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Unveiling The Green Narrative: An Analysis of Environmental Strategies on Consumer Behavior in Pakistani Ads

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Abstract

With the emergence of climate change as a serious issue around the world, media outlets frequently use environmental appeal in advertisements. Thus, media advertisements are a major contributor to public awareness about the importance of a green lifestyle by highlighting aspects of climate change communication. In developing nations with low literacy rates, environmental appeal in advertisements is still uncommon, and customers' understanding of ecological concerns is poor. This study provides a content analysis of housing scheme advertisements appearing in Pakistani media, examining the frequency and type of green appeals, the style in which they have appeared, and the depth of green appeal used explicitly in these ads over the last year. Housing Schemes were carefully chosen with the understanding that they are growing at the expense of forests and agricultural land. With Pakistan's new wave of urbanization, this sector is reaching new heights of production and expansion. The findings demonstrate how superficial and misleading the use of environmental appeal in Pakistani commercials is, resulting in ineffective climate change communication. Furthermore, when contrasted with the immediate need for climate change communication in advertisements, the findings are not encouraging. The result is a consumer mindset with little or no awareness of the serious issue of climate change that Pakistan has been dealing with for years.

Keywords: Climate Change Communication, Environmental Appeal, Green Appeal, Advertisements

Introduction

Social media and mobile Internet have made it easier for people to debate and evaluate social issues. Advertisers use these technologies to forecast consumer preferences and brand representation. Eco-friendliness, sometimes known as



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"going green," is a growing commercial trend.

Previously, becoming green meant just turning off lights while leaving a room to conserve electricity. The market for environmentally friendly products has expanded to include energy-efficient appliances and cars. Major automakers have at least one low-emission vehicle in their lineup and frequently emphasize low fuel expenses for their other models.

Consumers are bombarded with messages promoting environmental benefits from various groups and companies. Consumers can exert influence on businesses, leading to pressure for "going green." According to a recent study by Bodger and Monks (2010), 55% of consumers in 17 countries, including Great Britain, France, China, and the USA, are very concerned about environmental problems, while 73% of Australians are similarly concerned. This indicates that consumers are becoming more aware of the environmental impact of their purchasing decisions and are willing to spend on environmentally friendly products (Bodger and Monks, 2010, p. 284).

Environmental challenges have long captured the interest of researchers, scientists, policymakers, and the general people across the world. However, Priestley (2017) said, "Average the worldwide temperature is increasing, glaciers are melting, sea level is on the rise, and severe weather conditions are becoming prevalent and the main reason is a spike in carbon dioxide raised into the surroundings by the petroleum and coal we have been consuming since at the beginning of the industrial revolution". It also means that "climate change has a global character and connected problems of poverty, the economic development, population growth" (Bird et al. 2008).

The media also plays a vital role in a number of complex processes that shape information flows in this political environment. Climate change media is not just a set of newspaper articles and television productions; rather, it is a social interaction and corporate social responsibility between scientists, politicians, and the general public in which the media act as a platform for communication (Hou & Reber 2011). Among the strategies of using appeals, especially in commercial and persuasive messages, is the environmental appeal that can help to educate the public on significant climate change issues in the world (D'Souza et al. 2006). Previously, evaluating the impact of green commercials on consumers required a thorough examination of their content, including concepts, facts, and suggestions.

Positive green emotional appeal, in particular, made customers happy, contributed to consumer approval of the commercial and brand (Fredrickson, 2001), and consequently enhanced consumers' perceived green value (Wang et al., 2022). Consumers perceive green value fewer times because non-green commercials concentrate on attributes related to how green agricultural goods perform (Kong and Zhang, 2014).

Consumer views of green agricultural goods differ depending on the advertising appeals to which consumers are exposed (Xue et al., 2019). Scarcity appeal in advertising (non-green) increased consumers' perceived worth (Eisend, 2008). Psychological green appeal (the proud green appeal and the admiring green appeal) helped to boost customer perceived value (Wang et al., 2017).

Green advertising appeal exposes additional qualities connected to the sustainability of green agricultural goods, allowing consumers to recognize a greater degree of environmental value more clearly (Kong and Zhang, 2014).



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Companies assist consumers in gaining a greater awareness of the beneficial ecological attributes of items and their role in a sustainable future by informing buyers about these topics through commercials (Zhang et al., 2010; Sheng et al., 2021), thereby making it much simpler for buyers to understand the environmentally friendly perceived value of goods and services.

Rationale of the Study

The chance of climate risk index also forecasts Pakistan at the top, at the seventh position on the list of the 10 countries suffering the most due to the environment. The developing countries are more vulnerable to the effects of global warming not only because of ignorance of the problem but also because they lack sufficient publicity. In the book *Media as Partners in Educating for Sustainable Development*, UNESCO highlighted the role of media in climate change. It gives rise to some questions regarding the informational task of the media, as climate change is one of the most vital issues critical for humanity as a whole. Advertising is most significant because of its persuasive power. The use of green appeal in advertising is one of several approaches to communicating climate change while also influencing the audience most effectively (D'Souza et al., 2006).

Research Questions

- RQ₁.** Which level of green appeal has been viewed most frequently in TV commercials?
- RQ₂.** What is the most frequent level of green appeal in television advertising for housing societies?
- RQ₃.** What are the most popular styles for green appeal?

Literature Review

The media is regarded as one of the channels for raising awareness about this topic among the general public. The majority of the public is still ignorant, so consistent and accurate representation of subjects such as temperature rise and environmental issues can favourably impact public involvement throughout the entire globe (Thaker et al. 2017). Some researchers consider this problematic due to the diversity of target demographics and message-building strategies, as well as the environment of communication.

According to Mercado (2012), climate change is a subject of worldwide concern for Argentina's media. News on climate change is featured in the international part of the newspaper rather than the national or scientific sections. This problem is commonly referred to as "conflict" in Argentinean media, which is associated with competing issues in international discussions. According to studies, one of the most important roles that media performs is to increase eco-literacy by allowing audiences to comprehend the facts or environmental cues presented in media material.

Tariq (2014) discovered that green advertising has a direct influence on customer buying behavior and satisfaction in Pakistan. However, green marketing did not impact all customers. Similarly, Kordshouli et al. (2015) discovered that eco-labeling and green messaging in advertising affected just 70% of customers in Mashhad, Iran. Furthermore, 50% of respondents weren't paying attention to green statements in advertisements because they thought they were less



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believable. Chan (2004) discovered that throughout the Chinese market, variables related to reduced credibility on green marketing include the company being less eco-friendly or being unable to satisfy customer expectations. He discovered that within the Chinese market, businesses that advertise environmentally friendly activities affect the behavior of 70% of their customers. According to Gong et al. (2020), green corporate positioning is a practical communication approach that emphasizes distinctive values, particularly environmentally friendly attributes. Green brands cannot generate money unless their qualities are carefully articulated (H.-J. Wang, 2017). Green is returning, as customers demand more environmentally friendly products from producers throughout the world. In this instance, every company's activity and behavior must not harm the atmosphere or people.

Environmental pollution is a significant issue confronting human life today. Global pollution and rising awareness are prompting shoppers to pick greener products. Organizations have become increasingly conscious of "green" policies and standards and their environmental impact. Customers are becoming more health conscious, and they actively promote greener living practices. Customers have more environmentally friendly alternatives, owing to green textiles. The term "environment" refers to recommendations for reducing environmental harm that are used to define laws, services, and goods (Walsh 2013).

The objective of green advertising is to create a perception of the company in customers' minds. A company's image is an ensemble of brands that consumers form in their minds. A consumer's personality may act as a motivator in cases when brand loyalists will stick to the organization's image (Morissan 2015; Rangkuti 2010).

Green branding is strongly associated with green product purchase intent; businesses must include green technology in their product development and production practices (Majeed, Aslam, Murtaza, Attila, & Molnár, 2022). Similarly, Chen, Chang, Li, and Chen (2020) discovered that green brand attitude had a complete mediation effect on the link between sustainable brand effect and green purchasing intentions; this suggests an indirect positive association between green brand effect and green buying intentions.

Butt et al. (2022) investigated the influence of green washing strategies on customer green trust and brand connection in Pakistan's home appliances market; the findings indicate that green trust has a substantial and positive effect on green brand attachment.

Consumers who are aware of green products are better equipped to make informed purchase decisions (Akbar, Zeb, & Ahmad, 2017; Aulina & Yuliati, 2017; Marwat & Ahmad, 2022). Y. M. Wang, Zaman, and Alvi (2022) suggested that the usefulness of sustainable consumptions, such as efficiency gains, low carbon emissions, and recyclability, is based on functional qualities. In contrast, emotional environmentally friendly advertising refers to a brand's social appeal in terms of pleasant feelings of giving and environmental responsibility.

Hossain and Khan (2018) observed that green products are an essential component of the green advertising mix and have a considerable influence on green purchasing among Bangladeshi consumers. Similarly, green products are an essential component in customers' green purchasing decisions (Boztepe, 2012; Mahmoud, 2017). Furthermore, A. K. P. Karunarathna et al. (2020) claimed that the aspects of the green marketing mix, including green products,



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are a good predictor of green purchasing behavior.

Dissabandara (2020) found that consumer purchasing intentions have a strong connection with green brand associations because they provide them with positive information, an optimistic mindset, and a reason to buy a good or service. According to research, green brand association is a key factor that impacts brand equity (Gordon et al., 2016; Ahsan et al., 2020). Because a successful green position necessitates brand differentiation and a distinct selling point, businesses frequently influence customers' perceptions of green products. Recent research has found that commodities missing green features and attributes are less commercially successful (Gong 2020; Swenson 1997; Martins 2021).

Brand image, a broad phrase for feelings that have minimal consequence on sales, refers to the emotional impact of a certain brand as it is utilized and purchased by buyers (Song 2021). The establishment of a positive perception of a brand is critical because it provides customers with an indicator when they lack adequate discernment regarding the qualitative features of goods and services, making it a determining factor in their purchase decisions. Furthermore, green ads should state that the product is intended for environmentally friendly things and urge buyers to utilize it (Rizwan et al. 2014). Customers will recognize a "sustainable brand" if a firm adequately conveys the distinct green value that it provides through its environmentally friendly products (Hartmann 2005; Lin 2017).

As stated by Zameer (2020), research shows that green branding is essential to the success of all practices. Following the line of argument by Kao and Du (2020), sustainable advertising is essential but still not exhaustive in view of green marketing issues. Advertising's communication aim targets customers' beliefs and attitudes towards commodities and firms, feelings, learning capabilities, opinions, and perceptions (Peter & Olson, 2000).

Theoretical Framework

Media Ecology Theory

Media ecology theory by Marshall McLuhan (1964) was selected as the theoretical support. Media ecology regards media as more than just a method of communication; it is also a social ecosystem like any other. Media ecology may be reduced to a single statement: technologies. In this scenario, communication technologies range from writing to digital media. Create places that influence the individuals who utilize them. Remember Postman's definition: 'The term 'ecology' implies the study of environments: their structure, substance, and influence on humans' (1970). According to McLuhan, the impacts of technology 'do not occur at the level of views or notions, but modify sense ratios or patterns of perception continuously and without any resistance'.

Research Methodology

The approach of conducting research is the overall strategy and procedure in a given study that enables the collection, analysis, and evaluation of data in order to answer some questions or test hypotheses. It includes the research approach used (qualitative, quantitative, or mixed), the design of the study, the sample technique used, the data collection tools, and data analysis methods. The research methodology applies order and uniformity in the study, hence



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increasing its validity and dependability. In the opinion of Creswell and Creswell (2018), for the analytic enterprise to be comprehensive and the outcomes credible and replicable, a standard research methodology has to be achieved. Establishing patterns, concepts, and even meanings is important when undertaking qualitative content analysis as an experimental method for studying and assessing textual data.

While measuring and calculating are the main concerns of quantitative content analysis, on the other hand, qualitative content analysis is much more interested in the context of the text and the meaning behind the messages. The data we gather is grouped and classified according to categories and topics for analysis, whereupon responses to the questions posed by the study are provided. As highlighted by Schreier (2014), qualitative content analysis is a valuable approach for studying complicated social issues as it enables the identification of the variation and richness of textual data, making the method central to qualitative enquiry. As this study noted, there is a dearth of research on media content analysis that focuses on green appeal. Therefore, it suggested that qualitative content analysis was a suitable research method.

Sample

Purposive sampling was used to select the appropriate sample. Four housing scheme projects were chosen based on their solid reputation throughout the country and countrywide presence. One television commercial (TVC) for every housing society was chosen for content analysis.

- a) Defence Housing Authority Lahore,
- b) Royal Residencia Lahore,
- c) Bahria Town Lahore and
- d) Fazaia Housing Scheme Lahore.

Unit of Analysis

This study's unit of analysis was each shot of a Television commercial.

Results

Researchers examined the persuasive techniques used in advertisements for housing plans under one key area, namely green appeals. Corbett (2006) identified the same green appeals in advertisements for housing plans:

1. Nature as Backdrop,
2. Environmental Product Attribute,
3. Green Image, and
4. Environmental Advocacy.

The following are extended summaries of the greens appeal (Tables 1 and 2), followed by the researchers' extensive study and interpretation of the data.





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Analysis of Advertisements of Housing Schemes

Researchers discussed the findings of the advertising for housing projects (Table 1) in accordance with the study questions.

1. Which green appeal has shown up the most in TV commercials?

According to a content study of housing plan TV commercials, the green appeal known as "Nature as backdrop" has been utilised 51 times.

2. What is the most frequent level of green appeal in television advertising for houses?

Table 1: Housing Schemes Advertisements Analysis

Levels of green appeal	Frequency	Style
Nature as a backdrop	51	Lush vegetation, beautiful sky, its freshness, trees, green walkways, green grounds with trees, green patches.
Green product attribute	38	Examples of green spaces include royal gardens, greenhouses, farms, wind farms, parks, playgrounds, golf courses, night safaris, landscapes, ponds, and theme parks.
Green image	22	The logo of petals in various colours of green, names of societies, the eagle flying- a sign of coexistence with nature, sunlight appearing in the logo, and the green colour in the logo.
Environmental advocacy	15	A green environment to live in, nature-friendly house.

Table 1 shows the frequency distribution: Most housing scheme advertisements emphasize "Nature as a backdrop" (51 instances) with imagery like lush vegetation and green walkways, while fewer ads focus on "Environmental advocacy" (15 instances), which promotes eco-friendly living. The other categories, "Green product attribute" (38) and "Green image" (22), highlight green spaces and eco-themed branding elements, respectively.

3. What are the most popular styles for green appeal?

The styles or characteristics chosen were strongly impacted by the sort of appeal being conveyed. The images for 'Nature as Backdrop' featured huge shrubs, green roads, lush gardens, sky, and water. Landscaped areas, livestock, farms, lush golf courses, safari expeditions, lakes, and theme parks all reflected the 'Green Product Attribute'. The implication of Green in the corporation in the 'GREEN IMAGE' was done by portraying them as unified Green/Environment Appeal in the logos, titles of the specific housing schemes, and tagline lines such as; a housing scheme has the logo that shows the 'flower petals in different shades of green'. The least recognized level is 'the environmental advocacy,' which involved narratives instead of images to convince potential consumers on how the adoption of a certain brand of housing projects will make them lead an environmentally sustainable life.

Analysis of Advertisements of Housing Schemes w.r.t Themes & Sub-themes



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Bahria Town Lahore

- **Nature as a Backdrop**

Lush Green Spaces: The advertisements usually depict expansive green gardens, parks, and tree-lined avenues, resulting in a peaceful and natural ambiance.

Water Features: Ponds, fountains, and man-made lakes are shown to emphasize the setting's natural beauty and peacefulness.

Outdoor Activities: Residents are seen participating in activities such as running, cycling, and picnics, stressing the peaceful integration of nature into daily life.

- **Environmental Product Attributes**

Eco-friendly technologies: This includes solar photovoltaic panels, energy efficient lights, and water saving devices.

Sustainable Construction: Eco-friendly building materials are to be used, and sustainable ways of building the structure should be adopted.

Waste Management: Advanced methods of waste disposal and recycling that have a minimum effect on the environment.

- **Green Image**

Eco-conscious Branding: The advert portrays Bahria Town as a modern, environmentally friendly, master planned city.

Health and Wellness Promotion: People are shown enjoying rich gardens and cleanliness in their surroundings, which is in line with healthy living.

Commitment to Sustainability: Information on the current projects on constructing parks and recreational areas, along with ways of fighting climate change and conserving the earth's resources.

- **Environmental Advocacy**

Community projects: Incorporation of the community-based environmental activities like tree planting exercises and clean-ups.

Educational Efforts: Creating awareness on environmental conservation measures and/or the need to embrace environmentally friendly practices.

Corporate Responsibility: To reduce pressure on the environment, their work focuses on encouraging responsible environmental conduct, in this case, in Bahria Town.

Defence Housing Authority Lahore

- **Nature as Backdrop**

Scenic Landscapes: Prettily, nature is represented in commercials as beautiful green parks, trees on roadsides, or beautiful full-filled swimming pools to reflect a healthy 'NO germs' lifestyle.

Natural Light and Outdoor Spaces: To create belongingness with nature, overemphasize on light and spaciousness.

Eco-friendly Infrastructure: Highlight constructions that incorporate the natural environment; they should focus on green roofs and walls as well as solar panels.

- **Environmental Product Attributes**

Energy Efficiency & Saving: The latest fashions use solar panels, energy-efficient lighting, and water-saving gadgets.

Sustainable Materials: Sustainable materials can be defined as green construction materials and eco-friendly technologies for building construction.



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Water Conservation: Contemporary techniques are utilized in the disposal and recycling of trash in order to minimize its effects on the environment.

- **Green Image**

Branding as Environmentally Friendly: The logo for DHA is to issue a formal commitment towards environmental protection and sustainable development.

Community Initiatives: This section highlights parts related to tree planting, recycling, and spreading awareness about environmental conservation.

Healthy Living: These standards foster prosperity in terms of how people live while ensuring they do not negatively impact the earth and human bodies.

- **Environmental Advocacy**

Awareness Campaigns: The advertisements usually focus on environmental protection and people's responsible behaviours.

Partnerships with NGOs: On the social element, more focus should be placed on partnership with environmental NGOs to cooperate on the number of green initiatives.

Educational Content: This section contains ideas about how to create a global community in which people can live without conflict by following certain behaviours.

Fazaia Housing Scheme Lahore

- **Nature as Backdrop**

Visual Representation: The advertisements commonly involve green spaces such as large trees, parks, and spacious streets with trees, mostly portraying the natural class of the houses.

Imagery & Illustration: The outside environment symbolizes in this movie as a mental influence, strength, and purity.

Background Sounds & Music: Mere sounds such as birds chirping, leaves rustling, and flowing water emanate a soothing and eco-friendly environment.

- **Environmental Product Attributes**

Eco-friendly Infrastructure: The adverts also stress on good energy-efficient homes and the use of earth-friendly material.

Water Management: Promoting the methods of collecting and using rainwater should target environmentally friendly customers.

Green Spaces: To encourage environmental concerns, the site will provide parks, green belts, and community gardens in the housing project.

- **Green Image**

Brand Positioning: Thus, the Fazaia Housing Scheme lays pretensions to being an eco-friendly and new-age neighbourhood.

Certifications and Endorsements: To establish credibility, one should talk of green competence or membership to environmental organisations.

Eco-conscious Lifestyle: The ad most frequently shows families exercising outdoors, such as jogging, cycling, picnicking, and other healthy and environmentally friendly activities.

- **Environmental Advocacy**

Educational Content: It is noteworthy that many commercials follow or include sequences that introduce viewers to certain aspects of environmental protection and the opportunities of an environmentally friendly life.

Community Involvement: Promotes tree-planting exercises, cleanliness



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exercises, and other awareness-creation events in the community.

Influencer Endorsements: Local celebrities or even environmental activist icons can enhance efficiency, especially when marketing housing.

Royal Residencia Housing Lahore

- **Nature as Backdrop**

Visuals: This means that many features, such as vegetation, play areas, and waterfalls, are easily spotted.

Setting: The focus is on the beautiful landscapes surrounding the residential compound.

Cinematic Techniques: Use drone shots and panoramic views to capture greenery, such as gardens or whatever surrounds them.

- **Environmental Product Attributes**

Eco-friendly Infrastructure: Facility: solar energy installations in buildings and rainwater collection equipment.

Green Spaces: This is adhesively lit on the number of playgrounds, green belts, and tree-lined roads.

Sustainable Materials: In simple terms, this means using environmentally friendly products and construction methods when designing buildings.

- **Green Image**

Brand Positioning: Coordinates the housing community with sustainability and environmental friendliness.

Marketing Messages: Emphasis is placed on healthy, green living and environmental stewardship.

Visual Consistency: Advertisements include green colour palettes and natural images

- **Environmental Advocacy**

Corporate Social Responsibility (CSR): Encourages the housing society's participation in environmental projects and community programmes.

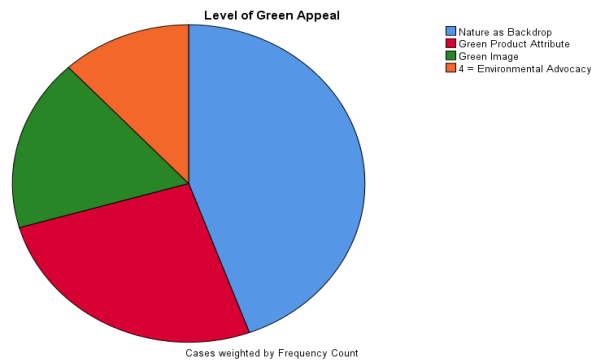
Educational Content: Commercials may feature information about the benefits of environmentally friendly habits and sustainable techniques.

Partnerships: Mentions of alliances with environmental groups or initiatives.

Statistical Findings & Analysis

This summary outlines the key properties and roles of each variable used in the study.

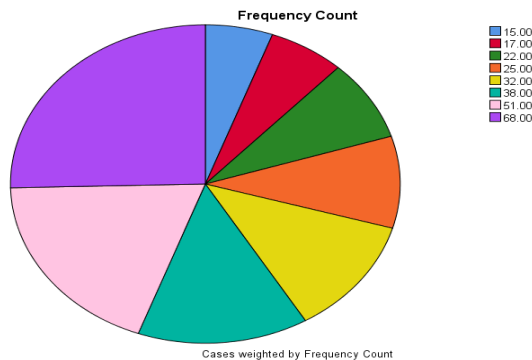
- 1) **Category:** Numeric (Width: 8, Decimals: 0), Label: Type of Advertisement, Values: {1, Housing Schemes;
- 2) **Green Appeal Level:** Numeric (Width: 8, Decimals: 0), Label: Level of Green Appeal, Values: {1, Nature as Backdrop; 2, Green Product Attribute; 3, Green Image; 4, Environmental Advocacy}, No Missing Values, Right Alignment, Nominal Measure, Input Role.
- 3) **Frequency:** Numeric (Width: 8, Decimals: 2), Label: Frequency Count, No Values or Missing Values, Right Alignment, Scale Measure, Input Role.
- 4) **Style:** String (Width: 36, Decimals: 0), Label: Style, No Values or Missing Values, Left Alignment, Nominal Measure, Input Role.



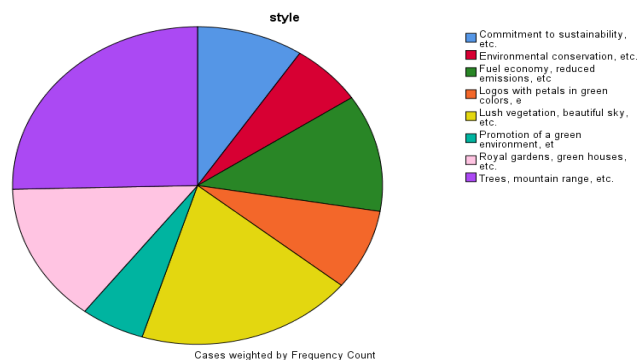
With reference with the pie chart, it shows the proportions of different levels of “Green Appeal” in commercials. There are the following categories:

- Nature as Backdrop (Blue): This is the largest category proving that most of the commercials use nature as a backdrop once they want to draw attention to an environmentally friendly product.
- Green Product Attribute (Red): It is the second largest one with the really high focus on the promotion of the so-called green product features.
- Green Image (Green): This category represents a smaller but notable portion, where the green image is a key appeal factor.
- Environmental Advocacy (Orange): This is the smallest segment, suggesting that fewer advertisements focus on environmental advocacy as their primary green appeal.

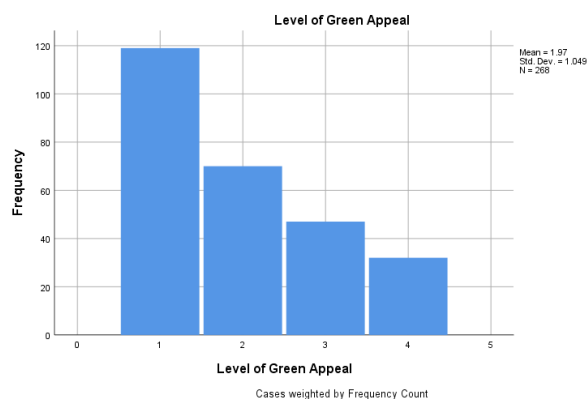
Overall, "Nature as Backdrop" dominates the green appeal strategies, while "Environmental Advocacy" is the least emphasized.



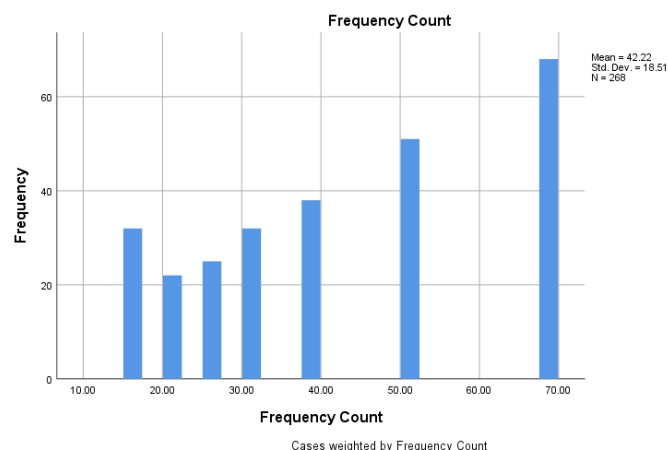
The pie chart represents the distribution of frequency counts across different categories. The largest segment, shown in purple, corresponds to a frequency of 68, which dominates the chart. The next largest segments are pink and yellow, representing frequencies of 51 and 38, respectively. Smaller segments like blue and red represent the lower frequencies of 15 and 17. This visual emphasizes that the majority of cases have higher frequency counts, particularly in the range of 38 to 68, with fewer cases at the lower frequencies.



The pie chart illustrates the distribution of different advertisement styles based on their green appeal. The largest portion is for “Trees, mountainous range, etc.” (Purple) which show an appreciable emphasis towards images of nature. Residential/Semi-Retirement: “Lush plants, beautiful skies, etc.” (Yellow) has a pretty good percentage with special stress on the scenery. Other green marketing techniques include “Yes for Sustainable Future” denoted by the color Blue and “Fuel Economic Development Reduced Emissions” denoted by the color Green.



Here bar chart demonstrates the frequency on using the ‘Green Appeal’ in the advertisements. What is more, each of the bars corresponds infrequency count based on the different heights that illustrate the number of repetitions of each count. The most frequent category is at the highest point, while others are more evenly distributed.



The bar diagram shows the distribution of frequency counts across different



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categories, with the heights of the bars representing the number of instances each frequency count appears in the dataset.

- The highest frequency count is 68, with around 60 occurrences, followed by a frequency count of 51 with approximately 50 occurrences.
- Lower frequency counts, such as 15, 17, 22, and 25, have fewer instances, reflecting that they are less commonly used in the dataset.
- The mean frequency is around 42.22, with a standard deviation of 18.51, indicating moderate variability in how often different frequency counts occur.

Overall, the chart visually confirms that higher frequency counts (particularly 68 and 51) are more prevalent in the dataset, while lower frequency counts are less common. This suggests a tendency for the dataset to concentrate around certain frequency levels, likely corresponding to specific green appeal strategies.

Frequencies

	Type	of	Level	of	
	Advertiseme	nt	Green	Frequency	Style
			Appeal	Count	
N	Valid	268	268	268	268
	Missing	0	0	0	0
Mean		1.53	1.97	42.2239	
Median		2.00	2.00	38.0000	
Mode		2	1	68.00	
Std. Deviation		.500	1.049	18.50990	
Variance		.250	1.100	342.616	
Range		1	3	53.00	
Minimum		1	1	15.00	
Maximum		2	4	68.00	
Sum		410	528	11316.00	

The statistics distribution shows that the most common ("Mode") level of green appeal in advertisements is "Nature as a backdrop" (Mode = 2), with an average frequency of around 42 occurrences per category. The data varies moderately, as indicated by the standard deviation of 18.51, with frequency counts ranging from 15 to 68 instances.

Level of Green Appeal

		F	%age	Valid %age	Cumulative %age
Valid	Nature as Backdrop	119	44.4	44.4	44.4
	Green Product Attribute	70	26.1	26.1	70.5
	Green Image	47	17.5	17.5	88.1
	4 = Environmental Advocacy	32	11.9	11.9	100.0
	Total	268	100.0	100.0	

The distribution shows that "Nature as Backdrop" is the most frequently used green appeal in advertisements (44.4%), followed by "Green Product Attribute" (26.1%). The least common appeal is "Environmental Advocacy," making up only



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11.9% of the ads.

Frequency Count

	F	%age	Valid %age	Cumulative %age
Valid	15.00 15	5.6	5.6	5.6
	17.00 17	6.3	6.3	11.9
	22.00 22	8.2	8.2	20.1
	25.00 25	9.3	9.3	29.5
	32.00 32	11.9	11.9	41.4
	38.00 38	14.2	14.2	55.6
	51.00 51	19.0	19.0	74.6
	68.00 68	25.4	25.4	100.0
Total	268	100.0	100.0	

The frequency count distribution indicates that most advertisements have 68 instances of green appeal (25.4%), followed by 51 instances (19.0%). The least frequent count is 15 instances, representing only 5.6% of the ads.

Style

	F	%age	Valid %age	Cumulative %age
Valid Commitment to sustainability, etc.	25	9.3	9.3	9.3
Environmental conservation, etc.	17	6.3	6.3	15.7
Fuel economy, reduced emissions, etc	32	11.9	11.9	27.6
Logos with petals in green colors,	22	8.2	8.2	35.8
Lush vegetation, beautiful sky, etc.	51	19.0	19.0	54.9
Promotion of a green environment, et	15	5.6	5.6	60.4
Royal gardens, greenhouses, etc.	38	14.2	14.2	74.6
Trees, mountain ranges, etc.	68	25.4	25.4	100.0
Total	268	100.0	100.0	

The distribution table shows that the most common style in advertisements is "Trees, mountain range, etc." (25.4%), while "Commitment to sustainability, etc." is the least frequent (9.3%). The styles highlighting lush vegetation and green spaces are notably prevalent, making up a significant portion of the ads.

Crosstabs

Case Processing Summary

Cases		
Valid	Missing	Total



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	N	%age	N	%age	N	%age
Type of Advertisement	268	100.0%	0	0.0%	268	100.0%
Frequency Count						

Crosstabs

Case Processing Summary

	Cases Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Level of Green Appeal	268	100.0%	0	0.0%	268	100.0%
* Frequency Count						

Level of Green Appeal * Frequency Count Crosstabulation

				Frequency Count			
				15.00	17.00	22.00	25.00
Level of Green Appeal	Nature as Backdrop	Green Product Attribute	4 = Environmental Advocacy	0	0	0	0
				0	0	0	0
				0	0	22	25
				15	17	0	0
				Total			

Level of Green Appeal * Frequency Count Crosstabulation

				Frequency Count			
				32.00	38.00	51.00	68.00
Level of Appeal	Green	Nature as Backdrop		0	0	51	68
			Green Product Attribute	32	38	0	0
			Green Image	0	0	0	0
			4 = Environmental Advocacy	0	0	0	0
Total				32	38	51	68

Level of Green Appeal * Frequency Count Crosstabulation

Level of Green Appeal	Nature as Backdrop	119
	Green Product Attribute	70
	Green Image	47
	4 = Environmental Advocacy	32
Total		268

Chi-Square Tests



	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	804.000 ^a	21	.000
Likelihood Ratio	680.827	21	.000
Linear-by-Linear Association	224.193	1	.000
N of Valid Cases	268		

These cross-tabulations and results of the Chi-Square test indicate the existence of a correlation between the amount of green attractiveness and the frequency of commercials.

In doing so, it becomes apparent that specific 'green attractiveness' levels are associated with specific frequency counts. For instance, "Nature as Backdrop" yields higher counts of 51 and 68, while "Environmental Advocacy" yields a lesser count of 15 and 17.

The Chi-Square test is highly significant (p-value = .000), indicating that the relationship between the level of green appeal and frequency count is statistically significant. This suggests that different levels of green appeal are distinctly emphasized in the advertisements, with "Nature as Backdrop" being much more prevalent in terms of frequency compared to "Environmental Advocacy" and other categories. The distribution of these appeals is not random but reflects a deliberate pattern in the advertisements' content.

Crosstabs

Case Processing Summary

		Cases		Missing		Total	
		Valid		N	Percent	N	Percent
style *	Frequency Count	268	100.0%	0	0.0%	268	100.0%

Style * Frequency Count Crosstabulation

Count

		Frequency Count					
		15.00	17.00	22.00	25.00	32.00	38.00
Style	Commitment to sustainability, etc.	0	0	0	25	0	0
	Environmental conservation, etc.	0	17	0	0	0	0
	Fuel economy, reduced emissions, etc	0	0	0	0	32	0
	Logos with petals in green colors, e	0	0	22	0	0	0
	Lush vegetation, beautiful sky, etc.	0	0	0	0	0	0



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Promotion of a green environment, et	15	0	0	0	0	0
Royal gardens, greenhouses, etc.	0	0	0	0	0	38
Trees, mountain ranges, etc.	0	0	0	0	0	0
Total	15	17	22	25	32	38

Style * Frequency Count Crosstabulation.

		Frequency Count		
		51.00	68.00	
Style	Commitment to sustainability, etc.	0	0	25
	Environmental conservation, etc.	0	0	17
	Fuel economy, reduced emissions, etc	0	0	32
	Logos with petals in green colors, e	0	0	22
	Lush vegetation, beautiful sky, etc.	51	0	51
	Promotion of a green environment, et	0	0	15
	Royal gardens, greenhouses, etc.	0	0	38
	Trees, mountain ranges, etc.	0	68	68
Total		51	68	268

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square ^a	1876.000	49	.000
Likelihood Ratio	1049.086	49	.000
N of Valid Cases	268		

The cross-tabulation and Chi-Square test results indicate a strong association between the style of green appeal in advertisements and the frequency count. Each style corresponds to specific frequency counts, with no overlap among different styles. For instance, "Lush vegetation, beautiful sky, etc." is exclusively associated with a frequency of 51, while "Trees, mountain range, etc." corresponds only to a frequency of 68.

The Chi-Square test result is highly significant (p-value = .000), which means the association between style and frequency count is statistically significant. This suggests that different styles of green appeal are intentionally emphasized to varying degrees in the advertisements, reflecting a deliberate and consistent pattern in how these appeals are used. The high Chi-Square value also indicates that the differences in the distribution of styles across the frequency counts are not due to random chance, but rather due to specific choices made in the



advertisements.

Discussion

A review of the data from housing project advertisements revealed that the application of green/environmental appeal in advertisements was obvious but limited. Although components of environmental communication were included in advertisements, the deepness of change in climate & environmental communication might be questioned based on the amount of attractiveness utilised, as suggested by Corbett (2006). Hansen and Machin (2008) found that the commercialization of environmental rhetoric has led to increased consumption rather than fostering environmental literacy or a green lifestyle among the general public.

The Green Appeal advertisements are intended to appeal to Pakistan's rising section of environmentally aware customers. focusing on eco-friendly qualities and practices appeals to those who respect sustainability and want to connect their lifestyle choices with environmentally conscious ideals. This appeal may help to produce a favourable impact on consumer buying behaviour as it increases the demand for homes by making it better to implement the home concept. However, it should also be stated that all these environmental tactics depend on the credibility and feasibility of the claims stated in the advertisements.

Therefore, for the Housing Schemes to sustain consumer confidence and embrace the green appeal, they are obliged to integrate environmental plans within the organisation's planning and operational strategies.

Presently, in Pakistan, the topic of environment consciousness is gradually gaining ground, and therefore, green marketing strategies, such as the methods that Housing Projects use, can influence customer decisions. Honestly, through the consistent manifestation of the commitment to sustainability, the property can appeal to environmentally sensitive buyers with an intention of offering a competitive housing solution in the existing saturated market.

Green Appeal in housing design marketing strategies aims to target clientèle concerned about assessing living conditions that are friendly to the natural environment. In Pakistan, like in other countries, customers care about the environment; hence, if green appeal is introduced to the market, it will influence the customers by appealing to their self-organize beliefs, thus influencing their decision.

Nevertheless, it is imperative to understand that the efficacy of these environmental remedies depends on their credibility. Such marketing may demoralize customers if it is regarded as ritualistic or if the company's marketed environment does not match its real environment.

Customers are becoming increasingly demanding, and perhaps they are asking themselves if proactive measures exist behind pure rhetoric on sustainability.

The television advertising for Housing Schemes appropriately employs elements of the environment and its quality features in consideration of clients who appreciate sustainability. The effectiveness of these tactics in managing the consumers' behaviour shall be determined from their actual integration of sustainable practices into developmental processes as well as their complete reporting of environmental successes.

Some of these methodologies include cultural attraction, environmental attitude,



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and perceived behavioural control about advertisements of the Housing Schemes of Pakistan. As a result, from the literature review, it is evident that the extent of the environmental attractiveness of Housing scheme advertisements may have a substantial impact on consumer behaviour in Pakistan. Stress on the healthy and environment-friendly diet targets the growing category of clients who also think green. This appeal can add to the overall value of the residential project, thus attracting more consumers who are keen on having an environmentally friendly lifestyle.

The success of these strategies is, however, dependent on the truth and accuracy of the environmental claims. If customers think these actions are just a way by which an organization is manipulating them, these tools may negatively affect their trust in the organization. Thus, the desirability of sustainability measures must be fully incorporated into housing projects' processes of development rather than being used as mere slogans in advertisements.

For example, a green marketing tool that might be used in Pakistan, where awareness about environmental issues is on the rise, might play a significant role in shaping customer choices and stimulating client interest in solutions concerning green living. The effectiveness of these techniques is dependent on persistent and concrete environmental actions that support the green image promoted in the advertising.

Environmental awareness is rapidly influencing consumer behaviour in Pakistan; however, economic and societal considerations continue to play an important role. Housing Schemes' environmental initiatives target a specific market of environmentally concerned consumers prepared to invest in environmentally friendly practices. However, the success of these activities depends on how the general population weighs and values environmental gains.

Thus, the commercials create a green image. However, it could be a challenge to convince clients to focus on environmental aspects in preference to the conventional features such as price, location, and services. The efficacy of environmental activism is also determined by the entire public's environment knowledge and education. However, issues related to the environment may become an important topic in the world and locally. In that case, these strategies can affect the purchasing behaviour of the consumers and will lead to higher demand for environmentally friendly housing units.

The advertisement industry sector relies intensely on green appeal in the form of 'Nature as Backdrop', which features the greenest backdrop. They limited the incorporation of natural surroundings to pleasure for the eye in numerous instances and 'complementary' in others, connecting to the broader panorama on the display. Analysis indicated that green was prominently used in the backdrop, offering the product the impression of being environmentally friendly in the eyes of viewers, regardless of the fact that it has no impact on nature, environmental conditions, or the atmosphere in actuality.

The term 'Green Product Attribute' has been employed in the ads of home complexes depending on the type of product to be sold. It sometimes incorporated virtually all the defining facets that a house plan may present, including green play areas, green golf courses, night game parks, and ponds. Neither of them was clearly concerned about how it would not result in future environmental contamination, which of the said notable characteristics would be implemented in the finished product, or how it could contribute to the fight



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against the challenges posed by global warming. The attempt at having 'nature as a backdrop' was much less compelling and convincing than the 'Green Product Attribute'.

Product plan advertising to inform consumers its offering as a 'green product' took the natural element into the brand name/image or the products being sold (Hartmann et al. 2016). A lighting sun is a symbol of a residential scheme, or flowers buds are in shades of green with no reference to nature. However, looking natural and familiar to a viewer's eye helps consumers position the product as green. Some housing developments used the one of flying eagles to determine how big or lofty their goals are or the enhanced living standards that are being offered. The Eagle's Flight is also the logo of Pakistan Air Forces (PAF), and hence by using it. By this move, the housing development was intrinsically attempting to trade on the belief that prospective buyers had in the PAF.

Regardless of the substantial utilization of natural and green images as backdrops in advertisements for housing developments, neither of the campaigns provided any form of 'environmental advocacy'. Only a one-liner in an ad for a housing plan that promised to promote a green lifestyle (sarsabz-o-shadaab zindagi, an Urdu word meaning green lifestyle) was classified as 'environmental campaigning'. The distinction between the use of the natural world (joy, enhancement, persuasive, metaphorical, etc.) and promotion was clear. This apparent interval demonstrated how much the actuality of items differed from their outward representations. The artists were prepared to employ nature and green colours to update or improve the graphics, but 'environmental advocacy' was purposefully neglected. It demonstrated how greenwashing was accomplished by exploiting nature just as a tactic for prospective customers.

As Thaker et al. (2017) stated, the media has a responsibility to educate and inform the audience about the climate change issue; yet, the study revealed that advertisers undercut this interest by using nature as an asset to increase the mass market of their product. Blouin (2016) pointed out that "as observers of media representations of the climate crisis, we need get started with the hard task of scrutinising conceptual hooks related to the issue: the various manners in which consumer obscures the environmental advocacy".

Conclusion

In a country like Pakistan, for example, where literacy rates remain low, the bulk of society struggles to reach a quality of living sufficient to fulfil their fundamental necessities. This concept of a "reasonable" existence has been significantly affected by the mass media, which has thrived since the government's privatization of television networks in 2002.

Tragically, the media's limited attention to environmental concerns implies that public understanding of these essential issues is poor or non-existent. In a more general concept, this common sense shows that, in many cases, the advertising industry cares more about what interests the viewer.

They indicated that a large number of advertisements, both global and local, instead of helping the consumer make an informed decision or encouraging environmentally friendly actions, reduce the environment to a mere decorative context or symbol without portraying any environmental impact of the products advertised.

This trend is evident in house construction. Thus, to attract consumers to buy the



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product, this business has not been shy about seizing on the attractiveness of nature over the environmental friendliness of the services it offers. Unfortunately, instead of advertising their products, this industry has frequently employed nature as a mere gimmick, a way of giving people misleading information instead of educating them on the importance of the struggle against climate change, for instance.

This is especially crucial in the housing industry, bearing in mind that agriculture is a key economic segment in Pakistan. Economy development is usually described in the concept of agriculture, but housing development is rapidly expanding, for instance, in the provision of agricultural land. This invasion is sometimes omitted in advertising, which indeed stresses the 'eco-friendliness' of many-apartments houses, while the worse practices are ignored. The difference is clear: while these innovations can be proud about their greens, they also result in the conversion of arable land for agricultural use. This tendency poses a threat to the food security and the general financial health of the country.

This is because Pakistan ranked seventh in the marketing industry. It must be sustainably mindful in its approach to environmental communication, given that it is among the most exposed to climate change. This involves going past the cosmetic strategy of greenwashing, which sees firms merely faking that the products they sell are environmentally safe and instead offering ecologically responsible products that are good for the environment. Moreover, it concerns the change of the current ad position where nature is used just as an object in the advertisements, to environmental activism and educational messages that are essential in a country that experiences severe ecological challenges.

In addition to completing sectoral programmes, there need to be programmes that will establish an environmental culture within the broadcasting and advertising industries. Working with environmental organizations may help come up with material to promote ecological causes, the effects of climate change, and the measures people and communities take to protect the environment. It might also involve creating advertisements of how people can uphold a sustainable lifestyle in every facet of life.

In conclusion, Pakistan's marketing business has great potential to contribute to the development of environmental awareness and sustainable living. Only those who refrain from greenwashing and appeal to cosmetics, as well as organizations that commit to CSR, can raise public consciousness on the climate and enhance ecological consumption behavior. In a country as sensitive to environmental issues as Pakistan, such initiatives are not only desirable but also required to ensure an environmentally friendly future for everyone.

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