it is unanimously considered to be: "marketing that takes into consideration all activities that can generate and facilitate any type of exchange aimed at satisfying human wants and needs, in such a way that the satisfaction of these wants and needs takes place with minimal negative impact on the natural environment" (Stanton and Futrel, 1987). Green marketing aims to use the positioning

### **III. Methodology**

To better understand the communities and cultures that have emerged in response to the proliferation of digital communication, we employed a marketing research method called Netnography to conduct qualitative questionnaires online. allows for in-depth analysis of debates within online communities, shedding light on prominent themes and guiding the way toward real-world applications of the topic under investigation. There's no denying that the Internet has opened up new avenues for expression and participation in the production of media on a global scale (via blogs, forums, chat rooms, social networks, etc.). Recently, the popularity of blogs has skyrocketed.

Hence, netnography cannot proceed without first successfully incorporating the chosen group. You can either perform a "discreet observation" or "participatory observation," both of which are valid options. We have decided to use the first, more deliberate, alternative to structure our research. In addition, this type of study cannot be conducted without first conducting extensive background research on the general population. In the first place, the discussions can only be significant if a lot of messages are uploaded over a lengthy period of time. Then, the most up-to-date messages have to be current, and the content has to be accessible and appropriate.

We reasoned that it would be wise to probe its make-up, the depth and character of the language used, its functions, norms, and orientations, and to monitor for debates that stray too far from the matter at hand. Two, it was carried out over a considerable amount of time; we estimated that five to six months of observation would be needed to collect enough data. The comments were read and processed with thematic coding to determine common themes (Strauss et al., 2004) "Coding is the same as any method of data analysis.

We focused on the messages that were most relevant to our research when we analyzed the netnographic data (Kozinets, 2002). To better manage the massive amount of data produced by the netnography, we opted for a classification of the messages to identify those that are off-topic (Dholakia and Zhang, 2004). In order to draw any conclusions from the data, we had to repeatedly compare and contrast it with what was already known from the literature. Finally, we used encryption to secure these transmissions.

As we compared our results to the academic literature, we revised this categorization. In order to create the code grid, we first relied on the framework established by the theme interviews. For starters, encoding requires picking a coding unit (Miles and Huberman, 2003). Our primary research unit is "the word" (this breakdown corresponds best to semantic analyses). The data coding phase of this thematic analysis adheres to the logic proposed by Strauss et al., and consists of steps including data compression, categorization by classifying the constituent elements of a set by differentiation and then grouping them by type according to previously established criteria (Bardin, 2003), and finally axial coding (2004). The study made use of N'vivo 10.2, a tool that aids in data management, analysis, and the development of new hypotheses.

This strategy reduced the amount of data gathered across all four study variables. The principal component analysis for all of these structures was rotated by a factor of two (Varimax). We used the criterion of an eigenvalue more than 1.00 and a cumulative percentage greater than 50% to this issue; the factor loading of each item is considered significant, however loadings of less than 0.35 on other factors are tolerated (Hair et al., 1998).

Green marketing strategies were used as a control variable to examine their impact on customers' real spending habits in Morocco. Green marketing, environmental certification, and ecological branding are the three main focuses. These three elements were combined for the factor analysis. A factor analysis of 16 questions measured this idea and its four distinct dimensions: environmental advertising; eco-label; eco-brand; and a dimension for perceived trust in the eco-label and eco-brand (four environmental advertisements, six eco-labels, and six eco-brands).

#### **IV. Results And Discussion**

Our online surveying found that people in Morocco are more concerned about the environmental impacts of products and production methods. Customers may now choose options that are better for the planet as a consequence. The rising popularity of environmentally friendly products is evidence that shoppers are more mindful of their impact on the planet. Customers are expected to make these sorts of selections as part of the movement toward green consumerism, but they require accurate information on the environmental effects of the various products and services on the market before they can make informed choices.

In the literature, several characteristics of green advertising have been highlighted as the root cause of consumers' negative assessments and views of the efficacy of green marketing. Our findings tend to back up these anecdotes, while also highlighting other potential sources of consumer ire, such as the growth of polluting advertising media, the suggestive use of children, and the use of confused images.

Our research shows that images depicting the environment negatively affect green marketing. People's negative perception of the color green (a universal symbol of ecological quality) may be traced back to a practice known as "greenwashing" (Benoit-Moreau et al. 2010). Companies often use the color green to mislead consumers into believing their product is more eco-friendly than it really is. It means we can't take the setting's description at face value. However, the findings demonstrate that some advertising speeches are viewed negatively, subject to various criticisms (ambiguity, insincerity), and are typically limited to exaggerations of the properties of the products and ecological interests communicated superior to reality, the use of imprecise, poorly defined words or defined in a too general way or a jargon too scientific, guilt-inducing, exaggerating, provocative, manipulative, etc.

In addition, the study shows that an ecological label is crucial in green advertising, both for the commercial's credibility and for the impact it has on consumers' opinions of the product and the marketer. The findings indicate that efforts for promoting environmental sustainability should involve a culture of evidence.

The term "evidence" is used to describe any piece of data that may be used to corroborate the statements made in a message. As a consequence, the best method to regain the trust of suspicious citizen-consumers is to have a "trusted third party" verify the company's environmental statements.

Some individuals are against eco-friendly ads and use social media to bash them. Customers are starting new social media accounts and blogs to express their displeasure of certain environmentally friendly marketing campaigns.

The resistance of consumers is not limited to the United States; in France, for example, they take part in "actions of resistance" organized by certain associations, such as entering the Pinocchio prize, which aims to denounce businesses that engage in deceptive communication about the impact of their work toward sustainable development. Consumers that are resistant are likely to ignore green advertisements. There are a variety of methods in which they actively avoid commercials.

If customers reject the company's green marketing, the firm risks serious damage to its image. It may also cause consumers to lose faith in the brand and stop supporting the business. In principle, spreading the word about eco-friendly items would encourage others to start buying them. Greenwashing might cause consumers to reject otherwise ethical products. Buying a "green" product might sway a customer's opinion in

favor of a firm that isn't really eco-friendly, while turning them away from one that is.

Hence, the company's environmental commitments must be made known to the public, and effective communication on these commitments must serve as a competitive advantage. As "fake" green items are so pervasive, they detract from the credibility of the genuine articles and make eco-friendly purchasing seem less important overall. This means that green growth innovation will be slowed and traditional product lines will be maintained by companies since the success of product categories that provide higher environmental advantages will be lower than anticipated.

Many variables of adoption of green advertising may be gleaned from the responses. The directness and honesty of the talks, the consistency of the message with the company's values, and the credibility of the messengers themselves. People are more receptive to commercials put out by non-governmental groups. Their advertisements are more trusted because people believe they are not motivated by profit. Lastly, customers favor green commercials that present strong proof.

In addition, our findings help shed light on the factors behind customer reluctance. It is important to point out that it seems to be a psychological resistance (resilience owing to internal conflict) that comes before an attitude resistance (towards a communication, a medium, and/or a source) and a behavioral resistance (to the message itself) (towards a media, a product, a brand, a company). With this newfound perspective, we can see this idea in all its glorious dimensionality.

The findings corroborated those of a study by Nik Abdul Rashid (2007), in which he found that there were only two distinguishable aspects to people's perceptions of eco-labels: label awareness and label trust. The eigenvalues for the remaining items were 2.79, 1.83, 1.49, and 1.11, while the loading factors ranged from 0.61 to 0.89. With a KMO of 0.67 and a significant test of sphericity using Bartlett's method, the four cumulative variables explained 73.59% of the variation in the data.

**Table1: Significance results**

Variables	$\beta$	Sig.
Eco-label	0,5	0,00**
Eco-Brand	0,5	0,00**
Environmental advertising	0,5	0,00**

**Source: Construction author**

#### **IV. Conclusion**

The major purpose of this research was to examine the impact of eco-friendly marketing methods on customers' actual purchasing patterns in Morocco (eco-label, eco-brand and environmental advertisements). The eco-label and eco-brand trust are two green marketing instruments that have been given new life thanks to a revamped research approach that was influenced by a factor analysis.

By analyzing the coefficients of the green marketing tools, we can see that eco-brands, eco-labels, and eco-brand trust are all positively significant characteristics linked to actual buying behavior. Sales and recognition of eco-branded products have likely benefited from the public's assumption that they are of higher quality (Ginsberg and Bloom, 2004). It shows that Moroccan consumers' familiarity with eco-branding has increased as a result of their belief in the benefits of green goods and their desire to help the environment via their purchases of such products.

While Moroccan consumers have a better understanding of eco-labels with the introduction of the country's own eco-label, there has been no obvious rise in the inclination of environmentally conscious customers to purchase products with eco-labels. As a strategy for increasing the demand for eco-friendly products in Morocco, this strategy looks unlikely to gain widespread traction. Similar study was conducted in a different context by Nik Abdul Rashid (2007), who claims that customers' mistrust in the eco-label is preventing the market for green products from expanding. Nik Abdul Rashid's (2007) study in Malaysia found a similar lack of significance between faith in eco-labels, awareness of green products, and the intention to purchase.

Environmental advertising is another component of green marketing methods that has been demonstrated to have minimal effect on customer behavior. By a margin of 3.74 to 1, respondents believe environmental advertising encourages people to learn more about eco-friendly products before making purchases. They may have an intellectual understanding of why it's important to purchase environmentally friendly products, but it doesn't appear to translate into action.

A major reason environmental advertising fails to influence consumer behavior is because people don't believe in it (Kilbourne, 1995). Davis (1993) contends that consumers' indifference to environmental promotion is not due to any inherent reluctance on their part to take action or modify their purchasing patterns in order to



purchase green commodities, but rather to aversion to doing so due to the presentation of "green" products. As a result of the ambiguity of many environmental claims, consumers may have acquired a negative opinion of green advertising and the products it supports. So, in these conditions, consumers are not likely to purchase environmentally friendly goods.

According to the data, Moroccan consumers generally agree that environmental commercials are useful for raising their knowledge of green products, as was said in the previous paragraph. People in Morocco, like people everywhere else, get the vast majority of their news via mass media like television, the internet, and newspapers. Yet, few Moroccans are aware of possible alternatives due to a lack of environmental marketing in the nation.

This study's findings suggest a robust relationship between customers' trust in eco-labels and eco-brands and their subsequent purchasing behavior. As a result, consumers' trust in the eco-label and eco-brand has a direct impact on their actual buying behavior. It is difficult to convince consumers to buy eco-friendly products if they don't trust the eco-label and eco-brand. Consumers will have more trust in companies they know will provide them with environmentally friendly products.

The study's policy implications give a road map for the government to implement green policies, such as providing promotional incentives to manufacturers of green products that are really green in their manufacturing processes.

One further argument for government action to spread awareness of eco-labels is this study's observation that customers' trust in eco-labels may considerably affect their green purchasing behavior. Consumers would be more inclined to make ecologically friendly purchases if they understood the significance of eco-labels. Eco-labels may be a useful tool, but only if the government verifies their accuracy. The government should also inform the public about the environmental benefits of buying eco-label and eco-brand products, as well as the meaning and availability of new eco-labels and eco-brands.

Last but not least, we found that green marketing is on the increase not only in developed countries but also in emerging and developing ones after doing a literature analysis to establish a theoretical framework for it. Nonetheless, the great majority of studies in this field support the assumption that there is a correlation between green marketing's absorption into firms' operations and customers' buying patterns; this inspired us to continue our study for an empirical test in the Moroccan environment.

To this end, we have developed a theoretical framework that accounts for the independent variable (consumer purchase behavior), the explanatory variable (green marketing tools), and the likely relationships between the two (described above).

These results may be useful for creating a new framework, as well as in shedding light on a number of important caveats that emerged throughout the course of this investigation. Customers in the Fez-Meknes region were the only ones polled for this study; no other significant cities in the Kingdom were included. In addition, the study looks at eco-brands in general. A specific eco-brand, such as Body Shop, may be the focus of future studies in an effort to better explain complex concepts to participants. It's also feasible that consumers who choose for a certain eco-brand will be able to.

## REFERENCES

- [1]. 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.
- [2]. Abdmouleh R. (2007), *Consommation des produits écologiques et inégalités sociales. Le cas*
- [3]. Accessible sur <http://www.sircome.fr/IMG/pdf/wwf-publicite-et-environnement.pdf>
- [4]. Ajzen, I., et Fishbein M. (1977), *Attitude-Behavior Relations: A Theoretical Analysis and*
- [5]. ALNIACIK, U., YILMAZ, C. (2012). The effectiveness of green advertising : influences of claim specificity, product's environmental relevance and consumers' pro-environmental orientation. *Economic interferences*, 14, 31, 207-22
- [6]. 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.
- [7]. BAMBERG, S., HUNECKE, M., & BLOBAUM, A. (2007). Social context, personal norms and the use of public transportation : Two field studies. *Journal of Environmental Psychology*, 27, 190- 203.
- [8]. Bernard M. et Boisvert J. M. (1992), *Le marketing vert*, Cahier no 92-002P, Cahier Binninger A.S.et Robert I. (2005), *les produits labellisés et le développement durable dans la*
- [9]. 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.
- [10]. Campbell D.T. (1963), *Social Attitudes and other Acquired Behavioral Dispositions*. In (Ed.),
- [11]. Chan R.Y.K., Leung, T.K. et Wong Y.H. (2006), *The Effectiveness of Environmental Claims*
- [12]. Coniveau Y. (1990), *Le pouvoir du citoyen en environnement*, VLB éditeur, Outremont, 425p.
- [13]. COTTE J, RITCHIE R (2005), *Advertisers' Theories of Consumers: Why Use Negative Emotions to Sell*, *Advances in Consumer Research*, 32, 24-31.
- [14]. Crane A. (2000), *Facing the Backlash: Green Marketing and Strategic Reorientation in the*
- [15]. Davis J.J. (1993), *Strategies for Environmental Advertising*, *Journal of Consumer Marketing*,

- [16]. 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.
- [17]. 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. Ecologically Responsible Consumption Patterns, *Journal of Business Research*, 17 (August).
- [18]. EL HASOUNI S, RAHMAOUI, M, (2017), RSE perçue et confiance chez les jeunes actifs marocains : proposition d'un modèle théorique, *Revue Marocaine de Recherche en Management et Marketing*, 2, 17.
- [19]. Elkington J. (1994), Toward the Sustainable Corporation: Win-Win-Win Business Strategies for Sustainable Development, *California Management Review*, 36, 2, pp 90-100. Environmental Advertising, *Journal of Advertising*, 24, 2, 21-32.
- [20]. Findings and Implications, *Journal of International Consumer Marketing*, 11, 4, 25 p.
- [21]. Fisk G. (1974), Marketing and the Ecological Crisis, London: Harper and Row, 139p. for Services Advertising, *Journal of Services Marketing*, 20, 4, 233-250.
- [22]. FOURNIER S. (1998), Consumer and Their Brands: Developing Relationship Theory in Consumer Research, *Journal of Consumer Research*, 24, 4, 343-373.
- [23]. FURLOW, N. E. (2010), Greenwashing in the new millennium, *The Journal of Applied Business and Economics*, 10, 6, 22.
- [24]. Giannelloni J.L. (1998), Les comportements liés à la protection de l'environnement et leurs déterminants : un état des recherches en marketing », *Recherche et Applications en Marketing*,
- [25]. Greenwashing, Thesis for the degree of Master of Science, Kansas State University accessible sur <http://krex.k>
- [26]. Greenwashing, Thesis for the Degree of Master of Science, Kansas State University accessible sur <http://krex.k-state.edu>
- [27]. Hartmann P. et Apaolaza-Ibañez V. (2009), Green Advertising Revisited, Conditioning Virtual Nature Experiences, *International Journal of Advertising*, 28, 4, 715-739
- [28]. Henion K.E. (1981), Energy Usage and the Conserver Society: Review of the 1979, AMA Conference on Ecological Marketing, *Journal of Consumer Research*, 8, 3, 339-342.
- [29]. Henion K.E. et Kinneer T.C. (Eds.) (1976), *Ecological Marketing*, Chicago: American Hill, New York.
- [30]. Holbrook M.B. et Batra R. (1987), Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising, *Journal of Consumer Research*, 14, 404-420.
- [31]. 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, 5- 15.
- [32]. Le Gall M. (2002), De la préoccupation pour l'environnement à la consommation durable, Colloque 2e Congrès sur les Tendances du Marketing en Europe " ESCP-EAP – Université de Venise 25-26 janvier.
- [33]. Libaert Th. (2007), *La communication verte: l'écologie au service de l'entreprise*, édition
- [34]. Lutz, Richard J., MacKenzie, Scott B., et Belch, George E. (1983), Attitude toward the Ad as a Mediator of Advertising Effectiveness: Determinants and Consequences. In (Eds) R.P.
- [35]. Machleit K.A. et Wilson R.D. (1988), Emotional Feelings and Attitude toward the Advertisement: the Roles of Brand Familiarity and Repetition, *Journal of Advertising*, 17,3, 27-35.
- [36]. MacKenzie S. B. et Lutz R.J. (1989), An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context , *Journal of Marketing*, 53, April, 48-65. mai - NANCY.
- [37]. Manrai L.A., Manrai A.K., Lascu D.N. et Ryans, J.K. (1997), How Green-Claim Strength and Counter\ disposition Affect Product Evaluation and Company Image, *Psychology & Marketing*, 14, 5, 511-53
- [38]. 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
- [39]. McIntosh A. (1991), The Impact of Environmental Issues on Marketing and Politics in 1990s, *Journal of the Market Research Society*, 33, 3, 204-217.
- [40]. 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.
- [41]. Montorinos 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.
- [42]. Najjar C. et Zaiem I. (2010), Influence de l'implication durable sur l'intention et le comportement d'achat écologique, *Revue Libanaise de Gestion et d'Economie*, 4, 1-35.
- [43]. Obermiller C, Spangenberg E. (2000), On the origin and distinctness of skepticism toward advertising, *Marketing letters*, 11,41, 311-322.
- [44]. Peattie K. (1995), *Environmental Marketing Management. Meeting the Green Challenge*, London : Pitman Publishing, 309 pages. pédagogique, Mars. perspective du consommateur : une étude exploratoire, Actes du XXI<sup>e</sup> Congrès AFM – 18- 20
- [45]. Recherche et Applications en Marketing, 22, 4, 59-80.
- [46]. Reeves H. (1988), Le devoir, Ed. Dalloz. Schuhwerk M.E. et Lefkoff H.R. (1995), Green or Non-Green? does Type of Appeal Matter.
- [47]. Review of Empirical Research, *Psychological Bulletin*, 84, 888-918.
- [48]. ROUX D., (2007), « La résistance du consommateur : proposition d'un cadre d'analyse »,
- [49]. RUMBO, J. D., 2002, Consumer resistance in a world of advertising clutter: The case of Adbusters, *Psychology & Marketing*, 19, 2, 127-148.
- [50]. Schwepker C.H., et Cornwell T.B. (1991), An Examination of Ecologically Concerned Consumers and their Intention to Purchase Ecologically Packaged Products, *Journal of Public Policy & Marketing*, 10, 2, 77-101.
- [51]. Sciences humaines de Sfax (Tunisie), 2, 15-35.
- [52]. Shrum L.J., McCarty J.A. et Lowrey T.M. (1995), Buyer Characteristics of the Green Consumer and their Implications for Advertising Strategy, *Journal of Advertising*, 24, 2, 71-84.
- [53]. Sigmund Koch, *Psychology: A Study of a Science (Volume 6)*. New York: MacGraw Hill, In sociales, <http://developpementdurable.revues.org/index3733.html>, consulté le 20 Septembre
- [54]. 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.
- [55]. Stanton W. J. et Furtell C. (1987) - *Fundamentals of Marketing*, 8<sup>ème</sup> Edition, Mc Graw
- [56]. Stokes S.A. (2007), Deception in Environmental Advertising: Consumer Reactions to
- [57]. Stokes S.A. (2007), Deception in Environmental Advertising: Consumer Reactions to Television Commercials, *Advances in Consumer Research*, 22, 243-250.
- [58]. Thorson E., Page T. et Moore J. (1995), Consumer Response to four Categories of « Green »

- [59]. Thorson E., Page T. et Moore J. (1995), Consumer Response to four Categories of « Green ».Television Commercials, Advances in Consumer Research. 22, 243-250. tunisien, Bouhouth Jamiyya (Recherches universitaires), Revue de la Faculté des Lettres et tunisien, Développement durable et territoire, Dossier 9 : Inégalités écologiques, inégalités
- [60]. 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.
- [61]. Webster F.E. (1975), Determining the Characteristics of the Socially Conscious consumer, journal of Consumer Research, 2, December, 188-196. When Advertising a Green Product?, Journal of Advertising, 24, 2, 21-31.