ABSTRACT

The severity of environmental degradation is no longer a mirage for the human being living on the earth. Ecological balance is unsustainable due to not only environmental vengeance but also human activities that continuously occurs undoubted environmental damage. Its obviousness is so pervasive that there is no other way left for everybody than to conceive an upcoming precarious future. Resources last forever, and the earth has a unlimited capacity to heal itself are the fundamental assumptions based on which a civilization is built - is now in for an awful shock. Thus, environmental concern, for mankind as a whole, is no longer an option, but it is a must.

Many organization, government and non-government, is engaging themselves in green movements to save the nature. Environmental disasters now attract high profile news coverage. Conveying green messages through television is one of the effective means to create environmental consciousness that many organizations persistently consider. This research study is based on assessing the impact of such a green message that is plant trees to save the environment on television in the context of a developing country, Bangladesh.

This study begins with an elaborate introduction of the importance of environmental consciousness. The description of green marketing concept and its illustration in Bangladesh makes the beginning of this study extremely interesting. Besides, the depiction of vast demographic and geographic condition of Bangladesh and its capital, Dhaka, provide a deep understanding of conducting this research study in the context of a developing country. A lucid depiction of problem statement that is how do certain factors affect the audience of green advertising at Dhaka Metropolitan City to form an attitude towards the green marketing concept that is to plant trees to save the environment is conveyed here that leads the reader to visualize the problem of this research study. Most importantly the research objectives those are (1) to identify a demographic profile of the audiences who are exposed to the Green marketing advertisement, (2) to explore certain factors of the advertisement regarding Green Marketing concept and the reaction pattern (environmental consciousness) of the audiences of Dhaka Metropolitan City and (3) to identify the relationship between certain factors of green advertisements and the attitude of the audiences of these green advertisements towards green marketing concept are clearly illustrated. Moreover, the scopes and limitations of this study those are (1) this study exposes a developing country environment that is Bangladesh and geographically based on only Dhaka Metropolitan City, the capital city of Bangladesh. So the other cities of the country are unexplored. (2) green marketing has many fields such as green packaging, green pricing etc but only green advertising has been discussed in this research, (3) one aspect of Green movement that is "Planting trees" covered in this study where the other aspects such as using environment friendly products, using less polluted engines or vehicles, dumping chemicals in the water etc. are ignored in this study and (4) One vehicle of communicating message, television is used to detect the effectiveness of Green Marketing concept hence the other popular media such as radio, newspaper etc are not being discussed provide the reader a clear direction to scrutinize this research study. Finally, the importance of conducting this study leads to the development of the literature review chapter.

Following the introduction, delineation of an extensive base of relevant theories and the illustration of different models furnish the literature review of this study. These theories and models are related to green marketing concept and the means of conveying the green marketing messages, that is green advertising. Along these literatures, the theoretical models of previous study give the researcher a strong base to formulate the conceptual framework for this research study.

The chapter 'research framework' is given fulfillment by the illustration of the conceptual framework and the description of ways by which the factors or variables constitute the framework. There are ten independent variables namely humor, fear, guilt, rational appeal, involvement, message length, repetition, celebrity's attractiveness, trustworthiness and expertise those have been tested against the three dependent variables namely attitude towards the green advertising, attitude towards the brand that is green marketing concept and the purchase intention that is plant or not plant. How the theories extracted from the previous chapter abet the researcher to develop the framework is also vividly demonstrated in this chapter. Along these, the elucidation of the factors in the context of Bangladesh and the findings from the previous researches precedes to the development of the ten research hypotheses those are the crucial concern for this study.

The methods and procedures for collecting and analyzing the needed information to conduct this study are elaborately agitated in the 'research methodology' chapter. The apposite type of research design that has been used for this study is Ex Post Facto design where the subtype used is survey to accomplish the research objectives. Secondary data for this research study has been collected from various sources includes Bangladesh Ministry of Environment and Forestry, Bangladesh Bureau of Statistics, Bangladesh Demographic and Health Survey, Newspapers, journals of consumer research, marketing research, advertising research, psychology and a wide muster of text books related to marketing, consumer behavior, advertising, green marketing, psychology etc. And primary data has been collected with the conduct of structured interview that involves distributing self-administered questionnaires. Non-probability sampling is the appropriate sampling design for this study where the researcher has used convenience sampling technique to select the sample from the target population who are the audiences of Bangladesh Television living in the 15 Thanas in Dhaka Metropolitan City. Determination of the sample size or the number of the respondents participating in the survey that is 385 and the pre-exposition of the statistical test those are frequency and percentage in each category of the demographic profile of the respondents and Bivariate analysis with Spearman's Rank Correlation to test each of the ten research hypotheses, applied give this chapter a fruitful shape.

Two types of statistics, Descriptive and Inferential, has been analyzed in the 'data analysis and findings' chapter. Frequency analysis for the demographic profile of the respondents of this study and the statistical testing of hypotheses furnishes this chapter eloquently. Moreover, the reliability testing of the scales that measure the variables under this study has explicitly demonstrated in this chapter. The values of alpha for all the variables are more than 0.6 (the minimum requirement for reliability) and states that all the scales used to measure the variables of this research study are

reliable. Except for the first hypothesis, all other nine hypotheses of this study have found substantiated at the significant level lower than 0.05.

Following is the chapter of 'research results' which has been depicted with the test results of both descriptive and inferential statistics. The result from the descriptive statistics reveals that the majority of the respondents of this research study are female, age between 26 to 35 years old, single, office employee, income range of below or equal 4,000 Taka and bachelor degree. The minority of the respondents are male, age above 45 years, widow with children, income 10,001 Taka and above and possess diploma or higher than master degree. The result from the hypotheses testing divulges that there is no relationship between humor and attitude towards green advertising, but there is a relationship between fear and attitude towards green advertising, guilt and attitude towards green advertising, rational appeal and attitude towards green advertising, involvement and attitude towards green advertising, message length and attitude towards green marketing concept, repetition and attitude towards green marketing concept, celebrity's attractiveness and purchase intention, celebrity's trustworthiness and purchase intention, and celebrity's expertise and purchase intention. Elaborate interpretations of the hypotheses testing have made this research study more imperative of how certain factors do and do not act according to the theory. How can cultural discrepancy be influential to form attitude of the respondents is also unveiled here.

Ultimately, the achievement of the three research objectives and the resolution of research problem those have been illustrated in 'discussion and implications' chapter draw a desirable end to this study. An effective implication has also been delineated against both academic and business point of view. It is recommended by the researcher that the advertising agencies should be very cautious while using emotional appeal, should invest more resources and time to conduct researches, should consider to promote green marketing concept through other media than television. It is also recommended that other departments of the government along with the Forestry Department should take initiatives to preserve the nature. Similarly, the government should encourage non-government organization to launch green campaign by giving subsidies and should allocate money to upgrade environmental degradation and to set environmental research institute. And the government should not only strengthen the enforcement of environmental preservation laws but also discourage the user of wooden made products. These robust sets of recommendations for the government and the business sectors give this study a final touch of accuracy and fulfillment.