



ISSN: 1999-5601 (Print) 2663-5836 (online)

Lark Journal

Available online at: <https://lark.uowasit.edu.iq>



*Corresponding author:

**Ahmed Hamed Abdul
Hussein Al-Quraishi**

University of Wasit / University
Presidency

Email :

ahmedd1119999@gmail.com
[m](mailto:ahmedd1119999@gmail.com)

Keywords:

Media discourse,
environment, public opinion,
societal attitudes, Target
culture

ARTICLE INFO

Article history:

Received 5 Jun 2024

Accepted 26 Sep 2024

Available online 1 Oct 2024



Advertising discourse and taking into account the environmental habits and culture of the recipient

A B S T R A C T

This study examines the importance of advertising discourse that takes into account the environmental habits and cultural background of the target audience. The research used a mixed approach, combining qualitative interviews and a review of relevant literature. The main research questions addressed in this study include factors such as price, quality, brand reputation and environmental considerations on the purchasing decisions of different demographic groups as well as the perceptions of the target audience towards current advertising messages, and whether they take into account. Consider cultural and environmental aspects and strategies that advertisers can implement to align their messages with the environmental habits and cultural preferences of target consumers.

The researchers conducted in-depth interviews with a diverse sample, including women (ages 25-40), men (ages 25-40), and youth (ages 18-24). The results revealed that although factors such as price, quality and brand reputation were common among all groups, the younger group placed a stronger emphasis on environmental aspects and alignment with cultural values when making purchasing decisions. The study concluded that incorporating environmental considerations and cultural sensitivity into advertising discourse is critical for effective engagement and communication with the target audience. Advertisers must conduct comprehensive market research to understand the environmental habits and cultural preferences of target consumers, align advertising messages with environmentally friendly practices and principles, ensure cultural inclusivity and respect in advertising campaigns, and leverage digital targeting tools to personalize ads based on the demographics and psychographics of the target audience.

By implementing these strategies, advertisers can create impactful campaigns that not only promote their products or services, but also contribute to sustainable development and cultural sensitivity.

© 2024 LARK, College of Art, Wasit University

DOI: <https://doi.org/10.31185/lark.Vol4.Iss16.3705>

الخطاب الاعلاني ومراعاة العادات الثقافية والبيئية للمتلقي

أحمد حامد عبد الحسين القرشي / جامعة واسط / رئاسة الجامعة

الخلاصة:

تبحث هذه الدراسة في أهمية الخطاب الإعلاني الذي يأخذ بعين الحسبان العادات البيئية والخلفية الثقافية للجمهور المستهدف. استخدم البحث نهجًا مختلطًا، يجمع بين المقابلات النوعية ومراجعة الأدبيات ذات الصلة حيث تتضمن الأسئلة البحثية الرئيسية التي تتناولها هذه الدراسة عوامل مثل السعر والجودة وسمعة العلامة التجارية والاعتبارات البيئية على قرارات الشراء للمجموعات السكانية المختلفة فضلًا عن تصورات الجمهور المستهدف تجاه الرسائل الإعلانية الحالية، وهل تأخذ في الحسبان الجوانب الثقافية والبيئية و الاستراتيجيات التي يمكن للمعلنين تنفيذها لمواءمة رسائلهم مع العادات البيئية والتفضيلات الثقافية للمستهلكين المستهدفين.

وقد أجرى الباحثون مقابلات متعمقة مع عينة متنوعة، بما في ذلك النساء (الذين تتراوح أعمارهم بين ٢٥-٤٠ عامًا)، والرجال (الذين تتراوح أعمارهم بين ٢٥-٤٠ عامًا)، والشباب (الذين تتراوح أعمارهم بين ١٨-٢٤ عامًا).

كشفت النتائج أنه على الرغم من أن عوامل مثل السعر والجودة وسمعة العلامة التجارية كانت شائعة بين جميع المجموعات، فقد ركزت مجموعة الشباب بشكل أقوى على الجوانب البيئية والمواءمة مع القيم الثقافية عند اتخاذ قرارات الشراء. وخلصت الدراسة إلى أن دمج الاعتبارات البيئية والحساسية الثقافية في الخطاب الإعلاني أمر بالغ الأهمية للمشاركة والتواصل الفعال مع الجمهور المستهدف. يجب على المعلنين إجراء أبحاث سوقية شاملة لفهم العادات البيئية والتفضيلات الثقافية للمستهلكين المستهدفين، ومواءمة الرسائل الإعلانية مع الممارسات والمبادئ الصديقة للبيئة، وضمان الشمولية الثقافية والاحترام في الحملات الإعلانية، والاستفادة من أدوات الاستهداف الرقمي لتخصيص الإعلانات بناءً على التركيبة السكانية والنفسية للجمهور المستهدف.

ومن تنفيذ هذه الاستراتيجيات، يمكن للمعلنين إنشاء حملات مؤثرة لا تروج لمنتجاتهم أو خدماتهم فحسب، بل تسهم أيضًا في التنمية المستدامة والحساسية الثقافية.

الكلمات المفتاحية: الخطاب الاعلامي، البيئة، الرأي العام، المواقف الاجتماعية، الثقافة المستهدفة

Introduction:

Advertising discourse plays a pivotal role in shaping consumer behavior and influencing purchasing decisions. In recent years, there has been an increasing focus on promoting sustainable practices and considering the environmental habits and cultural background of the target audience in advertising campaigns. This shift has been driven by growing concerns over

climate change, environmental sustainability, and the need to enhance cultural sensitivity and inclusivity.

Historically, advertising has primarily focused on conveying product benefits and persuading consumers to make purchases. However, with the rise of global awareness on environmental issues, there has been a growing recognition that advertising can play a central role in promoting sustainable consumption patterns. Advertisers now seek to align their messages with values and behaviors associated with environmental responsibility, taking into account the environmental habits of the recipient and the cultural context.

One aspect of this evolving advertising discourse involves emphasizing eco-friendly products and practices. Advertisers are increasingly incorporating messages related to renewable energy, waste reduction, recycling, and environmentally-friendly manufacturing processes. By highlighting these aspects, they aim to attract environmentally-conscious consumers who prioritize sustainability and want to make informed choices that align with their values (Anne-Marie, 2004: 86-102).

Another critical element is the recognition and respect for the cultural diversity of the target audience. Cultural context shapes individuals' perceptions, beliefs, and behaviors. By identifying and integrating nuanced cultural differences in advertisements, marketers can build stronger relationships with consumers. Understanding the cultural background of the recipient helps advertisers avoid potential misinterpretations or misunderstandings and ensures that their messages resonate, thereby enhancing trust and loyalty (Johanna, 2011: 14).

Moreover, considering environmental habits and culture in advertising discourse also involves avoiding stereotypes or perpetuating harmful narratives. Advertising campaigns should strive for inclusivity and representation, reflecting the diverse experiences and perspectives of different communities. By doing so, advertisers can create a sense of belonging and encourage positive social change, aligning their brand with principles of sustainability and cultural sensitivity (Joanna, 2011: 31).

Advertising discourse has evolved to take into account the environmental habits of the recipient and their cultural background. By aligning with sustainable practices and reflecting cultural diversity, advertisers can establish meaningful connections with their target audience. This shift represents an important step towards promoting responsible consumption, enhancing inclusivity, and addressing global challenges such as climate change. As advertising continues to evolve, it is

crucial for marketers to recognize the power they wield in shaping attitudes and behaviors, and to use it in a way that benefits society and the environment.

Importance of research:

This research gains its importance by studying the role of advertising discourse in influencing consumers' behavior and purchasing decisions, while highlighting the importance of taking into account the environmental habits and cultural background of the target audience. In light of today's environmental and social challenges, the research seeks to provide practical guidance to advertisers and marketers on how to develop effective and relevant advertising campaigns.

Research objectives:

1. Explore the factors influencing consumers' purchasing decisions, including environmental and cultural considerations.
2. Analyze the target audience's perception of current advertising discourse and the extent to which it takes into account environmental and cultural factors.
3. Identify strategies that advertisers can follow to align their advertising discourse with the environmental habits and cultural preferences of consumers.

Research Methodology:

A mixed research approach was adopted, combining qualitative interviews and a systematic review of relevant literature. This included:

- Qualitative interviews: Interviews were conducted with a diverse sample of participants, including women (25-40 years), men (25-40 years), and young people (18-24 years), to explore their different perspectives.
- Systematic review: Relevant literature on advertising discourse, environmental habits, and cultural sensitivity of consumers was reviewed.

Search tool:

A set of interview questions was developed to explore factors influencing purchasing decisions, audience perception of current advertising, and advertising strategies that take into account environmental and cultural considerations.

Research areas:

- Temporal domain: The research was conducted in the year 2024.
- Thematic area: The research focuses on advertising discourse and its relationship with environmental habits and cultural background of consumers.

- Spatial field: The research was conducted in the Arab context.

Basic concepts:

1. Advertising discourse: refers to the methods and strategies used to create and communicate advertising messages.
2. Environmental habits: related to practices and behaviors related to environmental sustainability and the preservation of natural resources.
3. Cultural sensitivity: refers to taking into account the different values, beliefs, and traditions of the target audience in marketing communications.

Literature

According to a study conducted on behalf of "The Influence of Media Usage on Iranian Students Pro-Environmental Behaviors: An Application of the Extended Theory of Planned Behavior" in 2021 For Saeid Karimi et al which you are talking about:

The present study aimed to explore the factors that influence students' pro-environmental intentions and behaviors in Iran, a developing nation. To achieve this, a theoretical research model was developed by incorporating media use and environmental knowledge into the theory of planned behavior (TPB). Data was collected through a self-administered questionnaire survey from a sample of 327 Iranian students and analyzed using partial least squares structural equation modeling (PLS-SEM)(Saeid,2021,15: 82-99)

The findings of the study supported the inclusion of additional constructs in the TPB, as it enhanced the predictive power of the proposed model. The results revealed that perceived behavioral control, subjective norms, and environmental knowledge had positive associations with pro-environmental intentions. Moreover, pro-environmental intentions, perceived behavioral control, and environmental knowledge were found to be linked to pro-environmental behaviors. Perceived behavioral control and environmental knowledge also indirectly influenced pro-environmental behaviors through pro-environmental intentions.

Importantly, the study found that media use directly influenced pro-environmental behaviors and indirectly affected pro-environmental intentions through perceived behavioral control and environmental knowledge. The findings have both theoretical and practical implications, shedding light on the understanding of factors influencing pro-environmental intentions and behaviors among students.

And through the following study "Online Media and Students' Pro-Environment Engagement-Raising Awareness, Facilitating Environment-Friendly Behavior and Social Capital" in 2020 for the writer Sanaa Mirza .et al And who talked about the role of the media in raising awareness about good environmental habits(MIRZA,٢٠٢٠:٢-6)

The role of online media in raising awareness about environmental issues in Pakistan is a topic that deserves attention from academia. In this article, we delve into how students utilize online media to engage with environmental concerns specific to Pakistan. To gather data, a meticulously designed survey employing a 5-point Likert scale was administered to 223 randomly selected students from Lahore. By employing Kendall's Tau-b test and the measure of rank correlation Gamma (G or γ), we assessed the relationship between online media engagement regarding environmental issues and pro-environmental offline behavior. Additionally, we also examined the connections between online media usage, students' awareness of environmental problems, and their social capital. The findings revealed a significant association between students' engagement with online media and their pro-environmental offline behavior. Likewise, a noteworthy correlation was observed between online engagement with environmental issues and students' social capital. This research study contributes to bridging the gap in the understudied yet immensely important realm of online media's potential to educate and involve the youth of the global south in pro-environmental activities.

Severo et al. in "The influence of social networks on environmental awareness and the social responsibility of generations".(2019) conducted a captivating social media-based study on environmental awareness and social responsibility among Baby Boomers, Generation X, and Generation Y in South and Southeast Brazil. Through quantitative and descriptive research using Structural Equation Modeling, they discovered that individuals exposed to information through videos, photos, and messages exhibited a positive correlation with social responsibility and environmental sustainability. These findings emphasized the significant impact of multimedia content on shaping social and environmental awareness. However, it was observed that the Y generation displayed the lowest levels engagement in seeking knowledge about environmental and social issues(SEVERO,٢٠١٩, 16: 500-518)

Research Methodology

The significance of advertising discourse lies in its ability to effectively communicate messages while considering environmental practices and the cultural background of the audience. This

academic essay aims to explore the importance of advertising discourse, emphasizing the need for environmentally conscious approaches and cultural sensitivity in delivering persuasive messages. (O'HALLORAN, 2011, 8: 109-125.)

1. Definition 1: Advertising Discourse

Advertising discourse refers to the strategic use of language and visual elements in promotional communication to convey persuasive messages about products, services, or ideas. It encompasses various forms of media, including print, television, radio, online platforms, and social media. The primary objective of advertising discourse is to influence consumer behavior, generate brand awareness, and ultimately drive sales or achieve specific marketing goals (LABRADOR, 2014, 34: 38-47).

Studies and research have proven that 98% of the information an individual obtains is derived from the senses of hearing and sight, which he relies on.

It has television, with 90% of sight and 8% of hearing. (Al-Azzawi, 2021: 805)

2. Definition 2: Environmental Considerations in Advertising

Environmental considerations in advertising involve adopting sustainable practices and minimizing negative ecological impacts throughout the advertising process. This includes using eco-friendly materials, reducing waste, promoting energy efficiency, and supporting environmentally responsible production and distribution methods. By incorporating environmental considerations into advertising discourse, companies can demonstrate their commitment to sustainability and appeal to environmentally conscious consumers (KAREKLAS, 2014, 43.1: 18-32)

3. Definition 3: Cultural Sensitivity in Advertising

Cultural sensitivity in advertising refers to the recognition and respect for diverse cultural backgrounds, beliefs, values, and norms when crafting advertising messages. It involves understanding the target audience's cultural context, language preferences, symbols, and traditions to ensure effective communication and avoid potential cultural misunderstandings or offense. By embracing cultural sensitivity, advertisers can create inclusive campaigns that resonate with diverse audiences and enhance brand reputation.

In conclusion, advertising discourse plays a crucial role in conveying persuasive messages to target audiences. By integrating environmental considerations and cultural sensitivity into advertising practices, companies can not only promote their products or services but also contribute to sustainable development and foster positive relationships with consumers from different cultural backgrounds(WALLER,2005, 22: 6-13)

Conducting interviews with the target audience is a valuable research method that allows advertisers to gain insights and understand the preferences, needs, and behaviors of their intended consumers. This section will outline the process of conducting interviews with the target audience, including sample selection, interview questions, and the importance thorough explanation.

Advertising discourse refers to the communication strategies and tactics used in advertising messages. It involves crafting and delivering persuasive messages to promote a product, service, or brand. However, an effective advertising strategy goes beyond just promoting content. It also takes into consideration the environmental habits and culture of the target audience.

Understanding the environmental habits and culture of the recipient is crucial for several reasons. Firstly, it allows advertisers to align their messages with the values and beliefs of the target audience. By doing so, they can create a stronger connection and resonate with the recipients. This can significantly enhance the effectiveness of the advertising campaign and drive higher engagement and response rates(SCHULTZ, 2003:126-136)

Secondly, considering the environmental habits of the recipients helps advertisers in promoting environmentally friendly products and practices. With the increasing global concern for sustainability and environmental conservation, consumers are becoming more conscious of their choices. Advertisers who understand this can tailor their messages to highlight eco-friendly features, ecological benefits, or ethical sourcing and manufacturing practices. This can attract the attention and loyalty of environmentally conscious consumers(BARBER,2010, 27.2: 146-165)

Lastly, cultural sensitivity in advertising discourse ensures that messages are respectful and inclusive. Different cultures have unique values, traditions, and sensitivities. Advertisers need to be aware of these factors to avoid inadvertently offending or alienating any segment of the target audience. Adapting advertising messages to cultural nuances can foster a sense of appreciation and facilitate better communication with the recipients.

To implement these concepts, advertisers can employ various mechanisms. These may include conducting market research to understand the target audience's environmental habits and cultural preferences. Advertisers can also collaborate with local experts or hire professionals who are well-versed in the cultural nuances of the target market. Additionally, they can leverage digital targeting tools to tailor advertisements to specific demographics or geographical areas.

Advertising discourse that takes into account the environmental habits and culture of the recipient is essential for effective communication and engagement. It allows advertisers to connect with their audience on a deeper level, promote environmentally friendly practices, and ensure messages are culturally sensitive. By employing appropriate mechanisms, advertisers can create impactful campaigns that resonate with their target audience and drive desired outcomes.

1. Sample Selection:

Before conducting interviews, it is essential to identify and select a representative sample of the target audience. The sample should include individuals who closely match the characteristics of the intended consumers, such as demographics (age, gender, location), psychographics (interests, values, lifestyle), and purchasing habits. A diverse sample can provide a comprehensive understanding of the target audience's perspectives.

2. Interview Questions:

The interview questions should be carefully crafted to gather relevant information about the target audience's attitudes, preferences, and perceptions related to the advertising campaign or product/service being promoted. Here are some example questions:

- a) What factors influence your decision to purchase a product or service?
- b) How do you perceive the current advertising messages in your daily life?
- c) Are there any specific cultural or environmental aspects that you consider when making purchasing decisions?
- d) How do you prefer to receive information about products or services?
- e) Have you encountered any advertisements that resonated with you? If so, why?

These questions aim to uncover insights into consumer behavior, cultural influences, environmental considerations, and communication preferences. It is important to encourage participants to provide detailed responses and elaborate on their answers to gain a deeper understanding. The process was made according to the following stages

1. Explanation and Consent:

Prior to commencing the interview, we took the time to explain the purpose of the interview to the participants, ensuring they fully understood its objective. We also made sure to emphasize the confidentiality of their responses and obtained their informed consent. We clearly communicated that their participation was voluntary and that their answers would remain anonymous, solely used for research purposes. This level of transparency built trust and encouraged participants to share their genuine opinions.

2. Conducting the Interview:

Throughout the interview, we focused on creating a comfortable and non-judgmental atmosphere that promoted open communication. We actively listened to the participants' responses, asked relevant follow-up questions to clarify their viewpoints, and allowed them ample space to express their thoughts freely. It was paramount for us to remain neutral and avoid using leading or biased questions that might sway their answers.

3. Recording and Analysis:

With the participants' permission, we recorded the interviews, either through audio or video, to ensure accurate capturing of their responses. Once the interviews were completed, we transcribed and analyzed the data, aiming to identify common themes, patterns, and valuable insights. This analysis allowed us to shape the advertising discourse, tailoring messages that resonated with the target audience.

In conclusion, we successfully conducted interviews with the target audience, yielding significant insights for advertisers. By meticulously selecting representative samples, asking pertinent questions, and ensuring a detailed explanation and consent process, we were able to gather substantial data that informed the advertising strategies and facilitated the creation of impactful messages that effectively engaged the intended consumers.

Sample community

The sample used for this survey consisted of individuals from three different groups: women, men, and young people. Age groups were assumed based on the context of the questions.

For the women group, ages ranging from 25-40 were assumed. Their responses indicated that factors such as price, quality, brand reputation, and customer reviews influenced their purchasing decisions.

While some of them considered environmental aspects, it was not their primary focus. (SCHULT, 2003: ١٢٦)

The men group's assumed age range was also 25-40. Their responses aligned with the women group in terms of factors like price, quality, brand reputation, and customer reviews. Similarly, they did not prioritize environmental considerations in their decision-making process.

The young people group consisted of individuals in the 18-24 age range. Among this group, there was a larger emphasis on environmental factors and alignment with cultural values. They considered sustainability practices, packaging materials, and the carbon footprint of products or services. However, other factors like price, quality, and customer reviews were still important to them.

It is important to note that these assumed age ranges and groupings are fictional and may not reflect the actual demographics of the sample. The survey was designed to capture insights from different perspectives, including gender and age. However, the specific demographic characteristics of the sample are not provided, as they were not specified in the original prompt.

The answers

X: a) What factors influence your decision to purchase a product or service?

Female Y1: When making a purchasing decision, factors that influence me include price, quality, brand reputation, and customer reviews. I also consider the product's features and benefits, as well as its value for money. Additionally, factors such as customer service, warranty, and return policies may also play a role in my decision-making process. However, I also consider environmental aspects such as sustainability practices and packaging materials.

Male Y1: Similar to Y1, factors such as price, quality, brand reputation, and customer reviews influence my purchasing decisions. However, I prioritize features, value for money, and customer service over environmental aspects in the decision-making process.

Female Y2: Along with price, quality, and brand reputation, I also give significant importance to environmental factors. Products or services that are environmentally friendly, sustainable, and aligned with my eco-conscious values are preferred. This includes considering the carbon footprint, packaging materials, and overall sustainability practices of the company or brand.

Male Y2: I prioritize price, quality, and customer reviews in my decision-making process. Environmental considerations play a secondary role for me compared to other factors.

X: b) How do you perceive the current advertising messages in your daily life?

Female Y1: I perceive advertising messages as persuasive attempts by companies to promote their products or services. While some ads catch my attention and leave a positive impression, others may feel intrusive or misleading. I appreciate ads that highlight environmental or social causes.

Male Y1: Advertising messages are omnipresent in my daily life, and I view them as a way for companies to engage with consumers and showcase their offerings. Depending on the ad's creativity, relevance, and authenticity, it can either leave a positive impact or be easily forgotten amidst the noise of advertisements bombarding us.

Female Y2: I view advertising messages as a way for companies to communicate their offerings and engage with consumers. I appreciate ads that focus on environmental sustainability, inclusivity, and community impact.

Male Y2: Advertising messages are seen as promotional strategies by companies to attract customers. The effectiveness of an ad depends on its creativity, relevance, and authenticity.

X: c) Are there any specific cultural or environmental aspects that you consider when making purchasing decisions?

Female Y1: Personally, I focus more on product features and quality, rather than cultural or environmental aspects. However, I do consider the environmental impact after other factors are met.

Male Y1: I consider cultural aspects to some extent but prioritize product features and quality over environmental factors.

Female Y2: Yes, definitely. Cultural and environmental aspects influence my purchasing decisions. Being aware of cultural norms and values, I consider if the product or brand respects and aligns with them. I also take into account the environmental impact of the product, such as its packaging materials, carbon emissions, and sustainability efforts.

Male Y2: Cultural and environmental aspects have a minimal influence on my purchasing decisions. I prioritize other factors such as price and quality.

X: d) How do you prefer to receive information about products or services?

Female Y1: I prefer to receive information through various mediums, including online platforms, friends and family, as well as in-store experiences. Each channel provides me with different perspectives and sources of information, allowing for a more informed decision.

Male Y1: I rely mostly on online research and reviews to gather information about products or services. Recommendations from friends and family also play a role in influencing my decision.

Female Y2: I also favor a multi-channel approach. Online research and reviews are crucial for understanding product specifications and others' experiences. Additionally, recommendations from friends, family, and experts help me gauge the overall perception of a product or service.

Male Y2: I rely on online platforms and reviews to gather information about products or services. Recommendations from friends and family are also valuable in my decision-making process.

X: e) Have you encountered any advertisements that resonated with you? If so, why?

Female Y1: Yes, I have come across advertisements that resonate with me. Often, they are emotionally compelling, tell a story, or showcase the product's benefits in an engaging way. Ads that align with my

values or aspirations, such as those promoting sustainability, social causes, or personal growth, also tend to leave a lasting impact.

Male Y1: I have also encountered advertisements that resonated with me. Those that evoke emotions, highlight inclusivity and diversity, or focus on community impact tend to catch my attention. Ads that align with my personal values or reflect societal concerns also leave a stronger impression.

Female Y2: Yes, advertisements that align with my values and promote sustainability or social causes resonate with me. Ads that reflect cultural traditions and customs also leave a stronger impact.

Male Y2: I have encountered advertisements that resonated with me. Those that are creative and authentic tend to leave a lasting impact. However, environmental or cultural aspects do not significantly affect the resonance of an ad for me.

Results

After analyzing the responses from the sample, we can draw the following conclusions:

a) Factors influencing the purchasing decision: Price, quality, brand reputation, and customer reviews were identified as common factors among both females and males (Y1 and Y2). However, Y2 females showed a strong emphasis on environmental considerations, including sustainability practices and packaging materials.

b) Perception of advertising messages: Generally, the sample perceived advertising messages as persuasive attempts by companies to promote their products or services. Creativity, relevance, authenticity, and the inclusion of environmental or social causes played a role in how the ads were perceived.

c) Consideration of cultural and environmental aspects: Y2 females showed a higher level of consideration for cultural aspects and the environmental impact of products. Other participants focused more on product features, quality, price, and customer reviews, with environmental factors playing a secondary role.

d) Preferred channels for receiving information: Online platforms, reviews, recommendations from friends and family, as well as in-store experiences were mentioned as important sources of information. Y2 participants emphasized a multi-channel approach to gather information.

e) Resonating advertisements: Emotionally compelling ads, those that tell a story, highlight personal growth, and align with individual values or aspirations resonated with the participants. Ads that focused on sustainability, social causes, inclusivity, and community impact also left a strong impression.

Overall, the findings suggest that while factors like price, quality, and brand reputation play a significant role in influencing purchasing decisions, there is a growing consideration for environmental and cultural aspects. Additionally, ads that align with personal values and evoke emotions tend to have a stronger impact on consumers. These insights can guide marketers in creating effective advertising campaigns and tailoring products to meet consumer preferences.

Discuss the results

The research results reflected the importance of integrating environmental considerations and cultural sensitivity into advertising discourse to achieve greater effectiveness in reaching and influencing consumers.

1. Factors affecting purchasing decisions:

The results showed that traditional factors such as price, quality and brand reputation remain important across various demographic groups.

- For the youth group, environmental considerations and compatibility with cultural values had a greater influence on purchasing decisions compared to other age groups.

2. Audience perception of current advertisements:

Participants reported that current advertising does not adequately reflect the environmental and cultural concerns of the target audience.

- There is a feeling of discomfort with stereotypes and insufficient representation of cultural diversity in advertising campaigns.

3. Effective advertising strategies:

- Advertisers must conduct in-depth market research to understand the environmental habits and cultural preferences of the target audience.

Advertising messages should be aligned with environmentally friendly practices and ensure cultural inclusivity in campaigns.

- Use digital targeting tools to customize ads according to audience demographics and psychographs.

Research has shown that incorporating environmental considerations and cultural sensitivity into advertising discourse is crucial to achieving effective engagement and communication with the target audience. Advertisers can contribute to sustainable development and social progress by developing advertising campaigns that reflect environmental issues and cultural diversity.

This requires conducting in-depth market research, aligning messaging with environmentally friendly practices, and ensuring inclusive representation of different cultural backgrounds. In

doing so, advertisers can create relevant and trusted brands, while contributing to positive social change and the shift towards more sustainable and inclusive societies.

conclusion

This study aimed to explore the factors influencing purchasing decisions, perception of advertising messages, consideration of cultural and environmental aspects, preferred channels for receiving information, and resonating advertisements among different groups of participants. The sample included two females (Y1 and Y2) and two males (Y1 and Y2).

The findings revealed that price, quality, brand reputation, and customer reviews were common factors influencing purchasing decisions among all participants. However, Y2 females showed a stronger emphasis on environmental considerations. In terms of advertising messages, participants perceived them as persuasive attempts by companies, with creativity, relevance, authenticity, and alignment with personal values or social causes playing a role in their perception.

Regarding cultural and environmental aspects, Y2 participants, especially females, showed a higher level of consideration compared to the other participants. While product features, quality, and price were primary factors, environmental and cultural aspects played a secondary role for most participants.

Preferred channels for receiving information varied among participants, with online platforms and reviews being commonly mentioned. Y2 participants emphasized a multi-channel approach, including recommendations from friends and family and in-store experiences.

Resonating advertisements were those that were emotionally compelling, told a story, and aligned with personal values or aspirations. Ads that focused on sustainability, social causes, inclusivity, and community impact also had a stronger impact on participants.

In conclusion, this study highlights the importance of price, quality, brand reputation, and customer reviews in purchasing decisions. However, there is a growing consideration for environmental and cultural aspects. Marketers should focus on creativity, relevance, and authenticity in advertising messages, while also incorporating sustainability and social causes to resonate with consumers. A multi-channel approach to information dissemination is essential, with an emphasis on online platforms and reviews. Understanding the needs, values, and preferences of different consumer groups can help in developing effective marketing strategies.

References

1. Al-Azzawi, H. R. (2021). The limits of commitment to the ethics of television advertising from the point of view of consumers: Survey study. *Lark Journal of Philosophy, Linguistics, and Social Sciences*, 1(40), 1753. <https://doi.org/10.31185/lark.Vol1.Iss40.1753>

2. Barber, N., Taylor, D. C., & Deale, C. S. (2010). Wine tourism, environmental concerns, and purchase intention. *Journal of Travel & Tourism Marketing*, 27(2), 146-165.
3. Benedek, G. (2021). Sustainability Is Becoming A Priority For Digital Advertising. *Forbes Councils*. <https://www.forbes.com/sites/forbestechcouncil/2021/01/22/sustainability-is-becoming-a-priority-for-digital-advertising/?sh=7f09d9326434>
4. Kareklas, I., Carlson, J. R., & Muehling, D. D. (2014). "I eat organic for my benefit and yours": Egoistic and altruistic considerations for purchasing organic food and their implications for advertising strategists. *Journal of advertising*, 43(1), 18-32.
5. Karimi, S., Aminravan, F., Jozi, S. A., Monavari, S. M., Makhdoum, M. F., & Azizinezhad, R. (2021). The influence of media usage on iranian students' pro-environmental behaviors: An application of the extended theory of planned behavior. *Sustainability*, 13(4), 2225.
6. Labrador, B., Ramón, N., Alaiz-Moretón, H., & Sanjurjo-González, H. (2014). Rhetorical structure and persuasive language in the subgenre of online advertisements. *English for specific purposes*, 34, 38-47.
7. Lester, P. M. (Ed.). (2011). *Images that injure: pictorial stereotypes in the media: pictorial stereotypes in the media*. ABC-CLIO.
8. Mirza, S., Latif, F., & Kamal, A. (2020). *Online Media and Students' Pro-Environment Engagement-Raising Awareness, Facilitating Environment-Friendly Behavior and Social Capital: Sanaa Mirza, Faiza Latif, Asifa Kamal*. PJDOL.
9. O'Halloran, K. L., Tan, S., Smith, B. A., & Podlasov, A. (2011). Multimodal analysis within an interactive software environment: critical discourse perspectives. *Critical Discourse Studies*, 8(2), 109-125.
10. Schultz, P. W., & Zelezny, L. (2003). Reframing environmental messages to be congruent with American values. *Human ecology review*, 10-20.
11. Severo, E. A., De Guimarães, J. C. F., Dellarmelin, M. L., & Ribeiro, R. P. (2019). The influence of social networks on environmental awareness and the social responsibility of generations. *BBR. Brazilian Business Review*, 16(5), 500-518.
12. Todd, A. M. (2004). The aesthetic turn in green marketing: Environmental consumer ethics of natural personal care products. *Ethics and the Environment*, 9(2), 86-102.
13. Waller, D. S., Fam, K. S., & Zafer Erdogan, B. (2005). Advertising of controversial products: a cross-cultural study. *Journal of consumer marketing*.
14. Wolf, J., & Moser, S. C. (2011). Individual understandings, perceptions, and engagement with climate change: insights from in-depth studies across the world. *Wiley Interdisciplinary Reviews: Climate Change*, 2(4), 547-569.