The effect of trustworthy digital advertising on green product consumption in South Africa

Submitted by

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DECLARATION

I, Monette van Zyl, declare that the contents of this dissertation/thesis represent my own unaided work, and that the dissertation/thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

February 2022

Signed **Date**

Abstract

This case study explores the position of green cleaning products and their digital advertising in global marketing, advertising, and design approaches. Design aspects that create brand trust may have an impact on how consumers acquire brand loyalty. Green products can be categorised as unique if they use or adapt a new technique or function. Consumers may be unaware of the benefits of green cleaning products or see them as substitutes for items they already use. An exploratory and investigative research design was applied in this study using online questionnaires and one-on-one interviews with a volunteer sample of participants.

The study investigates how the design of digital advertising in South Africa influences the trustworthiness of green cleaning products, as well as what motivates South Africans to choose green cleaning products. The results also show that the participants prefer to buy local green products as they perceive this as supporting small local businesses in South Africa, in addition to helping the environment. The design of more sustainable products' packaging and digital design strategies, if well-executed, aid in cultivating trustworthiness. The study also analyses the role of visual design elements on consumer perceptions of green cleaning product's trustworthiness. The majority of the literature found that trust building as a method in an online setting, as well as its link to purchase decisions, is beneficial. This research contributes to designers understanding of what brand credibility is and how well-executed sustainable design may help establish product credibility. This is critical for increasing green product trustworthiness. Participants confirmed that trustworthiness is earned, not given, and that brand loyalty is an important factor that businesses must consider.

The use of green design features (green logos, copy, and colour) should be utilised as a method to improve the trustworthiness of green cleaning products on an online platform. The consumer's opinion of a product's advertisement and packaging is the most critical component in assessing its trustworthiness. What is stated in the advertisement, as well as the use of appropriate green logos, copy, and colours, contribute to brand awareness and reliability on an internet platform. When advertising strategies include platforms that allow individuals to comment on their experiences with a product and how it performed, it helps comfort hesitant consumers. Consumers are interested in the quantity of research material accessible on a green product. The more information they can research, the more confident they will be in the green product and its purchase. Information relating to the experience of others can be obtained from various sources. In addition to commenting online, word-of-

mouth was found to be helpful in boosting awareness of green products, encouraged the use of these products and contributed to the trustworthiness of these items.

Finding appropriate design solutions for designers and advertisers to employ allows for trust to be gained for sustainable product choices. Choosing the best digital online platform for South African consumers will allow designers and other stakeholders to raise awareness of environmental concerns and commodities.

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I wish to thank:

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Dedication

Firstly, I would like to acknowledge, and thank, my family and friends for their support and dedication. In February 2019, I started my master's program at CPUT to help me advance in my career and set myself up for future success. It was difficult to balance my employment duties, my studies and my personal life. It was a short-term cost in exchange for a long-term benefit. All I had to do was keep moving forward and to remember what I was aiming to achieve every day.

I would also like to acknowledge the help of my classmates and supervisors, and the belief that anything is possible with faith. When I first started this adventure, I was very nervous. I had no idea what to anticipate. I wasn't sure I could do it, but through the process I grew both professionally and personally. I became a better person as a result of participating in my studies, and I will apply the abilities I learned in the classroom as well as the interpersonal skills I obtained in my career and personal life.

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iv.   Clarification of basic terms and concepts

Digital Advertising	The use of the internet, social media, mobile apps, and other digital communication technologies (Chen, 2010:316).
Semiotics	Visual language has a specific cultural context in which it is applicable. Semiotics is an investigation into how meaning is created and how meaning is communicated. Its origins lie in the academic study of how signs and symbols (visual and linguistic) create meaning (Callow & Schiffman, 2004:1113).
Visual rhetoric	The effective communication through images, typography, and copy (Callow & Schiffman, 2004:1126).
Green Logo	A symbol used to show that a product has been produced in an environmentally friendly manor (Ding, D., Xu, L. & Yu, F. 2020:2).

Green Product	A product that consumers prefer because it helps to protect the environment during the manufacture, use, and disposal of the product. Generally organic, ecological, recyclable, and energy-saving products are called green products (Ding et al., 2020:2).
Copy	When copy is mentioned in the chapters it refers to the content of the body-copy, wording used in the advertisement that mentions sustainability and the overall message of the advertisement.

v.   Clarification of acronyms and shortened forms

WoM	Word of Mouth (Stephen, 2015:2-11).
eWoM	Electronic word of mouth (Đuri´c, et al. 2021:16).
TA	Thematic analysis (Creswell, 2013:48).

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Chapter 1: Introduction

1.1 Introduction

Related to my interests in green consumerism and what makes a green product trustworthy, the topic for my study emerged in the earlier stages of research into the literature. With further investigation I began to ask questions which led to defining my title and the area of my research.

The leading area of enquiry that arose out of my initial research was to determine the effect of visual communication design on digital advertising and what visual design elements (green logos, copy, and colour) contribute to the trustworthiness of green products in South Africa. It became clear that further research was needed to determine how green products, as well as the digital advertising of these products fit into global and more specifically South African marketing and design approaches.

1.2   Statement of the research problem

The research problem is to determine the impact to which the design of digital advertising affects the trustworthiness of green products in South Africa. From the research it became clear that there is a need to investigate the importance of copy and green logos in digital designs to establish how these influence consumer belief in the sustainability of a product (Moisander, 2007:404). In marketing a green product, the first key step is to inspire belief in its sustainability. Sustainable product options have become essential because of global climate change and the continuous shifts of rural populations to urban environments. With this in mind it is critical to understand how such products are perceived by consumers and what design elements foster trust and recognition of sustainability (Stephen, 2015:3). Environmental challenges and concepts can be complex and difficult to communicate succinctly. However, the use of visual design elements in the advertising of sustainable product options may lead to a greater level of consumer understanding (Liston, 2009:94).

1.3. Background to the research problem

According to literature over the last decade, there is a growing concern about environmental issues among customers globally and locally in South Africa, as is seen by the increase in consumption of green products (Chan, 2000:338; Liston, 2009:94; Joshi & Rahman, 2015:128; Dubihlela & Ngxukumeshe, 2016:163-171; Santoso & Fitriyani, 2016:148; Duffett, Edu, Haydam, Negricea & Zaharia, 2018; & Schmuck, Matthes, Naderer & Beaufort, 2018:414). Green products and consumer perceptions have had a positive impact on these purchasing intentions. However, not enough evidence has been found that green packaging and green advertising influence green product purchasing intentions. While consumer awareness of green advertising has grown over time, researchers have pointed out the importance of target audience perception and cultural characteristics, as well as communication effectiveness, in advancing the green consumption movement (Chan, 2000:338; Liston, 2009:94; Joshi & Rahman, 2015:128; Dubihlela & Ngxukumeshe, 2016:163-171; Santoso & Fitriyani, 2016:148; Duffett *et al*., 2018; & Schmuck *et al.,* 2018:414). Consumers should adapt or change their attitudes and responses to green products for green products to be the consumer's first choice of purchase (Santoso & Fitriyani, 2016:148). The best strategy for South African retailers and advertisers to encourage eco-friendly repurchasing behaviour of eco-friendly products is to employ digital design advertising to be spread by word of mouth (WoM) (ibid).

According to research conducted over the previous decade, global consumption of goods and services has expanded dramatically, resulting in the depletion of natural resources and serious environmental harm (Chen & Chai, 2010:27). As a result, there is a demand for green, sustainable products, and studies have revealed that the purchase process and reliability of these green items should be determined (ibid), in order to better understand what makes a green product trustworthy and credible. Concerns raised in the literature include the present advertising procedures utilised in the promotion of green products in South Africa, as well as what is required to decide which new technologies may best be leveraged to promote a credible green product (Global Powers of Retailing, 2020).

It's important to explore what constitutes a 'green' product on an online design platform, as well as how the inclusion of a green logo might increase product sustainability trustworthiness, resulting in better purchasing behaviour among environmentally conscious consumers (Kao & Du, 2020). According to the literature, there is a need to investigate

current consumer perceptions of green packaging, its credibility in advertising these products, and green consumers' purchasing behaviour (Santoso & Fitriyani, 2016).

1.4. Research questions

The overarching concerns of the study are addressed by the main research question:

1.4.1 Main question

To what effect does the design of digital advertising affect the trustworthiness of green products in South Africa?

1.4.2 Sub-questions

To provide a more focused research direction the main research question was analysed and separated into four subordinate research questions. These provide clear and distinct research directions in order to respond in-depth and holistically to the main research question.

1.4.2.1   How do green products, and the digital advertising of these products, fit within global marketing and design approaches?

1.4.2.2   What drives South African consumers to purchase green products?

1.4.2.3   How does the choice of digital advertising platforms affect consumer awareness and perception of green products?

1.4.2.4   What role do visual design elements have in consumer perception of the trustworthiness of green products?

1.5   Objectives of the research

Misrepresentation and deception have been employed in past advertising tactics to highlight non-existent sustainable attributes, sometimes referred to as 'green washing' and 'green sheen' (Furlow, 2010; Du, 2015: 549). With this in mind, this study looks at how consumers react to green logos as markers of trustworthiness, as well as the overall appearance of green product digital advertising. A secondary objective of this research is to see if green digital design elements (copy, green logos and colour) can affect the trustworthiness of consumers. A

main research question, as well as a collection of subordinate research questions, were used to establish these goals.

As research in the past mainly focused on cleaning products, the aim is to expand this knowledge area with findings from this study (adding a uniquely South African perspective). Self-identified green ranges were selected for the study, which feature green logos showing credibility. With the use of newly launched eco-friendly cleaning products, the study will establish whether consumers consider this line to be truthful (trustworthy). With the use of words such as 'organic, biodegradable, green and truth' research can be done to see how sustainable the products really are, and how they are perceived by consumers.

These products represent the use of a number of visual elements, such as colour, size, shape, familiarity and resonance of image. To contextualise these within the visual communication body of knowledge the study focused on the following:

- The number of visuals in the advertisement (compared with the extent of copy).

- Using new media as a platform, visual rhetoric as a preferred medium for conveying complicated environmental concerns.

- Which do customers respond to more: visual pictures or visual images together with copy (message)?

- Is the consumer more concerned with the packaging, the digital design, or both?

The proposed research is to explore how visual elements are perceived in digital adverts with a view to identifying how effectively they convey the green trustworthiness to consumers. This is presented conceptually in Figure 1.1:
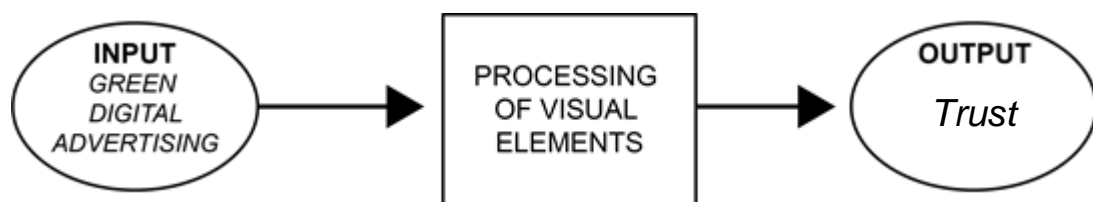
Figure 1.1: High-level conceptual model of research topic (Adapted from Liston, 2009:32)

The model in figure 1.1 is based on Liston's (2009:32) findings but instead of green print advertising, my study explores green digital design advertising. The exploration of suitable

platforms has been limited to aspects that link them directly to green product trustworthiness. These are currently proposed as:

- The digital platform on which consumers prefer to receive advertising messages.
- The level of trustworthiness of green products through digital design advertising.
- The development of the chosen platform to raise awareness of a green products.

One of the objectives of the research is to understand how people might perceive design elements (copy, green logos and colour) within a digital advertisement and whether these could affect trustworthiness of a green brand. It is also hoped that the research will assist designers in identifying what consumers look for when purchasing a green product based on their belief that a particular brand is credible and trustworthy.

1.6. Research design and methodology

Owing to the complexity of determining how visual aspects of green digital products are perceived, specific consideration was given to web-based adverts of green cleaning products within a new media platform. A qualitative research approach with an exploratory and investigative research design in the form of a case study, with a mixed methods approach, was chosen (Baxter & Jack, 2008:550). The research design used for this study is visualised in Figure 1.2:
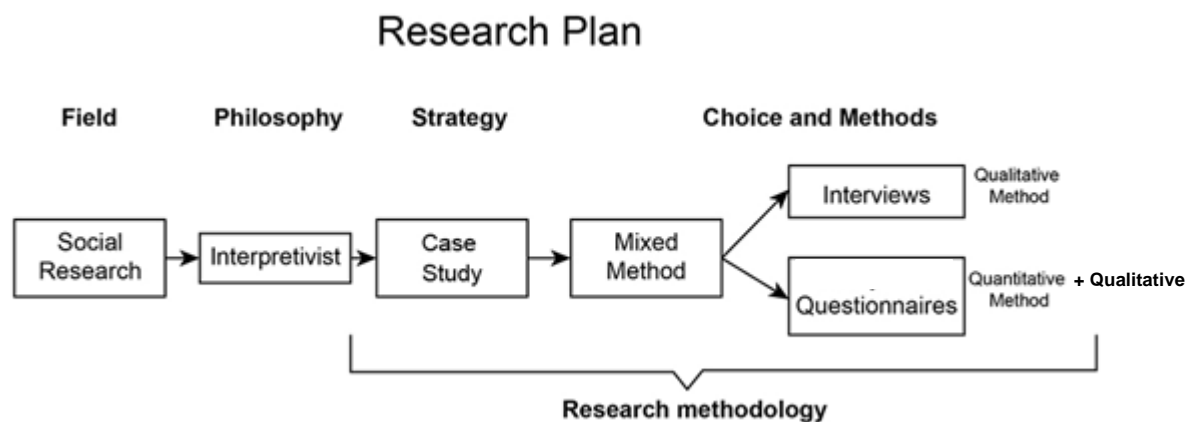
Figure 1.2: Research Plan: Adapted from the User-Centered Design ISO process: ISO 9241-210:201

1.6.1 Single case study

In order to closely examine the trustworthiness of green cleaning products (dishwashing liquids), a single-case study method was chosen because it allows the researcher to collect a greater variety of data (Baxter & Jack, 2008:550).

In order to examine the issue of trustworthiness in detail, using a qualitative research approach as replication logic (Zainal, 2007:5) was followed by observing a single case of green products (dishwashing liquid).

1.6.2 Using mixed methods

A mixed methods approach was chosen making use of qualitative and quantitative methods to collect data in order to address the trustworthiness of green product packaging design by the use of green logos and the trustworthiness that these logos provide. I conducted a questionnaire and interviews in order to ascertain the best use of design elements (copy, green logos and colour) to be used in digital advertisements to raise awareness of green issues and to foster trust in the use of green products. The reasons why a mixed method approach to data collection is effective is succinctly described by Creswell (2013:48):

> "Researchers often use mixed methods when they want to explain their statistical data (or enhance their experiments) by talking to people and seeing if their quantitative and qualitative data confirm the same findings. Another application of this research approach are people who want to explore opinions and beliefs of a population/group of people before developing and/or administering a new assessment tool".

Furthermore, a convergent parallel mixed methods design was employed. In this approach qualitative and quantitative data are collected in parallel, analysed separately, and then merged (Creswell, 2013:48). In this study online questionnaires and interviews were used. The online questionnaires and online interviews, which followed on from each other explored the central phenomenon for green consumers when considering the purchasing of a green product.

A detailed description of the mixed data collection methods used in the study, including the quantitative questionnaires and qualitative interviews will be dealt with in Chapter 3: Research Design and Methodology.

1.6.3 Population and sampling

Participants and recruitment
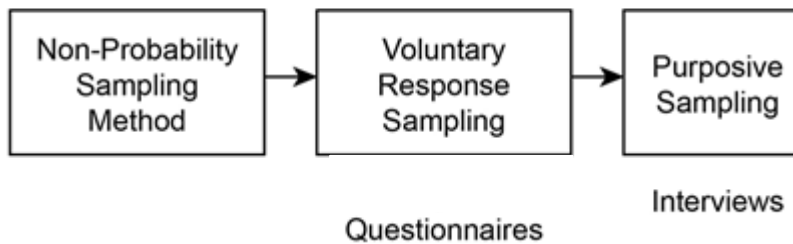
Figure 1.3: Participants and recruitment of sample groups.

Adapted from https://www.scribbr.com/methodology/sampling-methods

The population for this study was sampled through volunteering, and it was comprised of females and males (as well as those who did not identify as either gender). As it was not possible to study all the members of the population, this single case study referred to a sample from among the population (Babbie, 2010:143).

In the first round of research activities, a questionnaire was made available and an open range of participants were encouraged to participate voluntarily. From these, a purposeful sample of individuals were invited to participate in an interview. Purposeful sampling is used to select a sample on the basis of knowledge of a population, its elements, and the purpose of the study. This type of sampling is called purposive or judgmental sampling. In some instances, it is used to study a small subset of a larger population (Babbie, 2010:193).

1.6.4 Data analysis: Thematic analysis for convergent parallel mixed method research

Thematic analysis (TA) is the method that was used in this study to identify, analyse and report themes or patterns within the data. TA was selected as the most appropriate method as the required steps align to the convergent parallel mixed methods approach that was used for this study. The qualitative and quantitative data sets were first analysed separately to define a set of initial codes (Phase 2 of the TA model, included as Table 1.2). This open analysis describes the data set in rich detail by interpreting various aspects of the research topic (Braun & Clarke, 2006:58). During Phase 3 and 4, when themes are identified and reviewed, the initial codes from both data sources are reviewed holistically. A revised table is included in

Chapter 3, Table 3.2 indicating how the process unfolded in this study and the actions that were taken in the analysis process.

Table 1.1: Qualitative and quantitative data sets.

	Quantitative Data	Qualitative Data
No of participants	· As many as possible	· 4 participants
Types of data to collect	· Demographic, there was no preference in the questionnaire as it was open to anyone in South Africa on a social media platform, and instinctive responses to a prompt, by sending reminders on social media platforms to remember to do the questionnaire.	· Perceptions, beliefs, consumption drivers.
Specific instruments/protocols	· Online Questionnaire	· Online Interviews
Types of scales/questions	· Single-choice questions	· Open ended questions

Table 1.2: Thematic analysis process used in this study adapted from Braun and Clark (2006:58).

TA phases	Actions proposed in this study
Phase 1:	Patterns and meaning.
Phase 2:	Codes have been identified. Qualitative data themes were analysed.
Phase 3:	The researcher starts looking for themes. All data relevant to each prospective theme will be recognised and assigned once the themes have emerged.
Phase 4:	There were two stages to the review. Second, any unallocated data that is not explained by the selected themes was investigated.
Phase 5: Defining and naming themes:	Each of the themes were defined, named, and described by the researcher.

1.7 Delimitation of the study

The aim of the study is to determine the trustworthiness of green cleaning products, the trust around sustainability issues and whether this affects the purchasing behaviours of consumers. The study has been limited to the use of advertisements and packaging of dishwashing liquids. Images of the advertisements are shown in the questionnaires and interviews in order to examine the trustworthiness of copy, colour and logos in the adverts and packaging. This has been done to determine to what impact these visual elements contribute to perceptions of trustworthiness and the purchasing behaviour of green products. Five different retail stores' green cleaning products were used in the questionnaire and interviews to determine green brand knowledge as well as the trust of these brands advertisements and packaging information around sustainability.

1.7.1 Considering gender

According to Dennis, Morgan, Wright and Jayawardhena (2010: 2), "Shoppers, particularly women, are motivated by a variety of different reasons, including socialising and enjoyment. Despite the growth of Internet retailing (e-retailing), these social needs are largely unmet in e-shopping. Women do most of the shopping, but online shopping (e-shopping) tends to be dominated by male shoppers. At the same time, social networking is growing fast and is especially popular amongst young females".

The role of gender has also been explored in relation to the purchase of green products with men being found to be more environmentally concerned, and driven, as well as more likely to consider a green product desirable (Mostafa, 2007:220). Based on the information in the literature regarding the changing trends and lack of clarity as to which gender makes more use of online shopping the study will include participants from all genders.

1.7.2 The consideration of prominent design elements

At its core, the intention of my study is to build on Yu's (2006:10) statement that: "…the design of visual communication has been the most important medium to ensure brand trust". Environmental messages may be transmitted through a variety of channels and forms, including print, radio, television, and new media (i.e. web-based and cellular). Furthermore, a wide range of messages may be transmitted in a variety of situations, including business communications, environmental initiatives, and product-related

advertising. The combination of copy and images, according to Callow and Schiffman (2004:1113) and McQuarrie and Phillips (2005:7), attracts attention and causes consumers to exert greater cognitive effort in order to comprehend the advertising. Decrop (2007:511) and Scott (2008:355) state that a logotype (logos) is a visual format that is a recognisable "signature" that can provide the viewer with "immediate recognition" and/or "raised awareness" of a brand. Based on this information a thorough investigation into the visual elements (copy, green logos and colour) of green dishwashing liquid brands and how these elements affect the trustworthiness of consumers.

1.7.3 The consideration of a product range and platform to explore as a representative case

It is not assumed that the focus on a single green product range will provide universal findings. However, as a study at masters level, the exploration of a contained product is appropriate (Liston, 2009:32). Focus has been placed on gathering consumer perceptions, by generating quantities of qualitative data. The selection of specific product range as a case will provide a method to define the study's limitations (ibid).

1.8   Role of the researcher

This research is a culmination of my interests and influences gained through my work as a graphic designer in industry and subsequently my career as an educator in visual communication at a tertiary education institution as well as my interest in sustainable green products. My interest in visual communication, packaging and green products has led me to investigate consumer perception and the trustworthiness of advertised green products on a digital design platform. However, for this study, I will be focusing on what design elements (copy, green logos and colour) affects the trustworthiness of consumers through the use of digital design.

Orzan, Cruceru, Bălăceanu, and Chivu, et al. (2018:1) argue that packaging is one of the most important constituents of food and non-food products because a well-packed product can be a guarantee of consumer protection.

The packaging of products has four different marketing functions according to Orzan, et al. (2018:1):

- It contains and protects the product
- Its role is to promote the product
- It helps consumers to use the product
- It should facilitate recycling and decrease environmental damage

My role as researcher will be to evaluate and determine how to integrate visual design techniques and trustworthiness of a green product's packaging on a digital design platform. I hope to investigate green product digital design adverts with the use of green logos and copy within digital design advertising.

1.9   Ethical considerations

Ethics should be considered throughout the lifecycle of a research project, and a culture of ethical reflection, debate, and mutual learning should be promoted. The research lifespan encompasses the stages of planning and research design, project financing, and all project-related activities up to and including the period when funding expires (UKRI, 2021). The United Kingdom Research and Innovation's six key principles for ethical research are as follows:

- Individual and collective rights and dignity should be protected; research should strive to maximise the benefit for individuals and society while minimising risk and damage.

- Participation should be voluntary and adequately informed wherever feasible.

- Research should be performed in a transparent and ethical manner.

- Accountability and responsible boundaries should be clearly established.

- Research independence should be preserved, and if conflicts of interest are unavoidable, they should be disclosed.

As the study required the participation of human subjects, it had to be determined whether the likely benefits of the research had justified the time and effort required of them. The study

ensured that the subjects' privacy and well-being was protected. Measures were taken to ensure that there was no potential for harm whether it be physical, psychological, social, cultural, or financial to participants and/or others not directly involved in this study (Babbie, 2010:147). Furthermore, the research did not involve any substance, procedure or methods that would directly or indirectly harm the environment. As the research was voluntary and no reference was made to participants' details in the findings, confidentiality has been ensured. Qualitative data (e.g. beliefs and perceptions) of all participants has been documented and communicated under pseudonyms. Observations and the examination of documents by the researcher were made after permission had been granted by the participants (MacDonald, 2012:45). The anonymity of proprietary information has also been upheld, and the researcher accepted responsibility for maintaining confidentiality throughout the research process (MacDonald, 2012:46). Identifying information was destroyed from the raw data as soon as it was no longer needed, to further support anonymity (Babbie, 2010;111).

The study has adhered to the CPUT research ethics requirements and has upheld the fundamental principles of ethical research. The research did not include any vulnerable groups of people and was aimed at all genders of green consumers who participated in the research voluntarily. No incentive was offered to participate.

1.10 Conclusion

The goal of this study is to see how the design of digital advertisements influences the trustworthiness of green products in South Africa. According to the literature, more research into the impact of copy and green logos in digital designs is needed to determine how these factors influence consumer belief in a product's sustainability (Moisander, 2007:404). According to the research, current consumer perceptions of green product packaging, its trustworthiness in advertising these products, and green consumers' purchasing behaviour all need to be investigated (Santoso & Fitriyani, 2016). The goal of the study is to understand how consumers may develop brand loyalty through trusting a brand. It is also hoped that the study would help designers establish what consumers want when buying green cleaning products based on their perception of a brand's credibility and trustworthiness.

A qualitative research approach was chosen, using a mixed methods approach and an exploratory and investigative research design in the form of a case study (Baxter & Jack,

2008:550). A single-case study approach was used to closely analyse the trustworthiness of green cleaning solutions (dishwashing liquids) since it allows the researcher to obtain a broader diversity of data (Baxter & Jack, 2008:550). There was also a convergent parallel mixed methods design used. This method collects qualitative and quantitative data simultaneously, analyses them individually, and then combines them (Creswell, 2013:48). Thematic analysis (TA) is a method for identifying, analysing, and reporting themes or patterns in data that was employed in this study. The required stages correspond with the convergent parallel mixed methods approach utilised in this study. TA was chosen as the most suited method. The review of literature, reporting on research activities, analysis and findings, as well as the final contributions of the study are detailed in a traditional, structured set of chapters. Below is a brief description of what is presented in each chapter.

In chapter two, an in-depth literature analysis will address the areas of concern indicated in chapter one. The research design and research methodologies that were designed in order to meet the research's aim, including single case studies and mixed data gathering methods, will be discussed in detail in chapter three. The findings and analyses will be discussed in chapter 4, which is based on the research design and methodologies data that was obtained.

A set of key themes emerged from the significant findings analysed in chapter four, which are described in chapter five. Chapter five will provide insight from both primary research activities and relevant literature to achieve the study goals mentioned in chapter one, based on the analysis and conclusions given in the preceding chapter. The problem statement and rationale of the study addressed in chapter one will be followed by recommendations and a conclusion in chapter six. Chapter six will look at how the design of digital advertising influences the reliability of green cleaning products in South Africa.

Chapter 2: Literature review

2. Introduction

In chapter one, I introduced my thesis's topic and context, as well as conducted an initial literature review to determine to what impact the design of digital advertising influences the trustworthiness of green products in South Africa, and what role visual design elements play in consumer perceptions of green product trustworthiness. The second chapter is devoted to a thorough analysis of the literature to establish what motivates South African consumers to buy green products and how the choice of digital advertising platforms influences consumer awareness and perception of these items.

2.1 The notion of trust

From my initial research on consumerism, it was determined that consumers have been bombarded with all types of advertising in recent years, rather than being well-informed about characteristics of newly introduced items (Arthurs, Maximova & Savvina, 2018:655). Customer trustworthiness towards a business is influenced by the overwhelming popularity of certain commercials. This study should aid designers in comprehending why shoppers believe a brand is trustworthy and that what it advertises is true. This research should provide designers with more information and a better grasp of what brand trustworthiness is, and how properly articulated sustainable design may build credibility.

Trust is a notion that everyone understands on some level, yet most individuals struggle to provide a precise description of the term. Some people measure their degree of trust in a person or company using precise criteria, while others depend on a more subjective "feel" to decide whether or not to trust someone. (Maximova et al., 2018:655).

In the face of conflicting temptations, trust may be described as the psychological condition of taking joint risk with a relationship partner in order to achieve an interdependent objective (Chang, 2017:15). Why we trust at all, and why trust may be so fragile, is due to the psychological worth of trust. The product, the point of contact, and the organisation are three sorts of aspects that might influence confidence in institutions. We are more inclined to trust people and organisations if we believe they are trustworthy and genuinely care about our

well-being. Organisations that are entirely focused on their own profit and self-interest will be viewed as less trustworthy (Chang, 2017:15).

Every role a consumer performs has its own concept of trust, depending on the role's unique aims and priorities, just as each individual has his or her own manner of deciding trust issues. When it comes to issues of trust, empathy is important for times when compassion and care are necessary, but it can be tough to view things from another's perspective (Afzal et al. 2011:43).

When you walk into a business where you've been shopping for years, you put your trust in the people who work there. Trust implies many things to different individuals, in different professions, and in different situations. Because some people operate under the assumption that trust must be earned and others under the assumption that trust is assumed but may be lost, the road to a degree of trust might be quite different (Arthurs, Maximova & Savvina, 2018:655).

A hyperconnected world has emerged as a result of growing technological advancements. As a result, brands are moving towards a future of shared value (Swaminathan, Sorescu, Steenkamp, O'Guinn & Schmitt, 2022:24). A brands policies and practices should improve a brands competitiveness while also improving the economic and social conditions. Share value is where both parties (consumer and brand) benefit from the outcome and success of the brand (Swaminathan, et al. 2022:24).

2.1.1 Trust in a digital space

As customer preferences become more flexible and directed towards credibility qualities, Đuri'c, Glauben, Rajkovi, and Zari (2021:1) emphasise that confidence in information emanating from a firm is becoming increasingly important. Consumers spend more time utilising online channels to purchase or connect with their peers as social media has grown in prominence over the previous two years, especially in light of the Covid epidemic. Consumers' faith in businesses may be boosted through social media, which has developed as a prominent mode of internet communication. The end result may be used to develop more successful marketing strategies (Miller & Lammas, 2010: 7). This could be a result of South Africans increasingly engaging online more frequently, this therefor allows for ease of accessibility when it comes to distributing information.

Trust is primarily validated by the trust building mechanism in an online environment via online reviews and WoM, and its hypothesised relevance to the purchase choice, according to the literature (Đuri´c, et al. 2021:16). When it comes to trust in a company, the influence of familiarity, similarity and structural assurances was confirmed (Đuri´c, et al. 2021:16). The direct effect of word of mouth (eWoM) on consumers' purchase intentions was also confirmed (Đuri´c, et al. 2021:16). eWoM has a direct impact on purchase intent, as well as an indirect one that is reduced by consumers' faith in the underlying product. eWoM influences value co-creation, and value co-creation influences purchase intention. The message source on social media sites moderates the impacts of eWoM on customer trust, value co-creation, and purchase intent, and consumer faith in a product influences value co-creation (See-To & Ho, 2014:182-189).

Trust in a company can affect purchase intentions. This also occurs indirectly, through the intention to obtain information. The foundation of trust may be fostered in current settings by utilising the internet environment. A positive influence on purchase intentions can be reached if consumers can freely share their opinions with each other (Đuri´c, et al. 2021:17). Đuri´c, et al. (2021:17) found that people will consider other consumers as a relevant source of information and their purchases will be directly influenced by their comments. However, the trust transfer process goes beyond simply instilling confidence in a firm based on favourable feedback. Companies in South Africa should think about developing transparent, dynamic, and open online communities (Đuri´c, et al. 2021:17).

2.1.2 Trust in a design

When comparing the two design methods as put forward by Victor Papanek and Steve Jobs', Maximova and Savvina, (2018:655) mention that the shared values are simplicity and form follows function, which should be emphasised when making the comparison.

Maximova, and Savvina, (2018:656) go on to say that the two design methods differ in several ways. For starters, the primary values in Victor Papanek and Steve Jobs' design concepts are distinct. Victor Papanek's core value is the solution of humanity's issues and the development of underprivileged individuals. Regardless of the circumstances, market regulations, or

personal goals, a designer must assist others, particularly the poor. His professional responsibility of fixing difficulties in "real life" should become his primary purpose and personal interest (Maximova, & Savvina, 2018:656).

Another value is at the heart of Steve Jobs' design concept. True beauty, the ideal of beauty, is something that not everyone can comprehend. His items are for people who stand out from the crowd and strive to be better than the rest. Steve Job and Victor Papanek's intellects, way of life, and ideals, rather than money or aristocratic origin, are what set them apart. (Maximova, & Savvina, 2018:656).

To begin, it's all about design simplicity and following the shared value between Victor Papanek and Steve Jobs' ten rules of design simplicity, Reduce: The most straightforward technique to attain simplicity is to reduce; Organise: Organisation makes a large system appear smaller; Time: Time savings appear to be simple; Learn: as knowledge makes everything easier, the user should be trained; Differences: simplicity and complexity require each other; Context: what lies on the periphery of simplicity is surely not peripheral; Emotion: more is better than less; Trust: we trust in simplicity (before getting more elaborate); Failure: Some things are impossible to simplify and The One: removing the apparent and adding the meaningful is the essence of simplicity. Second, it's the "form follows function" design concept and the close link between form and function. Finally, design concepts are defined by the fact that they go beyond the design. The designers tried to communicate common principles that individuals of many ethnic origins share (Maximova, & Savvina, 2018:655).

While misleading and dishonesty have been employed in the past to advertise non-existent sustainable attributes, referred to as "green washing" and "green shine," trustworthiness is a vital part of sustainable product advertising (Furlow, 2010; Du, 2015: 549). In light of this, this research looks at how consumers react to green logos as markers of certified sustainability, as well as the overall appearance of green product digital advertising. The ten rules of design simplicity proposed by Victor Papanek and Steve Jobs could aid in the creation of a more trustworthy advertisement or design.

Abrams, Castillo and Marley (2019:10) state that designers are educated individuals who should know how to successfully communicate visually, make use of design principles and have a grasp of their target audience. Advert design varies widely in terms of technological

performance, these differences can affect potential consumers. Producers' faith in a company is positively connected to the quality of its advertisements. It is proposed that a brand description provided to all customers establishes a first impression, indicating that brand specific purchasers may be more reliant on other informational signals than design to guide their purchasing decisions (Abrams, Castillo & Marley, 2019:10).

2.1.3 Trust in a brand or product

According to the research done by Afzal, et al., consumers' trust in a brand grew by 30 per cent to 60 per cent as a result of brand characteristics. According to the findings, brand reputation, predictability, and skills learnt all have a good impact on trust (Afzal, et al. 2011:43). Afzal, et al. continue to say that when a consumer uses a brand and learns information about its reputation, predictability, and competencies, they gain trust in it. Customers' requirements must be met; thus, brands must work to improve their competencies. Brands need to create their image through efficient advertising strategies, which should lead to increased client trust (Afzal, et al. 2011:48).

Building trust in a product, brand, or organisation is a crucial component of a successful consumer-company relationship. One of the most important things influencing consumer trust is two-way communication. Advertising is an important aspect of the trust building process since it is a communication instrument that stimulates a lot of attention and emotions. Its personality—whether socially responsible or controversial—sets the tone for communication and determines message receptivity (Bachnik & Nowacki, 2018).

Companies use a variety of means to make their messages more appealing to recipients and to find new ways to capture the attention of customers. Many corporations are experimenting with unique and controversial advertising styles and tones such as messages that defy social norms or graphic imagery that is disturbing and suggestive in different cases, as it appears that innovative, emotional, and surprising marketing messages have some social impact (Bachnik & Nowacki, 2018).

2.2 Semiotics in advertising messages

The concept of semiotic communication is that we find signs that hold meanings in both language and image-based media. Semiotics is a branch of discourse analysis that studies how signs are used to represent things (Džanić & Markovića, 2013:475). It might be a wish, a need, a desire, or a problem to be solved in the context of advertising. Advertising today is built on the foundation that the marketing of any product or service is enhanced through the communication of its 'appeal and saleability' (Beasley & Danesi, 2010:2). The prevalence of advertising in our daily lives is so ubiquitous that it has in many ways become a method to 'envision and organise' meaning not just for consumers, but society in general (Campbell, 2014:130). Semiotics assumes that communication is performed through message decoding and encoding, as evidenced by the change of current advertisements from denotative to connotative meanings (Dani & Markovia, 2013:475). This then suggests that semiotics is how people perceive various signs and symbols within advertising, as well as how they are used and interpreted.

> Semiotics proposed that advertisements were, in fact, bundles of signs that formed finely constructed conventions. In semiotics, the image is a copy, and, like any language, possesses its own grammar; understanding the grammar will give us access to the language (Campbell, 2014:135)

The connotative meaning within semiotics represents the overall message about the product's meaning. Oswald's (2010:110) position is that 'consumer desire' is not just based on the relationship between their own life and the content of an advertisement, but rather on a complex process of connections "...triggered by semiotic cues in advertising discourse". The advertisement works by showing us a sign with a clear mythic meaning, for example, a pictured model as a symbol for feminine beauty combined with another, potentially confusing indication, such as the name of a perfume (Džanić & Markovića, 2013:475). Consumer desire inspires the creation of meaning within the series of complex connections that are made by the viewer.

Epure, Eisenstat and Dinu (2014:592) highlight that the application of semiotic approaches in marketing, particularly in consumer advertising, has gained a lot of traction in recent years. Marketers get better control over the communication process and so provide the potential to communicate more effectively with the target population by looking at advertising campaigns as compositions of signs and by understanding the underlying relationships with the meanings

they may convey. This in turn makes it possible to create effective marketing tools for delivering truly persuasive messages (Epure, Eisenstat, & Dinu, 2014:592).

In order to accomplish this, semiotics is proposed as a means of distinguishing persuasion from manipulation in marketing communication. Understanding the semiotic framework of communication is critical because signs are as volatile as they are powerful: some messages will almost certainly be transmitted in a powerful fashion, whether it is the one intended or not (Epure, Eisenstat, & Dinu, 2014:592).

Džanić and Markovića, (2013:483) go on to state that the advertised products or services are presented as "ultimate" solutions to a variety of problems people may face, or as the embodiment of their wishes and something that makes one's dreams come true, either implicitly or explicitly through the processes of denotation or connotation, symbolism, or iconicity. Persuasion is described as "the process of creating a voluntary change in someone's attitudes, beliefs, or behaviour through the transmission of a message" in this context (Džanić & Markovića, 2013:483). As a result, persuasion works primarily on a person's ideas about an object, their assessment of it, and their intentions toward it. This may, but is not always, a factor in their attitude toward the object (Džanić & Markovića, 2013:483).

Advertising has been chastised in this regard since it takes advantage of the haphazard way commodities are presented to make them appear to have socially desirable qualities. The emphasis is placed on customers as an intrinsic element of the social meanings of goods, rather than on the things themselves. Furthermore, the language of advertising is dominated by persuasion as a technique of presenting. Consumers are persuaded (and influenced) that the marketed goods or service can provide them with whatever they seek. As a result, products take on a life of their own. They mimic human behaviour (talking, walking, singing, acting, etc.) and so direct human actions to sell the goods. By mimicking sustainable design elements (copy, green logos and colour) within a digital advertisement, consumer product relationships can be formed. At the same time Džanić and Markovića, (2013:483) suggest that "people grow increasingly like goods because human personalities relate to specific traits given to products" (Džanić & Markovića, 2013:483).

Green consumerism, or the purchase of environmentally friendly and prosocial goods and services, have seen a renewed interest in purchasing behaviour as consumers become more interested in acquiring green items in a sustainable manner. Semiotics can play a significant

part in building trustworthiness in promoting green consumption and constructing brand images in the minds of consumers in this way (Džanić & Markovića, 2013:484).

2.3 Green consumption and green advertising

The increasing environmental concern of consumers has spurred the growth of a market for environmentally sustainable products and services globally (Duffett et al., 2018 & Schmuck et al., 2018). As a result many countries have begun to strive toward reducing the negative environmental effect of their commercial operations. Sustainable development has emerged as a result of this realisation for the need to take care of the environment and society. This emphasises the importance of promoting sustainability and promoting development that has the least detrimental impact on the environment and society (Chen & Chai, 2010:27). Eco-innovation and green consumerism are further encouraged by sustainable development. Eco-innovation aims to include environmental sustainability principles at every level of product and service development (Veleva & Ellenbecker, 2001:519).

Green consumption on the other hand, is related to environmentally responsible consumption where consumers consider the environmental impact of purchasing, using, and disposing of various products, or using various green services (Moisander, 2007:404). A growing consumer awareness is pushing for a drastic reduction in conservative consumption habits. Retailers are under growing pressure to create and advertise eco-friendly retail items that encourage South African customers to adopt more sustainable, environmentally friendly consumption patterns (Dubihlela & Ngxukumeshe, 2016:163).

Environmental problems are becoming one of the strategic issues that organisations, producers and manufacturers need to address to achieve global competitiveness (Santoso & Fitriyani, 2016:147). One way in which manufacturers can leverage this is through products that are made from environmentally friendly materials, known as 'green products'. Consumer requirements for more sustainable product and service options have spurred the global growth of a market for green products (Schmuck *et al.,* 2018:414). Consumers are more aware of the importance of environmentally responsible activities. Their environmental awareness motivates them to purchase more environmentally friendly goods and services, as well as to support organisations that promote conservational practices (Dubihlela & Ngxukumeshe, 2016:163).

Santoso and Fitriyani (2016:147) stated that in green products' marketing, the company may often also use green packaging and green advertising concepts. Green packaging, green products, and green advertising all had a substantial beneficial impact on consumer impressions, according to their research (Santoso & Fitriyani, 2016:147). Advertising plays a critical role in communicating companies' and organisations' pro-environmental images through these design components. These design components aid in promoting the appeal of environmentally friendly product attributes in the form of functional or fact-based appeal; emotional or image-based appeals; and, combination of the two types of appeals (Schmuck et al., 2018). Studies have shown that green products, and consumer perception of green products, have a positive influence on purchasing interest, but that the appeal and influence of green packaging and green advertising have not been explored sufficiently to establish their role in purchasing intention (Santoso & Fitriyani, 2016:148).

It is essential, when exploring purchasing intention and consumer perception in general, to acknowledge the importance of perceptual and cultural characteristics of a target audience, as well as the communication effectiveness in advancing the movement of green consumption (Joshi & Rahman, 2015:128). The adaptation or change of customers' attitudes and responses to green products is critical to their success (Chan, 2000:338). Marketers can address this by adopting a situational perspective that takes into account the following: environmental claim type; country disposition; degree of environmental consciousness of their targeted consumers; and finally the service type when designing their environmental advertising campaigns (Joshi & Rahman, 2015:128).

For green advertisers, it is increasingly apparent that positive environmental and financial performances cannot be achieved by misrepresenting the pro-environmental attributes of their products or by designing advertising messages that do not take into account the perceptual and cultural characteristics of their target audience (Chan, 2004:273). This is especially the case with South Africa, a diverse country that consists of many cultures, norms and moral codes (Emuze & James, 2013:44).

2.4 Environmentally friendly South African products

To encourage sustainable, eco-friendly consumption patterns in South Africa, retailers are increasingly producing and promoting eco-friendly retail items. Consumers reactions to eco-friendly product attributes are still important in determining their intentions to repurchase

eco-friendly products (Dubihlela & Ngxukumeshe, 2016:171). Consumers environmental awareness is regulated by their eco-friendly qualities, which leads to their repurchase intentions. Being environmentally friendly is the best approach for South African brands to encourage eco-friendly repurchase intents and propagate through WoM. (ibid). As a result, their operations should leverage digital design promotion to actively educate individuals through eco-friendly advertisements and informal education (Chen, 2010). These initiatives frequently result in positive attitudes toward environmentally friendly behaviour and increase consumer opinions of how important it is to be environmentally conscious (ibid). To put it another way, consumers are more inclined to believe that eco-friendly brands care about the environment and their livelihoods and which leads to increased eco-friendly repurchase intentions:

> The impact of green packaging and green advertising of manufacturing small and medium-sized enterprises in South Africa, was found to have a positive influence on competitive advantage and business performance (Maziriri, 2020:21).

Dubihlela and Ngxukumeshe (2016:171) and Maziriri (2020:21) agree that green packaging is associated with communicating a responsibility for maintainability, environmental actions of businesses, and green product features in the marketplace. The term "green packaging" refers to containers that do not have an impact on future generations. Green packaging, according to Maziriri (2020:21), has three distinct identities:

- It minimises the use of hard-to-decompose packaging

- It promotes low energy consumption

- It is environmentally friendly

The problem of green packaging is frequently utilised to demonstrate a company's commitment to environmental sustainability and to boost the popularity of a brand. Reduced container size, form, and weight, as well as the use of ecologically acceptable materials, are all part of green packaging (Dubihlela & Ngxukumeshe, 2016:171).

In Africa, the usage of media graphic design is relatively new. With the spread of new technologies such as mobile networks, cable television, and the internet, the breadth, scope, and immediacy of advertising has risen significantly as compared to print advertising (Iyama & Akpan, 2016:52). The fast growth of information and communication technology has made it possible for graphic designers, advertisers, and consumers to connect easily and quickly. As a result, designers and advertisers are increasingly depended on different forms

of interactive technology in new media to advertise and promote their products and services, thus rendering old design and advertising techniques obsolete (ibid).

Designers and advertisers in Africa face new and tough difficulties as a result of new media graphic design and interactive advertising. The consumer's involvement in ads, as well as when and how to participate (if at all), will be crucial. The graphic design idea and media copy (wording) chosen to reach any target demographic should be considered ahead of time (Iyama & Akpan, 2016:49). Traditional and interactive advertising do not function in isolation and should be used as part of a larger marketing strategy (Iyama & Akpan, 2016:52-53).

The role of graphic design is to successfully design the packaging and printing of a product. A packaging design, with proper design and pictures can be more successful (Asadollahi & Givee, 2011:30). A picture is needed for good packaging, and attractive and colourful pictures attract customers. Pictures have the ability to motivate people to buy a product and tempt them to buy it more than once. In this situation, consumers recognise the environmentally friendly or sustainability from its packaging (ibid). A recognised brand can be a result of consistence images and design on packaging. In addition to detail, beauty and introduction, the presentation of graphic design on the packaging of a product should have an advertising function. A different and new product design, such as a brochure or a poster, signifies that the concept is so compelling that people are persuaded to buy a product (ibid).

2.5 Consumer comprehension and responses to new media

Stephen (2015) discusses the various perspectives on how customers interact with, affect, and are influenced by the digital environments in which they find themselves in their daily lives. Much remains unknown, and current information is disproportionately focused on WoM, which is only one aspect of the digital customer experience. People are increasingly exposed to digital and social media in their roles as consumers, as they seek information about things, acquire and consume them, and share their experiences with others (ibid).

Bronner, Muntinga, Van Noort and Voorveld (2018:38) mapped social media users' engagement experiences with Facebook, YouTube, LinkedIn, Twitter, Google, Instagram, Pinterest, and Snapchat. They found that engagement with social media advertising itself is key in explaining how social media engagement is related to advertising evaluations (Bronner et al., 2018:38).

Environmental concerns are nearly front and centre in today's media, with the major theme being global warming and government, corporate, and civil society campaigning to change consumption habits to be more sustainable (Liston, 2009:1). According to Liston (2009:1), marketing communications must affect customer behaviour in order for such products and services to become more widespread. Advertisements, in their most basic form, seek to express the need to alter consumption habits. Environmental concerns are generally seen as 'emotional' in nature, according to research (Nicholson-Cole, 2005:260).

Callow and Schiffman (2004:1113) point out that, like spoken language, visual language has a cultural context in which it may be used (this includes visual rhetoric and semiotics). The promotion of any product with the promise of being environmentally friendly would be considered digital green advertising. It might be in the form of digital green advertisement where the brand communicates some of their beliefs as well as their global efforts to be environmentally conscious. As a result, the intended message delivered as part of a global advertising campaign may be inapplicable or even unsuitable in specific situations. However, there is a chance to employ widely recognised and understood graphic components (Callow and Schiffman, 2004:1113).

McQuarrie and Phillips (2005:7) indicate that the reliance of rhetorical representations to represent simplified or abstract complex environmental conditions is because the conflict or dissimilarity in visuals, or the combination of headline and visuals, attracts attention and causes consumers to use more cognitive effort to interpret the advertisement. "If the effort is rewarded with relevant meanings, consumers will comprehend and appreciate the advertisement more" (McQuarrie & Phillips, 2005:7).

A logotype (logo) is a recognisable visual format that can offer the spectator "instant recognition" and/or "increased awareness" of a business (Decrop, 2007:511). The logo is similar to having the "whole of a brand condensed into a (visual) single symbol" (Scott, 2008:355). While some people view visual communication as the creation of visually spectacular artwork, visuals represent the interface between verbal and non-verbal communication elements, playing a key strategic role in the success of many brands and the intended consequence of changing purchasing behaviour (Bulmer & Buchanan-Oliver, 2006:49; Yu, 2006:10).

Green products and services have a global market worth billions of dollars, and it is growing at an increasing pace year after year. Greenwashing, a negative component of green marketing, adds to the mix (Campbell, 2012:1). Greenwashing is the exaggeration or

distortion of a product's environmental credentials, generally with the purpose of promoting items in this lucrative market area (Delmas & Burbano, 2011:64). There is a growing awareness of different environmental issues, which has resulted in a change in how consumers go about their daily lives (Cherian & Jacob, 2012:117). Organisations have noticed this shift in consumer views and are attempting to obtain a competitive advantage in the market by utilising the green market's potential through greenwashing.

Green marketing is necessary, as is a movement in customer behaviour and attitudes toward more ecologically friendly lifestyles. The conceptual model (Cherian & Jacob, 2012:123) illustrated in Figure 2.1 clearly shows that the majority of customers still lack adequate green knowledge, and that, as a result of this low awareness, organisations are not trying to produce more green products or green packaging.
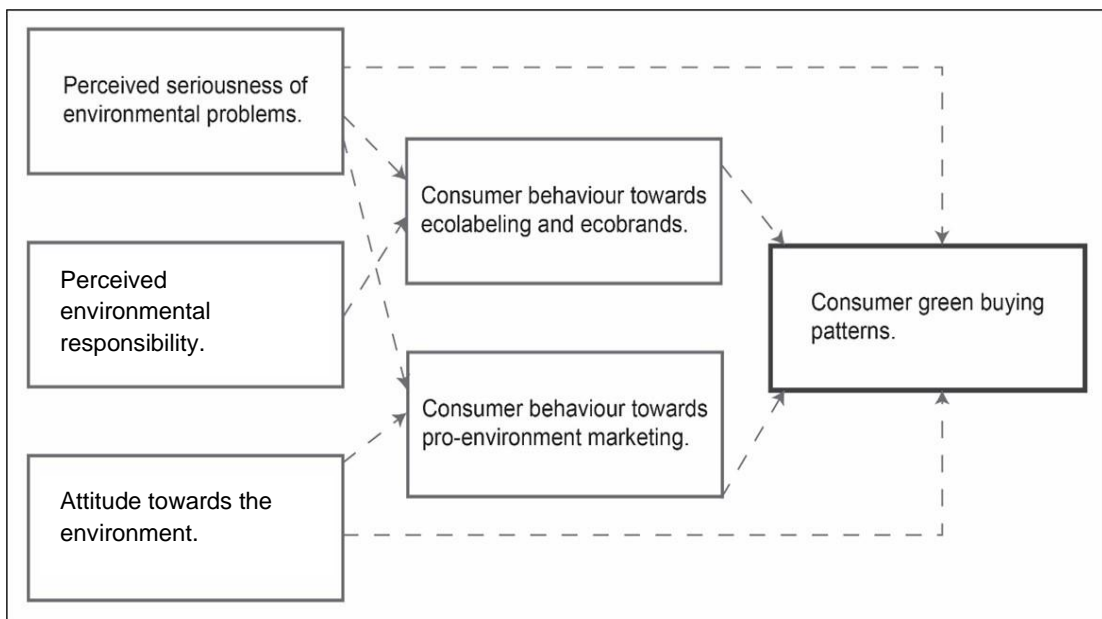
Figure 2 1: A conceptual model that illustrates consumer buying patterns (adapted from Cherian & Jacob, 2012:123).

Unlike the information in Figure 2.1., businesses are reducing unnecessary extras and wasting materials in order to become more efficient and environmentally friendly (Terrachoice, 2007:1; Cherian & Jacob, 2012:123). Companies are beginning to educate the general public through increased advertising that emphasises green products. This kind of advertising goes a long way in educating the masses and promoting the concept of green products among people (Campbell, 2012:1). An increasing number of consumers are willing to pay a little extra for green products and organisations are taking notice of the demands and behaviour and attitude of the consumers (Cherian & Jacob, 2012:123). According to the

literature, a high alignment between brand image and brand identity is required for a renowned retailer's Green Line to produce good brand loyalty and brand equity. The green claims presented should have a high level of credibility (Terrachoice, 2007:1; Campbell, 2012:1;). The following key components were found necessary in order to generate strong brand loyalty: There must be a strong alignment between brand image and brand identity; the credibility (trustworthiness) of the green claims must be sound; and there must be a powerful trustworthiness of the green claims presented (Terrachoice, 2007:1; Cherian & Jacob, 2012:123). The results suggested a good case study for green advertising and marketing, according to Campbell (2012:1), which would include brand personality, green promises, and believability (trustworthiness).

In 2009 when Terrachoice conducted a study of 2,219 products which claimed to have green credentials, it was found that 98 per cent were guilty of at least one 'sin' of greenwashing (Terrachoice, 2009:20). Terrachoice (2007:1) defined these sins as:

- The sin of the hidden trade-off

- The sin of no proof

- The sin of vagueness

- The sin of irrelevance

- The sin of fibbing

- The sin of two lesser evils

Campbell (2012:88) has offered insight into a local South African retailer's green products and how brand equity may be increased for products with green credentials (trustworthiness). The research objective was to ascertain if green marketing could provide a sustainable competitive advantage for retailers within South Africa (Allen, 2007:93).

It has been established that advertising plays a critical role in communicating pro-environmental images and promoting environmentally friendly companies and organisations (Allen, 2007:93; Campbell, 2012:87; Dubihlela & Ngxukumeshe, 2016:163-171; Schmuck et al., 2018:414). Consumers are more likely to believe that eco-friendly retailers act responsibly towards the environment and their livelihoods. Green advertising has grown exponentially in the past two decades and will lead to a sustainable competitive advantage for retailers within South Africa (Allen, 2007:93; Campbell, 2012:87; Dubihlela &

Ngxukumeshe, 2016:163-171; Schmuck et al., 2018:414). According to the findings, green advertising has a significant influence in the advertising sector.

Investigating the usage of green logos and green copy in digital design advertising to see if logos and copy create favourable impressions of eco-friendly behaviour, as well as consumers' perceptions of environmentally friendly products, is critical (Chen, 2010).

2.6 How green is seen

Because most of the information that consumers get about environmental concerns originates from mass media, particularly advertising (Iyer & Banerjee, 1993), its application is critical to addressing consumer behaviour that is intended to remedy environmental problems (Liston, 2009:92). When the type of appeal is comparable to either of the two forms of processing, visual and verbal, then the appeal is more successful (Sojka & Giese, 2001; Ruiz & Sicilia, 2004:91-106). Customers with diverse visual preferences may react differently to the visual and verbal components of advertising. It is evident from these studies that advertising design has a significant impact on consumer behaviour when it comes to environmental problems (ibid). However, as has been demonstrated, no amount of study or effort put into developing a successful message can account for how it will be understood. In the exchanges between the advertiser and the observer, there are a slew of variables that might come into play.

The current advertising efforts appear to have disregarded this phased progress through which consumer behaviour matures. The success of the advert is reliant on likeability and not on making an informed decision (Liston, 2009:94). The most important recommendation, to address this problem is to move away from print media and consider new media. Social media, networking and potentially personalised messages could play an integral role in shifting to behaviour-driven decision making (Liston, 2009:95). A number of factors may need to be considered, if one aims to explore the intention of sustainably altering consumptive patterns. These include exploring the use of actual marketing/advertising material with the added use of green logos and/or green copy, and design adverts to minimise the multitude of influential factors (An, 2007:303). In addition, cultural concerns in the research, such as Hofstede's cross-cultural constructs (Bu, et al. 2009:13), should be given more attention, since this will assist to emphasise how messages

are understood. Finally, Braun-LaTour and LaTour (2005:241) advocate incorporating negative fear pictures since they are more stimulating and lead to greater memory recall.

2.7 Green packaging

Consumers are unwilling to pay extra for green packaging if the price of items is associated with a limited consumer budget and a lack of awareness, which are the major hurdles to adopting sustainable behaviour (Orzan et al., 2018:1; Salmi & Pung, 2013:84). People also want to buy items that come in organic packaging, according to the report. Consumers focus on the product label and the information on it first (Salmi & Pung, 2013:87). The product label, according to the majority of respondents, is the first source of information about product packaging, followed by information from producers and distributors, campaigns, and the internet (Orzan et al., 2018:1; Salmi & Pung, 2013:84).

According to Orzan et al. (2018), the study has significant management implications since it informs decision-makers and marketing managers about the elements that influence a customer's long-term behaviour. According to research, there are two motivating elements that might influence consumer's decision to choose ecological packaging: saving money by recycling and preserving the environment. The expensive cost of eco-packaging, as well as a lack of information on the benefits of using it, are cited as reasons for not buying it (Orzan et al., 2018:1).

As a result, customers must be educated about the long-term benefits of utilising eco-packaging (Orzan et al., 2018:9 & Salmi & Pung, 2013:92):

- Informing the population about the effects of ecological packaging on the environment through communication campaigns that sensitise consumers and encourage eco-friendly consumption habits;

- Product information based on labelling schemes ("eco-labelling") to help consumers by providing details on the environmental performance of products and packaging and to make them buy environmentally-friendly products.

Orzan, et al. (2018:1) conclude that consumers' views of ecological packaging, the reasons for and barriers to purchasing packaged items in organic packaging, and possible explanations for the inconsistency seen in green purchasing behaviour should all be discussed. Furthermore, because it is based on the findings of several prior research studies,

it provides a synthesis of current literature. Based on their findings, researchers may build the groundwork for future in-depth study into consumer sustainable behaviour with regard to organic packaging (Salmi & Pung, 2013:88).

2.8 Typography and layout

In print advertising, typography and layout are important visual aspects. They are employed to pique the interest of the target market by establishing a favourable connection, provoking a debate, or stimulating some sort of intellectual competition (Van Niekerk & Jenkinson, 2015:116). Before the content is even read, advertising is dependent on existing textual standards and our prior experiences (ibid).

Writing is done in a certain font style, and the typeface used in advertisements, brand names, and even packaging for a given brand carry hidden signals. The use of a suitable typeface may significantly improve the brand's image and sales (Doyle & Bottomley, 2006:112-122). The goal is synergy, not quantity or clutter; in other words, the visuals and the copy should be linked (ibid). To capture the attention of the target market, one should first concentrate on one element of the product. Secondly, one notion or idea per advert is preferable; this might be primarily a visual or verbal concept (wordplay, for instance). Although "less is more," there are numerous design alternatives available, including a letter-dominant layout, an image-dominant layout, and/or a multi-element layout (Felton, 1994:196).

In addition, the marketing concept should be compatible with the visual depiction. In terms of a semiotic paradigm, the pictures, copy, typeface, and layout all have meaning and serve as the message's 'voice.' This voice is critical for achieving brand identity and brand awareness: without a focus on the content, it would be easy to recognise the promoted brand quickly (Van Niekerk & Jenkinson, 2015:129).

This is made feasible by being constant in terms of graphic means (such as a worldwide beverage brand's unique italic typeface with a limited red and white colour palette), the same spokesperson or character, or concept (e.g. stereotyping males in insurance commercials intended solely at women) (Van Niekerk & Jenkinson, 2015:130). Typography and layout are graphic elements that are utilised to make advertisements more fascinating, engaging, and, most significantly, to aid in the creation of brand identity.

2.9 The impact of copy on consumer response to image adverts

In her study on verbal copy, Phillips (2000:15) claims that verbal copy is considered to anchor, or assist and explain the meanings of complex visual advertising to consumers. As part of the study, explanatory headlines with varying levels of linguistic anchoring were added into picture metaphors. According to the results of the path analysis, headlines that hint at the significance of a graphical metaphor improve advertisements' likes through enhancing understanding. Headlines that fully describe the metaphor in the advertisement improve understanding but reduce enjoyment of the advertisement (Phillips, 2000:22). The use of very simple commercial pictures is a significant limitation of the findings. The findings may not be applicable to highly complicated or abstract graphical metaphors when consumers require further assistance in comprehending the content of the advertisement (ibid).

If any copy is provided, it should be adequate to guarantee that consumers understand it (Kover, 1995; McQuarrie & Mick, 1999). The qualities of the audience are likely to decide if a certain amount of verbal anchoring is enough. Complex visual advertisements would be less appealing to older, less educated consumers (Phillips, 2000:15-22). Higher product engagement is considered to lead to more elaboration and processing of an advertisement. More complicated products for a specific demographic need less linguistic anchoring. Consumers have learned to anticipate complex graphics in advertisements, they may be more ready to devote cognitive effort to comprehend the advertisement, as they would spend more cognitive effort on the advertisement (Phillips, 2000:15-22).

2.10 Conclusion

Since the turn of the century, green consumerism, or the purchase of environmentally friendly and prosocial goods and services, has seen a renaissance. Even yet, it only accounts for a minor portion of total sales. Even though consumers are increasingly worried about the environment, they rarely act on their concerns in the marketplace. Signals with meaning may be found in both language and image-based media, therefore, a semiotic method can be used to investigate both. Seeing as language is the most fundamental and effective way of human communication, semiotics may play an important role in encouraging green consumption and developing brand images in customers' thoughts.

It's important to understand customer expectations, behaviour, and cognitive effort when it comes to green products. Liston (2009:4) states in his study goals that there is a need to persuade consumers to cut and/or modify their consumption habits in favour of more ecologically friendly options, and that previous attempts to do so (via advertising) have failed.

More study is needed to investigate the visual components utilised in green advertising to see how successful and impactful they are in contributing to the success of a green brand. The methodology of my study and the methodologies used to analyse how the visual aspects of green digital design advertising are 'seen' will be discussed in Chapter 3.

Chapter 3: Research Design and Methodology

3.1 Introduction

In Chapter 3, I will be discussing the research approach and research design which were found to be most suitable to enable the collection and analysis needed for the study. The aim of the research is to determine the impact to which the design of digital advertising affects the trustworthiness of green products in South Africa. To provide a more focused research direction, the main research question was analysed and seperated into four subordinate research questions. The sub-questions provided clear and distinct research directions in order to respond holistically to the main research question. The main question and sub-questions which appeared in Chapter 1 are repeated to contextualise the research design and methodology that are discussed in this chapter.

3.1.1 Main research question

To what effect does the design of digital advertising affect the trustworthiness of green products in South Africa?

3.1.2 Sub-questions

- How do green products, and the digital advertising of these products, fit within global marketing and design approaches?

- What drives South African consumers to purchase green products?

- How does the choice of digital advertising platforms affect consumer awareness and perception of green products?

- What role do visual design elements have in consumer perception of the trustworthiness of green products?

The sub-questions mentioned above are crucial for understanding how consumers may develop brand loyalty through trusting a brand through the use of design elements (copy,

green logos and colour). This study will aid designers in determining what makes consumers believe a brand is trustworthy and that what it advertises is true.

The literature that the research design and methods were based on was used to assess how green is seen within the visual elements of green digital design in advertising. Owing to the complexity of how green is seen, the research design and the analysis of the data had to be carefully considered. With this in mind specific consideration was given to green adverts within a new media platform (a web-based advert). Consequently, an exploratory and investigative research design was proposed in the form of a case study, employing a mixed method approach. The research design was introduced in Chapter 1 and visualised as Figure 1.2. For the sake of clarification and to provide context for the research design it is included here (see figure 3.1. Research plan).
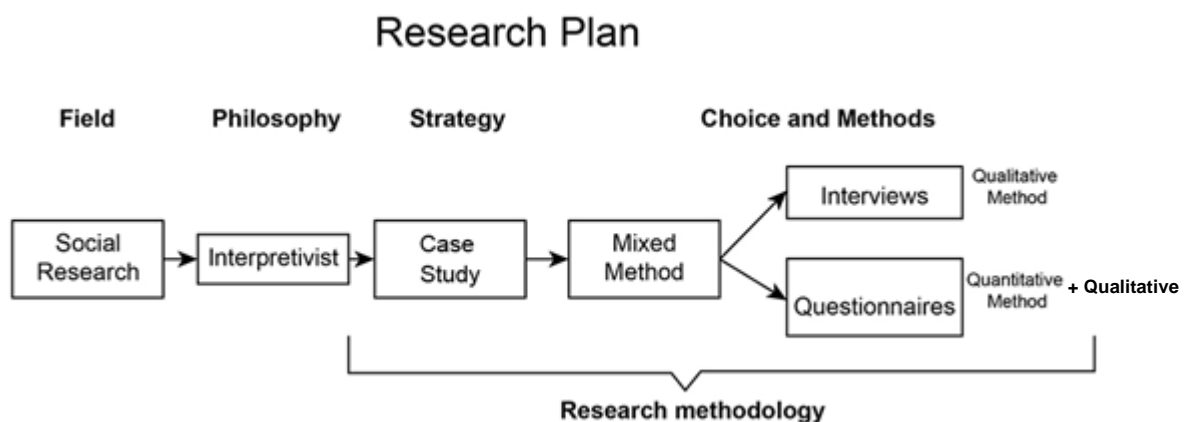
Figure 3.1: Research Plan: Adapted from the User-Centered Design ISO process: ISO 9241-210:201

3.2 Single-case study design

Single-case design is a research approach in which a number of instrumental, bounded situations are investigated utilising a variety of data collecting methods. As it gives more detailed descriptions and explanations of the phenomena or issue, this research approach is more powerful than single-case designs (Zainal, 2007:1). The method employed in my research was a single-case study. This allowed me to investigate the reliability of a green cleaning product (dishwashing liquid) in more depth by using mixed method approaches. Furthermore, the data was utilised to establish the level of trustworthiness of an

advertisement with a green logo or green copy ("truthful", "sustainable", "green", "recyclable") (Zainal, 2007:1).

A mixed method study was used to examine if there is a discernible relationship between how the visual aspect of advertisements are seen in various ways and how consumers view representations. A questionnaire and interviews were observed making use of a qualitative research approach by examining the issue of trustworthiness in detail through the use of semi-structured questions (Baxter & Jack, 2008:550). A replication logic was used to observe a single distinct case study. Based on the replication identity, logical replication is a technique of replicating data items and their modifications. As the circumstances for each occurrence are different, I was able to analyse data both inside and across the two settings, this allowed me to comprehend the differences and similarities and draw conclusions (Baxter & Jack, 2008:550).

3.3 Mixed methods: A description of research activities

The mixed methods approach that was chosen was a questionnaire and interviews that addressed the trustworthiness of green product packaging design through the use of green logos and the trustworthiness that these logos provide. This approach also assisted in finding the best digital platform to raise awareness of green issues and to promote trustworthy green products.

3.3.1 Data collection methods

For the mixed data collection method approach, quantitative and qualitative methods were used. First quantitative methods were employed using questionnaires and then qualitative methods were employed through online interviews. Purposive sampling was utilised as a selection approach (Creswell, 2018:9). This method of selection allowed individuals of various genders and ages to be sampled (Creswell, 2018:9).

Explanatory Sequential Design (Two-phase Design)

Phase 1

Quantitative Data Collection and Analysis → Identify results for follow up → **Phase 2** Qualitative Data Collection and Analysis → Interpret results how Qualitative explains Quantitative

Questionnaires — Sets Interview Questions — Interviews
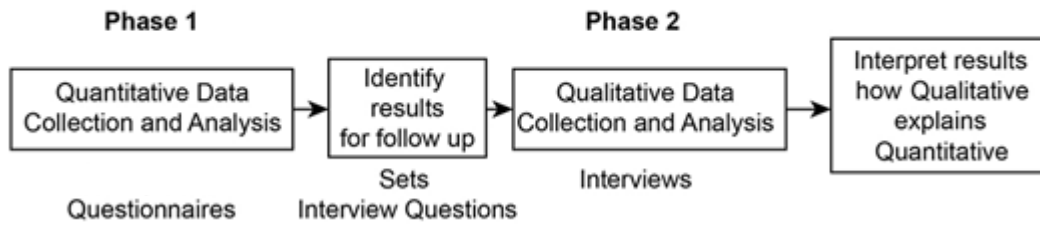
Figure 3.2: Explanatory Sequential Design (Adapted from Creswell, 2018:9).

3.3.1.1 Questionnaires

In the case of a questionnaire, the "raw" questioning style were typically in the form of questions with boxes checked, answers written in spaces, and the like. The data-processing phase of a questionnaire typically involves the classification (coding) of written-in answers and the transfer of all information to a computer (Babbie, 2010;144).

In this study a questionnaire was made available online to capture a broad range of participants opinions. The various question types, and final questions are captured in Table 3.1.

Table 3.1: Questionnaire design and questions (The questionnaire was created using QuestionPro.com)

Section	Number of questions	Question Type	Final questions
A	2	Demographics	• Gender • Age
B	1	Consideration to the environment	• Do you consider your effect on the environment as a consumer before purchasing general day to day products?
	4	Recycling habits	• Do you regularly recycle product packaging? • Are you aware of any products which are designed with environmental issues in mind? • Have you ever bought or considered buying products which are designed with environmental issues in mind? • What has been your experience using green

			products? Select one or more from the list.
	3	Trust in a brand	● What makes you trust something? ● What is the factor that makes you trust the brand that you use? ● What is the possible factor that can affect your trust in the brand?
C	4	Familiarity of green brands	● How familiar are you with these brands in these eco-friendly cleaning ranges?
		Trustworthiness of Advertisements	● Click on the adverts that you feel provides you with trust that the product/s been advertised are green, sustainable, or eco-friendly.
		The interpretation of copy, logos, and colour	● From the above adverts, is it the wording, logos or colour that gives you the understanding that these products are eco-friendly.
		The interpretation of headings on advertisements.	● Read the following headings of green brands: Would this information change your choice to purchase a green product versus a non-green product?
D	1	Interpretation of green logos and trustworthiness of these green logos	● Assess the following logos of green cleaning brands: Click on the logos that you feel add trustworthiness to your decision making of these brands?

The questionnaire was grounded in exploring a number of variables, within the perceptions and opinions of voluntary participants who completed it (Babbie, 2010;144):

- the copy (verbal content) that makes use of comparisons between visual content and green design within adverts
- visual metaphors in green adverts within the parameters of green design that use visual rhetoric

The questions were structured in this way in order to obtain a comparison between adverts that make use of either visual rhetoric or non-visual elements within digital design adverts (i.e.

considered more descriptive). To evaluate the responses of the participants a proposed framework was selected (Babbie, 2010:144):

- The attitudes of the participants towards digital adverts.
- Whether green would incentivise a purchase of goods presented in digital design adverts.
- Preference between the set of digital design adverts presented.

Variables moderated, also including:

- Predispositions consumer processing, as measured through: Cognition, the degree of consideration and the degree of emotion.
- Type of product whether symbolic, versus utilitarian.
- Green brands that are either known or fictitious within adverts that make use of green logo/s or green copy.

The questionnaire was created using QuestionPro.com, and shared through email, WhatsApp and social media FaceBook. Given the context of personal safety during the COVID pandemic, online research activities offered a way to keep physical contact to a minimum.

For the online questionnaire I used a tool used by researchers called QuestionPro. Below is a screenshot of how the interface looks. I decided to use QuestionPro as my tool for my online questionnaire as it allows for the user to ask as many questions as they want with no limitations like other questionnaire tools that limit the number of free questions. QuestionPro also has multiple ways of setting the layout of the questions with options like dichotomous questions, multiple choice, rank order scaling and rating scale to name a few. I felt comfortable using this tool and it was very user friendly, providing ways to check analytics with multiple options for distributing the questionnaire over different platforms.
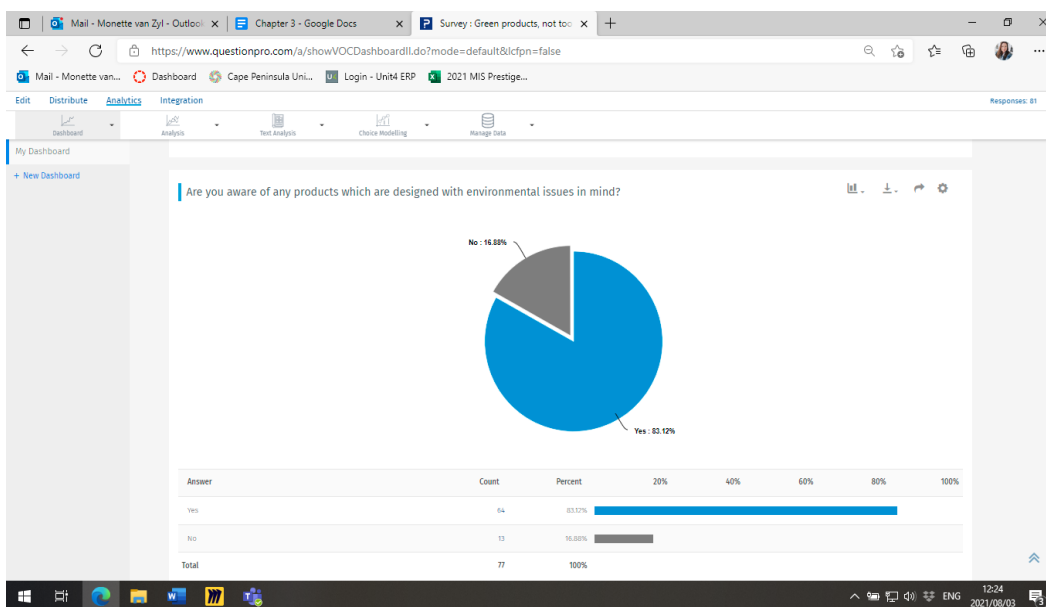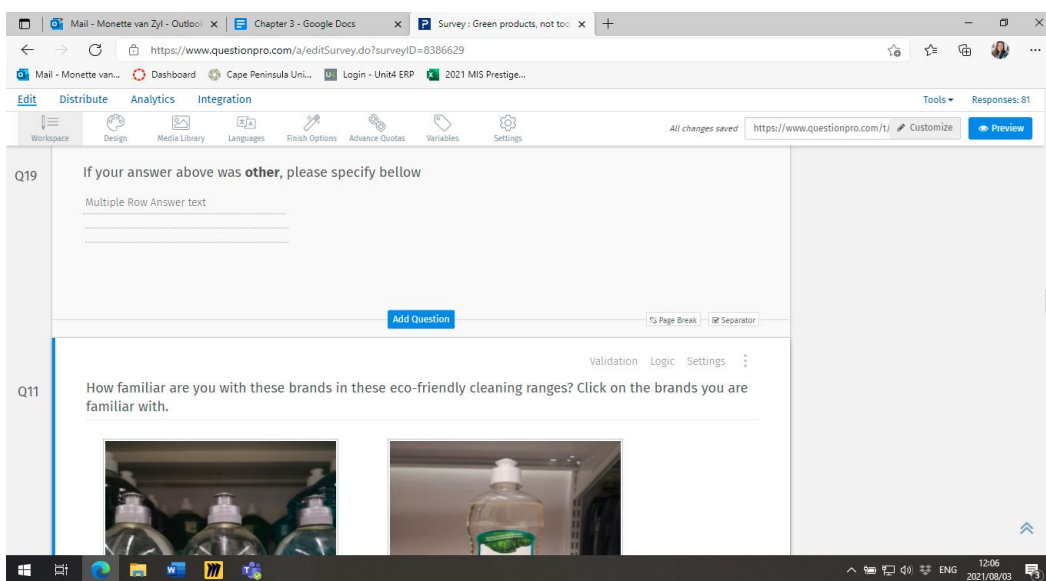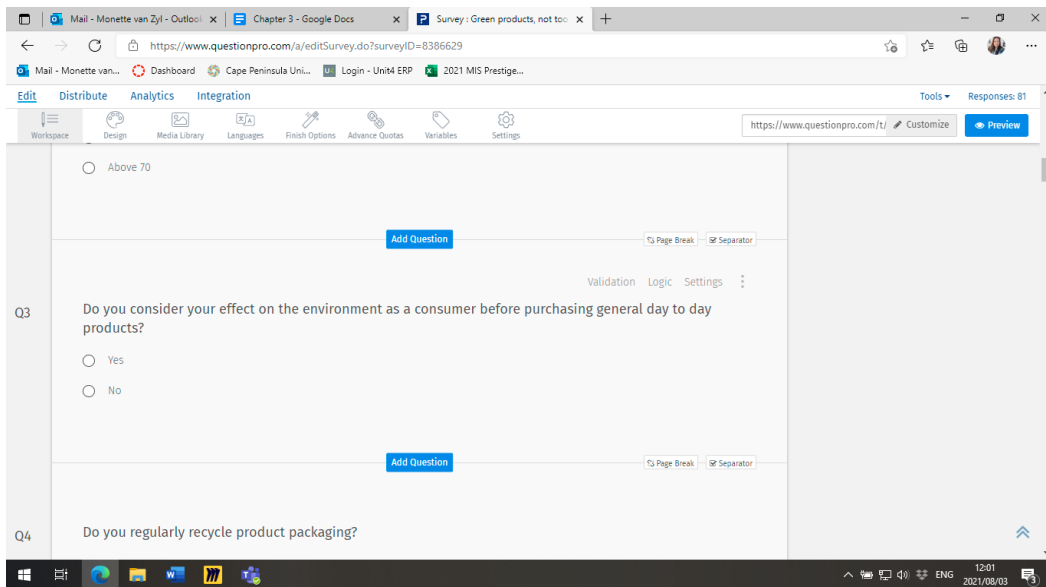
Figure 3.3: Examples from QuestionPro

For my initial pilot of the online questionnaire I emailed the link to six participants to test the questionnaire online. The feedback was that all went well with the exception of the images needing to be a bit bigger as it was hard to see them on a cellphone platform and an error with the numbering of an image and then some typographic issues. Once I had the feedback I was able to make the changes and then distribute the questionnaire. I decided to use the images of products and adverts to add substance to the questions. The feedback from the pilot was that the images made the questions more viable and interesting, as they facilitated the comparison of available eco products.

3.3.1.2 Interviews

From the questionnaire responses, a non-probability sample of individuals were selected to take part in the interview phase (Babbie, 2010;145). When selecting the participants for the interviews I looked at their demographic as well as their knowledge of eco-brands. I then contacted them and asked if they would participate in my research. Once they accepted, I emailed them the consent form and arranged to have online interviews using the online meeting platform, Microsoft Teams. The final group of interview participants represented individuals between 20 and 30, and one person in the 50-60 group, as well as a mix of genders (as defined by the individuals themselves). Taking part was voluntary and in line with Covid-19 safety protocols. The interviews were conducted via a digital platform using Teams with textual or audio replies. The use of this resource was a preferred choice question when the interviewees were contacted. Interviews were semi-structured to allow for enough open-ended discussion, but not entirely unguided (Babbie, 2010;145). The interviews allowed for a deeper exploration of perceptions and drivers among the participants. Interviewees were tasked to expand on their qualitative responses and to provide more context (Babbie, 2010;145).

An additional set of questions were focused on the issue of 'trustworthiness' in the interview. The participants were asked to share what this term means to them, and how it manifests in a range of green products. The connection between design elements, advertising platforms and trust was discussed during the interviews (Babbie, 2010:143).

During each interview emerging concepts were explored and interviewees were allowed to share insights and perceptions freely. For this reason unique questions emerged in each

interview, however the key interview questions posed to each participant were (Babbie, 2010:144):

1. Gender

2. Age

3. What does trust mean to you?

4. Are you aware of "green products" or Eco-friendly products?

5. How did you become aware of "green products" or Eco-friendly products?

6. If green features increase the price of the product, are you willing to pay more?

7. Do you think there is enough information about "green" features when you buy the product?

8. What is the main reason that makes you willing to pay more for the "green" products?

9. What is the main reason that makes you not willing to pay more for the "green" products?

10. Why do you think green marketing is in headlines nowadays?

11. Which marketing element strongly influences your buying behaviour of green products?

12. Is the market for green products always positive?

13. Thinking back to purchasing your first green product, can you remember what it was about the product that made you purchase at the time?

14. How familiar are you with these brands in these eco-friendly cleaning ranges?

15. What is it about these adverts that express: Trustworthiness of being eco-friendly?

16. From the above adverts is it the wording, logos or colour that gives you the understanding that these products are eco-friendly.

17. Look at the below online advertisement: Having a comparison of green and non-green products, would this advertisement convince you to purchase the green products over the non-green products and why?

18. Read the following headings of green brands: Would this information change your choice to purchase a green product versus a non-green product?

19. Assess the following logos of green cleaning brands: Do these logos add trustworthiness to your decision making of these brands?

20. Do you agree with the copy below or do you disagree?

Trustworthiness: Claims such as 100% recycled and dolphin safe were important indicators for trustworthiness. The dolphin safe label for example seems to serve as an indicator for making an animal

friendly decision. But it clearly only states dolphin safety and the sustainability of the product is left to be inferred by the consumer.

3.3.2 Study participants

The purposive sampling technique was employed to engage participants, this involved identifying and selecting individuals that are especially knowledgeable about or experienced with green products. The questions in the questionnaire were centered around the participants knowledge of green cleaning products and from that a purposive sample could be identified. Since participants could share the online questionnaire, a limited number of participants joined as the result of snowballing, where current study participants recruit future study participants from their social circles. The population for this study was sampled using volunteers, who included both female and male individuals (as well as those who do not identify as either gender). Examining all individuals of the population would be impossible. As such I focused on a sample of the population (Babbie, 2010:143).

Table 3.2: Participants in the final study (table produced by the researcher)

Participant number	Participant Code	Gender	Age	Questionnaire participation	Interview Participation	Informed consent obtained
43860193	None	Female	20-30	Yes	No	Yes
43846497	NF-03	Female	20-30	Yes	Yes	Yes
43844180	None	Female	20-30	Yes	No	Yes
43843909	None	Female	20-30	Yes	No	Yes
43843423	None	Male	20-30	Yes	No	Yes
43279560	None	Female	20-30	Yes	No	Yes
43247327	None	Female	20-30	Yes	No	Yes
43247117	None	Female	20-30	Yes	No	Yes
43164766	None	Female	20-30	Yes	No	Yes
43161292	None	Female	20-30	Yes	No	Yes
43143760	None	Male	20-30	Yes	No	Yes
43105416	None	Female	20-30	Yes	No	Yes
43098802	None	Male	20-30	Yes	No	Yes
43088997	None	Female	20-30	Yes	No	Yes

43049616	None	Male	20-30	Yes	No	Yes
43049380	None	Female	20-30	Yes	No	Yes
42986587	None	Female	20-30	Yes	No	Yes
42974436	LC-01	Female	20-30	Yes	Yes	Yes
43860191	None	Male	20-30	Yes	No	Yes
43846493	None	Female	20-30	Yes	No	Yes
43844182	None	Male	20-30	Yes	No	Yes
43843922	None	Female	20-30	Yes	No	Yes
43843523	None	Female	20-30	Yes	No	Yes
43279555	None	Male	20-30	Yes	No	Yes
43247256	None	Female	20-30	Yes	No	Yes
43247120	None	Female	20-30	Yes	No	Yes
43164777	None	Male	20-30	Yes	No	Yes
43161854	None	Female	20-30	Yes	No	Yes
43143895	None	Female	20-30	Yes	No	Yes
43105465	None	Female	20-30	Yes	No	Yes
43098807	HK-02	Male	20-30	Yes	Yes	Yes
43088334	None	Male	20-30	Yes	No	Yes
43049787	None	Female	20-30	Yes	No	Yes
43049245	None	Female	30-40	Yes	No	Yes
42986478	None	Female	30-40	Yes	No	Yes
42974965	None	Female	30-40	Yes	No	Yes
43860025	None	Female	30-40	Yes	No	Yes
43844859	None	Female	30-40	Yes	No	Yes
43844568	None	Female	30-40	Yes	No	Yes
43842587	None	Female	30-40	Yes	No	Yes
43843458	None	Female	30-40	Yes	No	Yes
43279789	None	Female	30-40	Yes	No	Yes
43247021	None	Female	30-40	Yes	No	Yes
43247369	None	Female	30-40	Yes	No	Yes
43164741	None	Female	30-40	Yes	No	Yes

43161854	None	Male	30-40	Yes	No	Yes
43143789	None	Female	30-40	Yes	No	Yes
43105358	None	Female	30-40	Yes	No	Yes
43098658	None	Female	30-40	Yes	No	Yes
43088854	None	Female	30-40	Yes	No	Yes
43049698	None	Female	30-40	Yes	No	Yes
43049385	None	Female	30-40	Yes	No	Yes
42986478	None	Female	40-50	Yes	No	Yes
42974368	None	Female	40-50	Yes	No	Yes
43485021	None	Female	40-50	Yes	No	Yes
43687369	None	Female	40-50	Yes	No	Yes
43359741	None	Female	40-50	Yes	No	Yes
43171854	None	Female	40-50	Yes	No	Yes
43154789	None	Male	40-50	Yes	No	Yes
44560193	None	Female	50-60	Yes	No	Yes
49846497	None	Female	50-60	Yes	No	Yes
47844180	None	Female	50-60	Yes	No	Yes
49084390	None	Female	50-60	Yes	No	Yes
44343423	None	Female	50-60	Yes	No	Yes
40979560	None	Female	50-60	Yes	No	Yes
47647327	None	Female	50-60	Yes	No	Yes
47747110	None	Female	50-60	Yes	No	Yes
42564766	None	Female	50-60	Yes	No	Yes
47161293	WB-04	Male	50-60	Yes	Yes	Yes
49143760	None	Female	60-70	Yes	No	Yes
48105416	None	Female	60-70	Yes	No	Yes
44098802	None	Female	60-70	Yes	No	Yes
43067997	None	Female	60-70	Yes	No	Yes
43099616	None	Male	60-70	Yes	No	Yes
44569380	None	Female	Above 70	Yes	No	Yes
47886587	None	Female	Above	Yes	No	Yes

			70			
42074436	None	Male	Above 70	Yes	No	Yes

Participants who only took part in the online questionnaire did not receive a unique participant identifier (participant code); the codes shown above were generated by the data analytics from QuestionPro. Individuals who also took part in interviews were given unique participant codes on their consent forms, however, in the study their QuestionPro code was used to identify their direct comment and to further more uphold their confidentiality.

3.4 Data analysis

As stated previously this study employed a convergent parallel mixed methods design in which data was collected in parallel but analysed separately.

Thematic analysis (TA) (Braun & Clarke, 2006:22) is the method that was used in this study to identify, analyse and report themes or patterns within the data. TA was selected as the most appropriate method as the required steps align to the convergent parallel mixed methods approach proposed for this study. The qualitative and quantitative data sets were first analysed separately to define a set of initial codes (Phase 2 of the TA model, included in Table 3.3). This open analysis described the data set in rich detail by interpreting various aspects of the research topic (Braun & Clarke, 2006:22). During Phase 3 and 4, when themes were identified and reviewed, initial codes from both data sources were reviewed holistically. The researcher has drawn up, table 3.3 which describes the analysis process which has been adapted from Braun and Clarke (2006:22).

Table 3.3: Thematic analysis process as proposed to be used in this study (adapted from Bruan &Clarke, 2006:22)

TA phases (Adapted from Braun & Clarke, 2006)	Actions proposed in this study
Phase 1: Familiarising yourself with your data:	The transcripts and open ended questions were re-read as part of a complete data set. More quantitative data was also reviewed to ensure all gathered information was explored. During the initial re-reading the data was searched for early indicators of meanings. Anomalies within the dataset were looked for and acknowledged.
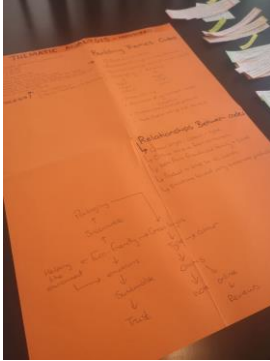
Phase 2: Generating initial codes:	Meaningful and interesting codes were identified (in a semantic or latent way) from the data during an open coding phase. At this point the qualitative and quantitative data was analysed as separate sets. Special focus was placed on analysing the data as individual units of information, instead of reassuming the existence of themes. Each participant was colour coded to ensure their input could be recognised in future when including direct quotes into the discussion. Once colour coded, emerging codes were extracted from the dataset. At this point no hierarchy was considered and every initial code was assigned the same level of importance.
Phase 3: Searching for themes:	The initial codes from both data sets were re-analysed during this phase to identify codes that were related. These relationships include (but are not limited to) parent-child and cause-affect. Once the initial themes emerged all data relevant to each theme was identified and allocated. The initial themes were: 1. Gifted (given as a gift) eco-products 2. Awareness through online reviews 3. Awareness through word-of-mouth (WoM) 4. Awareness through packaging 5. Awareness through online adverts 6. Green claims 7. Awareness of environmental issues 8. Trust awareness through product ratings and reviews online 9. Emotions derived from the use of sustainable products Once the initial themes had been collated, the relationships between these could be established. Again, attention was given to the dataset as a whole. When needed earlier codes and code relationships were reviewed to check on the meaning and evolution of the initial themes.
Phase 4: Reviewing themes:	The review process was two-fold. Firstly, the initial themes themselves were reviewed for a final time. The relationships of initial themes were also reviewed to ensure that the final themes were unique concepts and not part of a broader concept. Secondly the dataset was explored for any un-allocated data, by identifying themes. The analysis process did not reveal any of these data points. A concept-board was used to establish, document and track the different themes, and relationships between codes and initial themes.
Phase 5: Defining and naming themes:	After the initial review of the themes and their relationship to one another a more complex, unified set of themes emerged. The final set of themes encompassed the complex relationship between the initial emerging themes. THESE ARE THE FINAL THEMES: 1. Awareness through multimodal engagement.

	2. Environmental education and brand expectation. 3. Transferred eco-behaviour. 4. Greening green design.

For the process of collecting the initial emerging themes a hands-on, paper-based approach was used (see photo documentations Table 3.4). Although the process was tedious it allowed for the opportunity to revisit each comment gathered through the data collection process. Comments were sorted into codes through the process of sentence-by-sentence analysis. This process aligns with the open coding process suggested within Grounded Theory (Ward, 2017:12). The colour coding of each participant helped to keep track of original participants (to allow for direct quotes or document sections of the interviews and questionnaire to be referenced appropriately in-text) while being able to review the data as a single holistic set during the analysis.

Table 3.4: Photo documenting of thematic analysis - building themes (documented by researcher)

Step 1: Print-out and Sort all interviews into groups.	Step 2: Cut out each participant's answers and stick onto colour coded paper.	Step 3: Cut out each relevant statement.	Step 4: Cut out each relevant statement and sort into groups/codes.
Step 5: Each participant had their own colour paper to help me know who the quote	Step 6: Once all the statements had been stuck to colour paper and then cut out I	Step 7: Sorting statements into codes.	Step 8: Continuation of sorting statements into codes.

related to.	could start sorting them into codes.		
Step 9: Setting up the concept board	Step 10: Sorting statements into codes and building themes.	Step 11: Completed thematic analysis – concept board	Step 12: Sorting each group of codes into envelopes to use again when needed.

Once the thematic analysis process was concluded the following main themes emerged (these are discussed in Chapter 5):

- Awareness through multimodal engagement.
- Environmental education and brand expectation.
- Transferred eco-behaviour.
- Greening green design.

3.5 Reliability and validity

Checking, verifying, assuring, and being certain are all terms used to describe the process of verification. Verification, as a term used in qualitative research, describes the methods and practice associated with continuous reflection and adaptation in order to achieve reliability and validity in research results:

> These methods are woven into every phase of the investigation to build a robust result by detecting and fixing mistakes before they are incorporated into the growing model and undermine the analysis (Morse, Mayan, Olson & Spiers, 2002:14).

3.5.1 The measurement of data validity and data reliability

The measuring equipment in any questionnaire assesses three components: "the desired construct, irrelevant constructions, and random measurement errors" (Babbie, 2010:144). Because the intended and irrelevant constructs are consistent for any given individual, they are systematic causes of variance, causing data validity issues. Accidental variables that change from one measuring occasion to the next in a fully arbitrary manner are referred to as random measurement mistakes. As a result, they are disorganised and lead to data dependability issues (Babbie, 2010:144).

3.5.2 Data validity

The term "data validity" relates to whether or not an indicator (or collection of indicators) designed to assess a notion really does so. The construct validity of an instrument used to assess variables is the ability of the instrument to measure what it is meant to measure (Babbie, 2010:144). Noble, Helen, Smith and Joanna (2015:2) offer an alternative description for data validity, terming it *truth value*, which:

> Recognises that multiple realities exist; the researchers' outline personal experiences and viewpoints that may have resulted in methodological bias; clearly and accurately presents participants' perspectives.

Purposive sampling was used to determine the participants, this was the preferred choice for the study, as participants with certain traits were required in order to obtain rich data. These traits were; participants that are sustainable and that consume green cleaning products.

A thorough literature evaluation was conducted in this study to determine the best strategies for doing quantitative and qualitative research. The development of the instrument began with the production of statements based on the topic area's literature study. It was created in such a manner that the responders would have the greatest possible comprehension of the assertions.

Anonymity and confidentially of the respondent's data was assured by refraining from making use of any personal identification. The purpose and topic of the study was clearly explained to the respondents and general issues of concern were pointed out in the questionnaire subsections. This encouraged respondents to complete the questionnaires openly, honestly

and frankly (Babbie, 2010:144). A pilot was also done to check the validity of the questionnaire before the questionnaire was sent out on social media platforms.

3.5.3 Data reliability

According to Babbie "data reliability is concerned with the degree to which an instrument consistently measures whatever it is measuring" (Babbie, 2010:144). The anonymity and confidentiality of the data allowed respondents to provide information strictly for the purposes of the study. Data reliability represents a condition in which the same results will be achieved whenever the same technique is repeated to do the same study after a given time.

The dependability of the scores acquired is one of the prerequisites for generalisation. The ranking of scores provided to individual items must be consistent in order to be considered generalised. Individual results should be constant regardless of the time of measurement, the test utilised, or the person who administers the exam (Babbie, 2010:144).

In the 1980s, Guba and Lincoln developed a theory of trustworthiness that consisted of four aspects: credibility, transferability, dependability, and confirmability (Morse et al., 2002:16). Over the past two decades, reliability and validity have been subtly replaced by criteria and standards for evaluation of the overall significance, relevance, impact, and utility of completed research. There is often no distinction between procedures that determine validity in the course of inquiry and those that provide research outcomes with such credentials. This shift from constructive (during the process) to evaluative (post hoc) procedures occurred subtly and incrementally.

Noble, Helen, Smith and Joanna (2015:2) refer rather to *consistency* than reliability. In their definition key concepts are highlighted as critical to a consistent study, which includes a detailed and sharable report of decisions made, striving to achieve neutrality in one's data collection and analysis in order to highlight the contributions from research participants. These views are shared by Morse et al. (2002:58), who state that all research must have "truth value", "applicability", "consistency", and "neutrality". The nature of knowledge within the rationalistic (or quantitative) paradigm is different from the knowledge in the naturalistic (qualitative) paradigm. Each paradigm requires paradigm-specific criteria for addressing rigour.

"This led to a plethora of terms and criteria introduced for minute variations and situations in which rigour could be applied… Presently, this situation is confusing and has resulted in a deteriorating ability to actually discern rigour (Morse et al., 2002:15)".

Within the qualitative space there is a concern that focusing on the final outcome of research, instead of the unfolding process, may cause researchers to miss opportunities to adjust their strategies or methods to ensure greater trustworthiness. Strategies developed to assess rigour in research, may not help ensure it within research, if not considered as a continuous part of reflection, evaluation and adjustment of practice. This concern is echoed by Morse et al. (2015:15) as, "We argue that strategies for ensuring rigor must be built into the qualitative research process per se. These include investigator responsiveness, methodological coherence, theoretical sampling and sampling adequacy". The factors indicated speak directly to the overall validity of research data and findings. Within a qualitative study the research is a conduit of data, decision making and ultimately communication of research findings.

The lack of responsiveness of the investigator at all stages of the research process is the greatest hidden threat to validity. Morse et al. (2002:14) state that "research is only as good as the investigator. It is the researcher's creativity, sensitivity, flexibility, and skill in using the verification strategies that determines the reliability and validity of the evolving study". Based on these insights it was critical to weave into the process of data collection and analysis steps, and approaches, the support verification strategies in order to contribute valid and reliable findings.

3.5.4 Verification strategies

Verification techniques include actions such as verifying methodological coherence and sample sufficiency, which assure data dependability and validity. The goal of these actions is to guarantee that the research question and the technical components are in sync. As the study progresses, the process may not be linear, necessitating the modification of the question or the methodologies used. To be replication-proof, research must include enough data to account for all elements of the phenomena, as well as an acceptable sample that has been saturated and replicated. Saturating data, by definition, ensures category replication; replication checks and assures understanding and completeness (Morse et al., 2002:15). These

concepts allude to a focus on validity and reliability as part of the ongoing process of research. The implication is that the quality of research must be reviewed during the process:

> "In summary, the researcher should ensure that during the research design as well as the implementation they incorporate all strategies necessary in order to ensure the credibility of the study. Although there is no formally accepted process or criteria used to evaluate qualitative research, the aforementioned outlines key strategies that were used to not only ensure, but also enhance the credibility of not just the study, but also the findings (Noble et al., 2015:34-35)".

Morse et al. (2002:15) state that researchers should return to validity as a method of achieving rigour by using verification approaches. Verification considers the many philosophical viewpoints that qualitative research entails. Rather than having the researcher deal with incomplete, thin data sets, Morse et al. (2002:15) propose that important ideas be validated, and others be kept "hypothetical." "Such strategies will enable researches to assume projects small in scope but with the depth required by qualitative inquiry and thereby gain the grounding experience necessary to become an excellent researcher".

Although the tests and measurements used to determine the validity and reliability of quantitative research cannot be used for qualitative research, there are continuing disputes regarding whether words like validity, reliability, and generalisability are acceptable to use in qualitative research evaluation. These words are relevant in the broadest sense, with validity referring to the integrity of anything. The application of the methods undertaken should accurately and precisely reflect the data.

Alternative frameworks for creating rigour are suitable if qualitative approaches are intrinsically distinct from quantitative methods in terms of philosophical views and aim. Alternative criteria for showing rigour in qualitative research proposed by Lincoln and Guba (1984:4) include truth value, consistency and neutrality, and application. Table 3.5 presents the terminology and criteria used to evaluate the credibility of research findings as defined by Noble et al. (2015:23) and the corresponding actions and considerations included in this research study.

Table 3.5: Strategies for enhancing the credibility of qualitative research (adapted from strategies for enhancing the credibility of qualitative research (Noble et al., 2015:23).

Strategy	Description	Implementation of the strategy in this research project
Truth value	• Reflexivity and reflection on own perspectives. Representativeness of the findings in relation to the phenomena.	The sample population: Initially answering a questionnaire and then at a later date participating in an interview gave people the opportunity and sufficient time to be able to think about things carefully and to express their thoughts, feelings and experiences clearly and in more detail. - Questionnaire maintained and answers documented. - Interviews took a more holistic approach. - Sample of 77 participants with a willingness to share their views on green products was collected from the questionnaire and enabled clarification of findings. - Recorded interviews allowed for repeated revisiting of the data to check emerging themes and remain true to participants.
Consistency/ Neutrality	• Achieving auditability.	- Transparent and clear description of the research process from initial outline, through to the development of the methods and reporting of findings to supervisor.

		- In addition, I maintained a research folder documenting challenges and various issues which assisted in maintaining cohesion between the study's aim, design, and methods. - Emerging themes were discussed with the supervisor. - For the questionnaire a pilot test was run to insure consistency between questions, this was done using a small sample group of 6 knowledgeable participants in the subject matter, this was done to see the consistency of responses.
Applicability	• Application of findings to others contexts.	- Rich detail of context and the mixed method setting, allowed for data to be collected from the initial questionnaire then selecting sample participants who agreed to do interviews which allowed for more context and detail to be added to the research.

3.6 Research ethics

The study adhered to the CPUT research ethic requirements (CPUT ethics document ND) and upheld the fundamental principles of ethical research. The research did not include any vulnerable groups of people and was aimed at all genders of green consumers who were willing to participate in the research voluntarily. No incentive was offered to participate. The

study required the participation of human subjects, therefore it needed to be determined whether the likely benefits of the research would justify the time and effort required of them. The study ensured that the subjects' privacy and well-being was protected. Measures were taken to ensure that there was no potential for harm be it physical, psychological, social, cultural, or financial to participants and/or others not directly involved in this study (Babbie, 2010:147).

Furthermore, the research did not involve any substance, procedure or methods that would directly or indirectly harm the environment. As the research was voluntary and no references were made to participants' personal details in the findings, confidentiality was ensured. Qualitative data (e.g. beliefs and perceptions) of all participants were documented and communicated under pseudonyms. Observations and the examination of documents by the researcher were made after permission had been granted by the participants (MacDonald, 2012:45). Anonymity of proprietary information was also upheld, and as the researcher I accepted responsibility for maintaining confidentiality throughout the research process (MacDonald, 2012:46). Identifying information was destroyed from the raw data as soon as it was no longer needed, to further support anonymity (Babbie, 2010:111).

3.7 Role of the researcher

This research is a culmination of my interests and influences gained through my work as a graphic designer in industry and subsequently my career as an educator in visual communication at a tertiary education institution as well as my interest in sustainability within green products. My interest in visual communication, packaging and green products has led me to investigate consumer perceptions and the trustworthiness of advertised green products on a digital design platform. However, for this study, I focused on the affect that design elements (copy, green logos and colour) have on the trustworthiness of consumers through the use of digital advertisements.

Orzan, et al. (2018:1) argue that packaging is one of the most important constituents of food and non-food products because a well-packed product can be a guarantee of consumer protection.

The packaging of products has four different marketing functions (Orzan, et al., 2018:1):

- It contains and protects the product

- Its role is to promote the product

- It helps consumers to use the product

- It should facilitate recycling and decrease environmental damage

My role as researcher was to evaluate and determine how to integrate visual design techniques and trustworthiness of a green product's packaging on a digital design platform. I investigated green product digital design adverts with the use of green logos and copy within digital design advertising.

3.8 Conclusion

The chosen research design and methodologies were used to determine how visual components of green digital design advertising are perceived. The research design and data analysis have to be carefully studied due to the complexity of this part of the study. Green advertisements were given special consideration within a new media platform with this in mind (a web-based advert). As a result, a case study was presented as an exploratory and investigative research design using a mixed method approach. A single-case study was used as the research strategy. This allowed the researcher to dig deeper into the dependability of a green cleaning product. Furthermore, the data was used to determine the effect of trustworthy digital advertising on green product consumption in South Africa. A purposive sample of the population consisting of volunteers was used, that included both female and male individuals (as well as those who do not identify as either gender).

Quantitative and qualitative methodologies were applied in the mixed data collection method approach. Quantitative methods such as questionnaires were used first, followed by qualitative methods such as online interviews. The analysis and the findings from these methods are detailed in Chapter four.

Chapter 4: Analysis and findings

4. 1 Introduction

The study's analysis and findings will be described in this chapter. The questionnaire used in this study was thoroughly scrutinised to ensure that the information obtained was presented in a clear and understandable manner, and it included tables, percentages, and graphs that were appropriate. Interviews were done to get additional information needed to complete the study's goals (Babbie, 2010;144). The general goal of this research was to assess the trustworthiness of green products by examining adverts and green logos, as well as the copy utilised in both.

The questionnaire was divided into four sections, each with fifteen structured closed questions designed to assure data rigour and objectivity. The interviews consisted of twenty semi-structured questions to give a wider range of fuller answers, using the subject's own knowledge or feelings. These questions were not intended to guide the person being questioned, and the outcome was a response that demanded an explanation that went into further detail about the questionnaire (Babbie, 2010;142). Open-ended questions aim to elicit a more comprehensive and complex response from the individual answering the question. Closed-ended questions are useful in instances where you need a rapid, clear answer, but they're not good discussion openers. As I was searching for an explanation or a lot of information, open-ended questions were the best option (Babbie, 2010;142).

Questionnaire

4.1.1 Questionnaire overview

The number of participants showed an 77/109 (70.6%) completion and a 32/109 (29.4%) dropout. The questionnaire was viewed online by 309 people. The questionnaire was started by 109 participants with a completion rate of 77/109 (70.6%) and an average of five minutes of participation in the questionnaire. The 77/109 (70.6%) completion rate was advantageous for my study as it was more than expected for the number of participants needed (Creswell, 2018:48).

Completion / Dropout

■ Dropout = 29.4%   ■ Completed = 70.6%   ■   ■
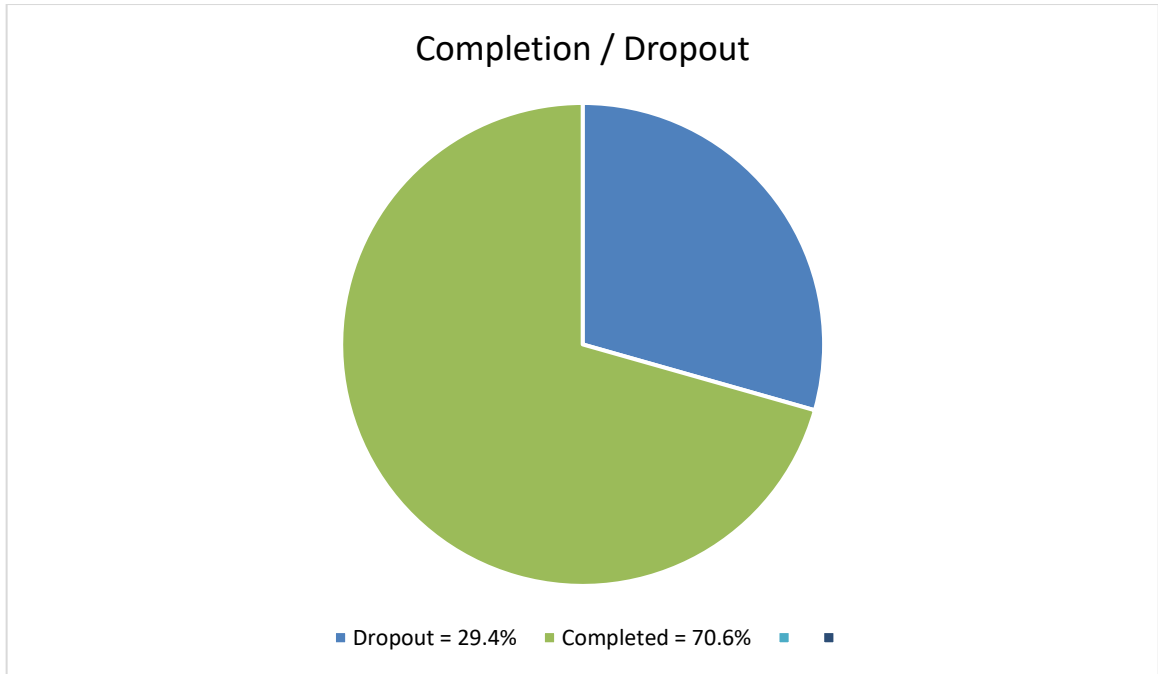
Figure 4.1: Completion and dropout rate of questionnaire.

4.1.2 Demographic responses: Gender and age

In questions 1 and 2 of the questionnaire participants were asked to share demographic information. This information was used to add variables when discussing findings, in order to compare to existing literature that used these variables in their findings.

According to the findings, more than 62/77 (80.52%) of the subjects in the questionnaire were females, indicating that females had more interest in participating in this study than the men, who accounted for only 15/77 (19.48%) of the sample.

■ 1. Male   ■ 2. Female   ■ 3. Non-binary   ■ 4. Other
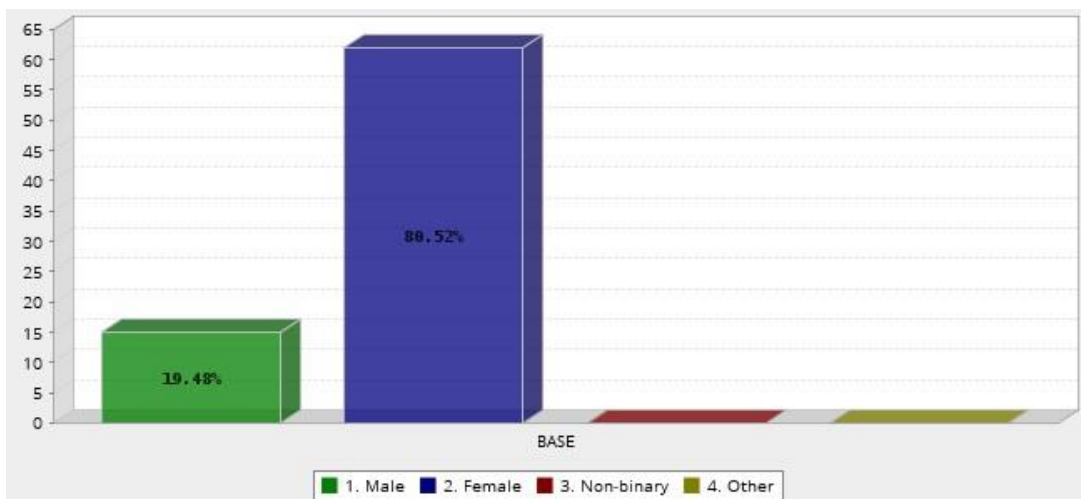
Figure 4.2: The gender of the participants

In my research the majority of the cases presented were 33/77 (43.42%) in the 20-30 age group, followed by 19/77 (25%) in the 30-40 age group, 7/77 (9.21%) in the 40-50 year age group and 10/77 (13.18%) in the 50-60 age group. Only 4/77 (5.26%) of the subjects were in the 60-70 years age group. The maximum age group found in this study was 25 years and the minimum age group was 72 years. The majority of age group that engaged in the questionnaire fell in the millennial's generation.
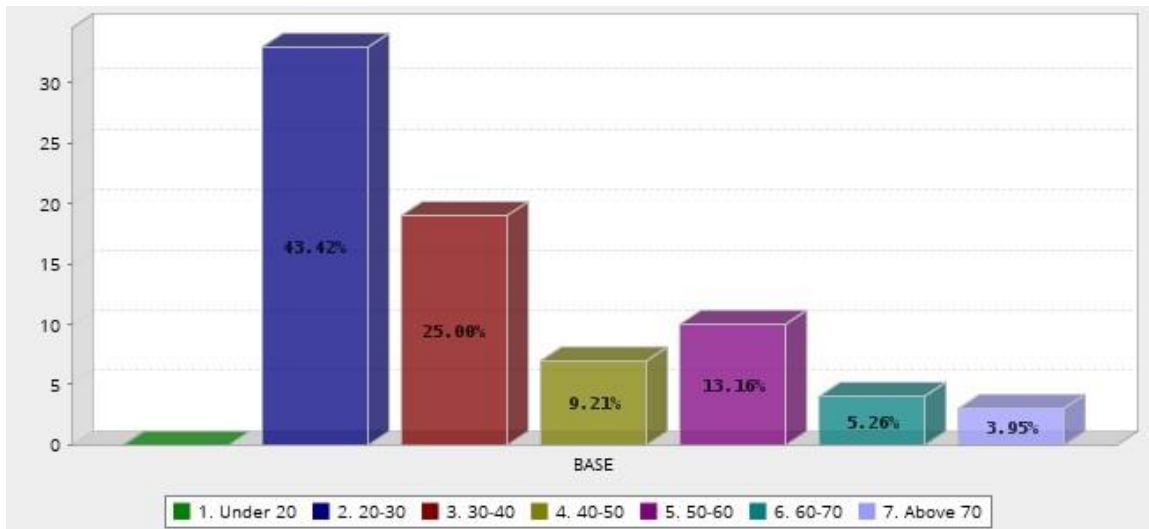
Figure 4.3: The age of the participants

4.1.3 Considering the environment: Buying and recycling habits

Participants were asked if they considered the effects on the environment when purchasing general day to day products and the majority 46/77 (59.74%) answered yes and 31/77 (40.26%) answered no.
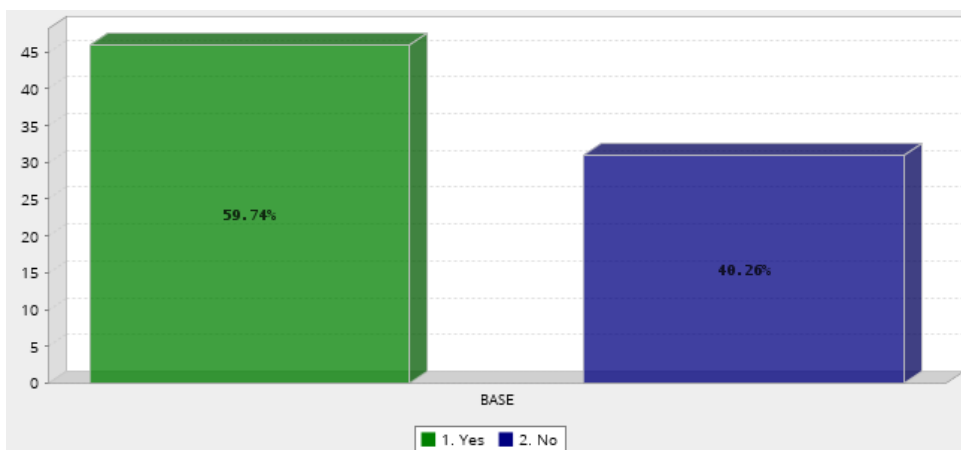
Figure 4.4: The buying habits of participants.

When asked if they regularly recycle product packaging the majority of the cases at 55/77 (71.43%) answered yes and 22/77 (28.57%) answered no.
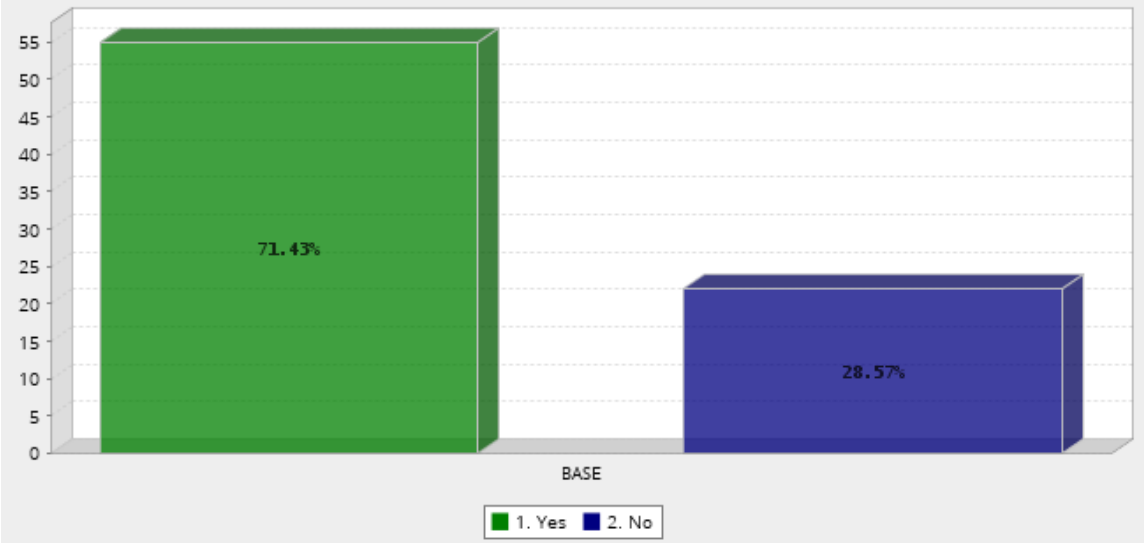
Figure 4.5: The recycling habits of participants.

4.1.4 Considering environmentally friendly products: Keeping environmental issues in mind.

Participants were asked if they knew any products that are environmentally friendly, in my research the majority of the cases at 64/77 (83.12%) answered yes and 13/77 (16.88%) answered no.
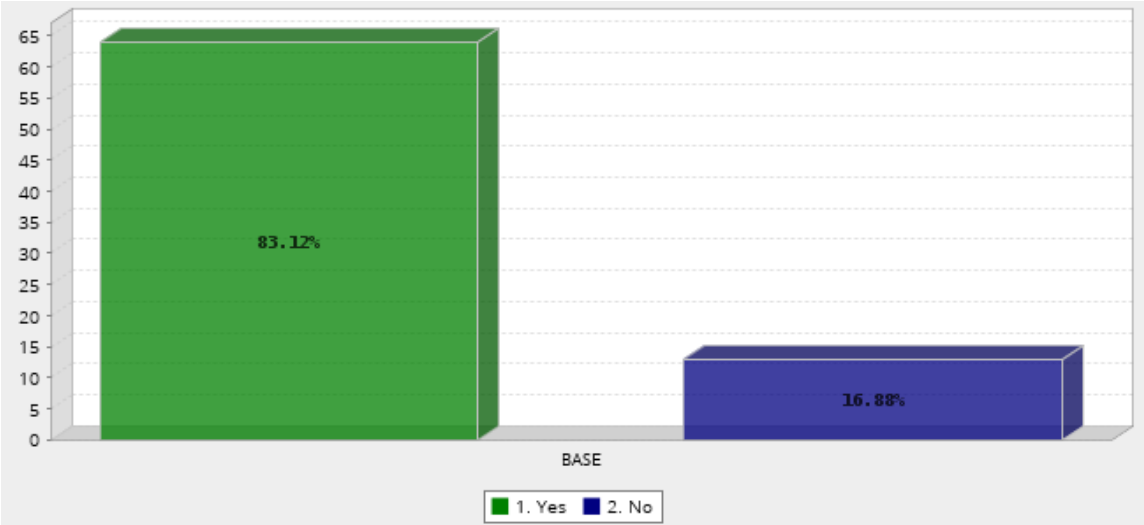
Figure 4. 6: Considering awareness of environmentally friendly products.

Participants were then asked if they had ever bought or considered buying products which are designed with the environment in mind and, in my research the majority of the cases at 70/77 (90.91%) answered yes and 7/77 (9.09%) answered no.
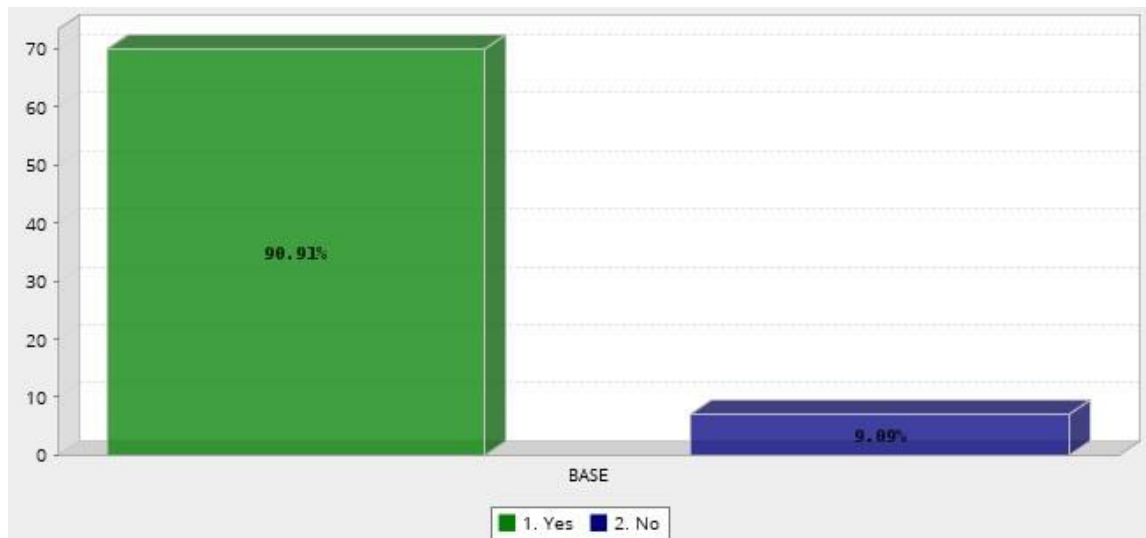
Figure 4. 7: Considering environmentally friendly products

4.1.5 Reflecting on the experience of using green products: Selection process.

When asked about their experiences of using green products participants overwhelmingly indicated that they felt like they are helping the environment through their usage. In fact 23/77 (30.07%) of participants agreed with this statement, but at the same time 23/77 (29.97%) of participants indicated that they found green products too expensive. Participant 43049380 elaborated on this:

> I found the green cleaning products I have purchased are generally quite expensive as a once off payment even though they stretch over a 2/3 month period. It's difficult to have the funds readily available when the products run out. Especially when having children and pets there are always unforeseen expenses. Also I have found some products work well and others do not do much. Bare in mind I generally buy my products from private suppliers and not grocery stores.

Another notable point is that 13/77 (17.48%) of participants found the packaging of green products enhanced their experience of using them. Only 2/77 (2.1%) of participants indicated that they were not aware of these products. Although they were aware of the products, Participant 43843909 commented that:

> Can't elaborate on my experience because I've had little to no experience with any or many products.

It was mentioned that green items are not always available, as pointed out by Participant 43088997:

Even at bigger retailers.

In structuring the questionnaire and questions by adding in an option for 'other', individuals could share additional insights if they felt that the options above did not fully describe their experiences. This function allowed for further clarification. Participant 43843423 commented that green products:

Tends to be more time consuming.

which provides a deeper insight into the 7/77 (8.39%) of participants that indicated green products have a reduced performance. In opposition to this, 5/77 (6.99%) of participants noted that green products have an increased performance. Participant 43161292 added that green products:

Smells are generally less artificial. Also, products can generally be used for multiple purposes which is a plus.
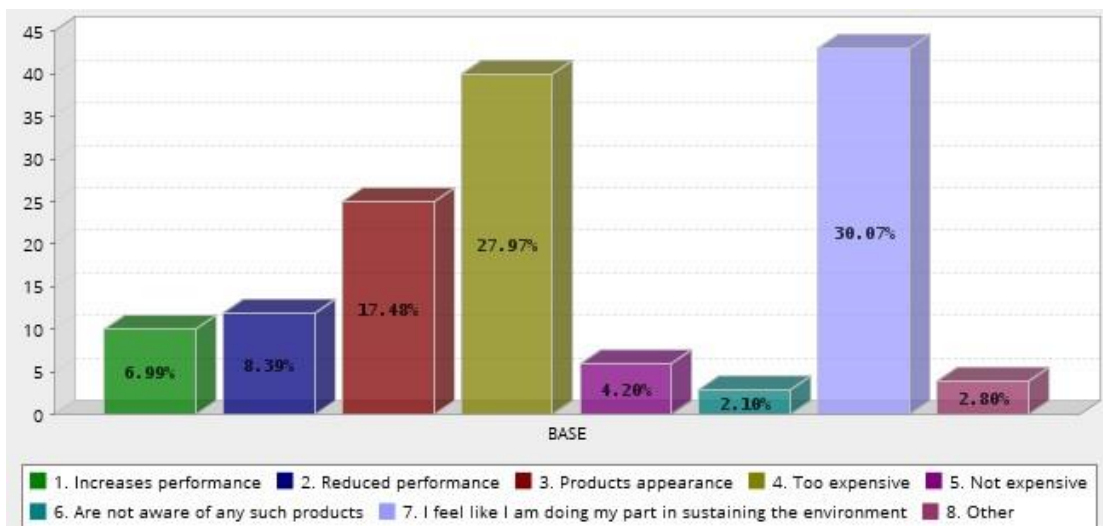
Figure 4. 8: Reflecting on the participants experience of using green products

4.1.6 Building trust

When asked what would make them trust a product (Q8), participants offered a range of insights. Question 8 included a section that required a personal response from the participants in order to ensure that they were not being guided in their replies. I produced the following

table that grouped main response types together - this does not imply an emergence of themes; it merely provides structure to the comments provided.

Table 4.1: Building of trust (Q8: What makes you trust something?)

When the item in question works (performance).	If I feel it works well (participant 43879070); If it works (participant 43878010); Performance (participant 43849328); Performance (participant 43874635); If I read reviews and use it for the first time myself before giving my own opinion on it and if I trust it or not (participant 43051527); If I have used it before and it actually works or if the brand is aware of their packaging and makes their packaging recyclable (participant 43112874).
Knowledge and reputation of the ingredients, product and brand.	My knowledge of the material that it is made of (participant 43875376); Reputable company (participant 43874635); Product ratings and reviews, attractive packaging, reasonable price point (not super cheap as it might indicate lower quality, but not overpriced either), ingredients/materials list, recommendations (participant 43050172); Usually a trustworthy website (participant 43155785); Packaging and the brand appearance on social media and media overall (participant 43153848).
Reviews and recommendations.	Performance, good prices, reputable company (participant 43874635; I think reviews on products usually assist consumers (participant 43856011); Good performance and great reviews (participant 43846497); If friends recommend it (participant 43860193); Appearance of the product (if never used before) Labeling (aka, what it promotes) Past experience (participant 43161292); Where I buy a product (e.g Woolworths) otherwise, previous reviews when purchasing from anywhere else (participant 43143541); When I can see real proof of how something works (participant 43049380); Consumer support and product reviews (participant 43093470);

	If I know it works well or that there are reviews on it that are good (participant 43143760);
	Previous experience. Word of mouth (participant 43049616).
Experience when using it.	Performance (participant 43849328);
	Good experiences (participant 43844565);
	Reliability (participant 43247664);
	Quality over quantity (participant 43246714);
	Successful results (participant 43145481);
	Quality (participant 43108318);
	If it's well known or backed by people I trust (participant 43105786);
	Experience and recommendations (participant 43088997);
	Personal experience (participant 43076614);
	Reliability from previous usage (participant 43056913).
Accessible language use and instructions.	Experience/ research (participant 43279560);
	Clear and easy information. Transparency of product creation (participant 43246796);
	If it has a green eco logo on the packaging (participant 43247117);
	The wording on the product, the facts (participant 43105416);
	When it does what it says it should (participant 43101926;
	I look at what is in the product and if it is a non animal trial product (participant 43050719).
The look and feel or the product and packaging (design).	The brand (participant 43846522);
	Professional packaging and track record (participant 43844180);
	The brand, quality, durability and effectiveness (participant 43843909);
	Look and effective (participant 43843089).
	The package needs to look interesting and the price needs to be affordable (participant 43247237);
	A good packaging - although it might not be a representation of what is inside, I tend to pick those above the others. Also for example woolies packaging, it's very plain, much less printing needed than elaborate packaging in other stores and woolies packaging looks better, I trust woolies more (participant 43095511);
	A well designed brand (participant 42985985).
	Function (participant 43164766).

Promotional claims are true when used.	If it is scientifically tested (participant 43873977);
	Transparency from the company, reading up on the company (participant 43843423);
	Confirmation from other sources that a particular product is as it claims to be (participant 43842876);
	Accurate and truthful information (participant 43247327);
	I trust a product that gives me what I paid for. If the product says it does xyz and gives me xyz I will trust it going forward (participant 43075789);
	Being able to clearly read each and every ingredient. Also if the packaging itself is very bad for the environment, then it makes me question the authenticity of the contents. Also if it has been approved by eco reputable groups (participant 42974436);
	I think mainly advertising/labelling e.g. not tested on animals (participant 43150435);
	If the quality is good and trustworthy I'll use it (participant 43143714).
Locally produced.	Brand familiarity (participant 43250135);
	If I know that the brand is known to be environment friendly and cares about its consumer's wellbeing and experience (participant 43248227);
	Recommendations, good reviews, locally made (participant 43068846);
	Information about the product, how it is manufactured and from which recycled products, how does the local community benefit from this product (participant 43078770);
	Being a Proudly South African Product (participant 43048541);
	Brand Name (participant 43150832);
	The functionality and the ethical background (participant 43143738).

4.1.7 Brand trust: Factors about a brand that implies trustworthiness.

In question 9 participants were asked what factor made them trust a brand that they use. For 23/77 (30.28%) quality is important, for 10/77 (12.68%) maintenance of competitive prices was crucial and 27/77 (34.51%) agreed on value for money. Another 8/77 (10.56%) agreed on the importance of the availability of special offers and 8/77 (10.56%) agreed that the demand or popularity in the market would also create trust.

Participant 43145481 said that:

> If the brand is actually making an impact with results and proof that it does help with the environment, sure. But take straws for instance, or woolies taking the initiative to change their bags. But they don't change what they put in the stores that people buy? And that paper straw that you drink out of at steers is in a plastic cup? So what happens to that cup? All fairness, product packaging can make a change but if you look at the bigger picture we shouldn't even have packaging to begin with, only reusable containers that can be refilled.
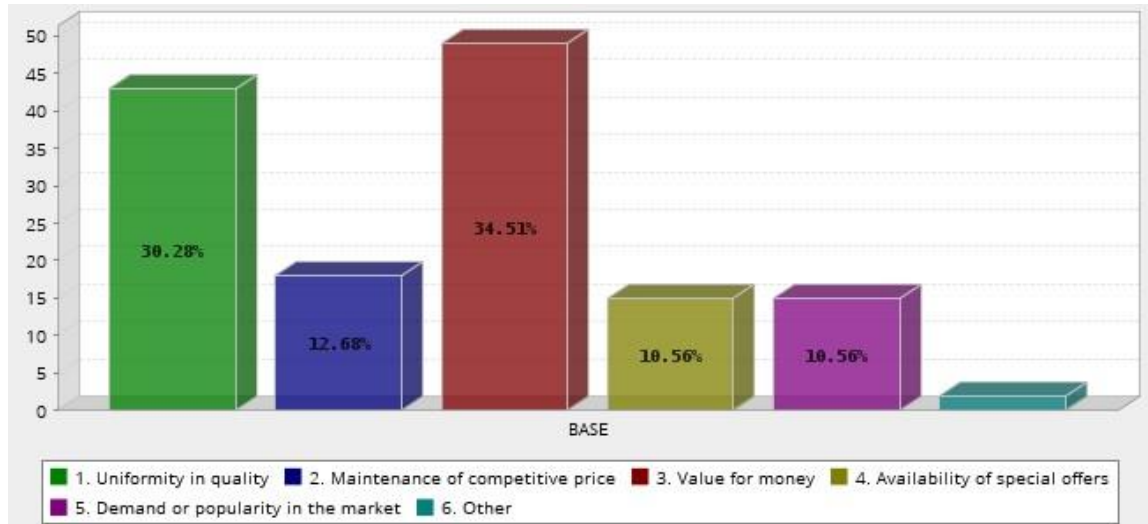
Figure 4.9: Brand trust: Factors about a brand that implies trustworthiness*.*

4.1.8 Brand loyalty: Factors about a brand that can affect your trust in the brand.

The majority of the participants agreed drastic decrease in quality is a factor at 37/77 (48.67%), with an abnormal increase in price at 29/77 (37.17%) and the reduction of demand and popularity in the market at 8/77 (10.62%).
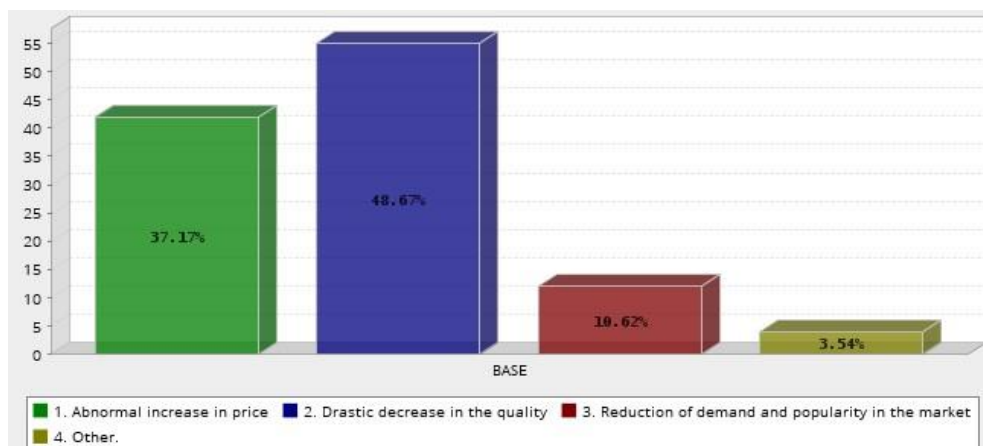
Figure 4.10: Brand loyalty: Factors about a brand that can affect a participants trust in a brand.

4.1.9 Brand familiarity: Brand awareness of eco-friendly cleaning ranges.

Participants were shown images of seven eco-friendly cleaning products. When asked about their brand awareness of these eco-friendly cleaning ranges participants mostly recognised product 1 and product 7 32/77 (41.98%) of participants recognised product 1, with 19/77 (24.43%) recognising product 7.

Table 4.2: Brand awareness.

	1	2	3	4	5	6	7
Product							
Count	32	2	2	10	6	5	19
Percentage	41.98%	3.05%	3.05%	12.98%	7.63%	6.87%	24.43%
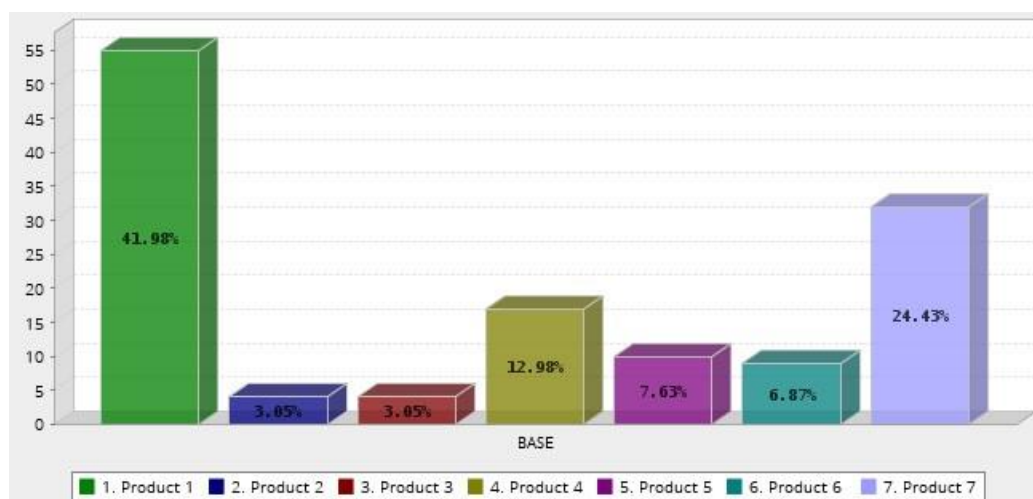
Figure 4.11: Brand awareness of eco-friendly cleaning ranges.

4.1.10 Advert familiarity: Selecting adverts that provided the consumer with trust that the product/s being advertised are green, sustainable, or eco-friendly.

In my research the majority of 34/77 (44.44%) of the participants agreed that Advert 3 provided the consumer with a sense of trust and that the advertised products were green, sustainable and/or eco-friendly. While Advert 1 had a 23/77 (30.16%) trust value and Advert 2 had a 34/77 (44.44%) trust value.

Table 4.3: Advert awareness.

Advert 1	Advert 2	Advert 3
Respondents: 23	Respondents: 34	Respondents: 34
Advert 1: Anon, 2021. Advert 2: Anon, 2021 Advert 3: Anon, 2021		

Figure 4.12: Advert familiarity.

4.1.11 Advert familiarity: Wording, logos or colour that give the understanding that products are eco-friendly.

Participants were asked if it was the wording, logos or colour that gives them the understanding that the products in adverts in Table 4.3 are eco-friendly. The majority of the participants said it was the copy/ wording at 30/77 (39.57%), with the green logos at 22/77 (28.06%) and colour at 21/77 (27.34%).

Participants 43843909 said Woolworths is a brand that I associate with quality and sustainability.

Participant 43247664 stated: it was the Checkboxes - First thing I look for.

Participant 43161292 mentions the introduction of natural elements (e.g. fruit/herb imagery within the simple truth as).

Participant 43078770 referred to the track record of the supplier for example Woolworths.

Participant 43051527 stated: You see current words or images that shows you the eco-friendlness of the product.

Participant 43145481 stated: To be honest, none of these look eco-friendly because of the packaging associated with plastic. I just like the style and vibrancy of the overall advert but none of them show eco friendly to me.
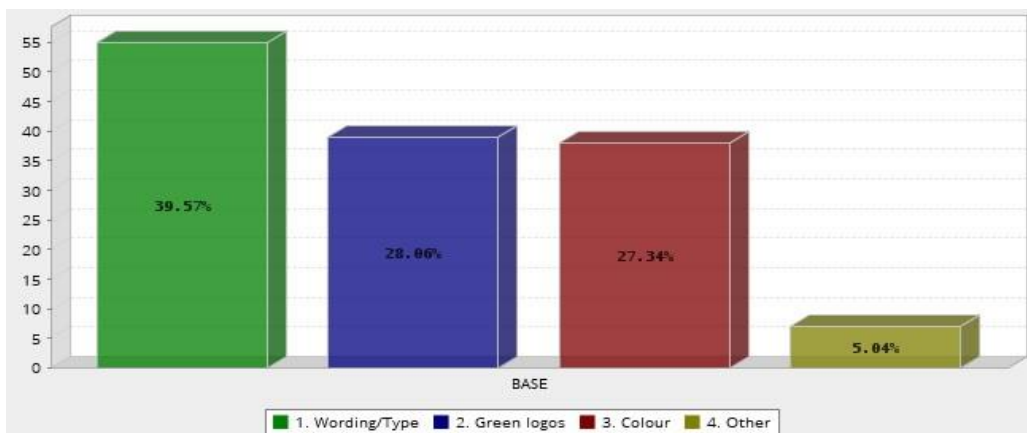
Figure 4.13: Advert familiarity between wording, green logos, colour or other.

4.1.12 The impact of content in decision making

Question 14 asked participants to read the following headings of green brands and to indicate whether the information would change their choice to purchase a green product versus a non-green product:

A. New eco-conscious Live Green cleaning range is made from biodegradable plant-based materials that are cruelty – and guilty-free.
B. Living healthy, eco-friendly cleaning products.
C. Eco Range.
D. Eco-conscious cleaning range.
E. Range of affordable cleaning products which are eco-friendly, cruelty free and made with biodegradable materials.
F. Biodegradable and non-toxic
G. Earth friendly – made with biodegradable cleaning ingredients.

An overwhelming number of participants 67/77 (87.01%) indicated that the mentioned content could affect their choice to purchase a green product.

4.1.13 Assess the following logos of green cleaning brands: Click on the logos that you felt add trustworthiness to your decision making of these brands?

The majority of 17/77 (22.17%) of the participants agreed that Product 3 provided the consumer with a sense of trust and that the advertised products were green, sustainable and/or eco-friendly. While Product 1 was at 15/77 (19.34%) trust value, Product 5 at 14/77 (17.92%), Product 6 at 11/77 (14.15%), Product 2 at 10/77 (13.21%), Product 4 at 9/77 (11.17%) and Product 7 at the lowest of 1/77 (1.42%) trust value.

Table 4.4: Logo awareness.

	Product	Respondents	Percentage
1		15	19.34%

2		10	13.21%
3		17	22.17%
4		9	11.79%
5		14	17.92%
6		11	14.15%
7		1	1.42%

4.2 Findings from Interviews

In this section of chapter four, the findings of the online interviews are discussed. In order to accomplish the research objectives interviews were conducted to capture additional data to that of the questionnaire. The responses are reported under the various questions to make analysis easier. Note that comments are in the original phrasing of interviewees and their codes act as prefixes to link responses to people. The interviews consisted of 20 open-ended questions to give a wider range of fuller answers, using the subject's own knowledge or feelings. These questions prevent a pre-emted response from the person being asked, and the result is an answer that requires an explanation giving more depth to the questions that had been asked in the questionnaire (Baxter & Jack, 2008:544).

4.2.1 What does trust mean to you?

Participant 42974436 – Trust to me is that you are trustworthy to what you say, but that you are trustful to what you are advertising. Most of all, if the brand does not advertise something and then when you get the products it is not what they advertised then automatically trust is broken. If it is in the workplace, I would say trust is being honest. Trust is broken as well, when you are dishonest, to explain, so you said basically honest, but if I am not being honest this would make you feel that you lose trust in that situation. Whether it is a brand or a company. So, if you advertise that your product is organic and when I buy it and find out that it is not organic or it has been tested on animals, or you know, then for me that trust with the brand is completely broken and I will not use your product anymore. So, I think it is more about if you are being honest in what you are advertising and between what I am getting when I buy the actual product then okay, I will then continue to trust the brand.

Participant 43098807 – What trust means to me is if you can walk a mile with that person or with that business, you know you are going to be there with them, and they will be there for you to support one another. That is what trust means to me. If I think about different shops, speaking about brands, if they provide special discounts to you. You have to trust the relationship between you and the shop, like Pick 'n Pay for instance, if they provide you with the necessary products that you need, you go and buy that product and especially if they give discounts to you for those products that you purchase. To trust that they are giving discounts and are not cheating you of your money.

Participant 43846497 – What does trust mean to me, to me it is a feeling that a brand can be relied upon, so they stay true to their promises that they make to the consumers or to myself and then also that if you had to investigate any of the claims that they make that will also be truthful and they will also live up to that, it is not only about stating something but also living it as a brand and I think a brand that always come to mind to me when it comes to trust is Woolworths, I think they are transparent and authentic in what they say and do, they even own up to some of their flaws, so if they do something that goes against whatever claim they make they will then come back to the issue and then say they made a mistake and this is what we going to do moving forward. What resonates well with them is their promise and factor of quality. I feel this is something they always stay true to and when you are buying something from them you know it will be of good quality and if it is not, they have a very good return policy. To them the customer is always right. So, at the end of the day if you are buying something you are unsatisfied with, you can trust them in the sense that they will either give you money back or replace the product.

Participant 47161293 – Yes, If I buy a brand like a Toyota or Bosch machine, I will trust by word going around that the car brand or washing machine brand is good. From what other customers have said.

4.2.2 Are you aware of "green products" or Eco-friendly products?

Participant 42974436 – Yes, I am, but mainly eco-friendly body products, like soaps, creams etc.

Participant 43098807 – Yes, I am aware that there are products on the market. I know Woolworths and Food Lovers Market are big with the eco-friendly ranges.

Participant 43846497 – Yes, I am.

Participant 47161293 – I know of electric vehicles. Usually, it will be more your washing soaps, that will not be harmful to the environment. I cannot name them off my head, but I do know that these products exist.

4.2.3 How did you become aware of "green products" or Eco-friendly products?

Participant 42974436 – Personally, I got my first eco-friendly product as a gift. The shop is called Lush in Canal Walk, it came as a gift set, and it was all organic and eco-friendly and ever since then I have used that product. I am online a lot and see a lot of adverts for eco-friendly or organic products. More online, digitally.

Participant 43098807 – By personally shopping and seeing them in the shops, and then family WoM. Online also with adverts online, for eco-friendly products and on Websites, example Woolworths Website.

Participant 43846497 – There are two parts to this, so the first one is through word of mouth from my mom, so my mom is very into the environment and animals and protecting them. This is where my knowledge of green products came from, she was also using them and advocating them and the benefits of them, and then also being part of a millennium generation, we start to notice more things about climate change and what we are doing to the environment and at the same time also things that I am seeing on social media. So, it is both the relationship I have with my mom and then also what I am seeing everyday being advertised through brands on my social media platforms.

Participant 47161293 – Definitely advertisements and brand awareness. This would help to know about these eco-friendly green brands.

4.2.4 If green features increase the price of the product, are you willing to pay more?

Participant 42974436 – Yes, purely since it is better for the environment and for what it stands for and most of the time the quality of that product is also better.

Participant 43098807 – Yes, I would, it depends what product but in general I would buy green products.

Participant 43846497 – Yes, I definitely am. So, I feel that what you are paying for is that it goes beyond the product itself, so it is also what the product stands for, and that is why I am willing to pay more, as you are buying onto something green, you are not just buying the product to clean but that you are also giving back to the environment, so it is like your money is going into two different things, not just the product itself.

Participant 47161293 – Within limits yes, if it is not going to harm the environment, I would rather get a product that will not harm the environment. So yes, I would pay more.

4.2.5 Do you think there is enough information about "green" features when you buy the product?

Participant 42974436 – That I would say depends, as if it is a new brand the information is not always on par but if it is a more established brand that has been around for a long time, they give a lot more information. I do not think there is enough marketing or advertising about green products on the market.

Participant 43098807 – Not much information for green products. When I buy green products, the only information is on the product, more information would be nice for example flyers or adverts in the shop.

Participant 43846497 – It depends what brand, so some brands are very clear with the information that they put out there, for example I use skin cream that is eco-friendly and they have all their information online and also on their packaging and also where they sell it you can find everything you want to know about them, but then for some reason more commercial brands, for example if you go into Dis-Chem, or Clicks or even Woolworths there is not a lot of information around their eco-friendly products. So, I feel it more with local small brands as opposed to big retailers.

Participant 47161293 – Usually on social media, I garden so I go on and see what is green and environment friendly, so as not to have products that will harm birds. On the packaging it has information that the product is animal friendly and environment friendly.

4.2.6 What is the main reason that makes you willing to pay more for the "green" products?

Participant 42974436 – As a designer I would normally buy the green product because of the packaging, the look and feel, because the branding and packaging on green products are nice. Clean and simple, even the soaps do not have packaging but the design on the soap is very

nice and more appealing. What it stands for and that it makes a difference to the planet is why I buy green products.

Participant 43098807 – A greener earth! To make the future better for the next generation, a better future for our children.

Participant 43846497 – I think that it's beneficial because you are paying for shared value, so it not only benefits the company at the end of the day you are also putting money back into something that is good. So if you are spending your money on something that is eco and is going to improve the environment then you are pushing more companies or brands to follow suite to kind of take that route because more of the sales are going that way where if you are buying the cheaper alternative that are bad for the environment you are showing the green companies and other companies that there is no point in actually selling green products because they can make more money selling something that is not necessarily good for the environment.

Participant 47161293 – That I can trust it and that it will not harm the environment.

4.2.7 What is the main reason that makes you not willing to pay more for the "green" products?

Participant 42974436 – For me it would be the amount, for example, if it is bubble bath or cream it is a lot less product in the packaging, smaller than a normal product, but I would still pay the cost for that green product.

Participant 43098807 – I think the prices have increased a lot.

Participant 43846497 – It depends if they are green or not, a lot of companies will sometimes claim that they are green but then they will for example will make use of single use plastics, which I do not agree with, so if you are going to claim that you are green and you are eco-friendly then you need to follow through and uphold that promise. But at the end of the day, I am willing to pay more for green products.

Participant 47161293 – If it is very expensive or there is no evidence that it actually works.

4.2.8 Why do you think green marketing is in headlines nowadays?

Participant 42974436 – I would say it is in the headlines because of all the prolusion, the fact that we damage the planet so much. I think that the more you hear about something and the more you hear about something, the more you take it in. The more that you hear about what you are doing to the environment, the more it gets stuck in your mind and you end up wanting to do more for the environment, and this does give marketing the edge to use this for their benefit. They touch an emotional part of people, like not using plastic straws as it harms sea animals.

Participant 43098807 – I think that leads to the answer about a greener earth and how products can affect the earth and the future of the earth.

Participant 43846497 – I think green marketing is in the headlines because we are finding out more information about what products and things can actually do to the environment, so with that whole climate change and being aware of all of these things we are now starting to realise the effect that our actions have on the environment and I think also based on that it is now become an industry trend while at the same time to sort of use green marketing as a tactic to get sales.

Participant 47161293 – Because global warming is the buzz word and the environment plays a big role in that so anything that will not contribute to global warming is a good thing.

4.2.9 Which marketing element strongly influences your buying behaviour of green products?

Participant 42974436 – I would then also say it is the packaging that influences my purchasing of a green product. There is a clear difference between an organic product and a non-organic product. I notice this, and this is what attracts me to it, then read it and then see its good and then most of the time purchase it.

Participant 43098807 – WoM and why it is good for you, and the packaging and the feel of the packaging, influence me to buy the product and try it out.

Participant 43846497 – So I would say packaging. I am not sure if that is one of the elements to look at, but that is probably the first thing I always look at is whether the packaging itself

looks eco-friendly and sustainable, and then also look for the actual well-known symbols affiliated with us as well. So, the actual eco logo, those are the next kind of things I look for on packaging itself, but if you are looking for something more like a message, so it is that as well. But then if it is not necessarily looking at the product but more just the brand information before even committing to buying something, it is also their story on social media platforms and online on their websites. Are they advertising this? Are they talking about it? So, transparency is very much key with that being open about how they give back to the environment and how their products are eco, and all that information is very important for me to see on the packaging as well as online.

Participant 47161293 – I would say social media, Facebook groups that recommend it and that a lot of people confirm that it works.

4.2.10 Is the market for green products always positive?

Participant 42974436 – For me personally yes, but I am not so sure about if it is positive for everyone. Green products are asking you to give up something that you are not used to, because these products are not usually what you use, but you are buying or changing to it because it is helping the planet. So not positive because of the change but also positive because you are helping the planet and doing good. It does work on your emotions to buy the product so not to damage the planet or harm animals.

Participant 43098807 – I have not heard any negatives, so yes.

Participant 43846497 – No. I think that a lot of companies take this as a sales pitch so that they feel that they are going to go and label themselves as green, even if it is that the companies may be a small percentage wise eco-friendly. They will then go and take that to be able to try and increase their sales. I mean, you always get those horrible stories that come out in the news about how the companies are doing horrible things to the environment and they are not actually green. So, I think there is a bad reputation for using this as a sales tactic. But then there's actual brands and genuine about it and do want to promote saving the environment, use things like that with a product.

Participant 47161293 – Yes, mostly. When you do research and see what other people say, usually it is a good thing and works to kill off pests but will not be harmful to birds and is positive about the product.

4.2.11 Thinking back to purchasing your first green product, can you remember what it was about the product that made you purchase at the time?

Participant 42974436 – It was the packaging, other than that it was the fact that it was better to use, it had interesting facts on the packaging about how this product is good to use, had a great concept and was interesting and good for the environment and my skin. In the shop they had advertising about the product, but no other advertising. Info was all on the packaging, plus green logos. Organic logo.

Participant 43098807 – It would have been about the packaging and the layout of the design and information about it being green.

Participant 43846497 – I purchased my first green product for my skin. And the reason why is because everything else had chemicals that were creating horrible acne for my skin. So that was the first reason. So, it was not actually necessarily a reason for that, but I love the planet and I wanted to save the planet. My first brand switch to something eco is just since my skin needed it. Yes, there were green logos and wording on the product. There was a logo at the back, but then it was also the packaging copy (wording), it was glass which is recyclable. But what they do is they sell sachets, so this promotes keeping the glass and reusing it yourself each time, instead of throwing it away. There were not really any advertisements on it, and they still are not actually advertisements on it. Do you think that it is a popular product now? Yes. Literally gone into every major retailer like Woolworths and poetry, even Truworths. So, it is kind of gone everywhere now. Faithful to nature. So, I think what they leveraged was just word of mouth and people advocating for the product or how basic it was instead of physically advertising it themselves.

Participant 47161293 – The packaging was not great looking, but I knew from what I read I recognised the logo and the brand and that is why I purchased it.

4.2.12. How familiar are you with these brands in these eco-friendly cleaning ranges?

This question established the interviewees familiarity with the product type which is the focus of the case study. Table 4.5 depicts the product that was shown to the participants, as well as their reactions to it. Product A was the most popular among the participants.

Table 4.5: Brand awareness.

Brand	A	B	C	D	E	F
42974436	Yes	No	No	No	No	No
4309880	Yes	No	No	No	No	No
438464	Yes	No	Yes	Yes	Yes	No
47161293	No	Yes	No	Yes	No	Yes
Advert 1: Anon. 2021. Advert 2: Anon. 2021 Advert 3: Anon. 2021						

4.2.13 What is it about these adverts that express: Trustworthiness of being eco-friendly?

For this question I wanted to establish whether the interviewees could distinguish what it was about the adverts that expressed trustworthiness that the adverts are eco-friendly. All of the images are from marketing material, in the digital domain.

Figure 4.14: Advert A (Anon, 2021).

Responses to advert A:

Participant 42974436 – The first thing that I see is no artificial flavours, I see the copy first and this states what is in the products and what is not, and it has the green look and the information, and I like the fact that is states to look at the green circle, creating awareness of what products are green. I buy this brand.

Participant 43098807 – The colours, and images working together with the products. The information about the products will create trust to buy the products. The fruit illustrations and the logo, the wording create a green feel.

Participant 43846497 – The first thing that catches my eye is the actual colours, so they are using very muted tones ready which tells me that the product is potentially eco which is great also in the name and solving simple truths like truth also makes me think of trustworthiness. I think that it is quite good that they have that, and the name, so it looks like the advertisement

is recycled paper based on all the texture. Or maybe they are just trying to give their illusion of recycled paper, and then I think what really makes them trustworthy, is that they have these little green boxes with all the ticks that are showing you that this product does not include these things, which is quite nice to see. The colour, the logos, and the wording, give me the feeling that this advert is trustworthy.

Participant 47161293 – We should trust them as its public, that it has been shared on the market, the wording helps, if you read the fine print, yes. But some of the words do not necessarily say it's eco-friendly, could just be there to make it more sellable.

Figure 4.15: Advert B (Anon, 2021).

Responses to advert B:

Participant 42974436 – It states firstly Eco-friendly and personal care, it has the three logos on the top of the advertisement, plants based, vegan friendly and cruelty free immediately draws my attention. And then the photos because every product has the MyEarth on it and this immediately tells me the products are eco-friendly. It is a combination of the logos and the copy.

Participant 43098807 – Also the title, the wording, the images, and the logos (leaf logo) create trust and that it is green and eco-friendly. These things influence me.

Participant 43846497 – For this one. I would say it is the logo but then it is also the little symbols that are plant based, vegan friendly and cruelty free.

Participant 47161293 – This one saying my earth, makes me feel that it is eco-friendly. The wording and the colour and the logos. Especially the leaf, this tells me that it is friendly, cruelty free, this is important.

Figure 4.16: Advert C (Anon, 2021).

Responses to advert C:

Participant 42974436 – This one is earth friendly and saves money, but it does not have much eco-friendly info for eco-friendly. It has the words but not enough information to create trust, I need more information about the products.

Participant 43098807 – Because it is from Woolworths I know its green, the wording and colour makes it feel green.

Participant 43846497 – Yeah, I know that they have eco branding, which is then telling you that it is eco, but I do not feel like that is enough. Yes, they could have said a bit more about

the product, about its eco-friendly information. The packing is great, the advert could have more information.

Participant 47161293 – Not so much the logos, but the wording at the top earth friendly with the green heart next to it does say this.

Figure 4.17: Advert D (Anon, 2021).

Responses to advert D:

Participant 42974436 – The same as the previous one, but in a lot of copy, it does say that it is green, so from the copy it does say that it is green, but you need to really look hard to see what it is about. At first glance it does not strike me as a green product advert, I would need to spend time and read through the advert as there is a lot of information, but what does stand out is the chance to win a dishwasher.

Participant 43098807 – I can see the wording about live green and the colour and the logo. Gives the feel that it is green, and the products also have the logo on all the packaging, saying green.

Participant 43846497 – This one I feel has more information, about live green, green footprint, I think that it is giving you more information. The section about guilt free, trusted, could be highlighted more and stand out more. There is a lot going on, it's very busy and a lot of information. Some of the information could have been larger in font size and bolder to stand out more.

Participant 47161293 – I can see that the advert is green, I can see the wording that it is green. The products also have green on them, making it all seem eco-friendly.

Figure 4.18: Online Advert E (Checkers, 2020).

Responses to advert E:

Participant 42974436 – This is better as it screams Eco-Friendly on the top of the advert and then also has the tick marks and copy saying that the products are natural, sustainability, cruelty free and green logo.

Participant 43098807 – The wording, eco-friendly cleaning.

Participant 43846497 – By this interview, I had removed the image F as it was low quality and difficult to see on the screen.

Participant 47161293 – the green is prominent, live green and the footprint, they mention green a lot that makes me feel this is environmentally friendly.

Figure 4.19: Online Advert F (Dis-Chem, 2021).

Responses to advert F:

Participant 42974436 – This one has, living healthy and eco-home and the colours are all green. Health caught my eye first and then the eco logo with the leaf made me feel that these products are green.

Participant 43098807 – I know Di-Chem is very not green living, the copy, logo and colour makes it feel green as well as the leaf logo.

Participant 43846497 – This advert has a great logo, explaining eco-friendly or eco-home, but again very little information regarding the products.

Participant 47161293 – Green again, living healthy and eco-home and eco-friendly with the leaves, the colour makes me feel that it is environmentally friendly.

4.2.13. From the above adverts (Figures 4.13 to 4.18) is it the wording, logos or colour that gives you the understanding that these products are eco-friendly?

a) Wording/Copy

b) Green logos

c) Colour

d) Other. Please give details

Table 4.6: Responses to question 16.

Participant 42974436	Participant 43098807	Participant 43846497	Participant 47161293
A: Yes	A: Yes	A: Yes	A: No
B: Yes	B: Yes	B: Yes	B: Yes
C: Yes	C: Yes	C: Yes	C: Yes
D: All three.	D: The logos, colour and the wording.	D: Combo of all three to be fully trustworthy.	D: Leaves, green makes me feel that it's green.

4.2.14. Look at the below online advertisement: Having a comparison of green and non-green products, would this advertisement convince you to purchase the green products over the non-green products and why?

Figure 4.20: Question 17 - Online Advert (Pick 'n Pay, 2021).

4.2.15 Responses to question 17:

Participant 42974436 – Yes, the 95% recycled packaging stands out first, and the fact that it is vegan and cruelty free, I would consider buying the green before buying the non-green products. The copy and the design of the green products draw my attention first. When I look at the prices it is interesting that the prices are not that different.

Participant 43098807 – Yes, it comes to the wording and the layout, making it stand out more than the normal cleaning products. The green products stand out more. The process is interesting because there is not much difference, but more for the eco products, but I would pay more for the greener products. I sometimes wonder why green products are more than non-green products.

Participant 43846497 – I am going to say yes, and the reason I am saying yes is that I am surprised at the prices are not that different, the eco products are still a little bit more expensive but, I thought the prices would differ a lot, with the eco products being more expensive by a lot, but they are not. I also like how the copy is large and bold stating what each section is about. Eco-conscious already places on your emotions, pulls on your heart

strings making you think about the environment and the cruelty free, vegan and, the 95% recycled packaging. The green bars on the eco side of the advert are little steps convincing you to purchase the eco-friendly products, highlighting their benefits.

Participant 47161293 – Brand awareness comes in and brand loyalty, would I try it, yes if the price is not very different and it gives the same results then yes, I would buy the green products. The prices do seem to be the same in price, and this does interest me.

4.2.16. Read the following headings of green brands: Would this information change your choice to purchase a green product versus a non-green product?

A. New eco-conscious Live Green cleaning range is made from biodegradable plant-based materials that are cruelty – and guilty-free.

B. Living healthy, eco-friendly cleaning products.

C. Eco Range.

D. Eco-conscious cleaning range.

E. Range of affordable cleaning products which are eco-friendly, cruelty free and made with biodegradable materials.

F. Biodegradable and non-toxic

G. Earth friendly – made with biodegradable cleaning ingredients.

Table 4.7: Responses to question 18.

Participant 42974436	Participant 43098807	Participant 43846497	Participant 47161293
A: Yes	A: Yes	A: Yes	A: Yes
B: Yes	B: Yes	B: Yes	B: Yes
C: Yes	C: Yes	C: Yes	C: Yes

D: Yes	D: Yes	D: Yes	D: Yes
E: Yes	E: Yes	E: Yes	E: Yes
F: Yes	F: Yes	F: Yes	F: Yes
G: Yes	G: Yes	G: Yes	G: Yes – the most
Yes, these headlines will help change my choice to buy green products.	Yes, these are why I would buy these products, is because of these words.	Yes, these headlines will help change my choice to buy green products.	Yes, these words are important especially as I would want to know that the product will not damage the environment.

4.2.17. Assess the following logos of green cleaning brands:

Do these logos add trustworthiness to your decision making of these brands?

Table 4.8: Responses to question 19.

Logos	42974436	43098807	43846497	47161293
	A: Yes	A: Yes	A: Yes	A: Yes, the most

	B: No	B: Yes	B: Yes	B: Yes
	C: Yes	C: Yes	C: Yes	C: Yes
	D: No	D: Yes	D: Yes	D: Yes
	E: Not sure	E: Yes	E: Yes	E: Yes, the most
	F: Yes	F: Yes	F: Yes	F: Yes

	G: Yes	G: Yes	G: Yes	G: Yes
BIO-DEGRADABLE				

When asked if these logos added trustworthiness to their decision making of these brands (Q19), participants offered a range of insights. The question required a personal response to ensure that participants were not guided in their feedback. The following comments emerged in which all of the interviewees felt the colour with the combination of the green logos and the wording created trustworthiness.

> Participant 43098807, Yes, the wording, the icons, and the colour. Especially the leaf, this would catch my eye and to me it tells me the product is eco-friendly, not necessarily the colour but the leaf and the wording.

> Participant 47161293, A and B stand out the most as they look that research has been done to make sure these products are environmentally friendly, the leaf really feels trustworthy.

4.2.18. Do you agree with the copy below or do you disagree?

> Trustworthiness: Claims such as 100% recycled and dolphin safe were important indicators for trustworthiness. The dolphin safe label for example seems to serve as an indicator for making an animal friendly decision. But it clearly only states dolphin safety and the rest is left to be inferred by the consumer.

For this question, I wanted to see if the interviewees could distinguish what it was about the above copy that expressed trustworthiness, such as the fact that the wording used on an advertisement or a product is eco-friendly, or that the product is dolphin safe, simply by having this wording does not imply the truth.

Participant 42974436 – Yes, I do trust what is on the label, I would trust that what the brand is stating is the truth. I would also check the back of the label to see what the ingredients are to maybe back up the claim. I do feel that if they are saying it is 100% recycled on the packaging,

I would normally trust this, but the brand should always back this information up with facts. I would generally trust the copy and the logos on the packaging.

Participant 43098807 – Just stating dolphin safe, makes some think about other animals in the ocean, so is it really that safe? 100% recycled, if it has this on the product then I would think it is recycled and believe it.

Participant 43846497 – Yes and No, Yes I like to see things like that, but no in the sense that for example if it is just Dolphins safe what other animals are not safe and I feel that, this statement pr dolphin friendly logo shows that other marine animals are left out, and then 100% recycled, making this statement you would need to have more information pertaining to this statement on the packaging. The claims feel very ambitious and a bit too extreme. As a consumer I would want more information regarding the claims of the product or brand. Not just a blanket statement.

Participant 47161293 – Even if it is made from 100% recycled, does this mean that the content is also friendly to the environment. I would then look more into the product to see if the whole product is 100% safe to the environment. The dolphin safe, does not really mean it is safe to the ocean. I would need more proof.

4.3 Conclusion

From the findings it appears that by designing advertisements or packaging on advertisements related to green products it is clear that designers need to consider visual design elements (green logos, copy and colour) that have been placed on the digital advertisement. These visual design elements are key to establishing trust and awareness of a green product. Consumers are interested in the amount of research and information available on a green product and the more they can find out about a green product the more trust and purchasing intent they feel towards the product. An analysis of the key findings in this chapter established a set of key themes, which are discussed in Chapter five.

Participants mainly fell in the majority age group of 20-30 and 30-40 falling in the millennial's generation. The bulk of the participants who completed the questionnaire were millennials, which indicates that sustainability and environmental awareness are important to them.

Participants verified that trustworthiness is earned, not given, and that maintaining green brands locally is a critical component to which green brands should adhere to, according to the findings in this chapter. When it comes to acquiring a new brand, consumers frequently rely on WoM, as well as online comments posted by others about the product or brand. The consumer's impression of a green product's digital advertisement is largely responsible for its reliability. What is expressed in the digital advertisements, as well as the usage of appropriate green logos, copy, and colours, add to brand awareness and trustworthiness.

Chapter 5: Discussion

5. 1 Introduction

Based on the analysis and findings as described in the previous chapter, Chapter 5 offers insights from both primary research activities and relevant literature to meet the research goals stated in Chapter 1. In this chapter there will be a discussion of the primary themes identified in the study.

The themes include the following:

- Awareness through multimodal engagement

- Environmental education and brand expectation

- Transferred eco-behaviour

- Greening green design.

5.2 Awareness through multimodal engagement

Literature highlights three different modes of occurrence when it came to engagement with green products: awareness through online reviews, awareness through word-of-mouth (WoM) and awareness through online adverts (See-Too & Ho, 2014). These modes were also noted in the feedback from participants during interviews. When asked how they became aware of green, or eco-friendly, products the majority of participants said that it was WoM, online reviews on websites as well as online adverts.

> By personally shopping and seeing them in the shops, and then family WoM. Online also with adverts online, for eco-friendly products and on Websites, … WoM and why it is good for you, and the packaging and the feel of the packaging, influence me to buy the product and try it out (Participant 43098807).

The array of input methods noted by participant 43098807 (packaging tactility, WoM, online adverts etc.) indicates a flexibility in how consumers interact with product information and the unique ways in which they become aware of eco-friendly products. It is also apparent that consumers may look beyond the product, to the brand itself, before committing to try a product. Customers' preferences are growing more flexible, and trust in corporate information is becoming increasingly important (Đuri, et al. 2021:1).

Social media has emerged as a popular method of online communication and has the potential to increase consumers' trust in brands (Hajli, 2014:399). As social media has increased in popularity over the last two years, especially in light of the Covid pandemic, consumers have spent more time using online channels to purchase or interact with their peers. Along with building trust in a brand, the final design of a product and its digital promotion can be harnessed to generate a greater awareness of sustainable options and green products (Miller & Lammas, 2010: 7). Based on my findings from participants in the research trust building can be seen as a technique in an online setting, as well as its relationship to purchase decision, is beneficial.

> I would say social media, Facebook groups that recommend it and that a lot of people confirm that it works (Participant 47161293).

> Yes, it comes to the wording and the layout, making it stand out more than the normal cleaning products. The green products stand out more. The process is interesting because there is not much difference, but more for the eco products, but I would pay more for the greener products (Participant 43098807).

In the literature it was found that the impact of familiarity, resemblance, and structural guarantees through the use of design elements (copy, green logos and colour) trust in a green brand have been verified in the context of my study. Electronic word of mouth (eWoM) influences customers' purchase intentions (Đuri c, et al. 2021:16). Purchase behaviour is influenced directly by eWoM, as well as indirectly through consumers' trust in the underlying goods. eWoM influences value co-creation, and value co-creation through these reviews has an influence on online purchase intention. Customer trust, value co-creation, and buying intent are moderated by consumer reviews on social networking sites, and consumers' faith in a product (See-Too & Ho, 2014:184). The above statements were supported by findings from both the questionnaire and interviews; many of the participants mention that trust is established using eWoM by the reviews given on social media platforms in addition to physical design elements (copy, green logos and colour) viewed through digital advertisements.

Then if it is not necessarily looking at the product but more just the brand information before even committing to buying something, it is also their story on social media platforms and online on their websites. Are they advertising this? Are they talking about it? So, transparency is very much key with that being open about how they give back to the environment and how their products are eco, and all that information is very important for me to see on the packaging as well as online (Participant 43846497).

I would say social media, Facebook groups that recommend it and that a lot of people confirm that it works (Participant 47161293).

According to Zhang (2015:59), brand image is the most important driver of brand equity, which refers to a consumer's overall view and feeling about a company and influences their purchase behaviour. For marketers, the main goal of their marketing activities, regardless of their companies' marketing strategies, is to influence consumers' perceptions and attitudes toward a brand, establish the brand image in consumers' minds, and stimulate consumers' actual purchasing behaviour of the brand, resulting in increased sales, increased market share, and increased brand equity (Zhang, 2015:59). Although brand features and traits will affect consumers' purchasing decisions, it is ultimately determined by consumers' perceptions of the brand image. Despite changes in consumers' lifestyles and information processing methods, brand image continues to be the most influential element in purchasing decisions (Zhang, 2015:59).

Purchase intentions might be influenced by a brand's reputation. This sometimes happens inadvertently, as a result of the desire to gather knowledge prior to a purchase. As a consumer seeks product information online, they may engage with content relating to the brand. They may question if a brand is living up to sustainability claims. In today's world, the online environment may be used to build a foundation of trust, but it can also expose brands that make empty promises regarding sustainability and environmental impact. A key information source when seeking facts about a product or brand is consumer reviews. This was highlighted by comments made by participants as follows: If the brand is known to be environment friendly and cares about its consumer's wellbeing and experience (participant 43248227), the presence of recommendations and good reviews (participant 43068846). Consumers can have a beneficial impact on purchase intentions if they can openly express their thoughts with one another (Đuri c, et al. 2021:17). People will view other consumers as a relevant source of information and their purchases will be influenced directly by their remarks. The trust transfer process entails more than merely building trust in a company based on positive feedback

(Pavlou & Dimoka, 2006: 398). Additional factors, such as brand localisation can play an important role.

Consumers who have never used a product or service before are more likely to look for relevant product or service-related information before purchasing it, according to Beldad, Karreman, and Behrens (2016). Nowadays, product or service information comes not just from corporations that sell the product or provide the service, but also from consumers who have utilised one or both of them (Beldad et al., 2016:824). Online reviews frequently contain product or service-related information, and they also allow consumers to easily and uncomplicatedly communicate their annoyance or contentment with a product or service to a large audience (Park & Kim, 2008:400).

According to Beldad et al. (2016), the critical significance of online reviews in boosting or decreasing consumers' positive attitudes toward the review and the product being reviewed, and, as a result, their intention to purchase the reviewed goods. Consumers' product attitudes and purchase intentions have been found to be shaped by certain online review elements or features such as review valence (whether the review is positive or negative about the product or service) and review sidedness (whether the review highlights both the product's pros and cons) (Beldad et al., 2016:828).

Flanagin and Metzger (2013:628), state that online reviews could be written by either a product expert or a non-expert user, the question of whether a specific type of online reviewer can influence review credibility perception and purchase intention is certainly worth considering, as different types of sources have different persuasion effects based on differences in their characteristics. Furthermore, message source type may have a role in moderating the effect of message appeal on specific variables (e.g., review credibility, buy intention), assuming that the success of a particular message appeal is dependent on the type of message source that is deploying it (Beldad et al., 2016:830).

The impact of online reviews and commentary for consumer groups is as a key component in raising awareness and sharing information about green products. By sharing this information, trust through product ratings and WoM, more awareness around the brand and consumers purchasing the brand should be created. As such it is discussed as part of the theme: Awareness through multimodal engagement. However it should be noted that the function of these elements are drivers for not only awareness, but also consumer trust.

When researching purchase intentions and consumer perceptions in general, it's critical to recognise the relevance of a target audience's perceptual and cultural qualities, as well as communication efficacy, in promoting the green consumption movement and trust through product ratings. This can be done by either WoM or online reviews (Joshi & Rahman, 2015:128). Consumers' attitudes and responses to green products must be changed if they are to succeed (Chan, 2000:338). When creating environmental advertising campaigns, marketers may handle this by using a situational approach that considers the following: environmental claim type; nation disposition; degree of environmental consciousness of their targeted consumers; and lastly, service kind (Joshi & Rahman, 2015:128).

Marketing communications, according to Liston (2009:1), must influence consumer behaviour in order for such products and services to become more widely available. In their most basic form, advertisements aim to communicate the need to change consumption patterns through product ratings. According to studies, environmental issues are viewed as 'emotional' in nature (Nicholson-Cole, 2005:260).

> Usually on social media, I garden so I go on and see what is green and environment friendly, so as not to have products that will harm birds. On the packaging it has information that the product is animal friendly and environment friendly (Participant 47161293).

According to the findings of this study, maintaining brand localisation is a critical component of trust development. Both the purchase choice and the role of the brand in sustainability are influenced by localisation. Participants in the study highlighted a number of elements that contribute towards building trust including: brand familiarity (participant 43250135); the availability of information about the product and how it is manufactured (participant 43078770); if a local community benefits from this product's production (participant 43078770) and finally if the product is produced in South African Product (participant 43048541; participant 43068846).

When it comes to acquiring a new brand awareness, consumers rely heavily on WoM as well as online consumer opinions. Consumers engage using many different modes of communication, which provide the opportunity to reinforce a message or brand position across platforms. The notion of a green product's reliability is mostly based on the consumer's assessment of the marketing and packaging. The copy used in the advertisement, as well as green logos and colours, generate awareness of the brand's long-term viability and reliability.

This level of engagement and communication is essential to establish awareness of brand positions and was found to be a cornerstone of informing trust.

5.3 Environmental education and brand expectation

Green claims and environmental consciousness were recognised as motifs in the literature (Campbell, 2012:3). These claims inspired this study to explore what drives South African consumers to purchase green products, as well as the role these products play in educating consumers regarding environmental issues. Findings reveal that consumer education through products leads to greater future expectations regarding products and the brands. As consumers become more environmentally conscious businesses are decreasing frills and wasting materials to become more efficient and ecologically friendly (Terrachoice, 2007:1; Cherian & Jacob, 2012:123). Brands are using physical platforms (such as packaging) and digital platforms (such as websites, reviews and social media) to educate the general public through the use of design elements such as green logos and informative copy in their advertising. This approach to advertising is very effective in educating the public, promoting the notion of green products and creating consumer demand for eco-products (Campbell, 2012:1).

Consumers are increasingly ready to pay a premium for environmentally friendly items, and businesses are paying attention to customer expectations, behaviour, and attitudes (Cherian & Jacob, 2012:123). Participants in this study indicated that they were also willing to incur higher costs if it placed pressure on other brands to become more environmentally friendly:

> I think that it's beneficial because you are paying for shared value, so it not only benefits the company at the end of the day you are also putting money back into something that is good. So if you are spending your money on something that is eco and is going to improve the environment then you are pushing more companies or brands to follow suit to kind of take that route because more of the sales are going that way… (Participant, 43846497).

> The more that you hear about what you are doing to the environment, the more it gets stuck in your mind and you end up wanting to do more for the environment, and this does give marketing the edge to use this for their benefit. They touch an emotional part of people, like not using plastic straws as it harms sea animals (Participant, 42974436).

When questioned about their experiences with green products, 23/77 (30%) of participants stated that they believe they are helping the environment by using them. It is important to note that the cost of green products may be problematic for consumers who are on a budget. This does not imply that they are not willing to purchase these items, just that cost is a factor. The study found that 23/77 (29.97%) of participants felt that green items were too pricey, and that they need to weigh the cost of green products against other household requirements:

> I found the green cleaning products I have purchased are generally quite expensive as a once off payment even though they stretch over a 2/3 month period. It's difficult to have the funds readily available when the products run out. Especially when having children and pets there are always unforeseen expenses. (Participant 43049380).

Consumers are hesitant to pay a premium for green packaging if the cost of the item is linked to a restricted consumer budget and a lack of knowledge, two significant barriers to sustainable behaviour adoption (Orzan et al., 2018:1 & Salmi & Pung, 2013:84). This is not to say that some participants were not willing to overlook the higher price point. However, the product did have to represent a sense of value, often personally perceived value. When asked why they would be willing to pay more for the "green" products, one participant commented that both the physical attributes and what a product represents could persuade them to purchase it.

> As a designer I would normally buy the green product because of the packaging, the look and feel, because the branding and packaging on green products are nice. Clean and simple, even the soaps do not have packaging but the design on the soap is very nice and more appealing. What it stands for and that it makes a difference to the planet is why I buy green products (Participant 42974436).

Besides cost, participants indicated that products' performance was essential. Even if educated in the benefit of more environmentally friendly products, consumers' expectation of performance is important to the development of product loyalty and eventual trust. Green products "...tend to be more time consuming." according to participant 43843423. Comments such as this are linked to questionnaire findings that 6/77 (8.39%) of participants noted that green products performed less well than non-environmentally friendly products. Consumers desire products that perform well, or ones that work quickly, the percentage of participants who felt that green goods perform better than non-environmentally friendly products were slightly less than the previously mentioned group, amounting to 5/77 (6.99%) of participants. With this in mind no final conclusion can be drawn regarding the impact of performance as a key eco-brand expectation. As consumers are educated through packaging and various

information platforms their desire to become more sustainable, and purchase eco-friendly products increases, but product performance is a factor to consider if brands want to develop product loyalty. Cost and performance are not the only consumer considerations, and according to findings from this study, to build long-term and meaningful relationships with customers through brand loyalty, as well as a high social value and worth of the brand through brand equity, there must be a strong alignment between brand image and brand identity.

What a brand is saying must match with their overall ethos and the consumers' brand expectation. Trustworthiness of the green claims given should be strong (Terrachoice, 2007:1; Campbell, 2012:1). In order to develop high brand loyalty through consumer education and engagement, the following important components were discovered: there must be a strong congruence between brand image and brand identity; the credibility (trustworthiness) of the green claims made must be robust; and the green claims offered must be trustworthy (Terrachoice, 2007:1; Cherian & Jacob, 2012:123). According to Campbell (2012:1) green advertising and marketing, if it is to engage and educate consumers, must incorporate brand personality, green promises, and credibility (trustworthiness). Green promises and brand personality can be cultivated, communicated and consumer educated through print-based and digital advertising as well as packaging. In addition to consumer information dissemination via online platforms, consumer education can be aided by the physical design of packaging.

Consumer education, in the form of information shared on the advantages of innovative packaging, is predicted to have a favourable impact on all packaging options. Making reusable packaging, adding a little extra to make it stand out from the crowd, and making the design the focal point of your packaging are all examples of innovative packaging. Consumer acceptance of the packaging is increased when consumers are informed about the benefits of the innovative packaging (Deker, Fleuchaus & Nesselhauf, 2017:289).

This study discovered that, in addition to the physical appearance of packaging, WoM and evaluations on a design brief platform also contributed to the growth of consumer education. The growth of consumer communities and the adoption of WoM advertising, as a valid brand driver, has combined to transfer power away from the advertiser and towards the consumer through WoM. According to Christodoulides and Jevons (2011: 102), the main motivation for participating in WoM is involvement with a brand, self, "other," or message, as well as the

belief that WoM is more trustworthy than many commercial communications in terms of educating and creating trustworthy brand expectations.

Consumer orientation toward brand expectations is based on a thorough understanding of one's target buyers, which allows for ongoing value creation and the production of brands for those consumers (Christodoulides & Jevons, 2011:101). Value creation can happen when interacting with the physical product, but also when consumers interact with brands or brand information online. Customer interactions fuelled by WoM may have a significant influence on consumer response not only to a brand, but also to the advertising that goes with it (Royo-Vela & Casamassima, 2011:519).

In the early days of the Internet, when the credibility of advertising was at an all-time low, consumers were becoming increasingly interested in building connections with brands in more authentic ways (Ha, 2008: 33). At the time, businesses believed that brands needed to change and become more consumer centric (Christodoulides & Jevons, 2011:103). Given that the majority of customer knowledge comes from WoM, it became critical for advertising experts to concentrate their tactics on online information transmission (Christodoulides & Jevons, 2011:103). In my research it was found that one such technique of distributing information and educating consumers about a brand, as well as allowing for brand expectations, is through social media.

Since its inception, social media, particularly social networking sites, has provided radically new ways for consumers and brands to communicate and engage. Consumers are increasingly using social media to not just to investigate products and services, but also to interact with the brand they buy from, as well as other consumers who may have important information about these brands (Kabadayi & Price, 2014:203). According to Christodoulides and Jevons (2011: 105) positive WoM is four times more prevalent than negative WoM and has a favourable influence on individuals. When a very unfavourable WoM item about a brand becomes viral, it has a detrimental impact on the brand. In both cases online communities, or online reviews, provide an opportunity for consumers to learn more about the product or brand. These interactions can also shape consumer expectations.

Brands have adopted social networking sites as significant marketing tools to boost engagement and brand recognition during the last few years (Kabadayi & Price, 2014:205).

Consumers may connect directly with brands by commenting on brand postings and messaging on their online pages, which has become a key channel. In reality, social media platforms' commenting capabilities make it simple for anyone to reply to a brand's message. Thus, hundreds of comments from social media users interacting with the brand and other commentators can be received on a single brand post, creating a platform for social media dialogue from which it is easy to collect information, gain feedback, and better understand the consumers. As a result, it's no surprise that these online sites, as well as the participation they enable, have become crucial components of marketing and public relations efforts for brands in the pursuit of encouraging brand loyalty (Kabadayi & Price, 2014:205). Brands that establish their image via effective advertising tactics will boost client trust (Afzal, et al., 2011:48).

As some people believe that trust must be earned while others believe that trust is assumed but can be lost, the path to a level of trust may be quite varied (Arthurs, Maximova et al., 2018:655). Consumers' brand expectations are based on the amount of research and information that is available on a green product; the more information they can find, the more confident they will be in a green product and its purchase. The idea of 'trust' in consumer brand expectations comes from the concept of brand loyalty. Once the educated trust of consumers is established, consumers will market a brand and create awareness around it through WoM, recommendations, and reviews. WoM plays a big role in creating brand expectation and awareness around the trust of a brand. Consumers trust a brand that is willing to publish comments on their online platforms to allow for communication around their brand and the experiences of their consumers. Designers need to clearly examine the design elements (copy, green logos, and colour) put on advertising and packaging linked to green products while developing advertisements or packaging. This is critical for establishing and educating consumers about green product credibility and brand recognition. Given Athurs, Maximova et al. (2018:655) insights about the nature of trust and that consumers' brand expectations are based on the amount of research and information available on a green product; the more information they can find through digital advertisements, the more confident they will be in a green product and its purchase.

5.4 Transferred eco-behaviour

A successful consumer-company connection requires the development of confidence in a product, brand, or organisation. Two-way communication is one of the most significant factors affecting customer trust. Because advertising is a communication tool that elicits a lot of attention and emotions, it is a crucial part of the trust building process. A brands personality, whether socially responsible or contentious, sets the tone for communication and influences receptivity to messages (Bachnik & Nowacki, 2018). However, if advertising is not seen or experienced by consumers, brands may not be able to sell their products. If a consumer does not see themselves as an environmentally conscious consumer, or they hold assumptions regarding performance or price, they may not purchase such a product to try it. Being gifted an eco-product provided participants of the study with the opportunity to engage with products they did not purchase for themselves. Brand reputation, predictability, and expertise all had a positive influence on trust, and consumers build trust in a brand when they utilise it and learn about its reputation, predictability, and capabilities. Participant 42974436 shared their experiences with this phenomena:

> Personally, I got my first eco-friendly product as a gift... it came as a gift set, and it was all organic and eco-friendly and ever since then I have used that product (Participant 42974436).

According to Afzal, et al. (2011:43), research in customers' trust in the brand increased by 23/77 (30%) to 46/77 (60%) because of transferred eco-behaviour towards the green brand's characteristic. Consumers' expectations must be met, thus eco brands must improve their green capabilities in order to become more sustainable (Afzal, et al., 2011:43).

From the consumer's perspective as well as from the standpoint of eco-brands' promotional messages, self-gifting is a good idea. Self-gifts are personal purchases that are separated from other purchases by a specific motivation and context – in other words, gifts to oneself (Ennew, 2011:2). In many situations, self-giving appears to be a relevant form of consumer behaviour. Consumer reviews provide new insight into various aspects of self-gifting, such as the importance of completing a task for rewarding self-gifts, the symbolic value of some self-gifts, the opportunity for social interaction and distraction that self-gift experiences can provide, and the motivations for self-gifting that underpin eco-brands, green behaviour, and sustainability (Ennew, 2011:24).

According to Das, Green, Peloza, and Vershneya (2020:321), the existence of an ethical attribute in a gift-giving environment leads to higher buy intentions for products than self-purchasing. This effect is mediated by perceived quality (Das, et al., 2020:322).

Reconsidering the impact to which existing eco-campaigns reflect motivations and circumstances for self-gifting may have substantial benefits in terms of communications efficiency and effectiveness for those organisations supplying products that are commonly utilised for self-gifting (Ennew, 2011:25). Furthermore, the fact that some self-gifts (in both positive and unfavourable life circumstances) are shared with family or friends gives an additional possibility for WoM (Ennew, 2011:26). By emphasising and reminding customers of the hedonic prospects for amusement, stress alleviation, and contact given by self-gift experiences, brands could successfully differentiate their communication appeals. Because shopping is typically the most essential aspect of the self-giving experience, self-gift incentives appear to be particularly well-suited to eco-brand efforts (Ennew, 2011:27).

Clearly, there is a lot of room to reflect the hedonic nature of consuming in general, and self-gifting in particular, through online marketing communications. In addition to current and traditional communication channels, the introduction of online technologies opens new possibilities for developing marketing messages that reflect and portray the emotional, symbolic, and fantasy qualities of many aspects of self-gift consumer behaviour (Ennew, 2011:27). Through originality and value, self-gifting consumer behaviour reveals that the consumption target (buying for oneself versus purchasing for others) is a critical contextual aspect that determines consumer preference for ethical traits (Das, et al., 2020:325).

Brands try a few methods to make their communications more enticing to receivers and to come up with innovative strategies to keep consumers' attention. Many brands are experimenting with unconventional and controversial advertising styles and tones, since it appears that inventive, emotive, and startling marketing messages are gaining traction in society (Bachnik & Nowacki, 2018). Brands can use the emotional connection consumers have with being more sustainable and living in a way that has less of an impact on the planet. This connection and emotional reaction can transfer the consumer's desire into eco-behaviour. Participant 42974436 elaborated on the positive emotion they connect to green products:

> For me personally yes, but I am not so sure about if it is positive for everyone… you are buying or
> changing to it because it is helping the planet… you are helping the planet and doing good. It does work

on your emotions to buy the product so not to damage the planet or harm animals (Participant 42974436).

An emotional connection can also be leveraged through the design of packaging and advertising. During interviews participants were asked if the advertisements of green products shown to them, would convince them to purchase the green products over the non-green alternatives. Comments from participant 43846497 confirmed that the physical packaging can elicit an emotional reaction to the environmental concerns that the product is trying to address:

> Eco-conscious already places on your emotions, pulls on your heart strings making you think about the environment and the cruelty free, vegan and the 95% recycled packaging. The green bars on the eco side of the advert are little steps convincing you to purchase the eco-friendly products, highlighting their benefits (Participant 43846497).

A key part of packaging is copy (wording) used as part of the design. This can take the form of informative sections of copy, slogans, or other copy-based information sections. As part of the study's questionnaire participants were asked to read the following green brand headers (among others) and indicate if the information would influence their decision to buy a green product:

- New eco-conscious Live Green cleaning range is made from biodegradable plant-based materials that are cruelty – and guilty-free;

- Living healthy, eco-friendly cleaning products;

- Range of affordable cleaning products which are eco-friendly, cruelty free and made with biodegradable materials;

- Biodegradable and non-toxic and Earth friendly – made with biodegradable cleaning ingredients.

The use of a digital platform is a great way to create trust and leverage any transferred eco-behaviour. This is achieved when a consumer uses digital platforms to reinforce what they think of a green product received as a gift, or if their emotional reaction to environmental decline pushes them to seek brands that share their concern. Digital platforms and advertisements can inform more consumers and the interactive nature of these platforms allow consumers to share their experiences with a brand and the sustainability of a product.

Building on an emotional connection with a topic or brand can be a powerful driver for brand loyalty, but the intense nature of these relationships means that consumer trust must be justified. From the questionnaires and interviews it was found that trust is mostly broken when a consumer had an expectation that a product is green or sustainable only to discover that claims made were untrue.

In the European Union, Australasia, North America, India, and certain emerging nations, such as South Africa, advertising self-regulation is a well-established practice. It gives customers a way to express their dissatisfaction with advertising that they believe is dishonest, misleading, or insulting (de Lange, 2021:4). In the Netherlands, for example, marketers are asked to make themselves known to consumers if they utilise social media (de Lange, 2021:4). However, in South Africa, a regulation that aims to hold designers and advertisers accountable does not apply to all practitioners:

> Self-regulatory mechanisms are insufficient to keep all advertisements in check… Advertisers and implication designers who are not members of the Advertising Regulatory Board (ARB) in South Africa are not required to follow advertising self-regulation standards (de Lange, 2021:4).

Consumers who are not environmentally sensitive or who have preconceived notions about performance or pricing are hesitant to purchase a product simply to try it. Allowing consumers to build trust in a brand by learning about its reputation, predictability, and capabilities through reviews and gifting, allowing for consumer-transferred environmental behaviour should allow consumers to build trust in a brand by using it and learning about its reputation, predictability, and capabilities.

A successful consumer-brand relationship necessitates the establishment of trust in a product, brand, or organisation. One of the most important things determining customer trust is two-way communication. Digital Advertising is an important aspect of the trust building process since it is a communication instrument that stimulates a lot of attention and emotions. Its personality sets the tone for communication and determines receptivity to messages, whether it is socially responsible or confrontational (Bachnik & Nowacki, 2018). Brands may be unable to sell their items if digital advertising is not seen or experienced by potential consumers and may thus have to leverage, or even transfer, the behaviour of other consumers.

5.5 Greening green design

In the case of digital advertising, it was a single green logo or a mix of green logos and copy that fostered trustworthiness. The findings showed that green logos, whether presented on the physical packaging or the digital advertising, produced a sense of trustworthiness. This was particularly true in instances of green logos using a leaf, or leaf pattern. The copy and colour carried substantial meaning as well, and they helped educate consumers about the products and their reliability.

Participants indicated that they prefer to engage with information about green products from a broader range of digital media platforms, such as websites, reviews and social media. The availability of information on a range of platforms gives consumers greater insight into the products' sustainability claims through user reviews and additional information (Bedard & Tolmie, 2018:1394). Consumers, who participated in this study, indicated that the phrasing used in advertising and packaging produced credibility; additional information on a digital platform and reading about other consumers' experiences with the items inspired credibility and trustworthiness.

When questioned 13/77 (17.48%) of participants indicated that the packaging of green products improved their overall experience with the brand. Green packaging, products, and advertising all had a significant positive influence on consumer perceptions (Santoso & Fitriyani, 2016:147). This again points to a multimodal form of consumer engagement that informs trust building.

In order to communicate well, and potentially entice consumers, packaging and print media that have high quality graphics and relevant design will be more successful (Asadollahi & Givee, 2011:30). An image is required for effective packaging, and buyers are drawn to appealing and colourful visuals. Radford and Bloch (2011:208) noted that a visual "serves as a core component" of product design and packaging that is eye-catching and draws the consumer's interest. People will be enticed to buy a product with images on the packaging. They can be enticed to buy a product more than once with the addition of green logos, sustainable packaging and copy (wording) that consumers recognise to be ecologically friendly (Asadollahi & Givee, 2011:30). The importance of packaging can be noted in responses to the questionnaire. When asked what inspires trust from a physical product perspective, participants responded:

Professional packaging and track record (Participant 43844180).

The brand, quality, durability and effectiveness (Participant 43843909).

Look and effective (Participant 43843089).

Selling green products could boost sales of the brands that produce them, as the demand for environmentally friendly product options increases. In addition to increased sales the utilisation of green packaging and promotional themes may also boost online ratings. Green packaging, green products, and green advertising all have a significant positive influence on customer trust (Santoso & Fitriyani, 2016:147). Green logos and copy that express environmental wording or sustainable wording as well as the use of green colour pallets, play a key role in communicating a company's or organisation's pro-environmental position. These design elements help in the promotion of environmentally friendly product features through practical or fact-based interests, emotional or image-based interests, or a mix of the two (Schmuck et al., 2018). Trust in green products, as well as consumer perceptions of green products, have been shown to have a positive impact on purchasing interest, but the interest and influence of green packaging and green advertising have not been sufficiently investigated to determine their role in purchasing intention (Santoso & Fitriyani, 2016:148).

The function of graphic designers is to properly design a product's visual message (images and copy) on the packaging, adverts, campaigns, social media work and product branding. A packaging design that has pleasing graphics and design might be more successful to carry a trustworthy product (Asadollahi & Givee, 2011:30). An image aids in the effective communication of product packaging, and buyers are drawn to appealing and colourful visuals. Participant 43161292 indicated that an environmentally friendly focus was communicated through natural imagery such as fruit and herbs. Consumers may be enticed to buy a product that features striking imagery, and they can be enticed to buy it more than once. Consumers recognise the ecologically friendly or sustainable packaging (ibid). Besides the use of natural design elements, the packing material itself can communicate a focus on environmental sustainability. Salmi & Pung (2013:87) noted that people prefer to buy goods that come in organic packaging. Although not a traditional material choice for cleaning products (due to the potentially harsh use conditions of the products) the ability of organic packaging options to instill a sense of trust among green consumers should be noted. The brand can thus communicate the green nature of the product through both information, the physical design, and the choice of material on digital advertisements.

A product label should be both attractive to the potential consumer and informative. Consumers are more interested in the product label and the information on it than having a product that has no information related to the product (Salmi & Pung, 2013:87). According to the majority of participants, the product label is the initial source of product information, followed by information from producers and distributors, marketing, and online reviews (Orzan et al., 2018:1). Participants noticed the different amounts of information made available and commented on it during interviews.

> It depends what brand, so some brands are very clear with the information that they put out there, for example I use skin cream that is eco-friendly and they have all their information online and also on their packaging and also where they sell it you can find everything you want to know about them, but then for some reason more commercial brands… there is not a lot of information around their eco-friendly products. So, I feel it more with local small brands as opposed to big retailers. (Participant 43846497).

When participants were asked if the phrasing, logos, or colour gives them the impression that these items are environmentally friendly, the majority of them, almost 31/77 (40%), replied that the words/copy used communicated this, followed by green logos 22/77 (28.06%), and colour 21/77 (27.34%). Beyond the physical product and packaging, it is important to consider the brand eco-system as well as the impact of advertising and marketing on purchase intention.

> WoM and why it is good for you, and the packaging and the feel of the packaging, influence me to buy the product and try it out. (Participant 43098807).

> When looking at the brand but more just the brand information before even committing to buying something, it is also their story on social media platforms and online on their websites. Are they advertising this? Are they talking about it? So, transparency is very much key with that being open about how they give back to the environment and how their products are eco, and all that information is very important for me to see on the packaging as well as online. (Participant 43846497).

Findings from this study indicate that participants did have a reaction to the copy used in digital advertising, which was in keeping with the literature that was reviewed. The use of online/social media reviews creates awareness about sustainable green products and the combination of green logos and the added design elements of colour also helps toward creating awareness that a product is green and sustainable and trustworthy.

5.6 Conclusion

From the findings of this research, participants confirmed that trustworthiness is earned not automatically given, and that keeping brand locality is a very important factor for green brands to adhere to. Consumers often rely on WoM when purchasing a new brand, as well as the online comments made by others regarding the product or the brand. The trustworthiness of a green product is mainly derived from the consumers perception of the product's digital advertisement. What is said on the digital advertisement (copy), and the use of appropriate green logos and colours create awareness of brand sustainability and contributes to its trustworthiness.

The usage of a digital platform for online reviews is a good approach to building brand trust, as the brand can reach more consumers and obtain their feedback instantly. This approach, however, could be problematic if the claims and designs are dishonest as consumers can then express their sentiments online, which could tarnish the brand reputation. At the same time, good reviews will strengthen the brand in the long-term. This shows that product reach and awareness is expanded when a brand or platform includes a comment section on their website or social media platform. This practice can also raise consumer confidence because the experiences of others is accessible. According to the findings of the questionnaire and interviews, the most common breach of trust occurs when a consumer purchases a green or sustainable product and later discovers through additional research online that the product is not 100% recycled or that only a portion of the product is green. Discovering this can result in consumers feeling that their trust in the brand has been breached.

Self-regulatory standards for advertising can help brands align their product features with the message being communicated. This can assist brands to not mislead consumers through advertising (and lose trust as a result of this) and give a useful foundation for brand specific design ethics. These self-contained and self-regulatory standards provide a ready-made set of guidelines for making design decisions. Design scholars and practitioners can utilise these advertising standards as guidelines to critically evaluate a design, analyse any lack of justification and review any misleading statements in a particular sector of advertising. This type of critical analysis broadens the scope of design content analysis as a subject of study. It allows for design in marketing communications to be looked at and reported on its frequency

and themes through the use of pre-defined standards (de Lange, 2021:5). In this study, green logos, copy and colour were identified as these standards to elicit trust within the eco-brand.

Chapter 6: Conclusion and recommendations

6.1 Introduction

Chapter 6 explores the final conclusions and recommendations based on the findings of this study. The study explored the impact to which the design of digital advertising affects the trustworthiness of green cleaning products in South Africa. A review of the literature indicated how green cleaning products and digital advertising of these products, fit within global marketing, advertising and design approaches. As Monfared (2015:54) notes: "It is suggested marketers and companies pay more attention to the fact that they cannot make their customers loyal only through advertisement; rather it is better to make them loyal through creating trust". This study identified the design factors that foster trust in a brand, and could influence how consumers develop brand loyalty. The role of visual design elements on consumer perception of trustworthiness of green cleaning products were also considered.

The study established what drives South African consumers to purchase green cleaning products. Findings revealed that participants preferred digital advertising platforms and how these platforms affected their awareness and perceptions of green cleaning products. The research provided a better understanding of what brand trustworthiness is and that well-executed sustainable design could help generate credibility.

6.2 Reflection on the research questions

My main research question and supporting sub-questions were able to generate findings and through an analysis of these findings, I was able to make a number of significant conclusions. This study should assist designers to understand what brand trustworthiness is and how well-executed sustainable design could aid in establishing product credibility. When it comes to green products, it has been discovered how vital it is to understand consumer expectations, as stated in the literature and supported by the responses of participants in the online questionnaire and interviews conducted for the study. It was established that the desire to cut back or adapt one's consumption is not always reflected in current marketing strategies.

It was established that for a brand of any size to close the present access gap in their business, it is crucial to first identify the target market that it was aimed at. Green brands should conduct market research before deciding on the most appropriate market niches to pursue, in

order to close the gap. Green cleaning products, marketing communication, pricing, and distribution tactics should all be customised by green brands to meet the demand of a relevant market niche. This addresses the sub-question 1.4.2.1 that focuses on how green products, and digital advertising of these products, fits within the global marketing and design approaches of a brand.

Green brands are increasingly under pressure to create and promote environmentally friendly products that encourage South African consumers to embrace more sustainable, environmentally friendly consumption patterns. If brands and marketers wish to further develop and maintain a competitive advantage for green cleaning products, implementing a green digital marketing strategy would be in their best interest, particularly in the online retail sector. This could also be a driver for the effect of digital advertising platforms on the awareness and perception of green products which is addresses in the sub-question 1.4.2.3. Which drives South African consumers to purchase green products as mentioned in sub-question 1.4.2.2.

Despite indications that participants prefer environmentally friendly products, they frequently choose conventional alternatives. One explanation for this is the performance liability associated with green products, which contributes to the perception that they are ineffective. Emerging factors that came from the research were that the use of green design elements (green logos, copy and colour) could be used as a tactic to promote the trustworthiness of green cleaning products on an online platform, as well as the addition of consumer reviews. Consumers can share their experiences with a product and its performance through reviews, which can help reassure hesitant consumers and raise consumer knowledge of green cleaning products. In this way performance liability may be mitigated. It was established through the interviews that participants raised awareness through self-gifting or gifting of green products to friends and family. Advertising can subsequently build on this awareness. One advertising style to highlight, is an honest exploration of the environmental challenges being addressed by a brand, or specific product. This addresses the sub-question 1.4.2.4 that focuses on the role that visual design elements plays in consumer perception of the trustworthiness of a green product.

It can be deduced from the findings that designers should examine the design elements (green logos, copy, and colour) utilised in both marketing and packaging when creating advertisements or packaging for green cleaning products. This is crucial for improving the

credibility and awareness of green products. The findings highlighted that participants are interested in the amount of research information available on a digital advertisement of a green product, and the more information they could find, the more trusting they would be in the product and its purchase.

Participants that purchase green items are generally looking to be more eco-conscious and sustainable, according to the findings of the questionnaire and interviews. Participants indicated that they prefer to buy local green products to support not only small local South African businesses, but also the environment. Participants also mentioned that societal influences, like news on the environmental impact of consumption of non-eco-friendly products, impact their decisions to use green cleaning products. With more consumers becoming environmentally conscious and sharing their views, WoM is assisting in increasing awareness of green products and, together with online reviews of products, promoting the use and trustworthiness of these green products. Participants verified that trustworthiness is earned, not given, and that maintaining brand loyalty is a critical aspect that brands need to be cognizant of when designing their digital advertisement.

It was also established that the use of a digital platform for online reviews is a good way to increase brand trust since it allowed the brand to reach out to more consumers and elicit their opinion more quickly. However, if the promises and designs are deceptive, consumers would be able to express their dissatisfaction easily online through negative reviews, thereby possibly tarnishing the brand's reputation. Good reviews, on the other hand, would assist in boosting the brand in the long run. This demonstrated that including a comment section on a brand's platform, website or social media platform could increase product reach and exposure. The most prevalent breach of trust, according to the results of the questionnaire and the interviews, happens when a participant purchases a green or sustainable product and then discovers through further inquiry that the product is not 100% recycled or that only a fraction of the product is green. When participant learnt about this, they felt that their trust had been broken.

According to the findings, participants reacted to the copy used in digital advertising, on the online packaging, and in online evaluations. These online evaluations raise awareness about green cleaning products that are both sustainable and trustworthy. When it comes to acquiring a new brand, consumers frequently rely on WoM, as well as online reviews posted

by others about the product or brand. The study discovered that the functioning (consumer review) of an online platform is more important than the online platform itself (website, social media, or shopping app).

In summary, the use of green logos that imply eco-friendliness, copy that emphasises sustainability, and the use of the colour (green or light shades of natural colours) in a green cleaning product advertisement are all design components linked to trustworthiness in this study. The majority of participants 67/77 (87.01%) said that the copy (wording) on packaging and in digital marketing could influence their decision to buy a green product. When questioned, participants responded that words and phrases like eco-conscious; biodegradable; cruelty free; guilt free; eco-friendly, cruelty free; non-toxic, and earth friendly would encourage their intentions to purchase a green product. The incorporation of specific words and phrases, as well as supporting images and other design aspects (colour and green logos), should be examined before designing an online advertisement.

The message of the advertisement, copy as well as the use of appropriate logos, images and colours, contribute to brand awareness and trustworthiness. According to the findings of this study, the participants' perception of a green product's advertisement and packaging is the most important factor in determining its trustworthiness. What is expressed in the advertisement, as well as the use of proper green logos, copy, and colours, contribute to brand awareness and trustworthiness on an online platform using online reviews, which are visible and accessible to consumers.

6.3 Future theoretical implications

Green products can be classified as novel if they apply or have adopted a new technique or function, according to the findings of the research. Participants, on the other hand, may be unaware of the benefits of green cleaning products and view them as alternatives to things they already use, or may be aware of the benefits, but need a cause to change their purchasing habits. Green advertising should be able to persuade consumers to change their purchasing habits. Future design researchers will need to comprehend the importance of brand trust in consumer behaviour as it plays a critical role when advertising green products. For design practitioners, the inclusion of trustworthiness in innovation or product adoption theories will assist in identifying design elements required to elicit trust. The addition of green logos, copy and colour with the addition of online reviews could make a positive

impact on the aspect of trustworthiness and inspire many more South African consumers to purchase green cleaning products.

The interpretive nature of qualitative research was adapted in order to obtain trustworthy (reliable and valid) research findings. It was stated in Chapter 3 that qualitative approaches are essentially different from quantitative methods in terms of philosophical ideas and goals and as such a framework for developing rigour is appropriate. The terminology and criteria used to evaluate the credibility of research findings, as specified by Noble et al. (2015:23), and the corresponding actions and considerations covered in this research study are described in Table 3.5 (see chapter 3, Pg:53).

Lincoln and Guba (1984:4) provide truth value, consistency and neutrality, and application as alternative criteria for demonstrating rigour in qualitative research (these are also referred to as credibility, transferability, dependability, and confirmability). To ensure consistency and neutrality (confirmability) this study avoided the use of any personal identifiers during the initial analysis phases to ensure respondents' data was kept anonymous and confidential. The respondents were given a clear explanation of the study's objective and topic to ensure that they understood their participation would contribute to an explorative study that does not judge, or question, their personal buying habits or their personal views on sustainability. This encouraged greater neutrality and allowed participants to complete the questionnaire more honestly, openly, and completely (Babbie, 2010:144). Before the questionnaire was sent out on social media channels, a pilot was conducted to ensure its validity. Based on these findings, it was necessary to incorporate support verification procedures into the data collecting and analysis steps and approaches in order to contribute accurate and dependable findings.

The exploration of theoretical implications fell outside of the ambit of this study, however there are opportunities for future research to evaluate existing marketing and consumer behaviour theory in line with findings regarding product trustworthiness. This links to Lincoln and Guba's (1984) requirement that a qualitative study shows transferability (being applicable across contexts). A brief review of the implications for one such different context is the potential impact findings from this study may have on the five-stage innovation adoption process model by Hirschman's (1986). Hirschman's model proposes that consumers move through five distinct phases: awareness, interest, evaluation, trial, and adoption. He compared early product adopters and innovators to restless explorers, who are always 'bursting over the horizon' in search of new consuming experiences (Hirschman,

1986:639). Hirschman's (1986) innovation adoption process model provides a framework for looking at the complex human experience of new product behaviour and adoption. During the awareness stage, a consumer becomes aware of the presence of a novel product. The consumer makes a mental comparison between the notion of the innovation and the product that is currently in use (Hirschman, 1986:638). The adoption of innovations (The five-stage model) (Hirschman, 1986) is visualised in Figure 6.1:
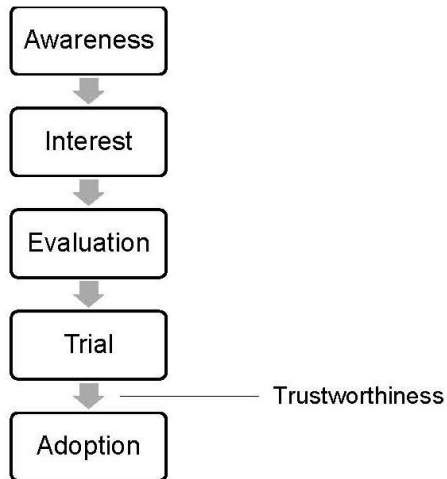

Figure 6.1: Adapted from The adoption of innovations model.

The lack of correlation between the five-stage innovation adoption model and other kinds of consumer decision-making has been criticised. It is in response to this criticism that a future theoretical perspective is noted in this study. For example, this study found that once consumers tried a green product, when given as a gift, they were more likely to keep using it. It was also found that consumer's connection to online reviews increased trustworthiness and purchase behaviour toward a green product or brand. This would be in line with findings from Thamik and Wu (2020) who established trustworthiness as a motivator for consumer decision making. It might therefore be suggested that the five-stage model be reconsidered through the inclusion of trustworthiness (Figure 6.1).

6.4 Methodological implications

A single case study was used to offer an exploratory and investigative research design. A volunteer sampling strategy was used when seeking participants for the online questionnaire. Purposive sampling was then used as a selection method when choosing study participants. The style of the questions was similar to those used in the interview, giving participants a good idea of what to expect.

The questionnaire used in this study was thoroughly scrutinised to ensure that the data collected was presented in a clear and understandable manner, with tables, percentages, and graphs included where applicable. Having the interviews follow the questionnaire allowed for more open-ended questions and more rich data for the research. What I would suggest for future studies researching this topic would be to include more people in the interview process; this would result in broader and more substantial data findings.

Although conducting the interviews online made recording easier, face-to-face interviews would have allowed for greater observations of participant body language. Due to the 2020-2021 COVID pandemic, however, interviews conducted remotely was a safer option. The use of Microsoft Teams and the functionality of the transcribing tool allowed for not only the recording of the interview (participants' identities are kept confidential since their faces and names are hidden), but also for faster transcribing as the program has a transcribing setup built in.

It would have been preferable to conduct questionnaires and interviews with focus groups of participants who could have shared their personal experiences of using green products and advertisements related to these products. Observations during focus groups could have provided additional indicators of how green cleaning products and their advertisements inspire trust which would have led to richer data collection.

6.5 Future research

With future research in mind no conclusive insights could be made regarding the impact of performance as a key eco-brand expectation. In keeping with the responses from the questionnaire and the interviews, the literature review concluded that trust building as a tactic in an online setting, as well as its link to purchase decisions is helpful. It is therefore proposed that future study examines green cleaning product performance, across a range of

product categories, to establish the relationship between performance, trust and buying behaviour.

It is important to understand under what conditions South African consumers would lose trust in a green brand and that additional research is undertaken regarding the issue of trustworthiness of and in green products. The more information consumers can access about a green cleaning product, the more confident they will be to purchase it. The amount of information that is available to consumers impacts their purchase intention and their resulting brand expectation. As some participants believe that trust should be earned while others believe that trust is assumed but may be lost, digital advertisers should achieve and maintain a level of trust in their brand if they conduct proper research and employ appropriate design components (green logos, copy and colour).

6.6 Personal reflection

When I was first asked what my topic would be, I thought of doing research on sustainability with concerns regarding green cleaning products and the ethics and implications of producing an advertisement that would educate or elicit trust in buying these green cleaning products. After conducting this research, I have learned the importance of brand trust, the importance of facts to consumers, and the importance of what is required on an advertisement to elicit this trust through the use of consumer reviews on an online advertisement. With this knowledge, designers and marketers can more effectively promote sustainable green cleaning products, hopefully instilling trust in the brands that are advertised in the foreseeable future.

6.7 Conclusion

The study provided the following outcomes that could contribute to visual communication practice and the body of knowledge: an examination of recent and key literature on green advertising in the context of the digital design advertising online platform; based on the use of green logos and a design technique (copy and colour), a consumer assessment of the reliability of green cleaning product package design; identifying the most appropriate digital online platform for South African consumers to raise awareness (consumer reviews) of environmental concerns and commodities that address these issues through its function,

manufacturing, or composition (materials); identifying the most effective components of green product digital advertising that show trustworthiness (green logos, copy, or colour); identifying suitable design solutions for designers and advertisers to use in order to create confidence in sustainable product choices, whether through the use of green logos, copy, colour, or the design and content of digital advertising. The study also made it clear that, because the internet world is always changing, more research is needed on how to properly use online resources. As consumers are educated through packaging and various information platforms, these platforms, as well as the importance of online consumer reviews in allowing for greater trustworthiness toward a green brand, should be studied further, allowing for better exposure and awareness of green cleaning products.

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8: Appendices

8.1 Appendix A – Participant consent forms

Form 1b: To be completed by researcher.

Consent Form

Participant Code:	Date:
LC-01	17/05/21

You are invited to participate in a research study conducted by Mrs. Monette van Zyl, from the Faculty of Informatics and Design, at the Cape Peninsula University of Technology (CPUT).

I hope to learn about **your perceptions and experiences regarding green products**. Research activities may include observations and interviews. These form part of my MTech: Graphic Design study, titled *'The Effect of Trustworthy Digital Advertising on Green Product Consumption in South Africa'*. The time and aim or each session will be communicated in a short introduction and you will be able to decide whether you would like to participate.

- Taking part is completely voluntary and you welcome to stop participating whenever you like.
- Any information that is obtained in connection with this study will remain confidential and comments in text will be linked to a pseudonym of your choosing.
- The redacted data-set from the study will be available to researchers online through the eSango (Figshare) systems.

If you have any questions about the study or the research activities, please feel free to contact me at monettevanzyl@yahoo.com or on +27 73 157 5556.

Research activity: Interview

Date and Time: 17-05-2021 @ 08:00

Permission to use media, quotes and materials

Tick all appropriate boxes:

If a box it not ticked it means you do not give consent for these materials to be used.

✓	I give consent for **photographs** of me, taken in today's session to be used in academic publications and activities.
✓	I give consent for **audio** of me, taken in today's session to be used in academic publications and activities.
✓	I give consent for any **quotes** I made today, to be used in academic publications and activities.

Your signature indicates that you have read and understand the information provided above, that you willingly agree to participate, that you understand that you may withdraw your consent at any time.

Name: ███████████   Age: 25

Signature: ███████████   Date: 14/05/2021

Thank you for taking the time to learn more about my project. Please do not hesitate to contact me should you need any additional information. This project is supervised by Vikki Eriksson (dupreezv@cput.ac.za) from the Applied Design Department at the Cape Peninsula University of Technology.

Consent Form

You are invited to participate in a research study conducted by Mrs. Monette van Zyl, from the Faculty of Informatics and Design, at the Cape Peninsula University of Technology (CPUT).

I hope to learn about **your perceptions and experiences regarding green products**. Research activities may include observations and interviews. These form part of my MTech: Graphic Design study, titled '*The Effect of Trustworthy Digital Advertising on Green Product Consumption in South Africa*'. The time and aim or each session will be communicated in a short introduction and you will be able to decide whether you would like to participate.

- Taking part is completely voluntary and you welcome to stop participating whenever you like.
- Any information that is obtained in connection with this study will remain confidential and comments in text will be linked to a pseudonym of your choosing.
- The redacted data-set from the study will be available to researchers online through the eSango (Figshare) systems.

If you have any questions about the study or the research activities, please feel free to contact me at monettevanzyl@yahoo.com or on +27 73 157 5556.

Research activity: Interview

Date and Time: 17-05-2021 @ 14:00

Permission to use media, quotes and materials

Tick all appropriate boxes:

If a box it not ticked it means you do not give consent for these materials to be used.

✓	I give consent for **photographs** of me, taken in today's session to be used in academic publications and activities.
✓	I give consent for **audio** of me, taken in today's session to be used in academic publications and activities.
✓	I give consent for any **quotes** I made today, to be used in academic publications and activities.

Your signature indicates that you have read and understand the information provided above, that you willingly agree to participate, that you understand that you may withdraw your consent at any time.

Name: ▮▮▮▮▮▮▮▮   Age: *32*

Signature: ▮▮▮▮▮▮   Date: *17/05/2021*

Thank you for taking the time to learn more about my project. Please do not hesitate to contact me should you need any additional information. This project is supervised by Vikki Eriksson (dupreezv@cput.ac.za) from the Applied Design Department at the Cape Peninsula University of Technology.

Consent Form

Participant Code:	Date:
NF-03	18/05/21

You are invited to participate in a research study conducted by Mrs. Monette van Zyl, from the Faculty of Informatics and Design, at the Cape Peninsula University of Technology (CPUT).

I hope to learn about **your perceptions and experiences regarding green products**. Research activities may include observations and interviews. These form part of my MTech: Graphic Design study, titled *'The Effect of Trustworthy Digital Advertising on Green Product Consumption in South Africa'*. The time and aim or each session will be communicated in a short introduction and you will be able to decide whether you would like to participate.

- Taking part is completely voluntary and you welcome to stop participating whenever you like.
- Any information that is obtained in connection with this study will remain confidential and comments in text will be linked to a pseudonym of your choosing.
- The redacted data-set from the study will be available to researchers online through the eSango (Figshare) systems.

If you have any questions about the study or the research activities, please feel free to contact me at monettevanzyl@yahoo.com or on +27 73 157 5556.

Research activity: Interview

Date and Time: **18-05-2021 @ 08:30**

Permission to use media, quotes and materials

Tick all appropriate boxes:

If a box it not ticked it means you do not give consent for these materials to be used.

✓ I give consent for **photographs** of me, taken in today's session to be used in academic publications and activities.

✓ I give consent for **audio** of me, taken in today's session to be used in academic publications and activities.

✓ I give consent for any **quotes** I made today, to be used in academic publications and activities.

Your signature indicates that you have read and understand the information provided above, that you willingly agree to participate, that you understand that you may withdraw your consent at any time.

Name: ▮▮▮▮▮   Age: 28

Signature: ▮▮▮▮   Date: 18 May 2021

Thank you for taking the time to learn more about my project. Please do not hesitate to contact me should you need any additional information. This project is supervised by Vikki Eriksson (dupreezv@cput.ac.za) from the Applied Design Department at the Cape Peninsula University of Technology.

Consent Form

Participant Code:	Date:
WB-04	25/05/21

You are invited to participate in a research study conducted by Mrs. Monette van Zyl, from the Faculty of Informatics and Design, at the Cape Peninsula University of Technology (CPUT).

I hope to learn about **your perceptions and experiences regarding green products**. Research activities may include observations and interviews. These form part of my MTech: Graphic Design study, titled '*The Effect of Trustworthy Digital Advertising on Green Product Consumption in South Africa*'. The time and aim or each session will be communicated in a short introduction and you will be able to decide whether you would like to participate.

- Taking part is completely voluntary and you welcome to stop participating whenever you like.
- Any information that is obtained in connection with this study will remain confidential and comments in text will be linked to a pseudonym of your choosing.
- The redacted data-set from the study will be available to researchers online through the eSango (Figshare) systems.

If you have any questions about the study or the research activities, please feel free to contact me at monettevanzyl@yahoo.com or on +27 73 157 5556.

Research activity: Interview

Date and Time: **25-05-2021 @ 08:00**

Permission to use media, quotes and materials

Tick all appropriate boxes:

If a box it not ticked it means you do not give consent for these materials to be used.

✓	I give consent for **photographs** of me, taken in today's session to be used in academic publications and activities.
✓	I give consent for **audio** of me, taken in today's session to be used in academic publications and activities.
✓	I give consent for any **quotes** I made today, to be used in academic publications and activities.

Your signature indicates that you have read and understand the information provided above, that you willingly agree to participate, that you understand that you may withdraw your consent at any time.

Name: ██████████   Age: 53

Signature: ██████████   Date: 25 / 05 / 2021

Thank you for taking the time to learn more about my project. Please do not hesitate to contact me should you need any additional information. This project is supervised by Vikki Eriksson (dupreezv@cput.ac.za) from the Applied Design Department at the Cape Peninsula University of Technology.

8.2 Appendix B – FID Ethics Approval Certificate

Cape Peninsula University of Technology
creating futures

Office of the Research Ethics Committee
Faculty of Informatics and Design
Room 2.09
80 Roeland Street
Cape Town
Tel: 021-469 1012
Email: ndedem@cput.ac.za
Secretary: Mziyanda Ndede

16 March 2021

Mrs Monette van Zyl
c/o Department of Applied Design
CPUT

Reference no: 211256943/2021/7

Project title: The Effect of Trustworthy Digital Advertising on Green Product Consumption
in South Africa

Approval period: 16 March 2021 – 31 December 2022

This is to certify that the Faculty of Informatics and Design Research Ethics Committee of the
Cape Peninsula University of Technology approved the methodology and ethics of Mrs Monette
van Zyl (211256943) for the MTech in Graphic Design.

Any amendments, extension or other modifications to the protocol must be submitted to the
Research Ethics Committee for approval.

The Committee must be informed of any serious adverse event and/or termination of the study.

A/Prof I van Zyl
Chair: Research Ethics Committee
Faculty of Informatics and Design
Cape Peninsula University of Technology

8.3 Appendix C – Questionnaire questions

Hello:

I am currently a masters student studying graphic design at CPUT. As part of my thesis, I am analysing consumer awareness and trends with regards to eco-friendly products.

If you could spare a few minutes to complete the following questionnaire it would be greatly appreciated. It will take approximately 5 minutes to complete the questionnaire.

Please Note:

Your participation in this study is completely voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable answering any questions, you can withdraw from the questionnaire at any point.

Your questionnaire responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. If you have questions at any time about the questionnaire or the procedures, you may contact me by email at the email address specified below.

Thank you very much for your time and support. Please start with the questionnaire by clicking on the Continue button below.

Q1. Gender
a) Male
b) Female
c) Non-binary
d) Other

Q2. Age
a) Under 20
b) 20 – 30
c) 30 – 40
d) 40 – 50
e) 50 – 60
f) 60 – 70
g) Over 70

Q3. Do you consider your effect on the environment as a consumer before purchasing general day to day products?
a) Yes
b) No

Q4. Do you regularly recycle product packaging?
a) Yes
b) No

Q5. Are you aware of any products which are designed with environmental issues in mind?
a) Yes

b) No

Q6. Have you ever bought or considered buying products which are designed with environmental issues in mind?
a) Yes
b) No

Q7. What has been your experience using green products? Select one or more from the list.
a) Increases performance.
b) Reduced performance.
c) Products appearance.
d) Too expensive.
e) Not expensive.
f) Are not aware of any such products.
g) I feel like I am doing my part in sustaining the environment.
h) Other. Please give details (Type Option added)

Q8. What makes you **trust** something?

Q9. What is the factor that makes you **trust** on the brand that you use?
a) Uniformity in quality.
b) Maintenance of competitive price.
c) Value for money.
d) Availability of special offers.
e) Demand or popularity in the market.
f) Other. Please give details (Type Option added)

Q10. What is the possible factor that can affect your **trust** in the **brand**?
a) Abnormal increase in price.
b) Drastic decrease in the quality.
c) Reduction of demand and popularity in the market.
d) Other. Please give details (Type Option added)

Q11. How familiar are you with these brands in these eco-friendly cleaning ranges? *Here I will show product range for each brand as images, type bellow is to show what will be there.*
a) Pick 'n Pay - Live green, eco-conscious cleaning range.
b) SPAR - Eco cleaning range.
c) Dis-Chem - Eco home range.
d) Checkers - Simple Truth Eco-friendly cleaning range.
e) Woolworths – Earth friendly cleaning range.

Q12. *Here I will show digital and print adverts of above-mentioned products*……Visuals.
I will then ask them what it is about these adverts that express:
Trustworthiness of eco-friendly e.g.
Click on the adverts that you feel provides you with trust that the product/s been advertised are green, sustainable, or eco-friendly.
<u>Then</u>
Q13. From the above adverts is it the wording/copy, logos or colour that gives you the understanding that these products are eco-friendly.

a) Wording/Copy
b) Green logos
c) Colour
d) Other. Please give details (Type Option added)

Q14. Read the following headings of green brands:

A. New eco-conscious Live Green cleaning range is made from biodegradable plant-based materials that are cruelty – and guilty-free.

B. Living healthy, eco-friendly cleaning products.

C. Eco Range.

D. Eco-conscious cleaning range.

E. Range of affordable cleaning products which are eco-friendly, cruelty free and made with biodegradable materials.

F. Biodegradable and non-toxic

G. Earth friendly – made with biodegradable cleaning ingredients.

Would this information change your choice to purchase a green product verse a non-green product?
a) Yes
b) No

Q15. Assess the following logos of green cleaning brands: *Here I will show the green logos that are on the products/adverts.*

A. Green range logo (live green)
B. Eco Range logo.
C. Simple truth logo.
D. Earth friendly logo.
E. Eco home logo.

Do these logos add trustworthiness to your discission making of these brands?
a) Yes
b) No

https://www.questionpro.com/t/AShtiZl61t
Survey : Green products, not too green to clean (questionpro.com)

8.4 Appendix D – Interview questions

Please Note:

Your participation in this study is completely voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable answering any questions, you can withdraw from the interview at any point.

Your interview responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. If you have questions at any time about the questionnaire or the procedures, you may contact me by email at the email address specified below.

1. Gender (This I will confirm, this question will not be asked) (Tick)

☐ Male
☐ Female
☐ Non-binary
☐ Other _____

2. Age (Tick)

☐ Under 20
☐ 20 – 30
☐ 30 – 40
☐ 40 – 50
☐ 50 – 60
☐ 60 – 70
☐ Over 70

3. What does trust mean to you?
Probe: Provide a clear definition of trust that would be relevant in a workplace situation and give an example.

4. Are you aware of "green products" or Eco-friendly products?

5. How you became aware of "green products" or Eco-friendly products?
Probe) Television, Magazines, Online, Newspaper, Others….

6. If green features increase the price of the product, are you willing to pay more?

7. Do you think there is enough information about "green" features when you buy the product?

8. What is the main reason that makes you willing to pay more for the "green" products?
Probe) Enhance a quality of life.
Environmental protection responsibility.
Potential increase of product value.
Getting high level of satisfaction.

9. What is the main reason that makes you not willing to pay more for the "green" products?
Probe) Cannot see the benefit of those features.
Product cost is too high, cannot afford them.
Producers only claim, actually it is not.
Government should pay for them.
Producer should pay for them.
Environmental issues are gimmick for commercial only.
I am ready to pay extra for eco-friendly product.

10. Why do you think green marketing is in headlines nowadays?
Probe) Consumers are being aware of green products.
Company increasing its competitive edge.
Company's attempt to address society's new concern.

11. Which marketing element strongly influences your buying behaviour of green products?
Probe) Product; Package; Place; Promotion; Other

12. Is the market for green products always positive?

Probe) Although the market of green products has increased, findings have shown that consumers' behaviours towards green products are not always positive.

For example, some studies reveal that there are consumers who think that regular products are higher in quality than its supplementary, eco-friendly product.

13. Thinking back to your purchasing your first green product, can you remember what it was about the product that made you purchase at the time?
Probes:

- Why do you think it was so popular?
- Was there green logos or wording on the product?
- Were there any advertisements about the product?

14. How familiar are you with these brands in these eco-friendly cleaning ranges?

Product A

Product B

Product C

Product D

Product E

Product F

15. What it is about these adverts that express: Trustworthiness of being eco-friendly?
Select the advert/s that you feel provides you with trust that the product/s been advertised are green, sustainable, or eco-friendly.

Advert A

Advert B

Advert C

Online Advert D

Online Advert E

Online Advert F

16. From the above adverts is it the wording, logos or colour that gives you the understanding that these products are eco-friendly.

e) Wording/Copy
f) Green logos
g) Colour
h) Other. Please give details

17. Look at the bellow online advertisement: Having a comparison of green and non-green products, would this advertisement convince you to purchase the green products over the non-green products and why?

18. Read the following headings of green brands:

A. New eco-conscious Live Green cleaning range is made from biodegradable plant-based materials that are cruelty – and guilty-free.

B. Living healthy, eco-friendly cleaning products.

C. Eco Range.

D. Eco-conscious cleaning range.

E. Range of affordable cleaning products which are eco-friendly, cruelty free and made with biodegradable materials.

F. Biodegradable and non-toxic

G. Earth friendly – made with biodegradable cleaning ingredients.

Would this information change your choice to purchase a green product verse a non-green product?

19. Assess the following logos of green cleaning brands:
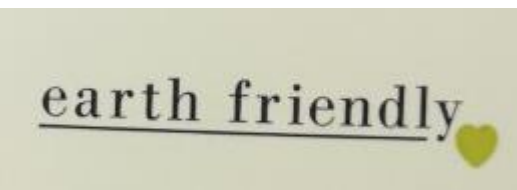
A

B

C

D

E

F

G

Do these logos add trustworthiness to your disccision making of these brands?

20. Do you agree with the bellow text or do you disagree?

Trustworthiness: Claims such as 100% recycled and dolphin safe were important indicators for trustworthiness. The dolphin safe label for example seems to serve as an indicator for making an animal friendly decision. But it clearly only states dolphin safe and the rest is left to be inferred by the consumer.

8.5 Appendix E – Participant interview transcripts

<u>Interviews</u>:
Q1: = Gender (gender was an equal mix of male and female)
Q2: = Age (ages ranged from 25 to 50)
Q3:
LC- 01 –Trust to me is that you are trustworthy to what you say, but that you are trustful to what you are advertising. Most of all, if the brand does not advertise something and then when you get the products it is not what they advertised then automatically trust is broken. If it is in the workplace, I would say trust is being honest. Trust is broken as well, when you are dishonest, to explaining, so you said basically honest, but if I am not being honest this would make you feel that you lose trust in that situation. Whether it is a brand or a company. So, if you advertise that your product is organic and when I buy it and find out that it is not organic or it has been tested on animals, or you know, then for me that trust with the brand is completely broken and I will not use your product anymore. So, I think it is more about if you are being honest in what you are advertising and between what I am getting when I buy the actual product then okay, I will then continue to trust the brand.
HK-02 – What trust means to me is if you can walk a mile with that person or with that business, you know you going to be there with them, and they will be there for you to support one another. That is what trust means to me. If I think about different shops, speaking about brands, if they provide special discounts to you. You have to trust the relationship between you and the shop, like Pick 'n Pay for instance, if they provide you with the necessary products that you need, you go and buy that product and especially if they give discounts to you for those products that you purchase. To trust that they are giving the discounts and are not cheating you of your money.
NF-03, What does trust mean to me, to me it is a feeling that a brand can be relied upon, so they stay true to their promises that they make to the consumers or to myself and then also that if you had to investigate any of the claims that they make that will also be truthful and they will also live up to that, it is not only about stating something but also living it as a brand and I think a brand that always come to mind to me when it comes to trust is Woolworths, I think they are transparent and authentic in what they say and do, they even own up to some of their flaws, so if they do something that goes against whatever claim they make they will then come back to the issue and then say they made a mistake and this is what we going to do moving forward. What resonates well with them is their promise and factor

of quality, I feel this is something they always stay true to and when you are buying something from them you know it will be of good quality and if it is not, they have a very good return policy. To them the customer is always right. So, at the end of the day if you are buying something you are unsatisfied with, you can trust them in the sense that they will either give you money back or replace the product.

WB-04 – Yes, I f I buy a brand like a Toyota or Bosch machine, I will trust by word going around that the car brand or washing machine brand is good. From what other customers have said.

Q4:
LC- 01 – Yes, I am, but mainly eco-friendly body products, like soaps, creams etc.

HK-02 – Yes, I am aware that there are products on the market. I know Woolworths and Food Lovers Market are big with the eco-friendly ranges.

NF-03, Yes, I am.

WB-04 – I know of the electric vehicles. Usually, it will be more your washing soaps, that will not be harmful to the environment. I cannot name them off my head, but I do know that these products exist.

Q5:
LC- 01 – Personally, I got my first eco-friendly product as a gift. The shop is called Lush in Canal Walk, it came as a gift set, and it was all organic and eco-friendly and ever since then I have used that product. I am online a lot and see a lot of adverts for eco-friendly or organic products. More online, digitally.

HK-02 – By personally shopping and seeing them in the shops, and then family WOM. Online also with adverts online, for eco-friendly products and on Websites, example Woolworths Website.

NF-03, There are two parts to this, so the first one is through word of mouth from my mom, so my mom is very into the environment and animals and protecting them. This is where my knowledge of green products came from, she was also using them and advocating them and the benefits of them, and then also being part of a millennium generation, we start to notice more things about climate change and what we are doing to the environment and at the same time also things that I am seeing on social media. So, it is both the relationship I have with my mom and then also what I am seeing everyday being advertised through brands on my social media platforms.

WB-04 – Definitely advertisements and brand awareness. This would help to know about these eco-friendly green brands.

Q6:
LC- 01 – Yes, purely since it is better for the environment and for what it stands for and most of the time the quality of that product is also better.

HK-02 – Yes, I would, it depends what product but in general I would by green products.

NF-03, Yes, I definitely am. So, I feel that what you are paying for is that it goes beyond the product itself, so it is also what the product stands for, and that is why I am willing to pay more, as you are buying onto something green, you are not just buying the product to clean but that you are also giving back to the environment, so it is like your money is going into two different things, not just the product itself.

WB-04 – Within limits yes, if it is not going to harm the environment, I would rather get a product that will not harm the environment. So yes, I would pay more.

Q7:
LC- 01 – That I would say depends, as if it is a new brand the information is not always on par but if it is a more established brand that has been around for a long time, they give a lot more information. I do not think there is enough marketing or advertising about green products on the market.

HK-02 – Not much information for green products. When I buy a green products, the only information is on the product, more information would be nice for example flyers or adverts in the shop.

NF-03, It depends what brand, so some brands are very clear with the information that they put out there, for example I use skin cream that is eco-friendly and they have all their information online and also on their packaging and also where they sell it you can find everything you want to know about them, but then for some reason more commercial brands, for example if you go into Dis-Chem, or Clicks or even Woolworths there is not a lot of information around their eco-friendly products. So, I feel it more with local small brands as opposed to big retailers.

WB-04 – Usually on social media, I garden so I go on and see what is green and environment friendly, so not to have products that will ham birds. On the packaging it has information about that the product is animal friendly and environment friendly.

Q8:

LC- 01 – As a designer I would normally buy the green product because of the packaging, the look and feel, because the branding and packaging on green products are nice. Clean and simple, even the soaps do not have packaging but the design on the soap is very nice and more appealing. What it stands for and that it makes a difference to the planet is why I buy green products.

HK-02 – A greener earth! To make the future better for the next generation, a better future for our children.

NF-03, I think that its beneficial because you are paying for shared value, so it not only benefits the company at the end of the day you are also putting money back into something that is good. So if you are spending your money on something that is eco and is going to improve the environment then you are pushing more companies or brands to follow suite to kind of take that route because more of the sales are going that way where if you are buying the cheaper alternative that are bad for the environment you are showing the green companies and other companies that there is no point in actually selling green products because they can make more money selling something that is not necessarily good for the environment.

WB-04 – That I can trust it and that it will not harm the environment.

Q9:

LC- 01 – For me it would be the amount, for example, if it is bubble bath or cream it is a lot less product in the packaging, smaller than a normal product, but I would still pay the cost for that green product.

HK-02 – I think if the prices increase a lot.

NF-03, It depends if they are green or not, a lot of companies will sometimes claim that they are green but then they will for example will make use of single use plastics, which I do not agree with, so if you are going to claim that you are green and you are eco-friendly then you need to follow through and uphold that promise. But at the end of the day, I am willing to pay more for green products.

WB-04 – If it is very expensive or no evidence that it actually works.

Q10:

LC- 01 – I would say it is in the headlines because of all the prolusion, the fact that we damage the planet so much. I think that the more you hear about something and the more you hear about something, the more you take it in. The more that you hear that what you are doing to the environment, the more it gets stuck in your mind and you end up wanting to do more for the environment, and this does give marketing the edge to use this for their benefit. They touch an emotional part of people, like not using plastic straws as it harms sea animals.

HK-02 – I think that leads to the answer about a greener earth and how product can affect the earth and the future of the earth.

NF-03, I think green marketing is in the headlines because we are finding out more information about what products and things can actually do to the environment, so with that whole climate change and being aware of all of these things we are now starting to realise the effect that our actions have on the

environment and I think also based on that it is now become an industry trend while at the same time to sort of use green marketing as a tactic to get sales.

WB-04 – Because of global warming is the buzz word and the environment plays a big role in that so anything that will not contribute to global warming is a good thing.

Q11:

LC- 01 – I would then also say it the packaging that influences my purchasing of a green product. It is clear difference between an organic product to a non-organic product, I notice this, and this is what attracts me to it, then read it and then see its good and then most of the time purchase it.

HK-02 – WOM and why it is good for you, and the packaging and the feel of the packaging, influence me to buy the product and try it out.

NF-03, So I would say packaging. I am not sure if that is one of the elements looking at, but that is probably the first thing I always look at is whether the packaging itself looks eco- friendly and sustainable, and then also look for the actual well-known symbols affiliated with us as well. So, the actual eco logo, those are the next kind of things I look for on packaging itself, but if you are looking for something more like a message, so it is that as well. But then if it is not necessarily looking at the product but more just the brand information before even committing to buying something, it is also their story on social media platforms also online on their websites. Are they advertising this? Are they talking about it? So, transparency is very much key with that being open about how they give back to the environment and how their products are eco, and all that information is very important for me to see on the packaging as well as online.

WB-04 – I would say social media, Facebook groups that recommend it and that a lot of people confirm that it work.

Q12:

LC- 01 – For me personally yes, but I am not so sure about if it is positive for everyone. Green products are asking you to give up something that you are not used to, because these products are not usually what you use, but you are buying or changing to it because it is helping the planet. So not positive because of the change but also positive because you are helping the planet and doing good. It does work on your emotions to buy the product so not to damage the planet or harm animals.

HK-02 – I have not heard any negative, so yes.

NF-03, No. I think that a lot of companies take this as a sales pitch so that they feel that they going to go and label themselves as green, even if it is that the companies may be a small percentage wise eco- friendly. They will then go and take that to be able to try and increase their sales. I mean, you always get those horrible stories that come out in the news about how the companies doing horrible things to the environment and they not actually green. So, I think there is a bad reputation for using this as a sales tactic. But then there's actual brands and genuine about it and do want to promote saving the environment, use things like that with a product.

WB-04 – Yes, mostly. When you do research and see what other people say, usually it is a good thing and works to kill off pests but will not be harmful to birds and is positive about the product.

Q13:

LC- 01 – It was the packaging, other than that it was the fact that it was better to use, it had interesting facts on the packaging about how this product is good to use, had a great concept and was interesting and good for the environment and my skin. In the shop they had advertising about the product, but no other advertising. Info was all on the packaging, plus green logos. Organic logo.

HK-02 – It would have been about the packaging and the layout of the design and information about it being green.

NF-03, I purchased my first green product was for my skin. And the reason why is because everything else that had chemicals that was creating horrible acne for my skin. So that was the first reason. So, it was not actually necessarily a reason of that, but I love the planet and I wanted to save the planet. My first brand switch to something eco is just since my skin needed it. Yes, there was green logos and wording on the product. There was a logo at the back, but then it was also the packaging type, it was glass which is recyclable. But what they do is they sell sachets, so this promotes keeping the glass and reusing it yourself each time, instead of throwing it away. There were not really any advertisements on it, and they still are not actually advertisements on it. Do you think that it is a popular product now? Yes. Literally gone into every major retailer like Woolworths and poetry, even Truworths. So, it is kind of gone everywhere now. Faithful to nature. So, I think what they leveraged was just word of mouth and people advocating for the product or how basic it was instead of physically advertising it themselves.

WB-04 – The packaging was not great looking, but I knew from what I read I recognised the logo and the brand and that is why I purchased it.

Q14:

LC-01	HK-02	NF-03:	WB-04
A: Yes	A: Yes	A: Yes	A: No
B: No	B: No	B: No	B: Yes
C: No	C: No	C: Yes	C: No
D: No	D: No	D: Yes	D: Yes
E: No	E: No	E: Yes	E: No
F: No	F: No	F: No	F: Yes

Q15:

Advert A:

LC- 01 – The first thing that I see is no artificial flavours, I see the text first and this states what is in the products and what is not, and it has the green look and the information, and I like the fact that is states to look at the green circle, creating awareness of what products are green. I buy this brand.

HK-02 – The colours, and images working together with the products. The information about the products will create trust to buy the products. The fruit illustrations and the logo, the wording create a green feel.

NF-03 - The first thing that catches my eye is the actual colours, so they are using very muted tones ready which tells me that the product is potentially eco which is great also in the name and solve simple truth like truth also makes me think of trustworthiness. I think that is quite good that they have that, and the name, so it looks like the advertisement is recycled paper based on all the texture. Or maybe they just trying to give their illusion of recycled paper, and then I think what really makes them trustworthy, is that they have these little green boxes with all the ticks that are showing you that this product does not include these things, which is quite nice to see. The colour, the logos, and the wording, give me the feeling that this advert is trustworthy.

WB-04 – We should trust them as its public, that it has been shared on the market, the wording helps, if you read the fine print, yes. But some of the words does not necessarily say its eco-friendly, could just be there to make it more sellable.

Advert B:

LC- 01 – It states firstly Eco-friendly and personal care, it has the three logos on the top of the advertisement, plants based, vegan friendly and cruelty free immediately draws my attention. And then the photos because every product has the MyEarth on it and this immediately tells me the products are eco-friendly. It is a combination of the logos and the type.

HK-02 – Also the title, the wording, the images, and the logos (leaf logo) create trust and that its green and eco-friendly. These things influence me.

NF-03 - for this one. I would say it is the logo but then it is also the little symbols that are plant based, vegan friendly and cruelty free.

WB-04 – This one saying my earth, makes me feel that it is eco-friendly. The wording and the colour and the logos. Especially the leaf, this tells me that it is friendly, cruelty free, this is important.

Advert C:

LC- 01 – This one only has earth friendly and save money, but it does not have much info for eco-friendly. It has the words but not enough information to create trust, I need more information about the products.

HK-02 – Because it is from Woolworths I know its green, the wording and colour makes it feel green.

NF-03 - Yeah, I know that they have like the eco branding, which is then telling you that it is eco, but I do not feel like that is enough. Yes, they could have said a bit more about the product, about its eco-friendly information. The packing is great, the advert could have more information.

WB-04 – Not so much the logos, but the wording at the top earth friendly with the green heart next to it does say this.

Online Advert D:

LC- 01 – The same as the previous one, but a lot of text, it does say that it is green, so from the type is does say that it is green, but you need to really look hard to see what it is about. At first glance it does not strike me as a green product advert, I would need to spend time and read through the advert as there is a lot of information, but what does stand out is the stand a chance to win a dishwasher.

HK-02 – I can see the wording about live green and the colour and the logo. Gives the feel that it is green, and the products also have the logo on all the packaging, saying green.

NF-03 – This one I feel has more information, about live green, green footprint, I think that it is giving you more information. The section about guilt free, trusted, could be highlighted more and standout more. There is a lot going on, its very busy and a lot of information. Some of the information could have been larger in font size and bolder to stand out more.

WB-04 – I can see that the advert is green, I can see the wording that it is green. The products also have green on them, makes it all seem eco-friendly.

Online Advert E:

LC- 01 – This is better as it screams Eco-Friendly on the top of the advert and then also has the tick marks and type saying that the products are natural, sustainability, cruelty free and green logo.

HK-02 – The wording, eco-friendly cleaning.

NF-03 – By this interview, I had removed the image F as it was low quality and difficult to see on the screen.

WB-04 – the green is prominent, live green and the footprint, they mention green a lot that makes me feel this is environmentally friendly.

Online Advert F:

LC- 01 – This one has the living healthy and the eco-home and the colours are all green. Healthy caught my eye first and then the eco logo with the leaf made me feel that these products are green.

HK-02 – I know Di-Chem is very not green living, the type, logo and colour makes it feel green as well as the leaf logo.

NF-03 - This advert has a great logo, explaining eco-friendly or eco-home, but again very little information regarding the products.

WB-04 – Green again, living healthy and eco-home and eco-friendly with he leaves, the colour makes me feel that it is environmentally friendly.

Q16:

LC- 01	HK-02	NF-03:	WB-04
A: Yes	A: Yes	A: Yes	A: No
B: Yes	B: Yes	B: Yes	B: Yes
C: Yes	C: Yes	C: Yes	C: Yes
D: All three.	D: The logos, colour and the wording.	D: Combo of all three to be fully trustworthy.	D: Leaves, green makes me feel that its green.

Q17:

LC- 01 – Yes, the 95% recycled packaging stands out first, and the fact that it is vegan and cruelty free, I would consider buying the green before buying the non-green products. The type and the design of the green products draw my attention first. When I look at the prices it is interesting that the prices are not that different.

HK-02 – Yes, it comes to the wording and the layout, makes it stand out more than the normal cleaning products. The green products stand out more. The process is interesting that there is not much difference, but more for the eco products, but I would pay more for the greener products. I do sometimes wonder why green products are more in cost than non-green products.

NF-03 – I am going to say yes, and the reason I am saying yes is that I am surprised at the prices are not that different, the eco products are still a little bit more expensive but, I thought the prices would differ a lot, with the eco products being more expensive by a lot, but they are not. I also like how the Type is large and bold stating what each section is about. Eco-conscious already place on your emotions, pulls on your heart strings making you think about the environment and the cruelty free, and vegan and, the 95% recycled packaging. The green bars on the eco side of the advert are little steps convincing you to purchase the eco-friendly products, highlighting their benefits.

WB-04 – Brand awareness comes in and brand loyalty, would I try it, yes if the price is not very different and it gives the same results then yes, I would buy the green products. The prices does seem to be the same in price, and this does interest me.

Q18:

LC- 01	HK-02	NF-03:	WB-04
A: Yes	A: Yes	A: Yes	A: Yes
B: Yes	B: Yes	B: Yes	B: Yes
C: Yes	C: Yes	C: Yes	C: Yes
D: Yes	D: Yes	D: Yes	D: Yes
E: Yes	E: Yes	E: Yes	E: Yes
F: Yes	F: Yes	F: Yes	F: Yes
G: Yes	G: Yes	G: Yes	G: Yes – the most
Yes, these headlines will help	Yes, these are why I	Yes, these headlines will help change	Yes, these words are important especially as I

change my choice to buy green products.	would buy these products, is because of these words.	my choice to buy green products.	would want to know that the product will not damage the environment.

Q19:

LC- 01	HK-02	NF-03:	WB-04
A: Yes	A: Yes	A: Yes	A: Yes, the most
B: No	B: Yes	B: Yes	B: Yes
C: Yes	C: Yes	C: Yes	C: Yes
D: No	D: Yes	D: Yes	D: Yes
E: Not sure	E: Yes	E: Yes	E: Yes, the most
F: Yes	F: Yes	F: Yes	F: Yes
G: Yes	G: Yes	G: Yes	G: Yes
It is the colours and the font of A, C, F and G that make these logos feel trustworthy.	Yes, the wording, the icons, and the colour. Especially the leaf, this would catch my eye and to me it tells me the product is eco-friendly, not necessary the colour but the leaf and the wording.	These logos do help convince me that the product is green and eco-friendly and will help toward my purchase behaviour.	A and B stands our the most as they look that research has been done to make sure these products are environmentally friendly, the leaf really feels trustworthy.

Q20:

LC- 01 – Yes, I do trust what is on the label, I would trust that what the brand is stating is the truth. I would also check the back of the label to see what the ingredients are to maybe back up the claim. I do feel that if they are saying it is 100% recycled on the packaging, I would normally trust this, but the brand should always back this information up with facts. I would generally trust the type and the logos on the packaging.

HK-02 – Just stating dolphin safe make same think about other animals in the ocean, so is it really that safe? 100% recycled, if it has this on the product then I would think it is recycled and believe it.

NF-03 – Yes and No, Yes I like to see things like that, but no in the sense that for example if it is just Dolphins safe what other animals are not safe and I feel that, this statement pr dolphin friendly logo shows that other marine animals are left out, and then 100% recycled, making this statement you would need to have more information pertaining to this statement on the packaging. The claims feel very ambitious and a bit too extreme. As a consumer I would want more information regarding the claims of the product or brand. Not just a blanket statement.

WB-04 – Even if it is made from 100% recycled does this mean that the content is also friendly to the environment. I would then look more into the product to see if the whole product is 100% safe to the environment. The dolphin safe, does not really mean it is safe to the ocean. I would need more proof.