Ability of Thai Consumers to Practically Detect Misleading Greenwashed Advertisement Practices

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RESEARCH OBJECTIVES

- Assess awareness of false vs. deceptive advertising
- Identify perception patterns toward Futerra's 10 greenwashing signs (Futerra, 2008)
- Compare trust, attractiveness, and eco-credibility of greenwashing vs. authentic ads

RESEARCH METHOD

Type: Qualitative Method

Sample Group: **682** Thai participants / Aged **18–80**

Method:

01 Online Survey via Google Form

02 Awareness Deceptive vs. False ad

03 20 sneaker ads stimuli

KEY RESEARCH HIGHLIGHT

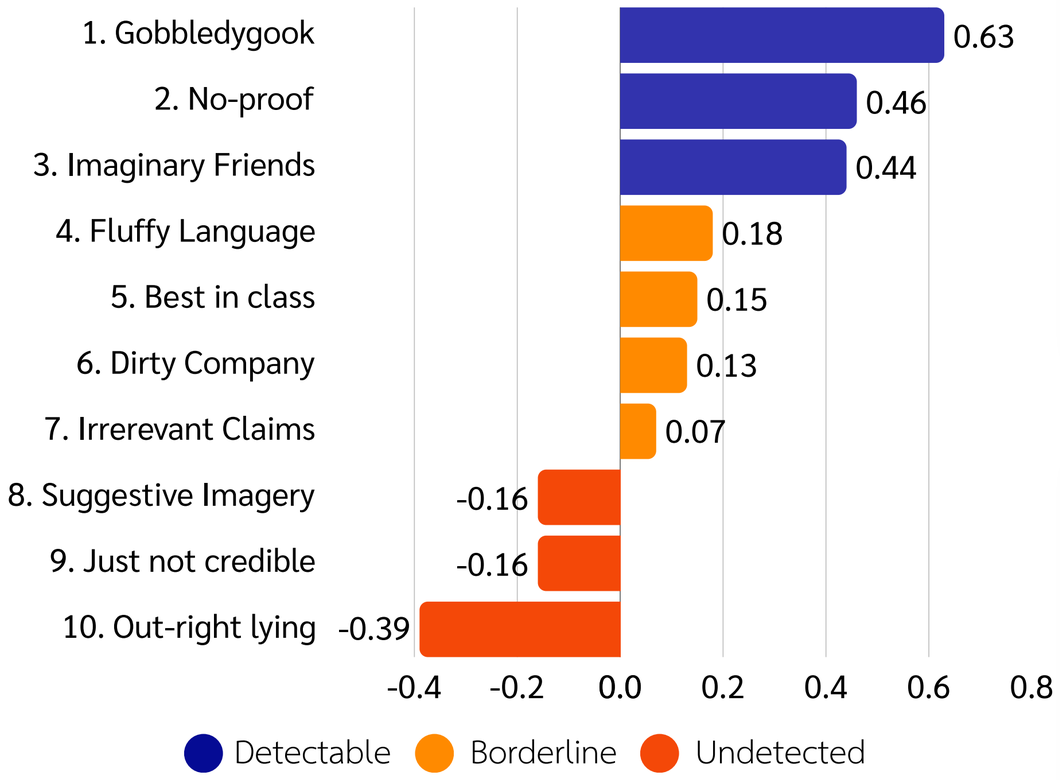
Thai consumers have **limited ability** to detect greenwashing. Only 21.0% of respondents were able to distinguish between false and deceptive advertising.

4 MAJOR RESEARCH FINDINGS

1. Four Factors Shape Perception

Consumers judged the ads based on **claim strength, green visuals, suspicious cues, and attractiveness** (separate from trust)

Greenwashing Detection Score by Futerra's 10 Signs



2. Visuals Overpower Text

Nature imagery boosts **eco-credibility** even with fabricated claims like Outright Lying

3. Partial detection only

No greenwashing ad was fully recognized. **Distrust** and a **"green" impression** existed at the same time.

4. Some signs are catchable

Gobbledygook, No Proof, and Imaginary Friends were the only **partly-detected signs**

IMPLICATIONS & APPLICATIONS

TARGETED EDUCATION

Consumer education should focus on identifying deceptive cues

REGULATORY FOCUS

Thai regulators should prioritize regulating visually deceptive ads

BUSINESS STRATEGY

Brands should use specific, verifiable environmental claims and avoid vague or exaggerated language

Reference: Futerra. (2008). The greenwash guide. https://futerra-assets.s3.amazonaws.com/documents/The_Greenwash_Guide.pdf