

## AN ECO-LINGUISTIC ANALYSIS OF PAKISTANI ADVERTISEMENTS: A GENDER BASED STUDY

**Tanzeela Ishaq**

M.Phil, Scholar, Department of English Linguistics,  
National University of Modern Languages, Islamabad. (Faisalabad Campus)  
Email: [tanzeelaishaq@gmail.com](mailto:tanzeelaishaq@gmail.com)

**Muhammad Farrukh Arslan**

Lecturer, Department of English Linguistics,  
NUML, Faisalabad.  
Email: [Farukhgill99@gmail.com](mailto:Farukhgill99@gmail.com)

### Abstract

*The study of Eco-Friendly Messages in Pakistani Ads delves into the influence of eco-friendly messaging on consumer behavior, specifically focusing on gender differences in the Pakistani context. Against the backdrop of a rising global environmental consciousness, Pakistani advertisers have incorporated eco-friendly messaging to resonate with an increasingly environmentally aware audience. This research explores the effectiveness of such advertisements compared to traditional approaches, aiming to uncover the motivations behind consumer choices and communication strategies within these ads. Through a careful analysis of ad content and by posing questions, the study examines how messages about environmental consciousness were encoded and decoded, emphasizing the strategic promotion of eco-friendly products in alignment with gender-specific preferences. Key findings indicate nuanced differences, with a slightly higher percentage of men expressing a liking for eco-friendly ads, yet women showing a higher inclination towards regular products in their purchasing decisions. These insights highlight the significance of tailoring advertising strategies to specific audiences, offering valuable guidance for advertisers seeking to navigate gender dynamics and promote sustainability in a diverse and dynamic market like Pakistan. Ultimately, the study contributes to a deeper understanding of the evolving landscape of advertising in Pakistan and provides practical insights for crafting impactful campaigns that align with consumer preferences and environmental sustainability.*

**Keywords:** Ads, Consumer, Consciousness, Eco-friendly, Environment.

### 1. Introduction

In the contemporary landscape of consumerism, the nexus between advertising, environmental consciousness, and sustainable responsibility has become increasingly intricate. As societies worldwide grappled with the imperative of mitigating environmental challenges, the role of advertising in shaping consumer behavior towards sustainable choices took center stage. This research endeavored to navigate this complex terrain, focusing on the Pakistani context, where the interplay of cultural nuances and gender dynamics added a layer of intricacy to the relationship between advertising language, consumer awareness, and sustainable responsibility.

Pakistan, a country marked by a rich tapestry of cultures and traditions, has been experiencing a transformative shift in consumer behavior influenced by global environmental concerns. The escalating discourse around climate change, resource depletion, and ecological degradation has propelled sustainability to the forefront of societal consciousness. In this context, advertisements played a pivotal role not only in reflecting societal values but also in shaping them. The advent of eco-friendly messaging in Pakistani advertisements represented a

conscientious effort by advertisers to align with global sustainability goals and cater to an emerging environmentally conscious consumer base.

While the global trend towards sustainable advertising was evident, the nuances within regional contexts, especially in South Asia, remained underexplored. Pakistan, with its unique blend of cultural diversity and a burgeoning consumer market, presented an opportune terrain for investigation. This study aimed to bridge this gap by providing a nuanced analysis of eco-friendly messaging in Pakistani advertisements, considering the dynamic interplay of cultural values, gender-based preferences, and the evolving landscape of consumer awareness.

The primary objective of environmental awareness was to scrutinize the effectiveness of eco-friendly messaging in Pakistani advertisements, delving into its impact on consumer awareness and the cultivation of sustainable responsibility. The overarching objective had specific aims. The study critically assessed the comparative effectiveness of eco-friendly messaging in Pakistani advertisements comparing to traditional advertising approaches. It sought to understand how advertising language, specifically eco-friendly messaging, motivated consumers to make sustainable choices in the Pakistani consumer context. The research unraveled the communication strategies embedded in eco-friendly advertisements and their efficacy in conveying environmental messages to the Pakistani audience.

To achieve these objectives, the study posed the following research questions: How was the message about environmental consciousness encoded and decoded through advertising language in the Pakistani context? In what ways were eco-friendly products strategically promoted through advertising language concerning gender-specific preferences?

Eco-friendly advertisements held both academic and practical significance in the context of Pakistani consumer culture and the global discourse on sustainable advertising. Academically, it contributed to the growing body of literature on sustainable marketing and advertising by providing insights specific to the Pakistani context. Practically, the study aimed to offer practical guidance to advertisers seeking to navigate the delicate balance between cultural nuances, gender dynamics, and the promotion of sustainable choices in a diverse and dynamic market.

Guiding this exploration were two key theoretical frameworks: The Language Expectancy Theory and Schramm's Interactive Communication Model. The Language Expectancy Theory aided in understanding how specific words and language patterns in advertisements aligned with cultural expectations in Pakistan. Simultaneously, Schramm's Interactive Communication Model provided a framework to analyze the dynamic process of encoding and decoding messages within the unique context of Pakistani advertising.

In a society where cultural dynamics and gender roles significantly influence consumer behavior, a careful examination of gender-specific preferences was paramount. The preceding analysis of data concerning eco-friendly and regular product preferences among males and females contributed to an informed understanding of these nuanced dynamics. Recognizing the importance of gender-specific preferences, the study underscored the necessity of tailoring eco-friendly advertising strategies to align with these preferences, thereby fostering sustainable responsibility among Pakistani consumers.

As the researcher embarked on this investigation of Eco-friendly advertisements, the anticipation was to unravel the complexities of eco-friendly messaging in Pakistani advertisements and contribute substantively to the global dialogue on sustainable advertising. By delving into the unique socio-cultural and gender-specific nuances prevalent in Pakistan, this research aspired to provide practical insights for advertisers, fostering a culture of consumer awareness and sustainable responsibility in this diverse and dynamic market.

### 1.1 Statement of Problem

Advertisement plays a significant role in reshaping consumer behavior and perception. This study aims to explore the gap in research on advertisement effects on consumer awareness of how eco-friendly words are used in Pakistani advertisements about the environment to customers.

### 1.2 Research Objectives

- The chief objective of this study is to know about how advertisements of ecofriendly products has more effective than traditional advertisement in reshaping the consumer behavior about products.
- The second objective of this study is to know how through advertising language people are motivated to buy ecofriendly products.
- The explore of this study is to discover how effective communication regarding environment message perceived by customers?

### 1.3 Research Question

- How is the message encoded in advertisements about environmental consciousness, and how do consumers decode this message?
- How is advertising language employed to promote eco-friendly products in a gender-based comparison to regular products?

### 1.4 Significance of Study

The study analyzed the words used in advertising language to create awareness about the environment and promote eco-friendly products in the market. The research looks at specific words to see how they affect how people decide to buy eco-friendly things. Overall, the study aimed to make advertisements better and encourage people to choose eco-friendly products.

## 2. Literature Review

The surge in environmental consciousness among producers and consumers has spurred a heightened demand for eco-friendly products and services, giving rise to Green Advertising. This emerging trend reflects a growing market for sustainable and socially responsible offerings, driven by increased awareness of environmental standards. Despite a substantial understanding of green consumers, knowledge about green advertising remains limited. The study of green advertising became imperative due to three key reasons: the prevalence of the green theme in new media, consumers relying on mass media for environmental information, and the perceived lack of credibility in mass media. To address the escalating attention to environmental issues and their impact on consumer behavior, a comprehensive examination of green advertisements was deemed necessary. Green advertising encompasses efforts to prevent the misuse of natural resources, control wastage, and promote environmentally sound practices across production, distribution, consumption, and disposal. Its global prominence, particularly in India, has influenced marketing strategies by emphasizing ecological concerns, such as changes in packaging materials and waste management, aligning with the dual consumer priorities of sustaining relationships and environmental friendliness (Ahuja, 2015).

Advertising stands as a powerful and pervasive influence in our lives, shaping our choices and influencing our thoughts. It has evolved from its historical role of providing general information to adopting persuasive language and hidden triggers to influence consumer behavior. Additionally, the upsurge in social responsibility and environmental awareness has given rise to ecological advertising, which is dedicated to nurturing environmental consciousness and promoting eco-friendly products and services. As society becomes increasingly concerned about the adverse effects of materialism and consumerism on the environment, advertising has adapted

to align with these evolving values and priorities. Language choices and visual elements in advertisements, coupled with persuasive strategies, play an indispensable role in conveying messages that influence consumer behavior and choices, thereby actively contributing to the trajectory of our society and environment. After the oil crisis of the 1970s, a growing public awareness of energy-related issues became a focal point for consumer researchers (McDougall, Claxton, & Ritchie, 1981). Early research suggested that heightened environmental awareness had a positive influence on consumers, prompting them to reduce their energy consumption (Kasulis, Huettner, & Dikeman, 1981).

Renewable energy sources, including solar, biomass, geothermal, and wind energy, have given rise to the concept of "green energy." Some consumers are willing to pay a premium for branded green electricity, as exemplified by companies like Green Mountain Energy and Ecotricity in the U.S. and the U.K., respectively (Eurobarometer, 2003, 2005; Zarnikau, 2003). However, the primary challenge lies in higher generation costs, resulting in elevated market prices, which act as barriers to consumer adoption (Salmela & Varho, 2006). This challenge is further compounded by the fact that green energy brands currently hold a relatively low market share (Gan, Eskeland, & Kolshus, 2007).

Success in the green energy market is contingent on effective branding and marketing communication strategies, aimed at enhancing consumer perceptions of the associated benefits (Roe et al., 2001; Truffer et al., 2001). These benefits encompass both utilitarian advantages, such as addressing climate change, improving air quality, and decreasing energy dependence (Clark et al., 2003; Roe et al., 2001), as well as psychological benefits, including the "warm glow" derived from contributing to the common good, self-expressive benefits from environmentally conscious consumption, and nature experiences evoked by natural brand imagery.

Attitudes toward green energy and the environment are generally favorable, contributing to the increased purchase of premium-priced green electricity (Ek, 2005; Hansla et al., 2008; Salmela & Varho, 2006), despite concerns about visual impacts, such as those caused by wind turbines (Groothuis, Groothuis, & Whitehead, 2008). In sum, the literature highlights the pivotal role of consumer awareness, perceptions, and the interplay of utilitarian and psychological benefits in shaping attitudes and purchase intentions regarding green energy, while acknowledging the challenges associated with its adoption.

Historically, a prevailing misconception existed, with the majority perceiving ecological (green) marketing as confined to promoting products with environmental attributes such as "Phosphate Free," "Recyclable," and "Environmentally Friendly." However, green marketing transcends these narrow associations, extending its purview to consumer goods, industrial products, and services. Notably, certain resorts globally have adopted the designation of "ecotourist" facilities, emphasizing nature experiences while minimizing environmental impact. Green marketing encompasses a diverse spectrum of activities, from product modifications to changes in production processes, packaging, and advertising strategies. Despite its broad scope, defining green marketing remains nuanced, expressed through varied terms like Sustainable Marketing, Green Marketing, Environmental Marketing, and Ecological Marketing. Although it gained prominence in the late 1980s and early 1990s, discussions on green marketing date back to the American Marketing Association's 1975 workshop on "Ecological Marketing," paving the way for subsequent publications that contributed to a deeper understanding of this multifaceted concept (Grundey & Zaharia, 2008).

In recent years, there has been a growing consumer concern about environmental issues and an increasing demand for green products and services. The automotive industry has identified a growth opportunity in the eco-friendly car market, leading car manufacturers to invest in the development of hybrid technologies and electrification. Consequently, this has given rise to the emergence of eco-friendly car advertising. Previous research on green advertising has addressed crucial issues such as the categorization of green ads (Banerjee et al., 1995), consumer perception (Hassan & Valenzuela, 2016; Sheehan & Atkinson, 2012), and the effectiveness of environmental appeals (Chang et al., 2015; Choi & Lee, 2020; Segev et al., 2016)

In the realm of marketing and advertising, language serves as a potent force influencing human behavior amid the daily inundation of 5000 to 8000 commercial messages. The key challenge is to strategically employ language to break through this deluge and effectively engage diverse target audiences. Philip Kotler defines advertising language as a multifaceted tool encompassing words, images, and symbols, purposefully crafted for persuasion. Viewing advertising as a discourse unveils the intricate relationship between text and context, revealing the impact of interconnected elements. The process involves distinct senders—companies or narrators shaped by writers—each influencing language differently. Sender identity dictates tone, with governmental entities adopting politically correct language, while brands like iPhone opt for distinctive messaging. Narrators, embodying characters like celebrities, contribute to constructing persuasive messages. Encoding, the art of creating language through text and design, utilizes various tools, such as humor, sexuality, emotional appeal, and metaphors. Successful implementation requires market analysis for innovation that captivates the audience. Within this dynamic, the choice of words emerges as a linchpin, wielding unparalleled power in conveying messages and steering consumer behavior (Johannessen et al., 2010).

(Bhatti et al., 2022) Almost a century ago, Sapir (1920) introduced the concept of linguistic relativity, asserting that language plays a fundamental role in shaping our ideas and perceptions of the world. The significance of language in advertising is underscored by its central role in persuasive discourse (Fair Clough, 2015). Advertising, fueled by persuasive language, not only influences consumer behavior but also aligns with contemporary trends and popular discourses to endorse and authenticate products or services (Hewlett & Raglon, 1992). With global ecological concerns prioritized by the United Nations in its sustainable development goals (SDGs), including the imperative to protect and promote sustainable use of terrestrial ecosystems, advertisers have incorporated ecological narratives into their discourse. However, the proliferation of ecological discourses, such as climate change and global warming, has given rise to the phenomenon of "greenwashing," where advertisers strategically present products as environmentally friendly without substantive verification (Fill & Muhlhausler, 2006). Despite the increasing integration of green issues into branding strategies, the lack of legal obligations for advertisers to substantiate their environmental claims raises concerns about the authenticity of their commitment (Ramus & Montiel, 2005).

### **3. Theoretical Frame Work**

The theoretical frame work of this study is based on the following theories:

#### **3.1 Language Expectancy Theory**

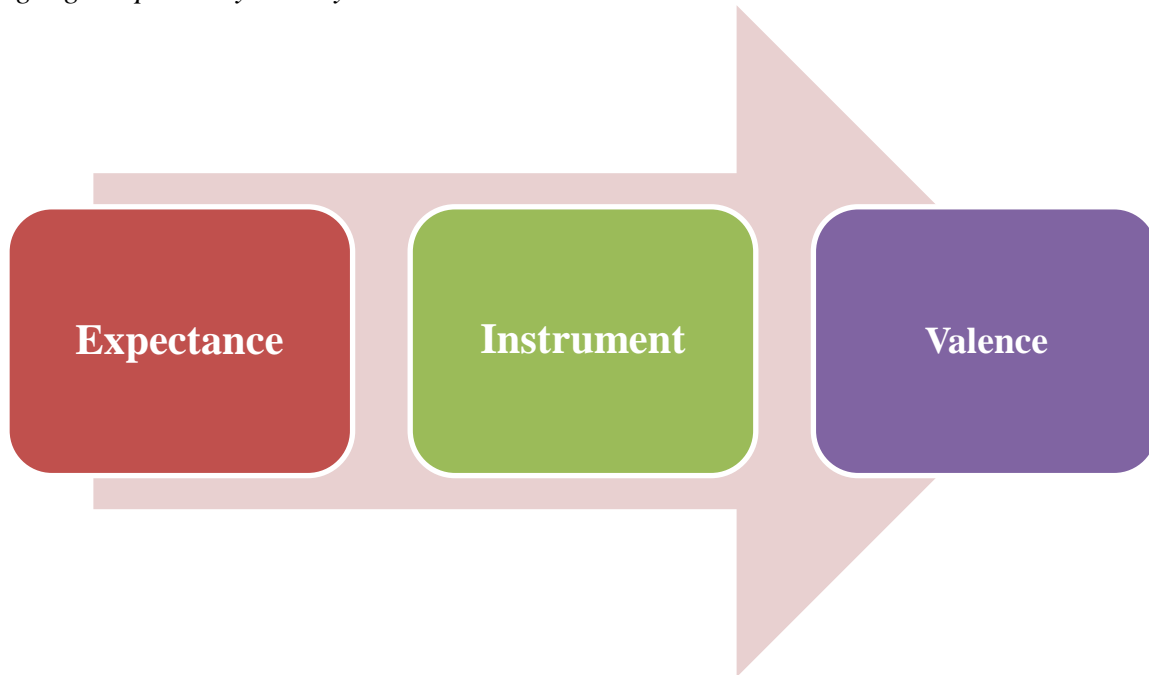
This theory is presented by Burgoon, Miller, Cohen, & Montgomery, 1978. This theory is under the consumer behavior theory of economics. This theory is commonly used in selling medical products where they give awareness to the customer about the disease and then expect



from them that they can buy their product. The theory consists of three basic things: Expectance, Instrument, and Valence.

**Figure 1**

*Language Expectancy Theory Model*



### **3.1.1 Expectance**

Expectancy is the conviction that one's exerted effort will lead to the achievement of desired performance goals. This belief in expectancy is shaped by various factors, including the availability of appropriate resources and possessing the necessary skills for the given task. In essence, expectancy can be expressed as the relationship between effort and performance.

In this study, effort is associated with the use of eco-friendly language in advertisements, while performance is defined as the outcome of customers' positive response to the purchase of eco-friendly products.

### **3.1.2 Instrument**

The initial outcome at the first level will result in the second level outcome. Instrumentality is defined as the belief that an individual will receive a reward when performance expectations are fulfilled. This belief in instrumentality is influenced by various factors, including trust in the individuals determining the distribution of outcomes, the simplicity of the process for deciding who receives what outcome, and the clarity of the relationship between performance and outcomes. In summary, the relationship denoted as Instrumentality involves the connection between Performance and Outcome.

The initial outcome in the context of eco-friendly advertising will pave the way for the second-level outcome. Instrumentality, within this framework, reflects the belief that an individual will receive a reward in the shape of a green environment if their performance in promoting eco-friendly products meets expectations. In short, the instrumental relationship can have explained as Instrumentality: Demonstrating eco-friendly performance leads to a positive response from customers.

### **3.1.3 Valence**

Valence refers to the importance that an individual assigns to the expected outcome, ranging on a scale from -1 to +1. For valence to be positive, the person should have a preference for achieving the outcome over not achieving it. Factors shaping valence include one's values, needs, goals, preferences, and the influences that bolster their motivation for a specific outcome. In essence, Valence can be expressed as the connection between the value assigned to a particular outcome ( $V(R)$ ) and the anticipation of a reward.

Valence in the context of eco-friendly products and customer awareness signifies the importance individuals place on the anticipated outcomes of supporting environmentally conscious initiatives. This valuation, ranging from -1 to +1, becomes positive when individuals prefer the benefits of choosing eco-friendly products over not choosing them. Influential factors in this eco-conscious context include personal values, needs, goals, preferences, and external influences that enhance motivation for environmentally friendly outcomes. In simpler terms, Valence can be understood as the link between how much importance someone attaches to the positive outcomes associated with eco-friendly choices ( $V(R)$  outcome) and the subsequent rewards, contributing to a greener environment.

### **3.2 Schramm's interactive communication model**

Wilber Schramm presented the interactive communication model in 1954. The model discussed five features of communication:

#### **3.2.1 Sender**

The individual or entity that initiates the communication by encoding a message. This could be a person, organization, or any source of information.

The sender is the advertising company who sends the message through their advertising language to the customer. The sender also acted as a receiver when it received feedback from customers.

#### **3.2.2 Encoded**

The process by which the sender translates thoughts and ideas into a symbolic form, such as words, images, or gestures, to convey a message.

The study checked the encoded eco-friendly words used in the language in advertisements. That gave awareness about the green environment.

#### **3.2.3 Message**

The actual content or information that the sender wishes to communicate. It can take various forms, including verbal, non-verbal, written, or visual communication.

The study explored the real message behind the words used in the advertising language.

#### **3.2.4 Decoded**

Decoding is related to the minds of consumers, whether they understand the message or not.

#### **3.2.5 Receiver**

The individual or audience for whom the message is intended. Receivers play a crucial role in the communication process as they interpret and respond to the message.

The study investigated consumer awareness about the green environment. Consumers were the receiver of the message.

#### **3.2.6 Feedback**

Feedback is actually the result of an advertisement that shows how the message is efficiently conveyed or not. On the basis of feedback, the companies made their new messages.

In sending feedback, the customer acted like the sender and the company acted like the receiver. So this cycle goes on.

**Figure 2**

*Schramm's interactive communication model.*



#### 4. Methodology

The qualitative method of research is used by applying Language expectancy theory (1978) and Schramm's interactive communication model (1954), in the content analysis the primary data is collected through a survey of 50 male and 50 female customers from 5 different shopping malls of Faisalabad, Pakistan by using a simple random sampling technique. In order to understand how advertisement gave awareness to the customers about the eco-friendly environment by using different ecological words. Then the data made a table and presented through pie charts.

#### 5. Theoretical Analysis

Language is very influential in changing consumer behavior, especially in the field of advertising. Choice of words changed the perception of customers in the selection of products. Influencing people depends on advertising attention, which may be through the language in verbal, nonverbal, or written form. Nowadays due to global warming, the concept of eco-friendly products is very much common around the world. Around the globe, producers use ecological words in advertising language to increase their sales. There is another debate about whether those products are eco-friendly or not. Everything has its positive or negative effects. The eco-friendly words in advertisements not only help to increase sales but actually have a positive effect on consumer behavior and reshape choices. Because of this advertisement people know about the value of use of ecofriendly products. This study applied Language expectancy theory (LET) and Schramm's interactive communicative model. The data collected through a survey consisted of eight questions having two different options one is an ecofriendly product and the other is a regular product. There are 100 participants 50 males and 50 females.

##### 5.1 Question No. 1

*Can you recall any details from a Safe Guard advertisement?*

There were two choices in answer taken from Safe guard soap advertisement; a. Antibacterial and b. Mission Clean Sweep. The results showed as follow:

**Table 1**

*Question No. 1*

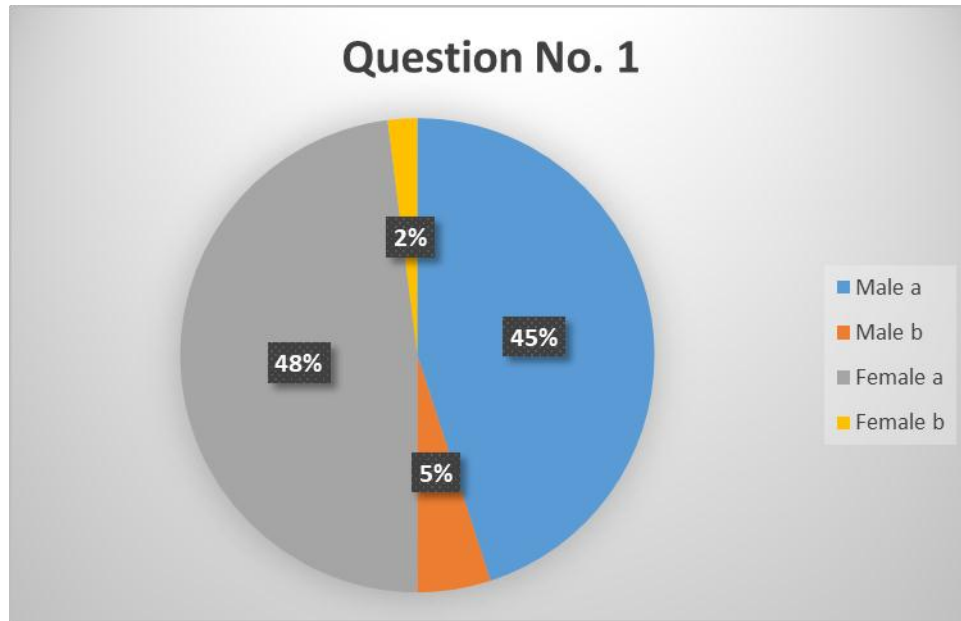
Question	Male	Male	Femal e	Femal e
	a	b	a	b
Question 1	45	5	48	2



Note. The table indicates that 45 males opted for eco-friendly wording, while 48 females made the same choice, demonstrating a higher preference among females.

**Figure 3**

Question No. 1



Note. The findings indicated that, in comparison to male customers, female customers exhibited a higher level of awareness regarding eco-friendly terms. Specifically, 48% of female respondents demonstrated awareness, whereas 45% of male respondents showed a similar understanding.

**5.2 Question No. 2**

Which product do you use?

There were two products using as facewash a. Himalaya Neem Face Wash (claimed as ecofriendly as it contained herbal things inside) b. Fair and lovely face wash (claimed whitening as regular). The results are as follow:

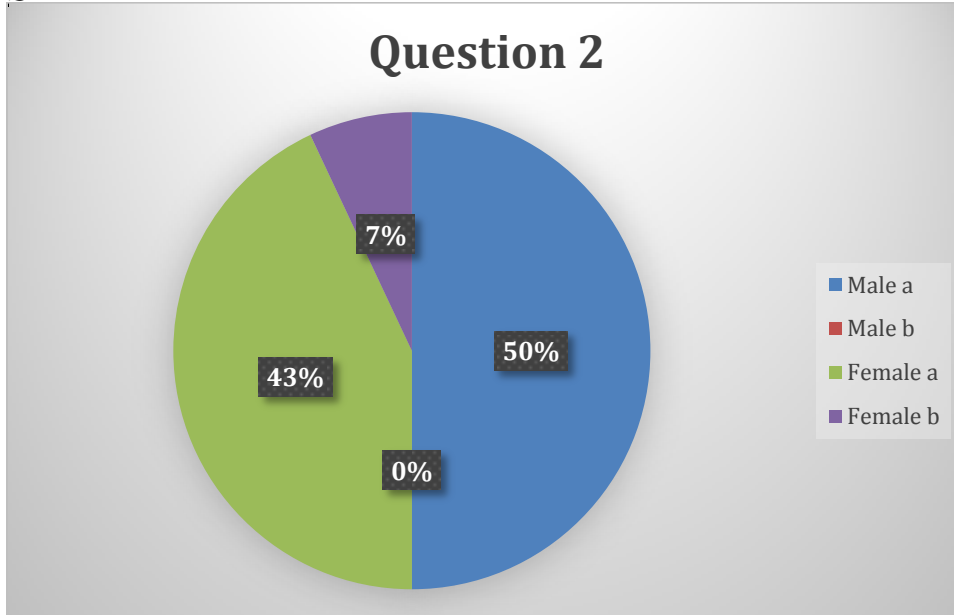
**Table 2**

Question 2

Question	Male A	Male b	Female a	Female b
Question 2	50	0	43	7

Note. The findings revealed that all 50 males chose eco-friendly products, whereas among the 50 females, 43 opted for eco-friendly products, and 7 chose regular products.

**Figure 4**  
*Question 2*



*Note.* The outcomes revealed that all male participants, accounting for 100%, expressed a preference for eco-friendly products, in contrast to females where only 43% favored such products. Additionally, 7% of female respondents indicated a preference for whitening facewash over herbal facewash.

**5.3 Question No. 3**

*Which is good for health?*

The answer had two choices of same company’s products, a. Lipton tea (regular tea) b. Lipton green tea (herbal tea). Results are as follow:

**Table 3**

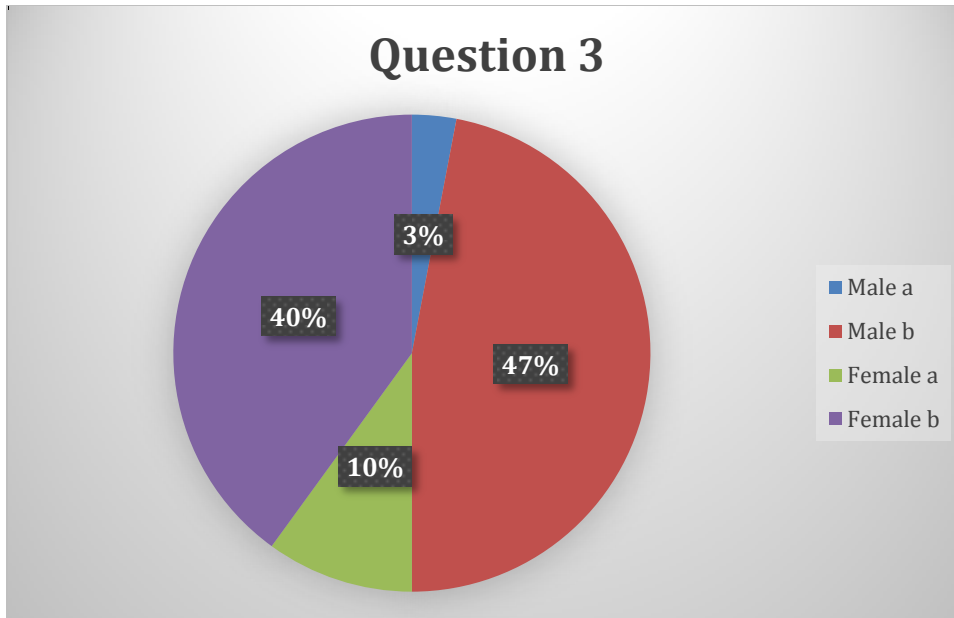
*Question 3*

Question	Male a	Male b	Femal e a	Femal e b
Question 3	3	47	10	40

*Note.* The results indicated that among 100 participants, 47 males opted for eco-friendly products, while 40 females made the same choice. Only 3 males and 10 females selected regular products. Consequently, when comparing the choices, it is evident that a higher percentage of males chose eco-friendly products compared to females.

**Figure 5**

*Question 3*



*Note.* The findings indicated that 47% of male participants exhibited a higher level of awareness regarding eco-friendly products and possessed knowledge about their health benefits, in contrast to 40% of female participants. Furthermore, only 3% of males opted for regular tea, whereas 10% of females expressed a preference for regular tea over herbal tea.

#### 5.4 Question No. 4

*Which thing you prefer?*

There were two choices of energy lights; a. LED bulb (low energy consumption, ecofriendly), a. Bulb (consuming more energy). The results are below:

**Table 4**

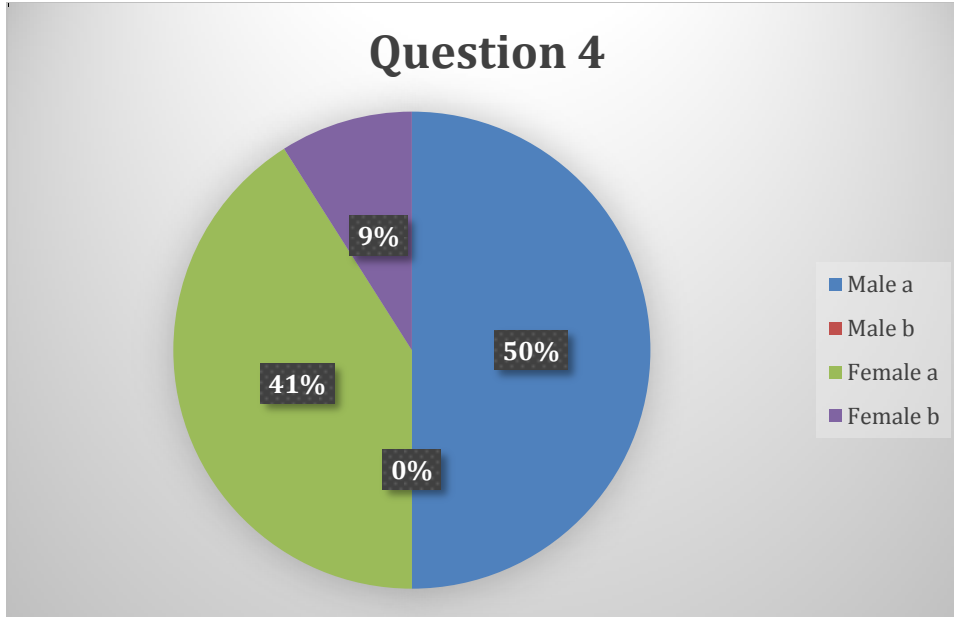
*Question 4*

Question	Male		Femal e	
	a	b	a	b
Question 4	50	0	41	9

*Note.* The findings revealed that among 100 participants, 50 males opted for eco-friendly products, while 41 females made the same choice. None of the males chose regular products, whereas 9 females opted for regular products. Consequently, the data indicates a higher proportion of males selecting eco-friendly products compared to females.

**Figure 6**

*Question 4*



*Note.* The findings indicated that all males exhibit a high level of awareness regarding energy-saving lights, whereas among females, 41% demonstrated awareness. However, it was noted that 9% of females who were aware still opted for traditional bulbs, which are known to consume more energy.

### 5.5 Question No. 5

*Which one is cost effective?*

There were two choices of cars; a. Fuel car (regular car), b. Hybrid car (ecofriendly car).

The results are as follow:

**Table 5**

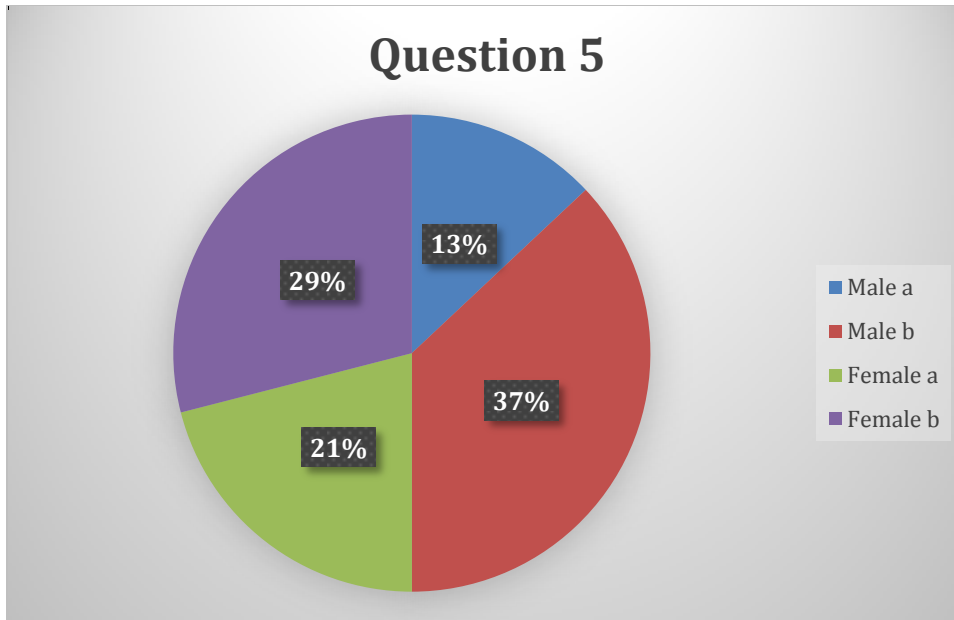
*Question 5*

Question	Male		Femal e	
	a	b	a	b
Question 5	13	37	21	29

*Note.* The findings indicated that out of a total of 100 participants, 37 males chose an eco-friendly car, while only 29 females made the same choice. Additionally, 13 males opted for regular fuel cars, and 21 females chose regular fuel cars. Therefore, it is evident that a higher number of males selected eco-friendly cars compared to females.

### Figure 7

*Question 5*



Note. The outcomes revealed that 37% of males expressed a preference for environmentally friendly cars, in contrast to 29% of females who shared the same preference. Additionally, 21% of females indicated a preference for traditional fuel cars, while only 13% of males opted for this choice.

### 5.6 Question No. 6

*Which one is natural?*

There were two choices in the answer; a. Colgate herbal (ecofriendly tooth paste), b. Colgate white (regular tooth paste). The results are below

**Table 6**

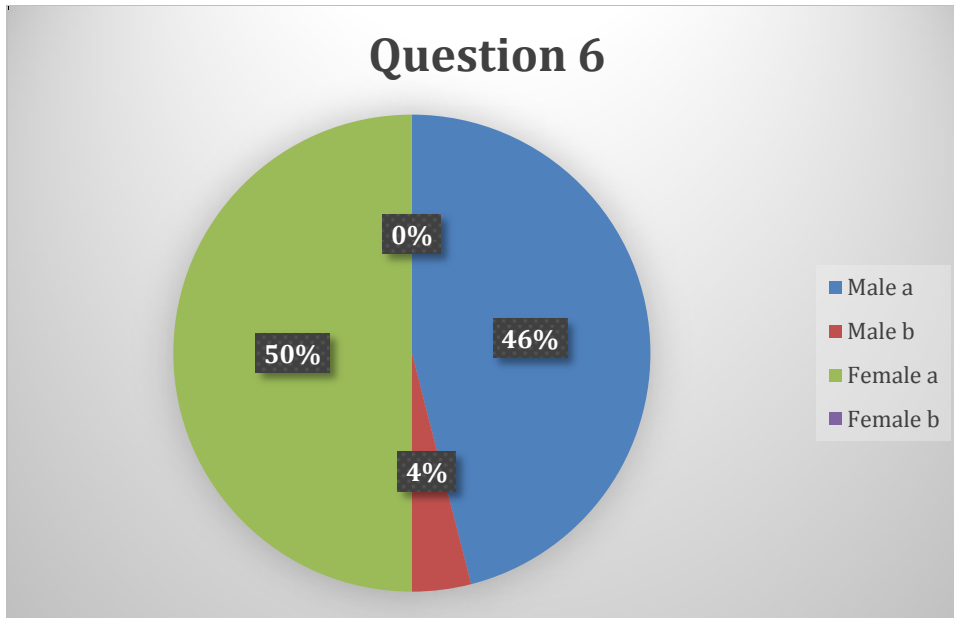
*Question 6*

Question	Male		Femal e	
	a	b	a	b
Question 6	46	4	50	0

Note. The findings indicated that among 100 participants, 46 males opted for eco-friendly toothpaste, while 50 females made the same choice. Furthermore, 4 males selected regular toothpaste, but there were no females who chose regular toothpaste.

### Figure 8

*Question 6*



Note. The findings indicated that all females displayed awareness of eco-friendly toothpaste, whereas among males, 46% opted for herbal toothpaste, and 4% chose regular toothpaste.

**5.7 Question No.7**

*which one has natural ingredient?*

The answer consisted of two options; a. Dabur Amla Hair Oil (ecofriendly product), b. Vatika Hair Oil (regular hair oil). The results are as under:

**Table 7**

*Question 7*

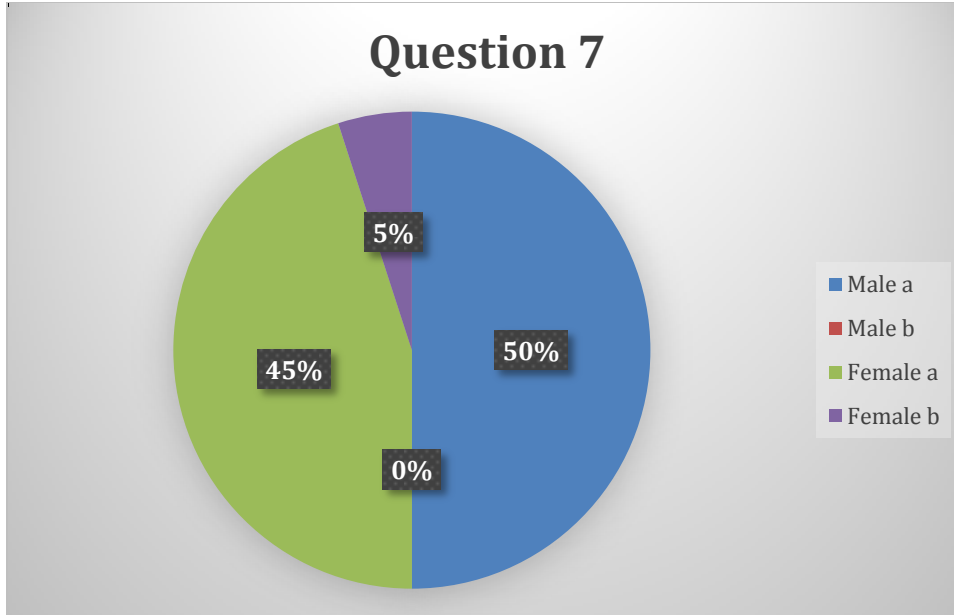
Question	Male		Femal e	
	a	b	a	b
Question 7	50	0	45	5

Note. The findings revealed that among 100 participants, 50 males opted for eco-friendly oil, while 45 females made a similar choice. Notably, none of the males selected regular oil, whereas 5 females opted for it.

**Figure 9**

*Question 7*





Note. The results revealed that every male customer opted for an eco-friendly hair oil with natural ingredients, while among females, 45% chose Dabur Amla hair oil, and the remaining 5% selected regular Vatika oil.

**5.8 Question No. 8**

*Which is good for heart?*

The answer consists of two different banaspati; a. Habib Banaspati (UHT treated), b. Kashmir Banaspati (regular banaspati). The results showed below:

**Table 8**

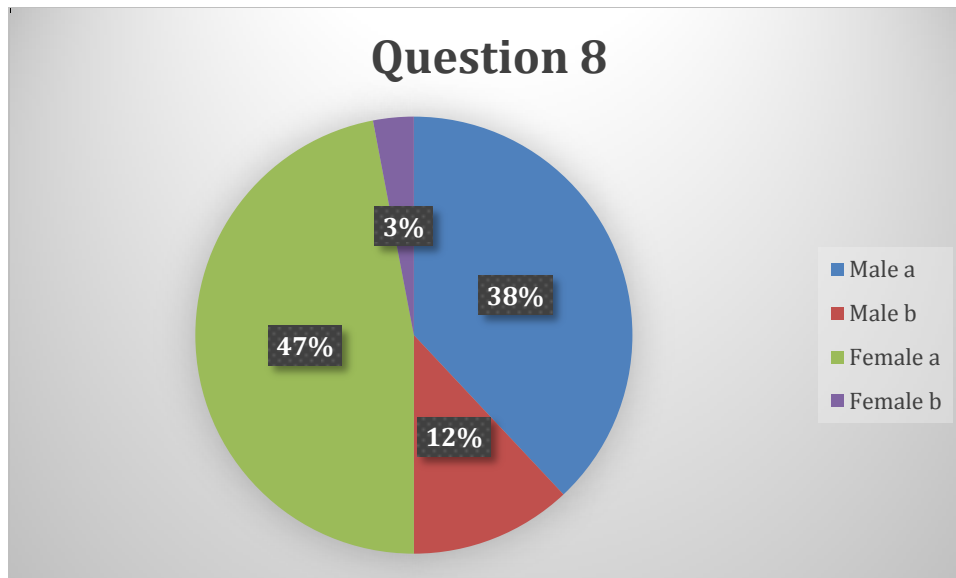
*Question 8*

Question	Male		Femal e	
	a	b	a	b
Question 8	38	12	47	3

Note. Among the total of 100 participants, 38 males chose eco-friendly products, while only 3 females preferred regular products. Conversely, 47 females selected eco-friendly products, and 12 males opted for regular products.

**Figure 10**

*Question 8*



*Note.* The findings indicated a higher awareness among females regarding eco-friendly banaspati, with 47% choosing it, compared to males, among whom 38% selected eco-friendly banaspati. Additionally, only 3% of females opted for regular banaspati, while 12% of males chose the regular variant.

## 6. Findings

### 6.1 Language Expectancy Theory

#### 6.1.1 Expectance

Expectancy: Effort → Performance. Suppose, Efforts from both products = 100%. Performance can be shown as per results as under:

In the comprehensive evaluation of performance, the total cumulative performance across all categories amounted to 790. Specifically, in the context of eco-friendly product preferences, male participants demonstrated a noteworthy performance score of 363, while their female counterparts exhibited a commendable score of 343. This indicates a substantial positive inclination towards eco-friendly products within both genders. In contrast, when considering regular products, male participants recorded a performance score of 27, while females achieved a score of 57. Consequently, the collective positive performance towards eco-friendly products stands at 706 out of 790, underscoring a predominant preference for environmentally conscious choices. Conversely, the positive performance towards regular products accounts for 84 out of 790, revealing a comparatively lower inclination toward conventional product options. These findings highlight a significant overall positive trend in favor of eco-friendly products in the assessed performance metrics.

#### 6.1.2 Instrument

Instrumentality: Eco-friendly Performance → Positive Customer Response.

Antibacterial (kill germs), Himaliya Neem Face wash (natural), Lipton green tea (anti-oxidant), LED bulb (energy saver), Hybrid car (environment friendly), Colgate herbal (natural), Dabur Amla Hair Oil (pure), Habib Banaspati (UHT). The words in brackets used by companies who promoted eco-friendly products. These are the performance from companies' side and the positive responses from customer side towards eco-friendly products are 706 out of 790. The analysis of participant preferences revealed distinct patterns in the selection of eco-friendly and regular products among males and females. Among males, a substantial majority, approximately 51.41%, opted for eco-friendly products, while a smaller percentage, approximately 32.14%,

chose regular options. In contrast, among females, a lower percentage, approximately 48.59%, showed a preference for eco-friendly products, while a higher percentage, approximately 67.86%, leaned towards the regular alternatives. These findings highlight a gender-based disparity in product preferences, with a higher proportion of males exhibiting a preference for eco-friendly choices, and conversely, a higher proportion of females favoring regular products. The discernible contrast underscores the need for targeted strategies in promoting eco-friendly products, taking into account the observed gender-specific inclinations. The results showed that the positive responses towards eco-friendly products are more than regular products.

**6.1.3 Valence**

To create a scale ranging from -1 to +1 based on the total participants (790), the positive responses towards eco-friendly products (706), and the positive responses towards regular products (84):

$$\text{Scale} = \frac{\text{Eco-friendly Responses} - \text{Regular Responses}}{\text{Total Responses}}$$

$$\text{Scale} = \frac{706 - 84}{790}$$

$$\text{Scale} = \frac{622}{790}$$

$$\text{Scale} \approx 0.787$$

Therefore, on a scale from -1 to +1, the calculated value is approximately 0.787. This positive value indicates a proportionally higher valence in favor of eco-friendly products compared to regular products among the total number of participants.

**6.2 Schramm’s interactive communication model**

**6.2.1 Sender**

8 Different Companies

**6.2.2 Encoded**

The terms enclosed in brackets are encoded by advertising agencies, advocating for the promotion of eco-friendly products. Antibacterial (kill germs), Himaliya Neem Face wash (natural), Lipton green tea (anti-oxidant), LED bulb (energy saver), Hybrid car (environment friendly), Colgate herbal (natural), Dabur Amla Hair Oil (pure), Habib Banaspati (UHT).

**6.2.3 Message**

Green Environment

**6.2.4 Decoded**

	<b>Eco friendl y</b>	<b>Regula r</b>
<b>Gender</b>		
Male	363	27
Female	343	57
Total	706	84

**Table 9**

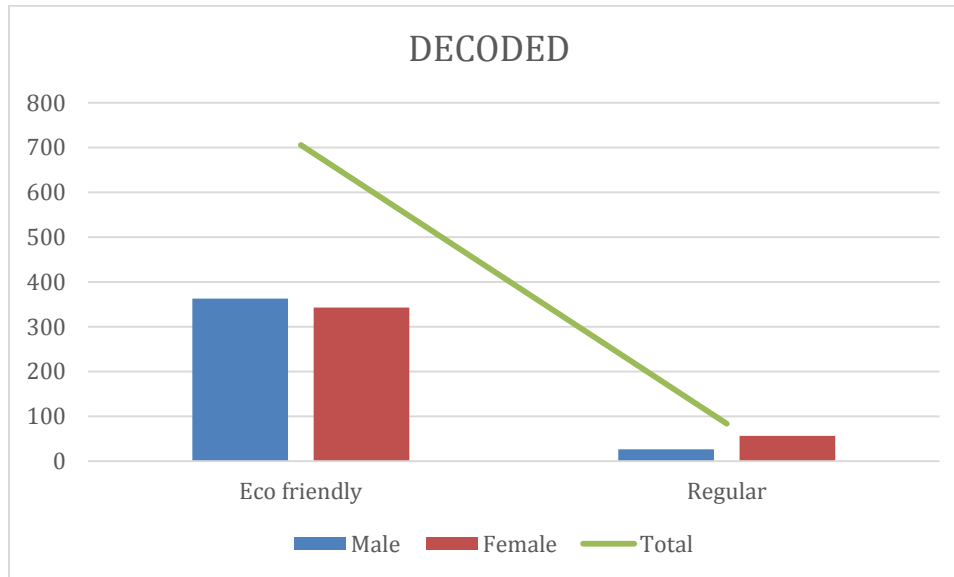
*Decoded*

	<b>Eco friendl y</b>	<b>Regula r</b>
<b>Gende r</b>		
Male	363	27
Female	343	57
Total	706	84

*Note.* The findings revealed that out of a total of 706 individuals, 363 males had successfully decoded the message of eco-friendly products, surpassing the understanding of 343 females. Additionally, 84 individuals did not comprehend the eco-friendly product message.

**Figure 11**

*Decoded*



*Note.* The histogram illustrates the decoding of eco-friendly product messaging among a total of 706 individuals. Within this group, 363 males and 343 females demonstrated successful comprehension, forming the bars representing their respective understanding levels. Meanwhile, a separate bar indicates that 84 individuals did not decode the eco-friendly product message. The histogram visually portrays the distribution of comprehension levels among the surveyed participants.

### 6.2.5 Receiver

The analysis of eco-friendly product preferences reveals a nuanced distinction between males and females. Among males, approximately 51.41% exhibit a preference for eco-friendly products, while slightly fewer females, approximately 48.59%, lean towards the same. This suggests a subtle gender-based variation with a slightly higher inclination among males for eco-friendly choices. On the contrary, when considering regular options, a significant disparity emerges. About 32.14% of males opt for the regular variant, while a substantial 67.86% of females show a marked preference for the regular option. In summary, both genders display a preference for eco-friendly options, but a distinct gender-based contrast emerges in the choice of regular products. A significantly higher percentage of females opt for the regular variant, highlighting the importance of considering gender-specific preferences in promoting sustainable and conventional products.

### 6.2.6 Feedback

Females are more favorable in purchasing regular products as compare to male.

### Conclusion

The study provided insightful perspectives into the multifaceted relationship between eco-friendly messaging, consumer behavior, and gender dynamics in the Pakistani advertising landscape. The comparative analysis revealed that a slightly higher percentage of men had expressed a favorable disposition towards eco-friendly ads, while women had exhibited a

stronger inclination towards regular products in their purchasing decisions. This discrepancy underscored the importance of tailoring advertising strategies to specific gender preferences and cultural nuances. While both genders had demonstrated awareness and positive sentiments towards eco-friendly messaging, the higher inclination of women towards traditional products suggested a notable gender-based disparity in actual purchasing choices. These findings offered practical implications for advertisers, emphasizing the need to navigate and address gender-specific disparities in consumer preferences for effective and inclusive sustainability campaigns. As the global discourse on environmental consciousness continued to evolve, these insights contributed to the ongoing dialogue on crafting advertising strategies that aligned with cultural values, accommodated gender dynamics, and promoted sustainable choices in the diverse and dynamic market of Pakistan.

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