

Study on the role of green marketing advertisement using conjoint analysis

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ABSTRACT:

Recently, although the concern to environmental issues has increased gradually, it does not serve as practical action, either. Moreover, also let the gap of the consciousness between a company and a consumer is a problem. In this study, in order to solve these problems, the preference of a green marketing advertisement is treated.

The purpose of this study is proposing the future way that should be by exploring the present condition of the green marketing advertisement which informers create, and the tendency of the green marketing advertisement which receivers prefer.

At the present data analysis, what should be carried out in case an informer creates a future green marketing advertisement using all the application works of “the 10th green marketing advertisement contest” is proposed.

At the preference analysis, preference of the green marketing advertisement of receivers is explored using the technique of presuming preference of a consumer called conjoint analysis.

Result of the present analysis

The company is positive to create a green marketing advertisement, and a local self-governing body, NPO, etc. are still negative to create.

There are very few green marketing advertisements which include detailed information in the present condition.

Result of the preference analysis

Common consumer's preference are “the catch copy which gives a clean image to an environmental issues”, “the thing in which the relation to a company does not have an advertising image”, “the thing containing ISO information”, and “the sentence with little amount of information”.

The group with high environmental consciousness prefer the catch copy which gives a sense of impending crisis to an environmental issues.

The group with the long reply time of a questionnaire prefer the concrete sentence with much amount of information.

Conclusion by two results

In order to tell environment information to all receivers, all informers creating green marketing advertisements.

It is required for the high group of environmental consciousness that concrete information is offered by the limited media, such as a magazine which is related to environment.

It is required for a common consumer that using the mass media, even if it is few information, what is liked is offered.

Therefore, it can be said that the green marketing advertisement with each role of “information offer” and “consciousness enlightenment” is required(Figure1).

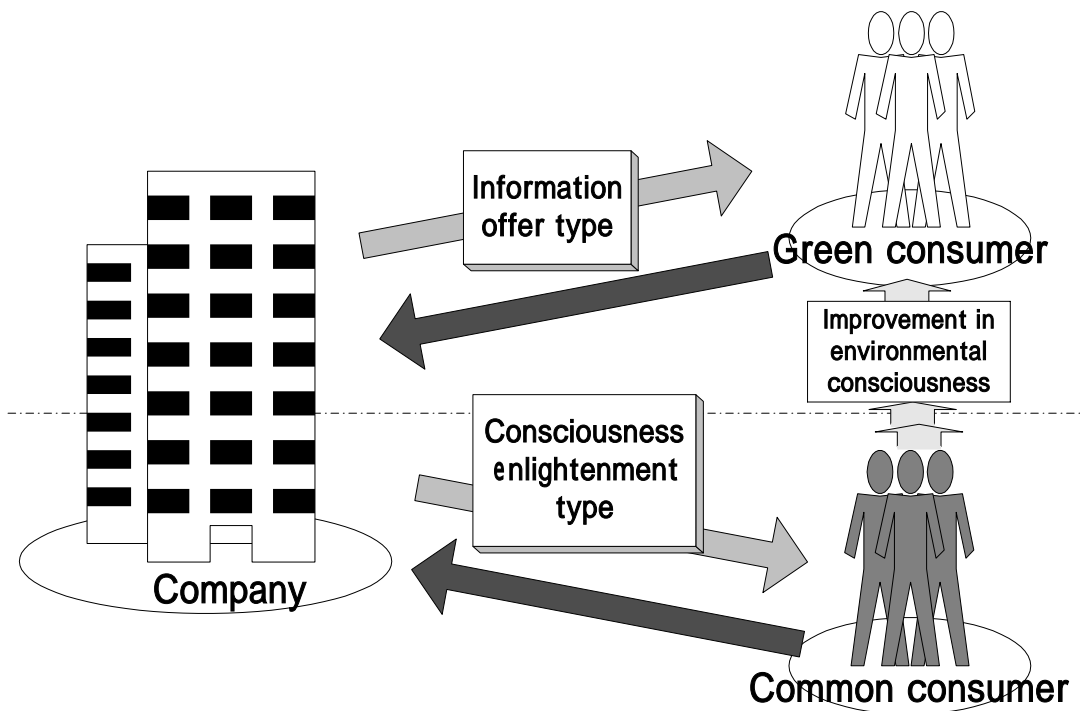


Figure1. Two types of green marketing advertisements