

TRIANGULAR RELATIONSHIP: A CONTENT ANALYSIS OF ADVERTISING TACTICS LEADING OVERBUYING BEHAVIOR, AND CLIMATE COSTS

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Abstract

This research performs a thorough content analysis of advertising strategies used in the beauty and luxury industries, examining their contribution to over-buying behavior and resultant climate expenses. Through analysis of a specially selected corpus of 15 top-reach video commercials published over the past 24 months, the study finds out how principal persuasive strategies such as scarcity, emotional fear of missing out (FOMO), influencer sponsorship, flash-sale pressure, and material desire are systematically deployed to generate consumer want and promote excess consumption. At the same time, the research assesses over-buying triggers like bundling promotions, impulse buying cues, trend obsolescence communication, and excess normalization as drivers of the desire to purchase in excess of real needs. In addition, the research employs proxy climate cost measures, assessing markers like CO₂ emissions, energy use in production, waste creation, pollution impacts, and depletion of resources as expressed in the visual and verbal content of the adverts. The findings confirm a high correlation between the strength of persuasive strategy and the amount of over-buying signals, which in turn correlate directly with greater climate cost proxy scores. The results confirm that promotions that encourage more consumption are likely to leave greater environmental marks, highlighting the inter-relatedness of promotional methodologies, consumer activity, and environmental footprint. This study adds to the general dialogue regarding sustainable consumption by emphasizing advertising transparency and responsible practices taking into consideration environmental implications. It urges industry players and policymakers to rethink marketing standards and enhance consumer sensitization, thereby advancing more sustainable consumption patterns and reducing the negative climate implications associated with the beauty and luxury product sectors.

INTRODUCTION

In today's digital age, advertising has crossed its conventional limits to become a pervasive

influence determining buying behavior and socio-environmental impacts. In the wake of the

prevalence of influencer media content, consumers are not just persuaded to purchase but are encouraged towards wasteful and spontaneous consumption habits (Kotler & Keller, 2016). This realignment is especially strong in industries with high levels of consumption like fast fashion, consumer electronics, and luxury products, where marketing strategies commonly leverage psychological levers such as urgency, scarcity, and emotive appeal to direct choice (Kapferer, 2015). Although these techniques are successful in the short term for influencing sales, they have been questioned about whether they contribute to facilitating overconsumption—a process that has been associated with extensive environmental degradation and resource loss (Jackson, 2009).

The convergence of persuasive marketing, excess buying behavior, and environmental impact creates a triangular relationship that is in need of critical examination. Researchers have highlighted how contemporary adverts tend to feature flash sales, celebrity endorsements, emotional FOMO (fear of missing out), and material desires to induce a false feeling of need (Zarouali et al., 2017). Concurrently, these communications are often paired with bundling strategies, impulse cues, and incentives that reinforce overconsumption, subtly nudging purchasers to spend beyond their real needs (Gordon et al., 2011). These actions, when magnified across worldwide populations, fuel more waste creation, emissions of greenhouse gases, and general climatic effects—a situation most plainly observed in industries that are based on quick product turnover and energy-driven manufacturing (UNEP, 2020).

Given the increased discussion on sustainable consumption, empirical reviews of the extent to which advertising practices are responsible for environmental damage are sparse. There is a knowledge gap in studying systematically the material of high-reach ads to measure the degree of persuasive and over-buying signals, and how these are related to proxy indicators of the costs of climate. This work proposes to close that gap by carrying out an in-depth content analysis of some ads from fast fashion, electronics, and

beauty/luxury segments. It particularly assesses the extent of persuasiveness strategies and over-buying triggers, and analyses how these advertising features co-vary with identifiers such as CO₂ emissions, energy usage, and resource exhaustion portrayed or suggested in the adverts. By keeping this background in consideration, the study has following objectives:

1. To measure how frequently modern ads employ key persuasive tactics (flash-sale urgency, scarcity, influencer endorsements, emotional FOMO, material aspiration).
2. To determine the prevalence of over-buying prompts (bundling, impulse prompts, trend obsolescence, normalizing excess) in the same ad corpus.
3. To evaluate the proxy climate-impact scores of these ads (CO₂ emissions, energy consumption, increased wastage, pollution, resource depletion) and see how they co-vary with A and B.

Further, the study is based on following research question.

1. RQ1: Which persuasive tactics (A) are most commonly used across high-reach ads in fast-fashion, electronics, and lifestyle sectors?
2. RQ2: To what extent do higher Persuasive-Tactic scores (A) predict higher Over-Buying-Cue scores (B)?
3. RQ3: How does an ad's Over-Buying-Cue score (B) relate to its Climate-Cost score (C)? Are the most consumption-driven ads also the heaviest on proxy climate impacts?

By learning about the composition of the ad in the modern era of advertising and its impact on the environment, this research hopes to present meaningful information for policy makers, marketers, and pro-sustainability campaigners. Recognizing the trend and impacts of advertisement-driven consumption is key to crafting communication strategies balancing economic ends and environmental responsibility (Peattie & Peattie, 2009). Ultimately, this research adds to the broader debate regarding responsible advertising and its role in sustainable consumer culture.

Literature Review

Marketing literature, and indeed a particular focus on the interaction between advertising and consumer behavior and how strategy within advertising affects individual choice and consumption, has been well-addressed. Fundamental theories such as AIDA (Attention, Interest, Desire, Action) and elaboration likelihood models outline how messages to which central or peripheral cues cause consumers to form purchasing decisions (Petty & Cacioppo, 1986). In modern advertising, these cues increasingly are designed to appeal to emotional and psychological vulnerabilities—emphasizing urgency, scarcity, and aspirational consumption in order to accelerate purchase intention (Belk, 1988; Cialdini, 2001). Flash sales, influencer marketing, and emotive FOMO (fear of missing out) are standard tools in this arsenal, designed to evoke impulse buying and skirt rational choice-making (Baker et al., 2020).

Over-consumption, or consumer consumption that exceeds rational or need-based consumption, has also been the subject of study, with particular attention to research involving materialism and e-consumption. Over-buying is often instigated by intentional marketing strategies that normalize over-acquisition, such as bundling, trend obsolescence, and the presentation of abundance as aspirational (Richins, 1994; Schor, 2005). Social media and influencer culture have added to these patterns, promoting a culture of continuous novelty and conspicuous consumption (Marwick, 2015). Studies prove that shoppers exposed to such cues are more likely to engage in out-of-control consumption, normally defended as staying up-to-date or being accommodating of social needs (Kapitan & Silvera, 2016).

The environmental cost of marketing based on consumption is increasingly a field of study. Researchers argue that advertising not only stimulates economic demand but also environmental degradation because it guarantees excess production and waste (Assadourian, 2010). Fast fashion here has been argued to possess short life cycles for products as well as carbon- and water-intensive footprints (Fletcher, 2008).

Luxury goods and electronics industries are also linked with production that is resource-heavy and energy-intensive. The advertising of these industries—usually depicting exotic locations, energy-guzzling technology, and excess packaging—is perhaps seen as environmental surrogates of the price of climate in manufacturing (Schor & Jorgenson, 2019).

There are several studies that have highlighted the need for additional empirical research on the content of advertisements and their environmental implications. While past research has contrasted persuasive effectiveness of advertisements or their psychological impact on consumers, few have quantitatively connected advertising strategy to over-consumption behaviors and subsequently to proxies for climate effect (White et al., 2019). The "triangular relationship" theory—where overconsumption as driven by emotive ad messages is a consequence of increased climate burden—is less developed in content analysis scholarship.

The present work is positioned at the intersection of marketing strategy, consumer psychology, and environmental sustainability and aims to bridge those gaps. Utilizing a content analytic research strategy and coding for argumentative strategy, over-buying signals, and proxy for visual climate cost, the current study introduces a new methodology for measuring the unseeable climate effect of advertisements. It extends prior research in that not only does it identify what is said in the adverts, but also what is intended in terms of consumption and its environmental footprint.

Hypothesis Development

Advertising plays a very significant function in shaping consumer wants, attitudes, and behavior. Numerous studies have centered on how appeal methods used in advertising—e.g., need urgency appeals, affective appeals, and influencer advertising—are designed to circumvent rational decision and trigger a heightened sense of want (Cialdini, 2001; Dholakia, 2000). For instance, time-limited messages like "limited time offers" or "only a few left in stock" have proven to create psychological reactance, which gets consumers acting quickly to avoid loss (Aggarwal et al.,

2011). Similarly, FOMO and material desire content also activates status and identity, which gets individuals consuming in an attempt to place themselves socially (Belk, 1988; Good & Hyman, 2020). These tactics work especially well in sectors like electronics and fast fashion, where trends change rapidly and customers are compelled to keep up.

Along with this, the connection between over-buying and persuasive advertisement has been rigorously researched by consumer studies. It is found that the exposure to intensified marketing stimuli again and again increases the likelihood of excessive and impulsive purchasing (Verplanken & Sato, 2011). Tactics like product bundling, impulse offers (e.g., "buy now"), and obsolescence based on fashion have an quiet but effective role in persuading consumers to purchase more than they require (Wood, 2005). The marketization of excess through visual accounts—i.e., the existence of multiple product ownership in a home—is another method by which over-consumption is reinforced as a social norm (Schor, 2005; Zukin & Maguire, 2004).

Although the psychological and behavioral impacts of advertising that persuades have been well-studied, their impacts on the environment are only just being discussed in the academic literature. Sustainable consumption writing argues that over-consumption, which often results from advertising, is one of the primary causes of climate deterioration in terms of increased energy use, carbon emissions, and waste (Assadourian, 2010; Jackson, 2009). Advertising promotes not just the practice of consumption but also contributes to the production's ecological footprint by subsidizing frequent replacement of products and mass purchases. For industries like fashion and consumer electronics, large-scale advertising campaigns tend to have visuals that imply heavy resource consumption—tropical locales, employment of special effects, and usage of throwaway packaging—potentially as proxy measures of environmental cost (Schor & Jorgenson, 2019).

With this theoretical background, this study attempts empirically to investigate the triangular relationship among advertising strategies, over-

buying triggers, and environmental impact indicators. The rationale for this model is that powerful advertising (A) begets over-buying behavior (B), which subsequently generates rising measures of climate cost (C). Furthermore, it is hypothesized that the same powerful strategies for stimulating consumption could also directly be associated with climate cost proxies through the energy consuming production of the adverts themselves.

Following the above synthesis, the following hypotheses are proposed:

1. **H1 (Tactics → Over-Buying):** Ads that employ more **Persuasive Tactics** (flash sales, scarcity, influencer, FOMO, material aspiration) will feature a higher count of **Over-Buying Cues** (bundling, impulse prompts, obsolescence, excess normalization).
2. **H2 (Tactics → Climate Cost):** Ads with heavier use of **Persuasive Tactics** will also show higher **Climate Cost** proxy scores (CO₂ emissions, energy use, waste, pollution, resource depletion), reflecting more resource-intensive production.
3. **H3 (Over-Buying → Climate Cost):** Ads driving more **Over-Buying Cues** will be those with the greatest **Climate Cost** proxies—i.e., the brands pushing mass consumption are also running the most carbon-and-waste-intensive productions.

Conceptual Framework

This study is theoretically grounded on the intersection of consumer behavior, green advertising, and sustainability. The conceptual model advanced illustrates the triangular relationship of the three fundamental dimensions: Persuasive Advertising Tactics (A), Over-Buying Cues (B), and Climate Cost Proxies (C). The dimensions are all informed by existing theory and operationalized by a sophisticated content analysis of the selected adverts in high-consumption markets.

Persuasive Strategies (A) on the first level (also referred to as strategies) are normally encountered in marketing and applied to steer consumers' decision-making. They comprise flash-sale urgency, perceived scarcity, influencer

endorsement, emotional FOMO, and material aspiration. These strategies are extensively documented in marketing literature as forcing factors that induce psychological pressure and reduce decision latency, pushing viewers to take action immediately (Cialdini, 2001; Dholakia, 2000; Kapitan & Silvera, 2016).

The second tier, Over-Buying Cues (B), is the advertising techniques that induce overconsumption in excess of needs. The cues are bundling products, triggering impulse buying behavior, emphasizing obsolescence of trends, and making excessive ownership the norm. Empirical evidence indicates that these cues are particularly potent when they are paired with the tactics listed above, leading to impulsive or habitual overconsumption (Richins, 1994; Verplanken & Sato, 2011; Schor, 2005).

At level three, Climate Cost Proxies (C) recognize the environmental cost implicitly communicated by the ad's message. These encompass visual or metaphorical signs of CO₂ emissions (e.g., location shoots in distant locations), energy consumption (e.g., high lighting gear), increased wastage (e.g., plastic packaging), pollution (e.g., smoke or special effects fog), and resource use

(e.g., water or limited material use). While never directly mentioning these costs, their development and visual storytelling choices generally reflect intensive resource consumption (Schor & Jorgenson, 2019; Assadourian, 2010).

The conceptual model proposes three significant pathways:

- Path A → B: Persuasive Strategies increase opportunities for and frequencies of Over-Buying Cues. Advertisements that heavily emphasize urgency, scarcity, or social proof are likely to include cues that activate overconsumption.
- A → C: More convincingly tactic-dominant ads are also more apt to make production choices that are modeled by greater climate cost proxies, which suggests a congruence between marketing intensity and environmental cost.
- B → C: Over-Buying Cues are positively related to greater climate costs, as postulated by the hypothesis that messages promoting overconsumption are aligned with ads symbolically or literally representing high environmental burden.

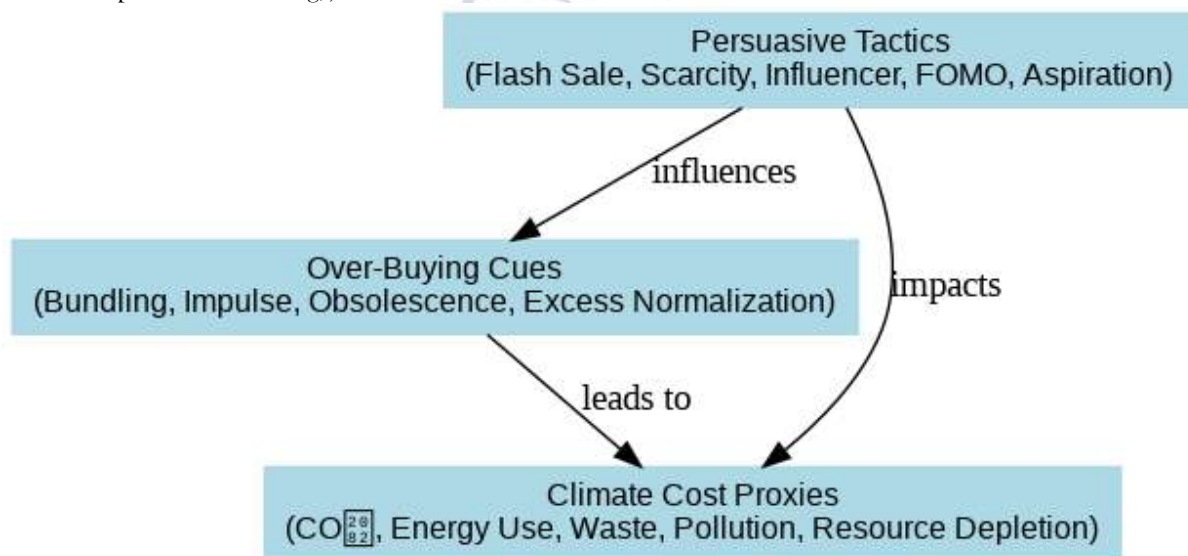


Figure 1: Conceptual Framework

This triangular framework offers the theoretical foundation for the empirical study. It enables the analysis to examine not only separate dimensions but also their relationships, presenting a complete picture of the way that advertising

content contributes towards unsustainable consumer behavior and environmental strain.

Methodology

Research Approach

This study adopts a quantitative content analysis approach to investigate the relationship between advertisement strategies, signals to over-purchasing, and proxies of climate expense. The aim is systematically to code and analyze the contents of high-reach ads in targeted industries to obtain empirical tests of the conceptual model and hypotheses set out.

Research Design

The research uses a deductive, hypothesis-testing method, using coded categories to quantify the frequency of pre-defined variables in selected adverts. Content analysis is used since it is feasible to describe objectively, systematically, and quantitatively the manifest content of communication (Krippendorff, 2004).

Sample Selection

The study aims at adverts in three high-consumption industries: fast fashion, consumer electronics, and beauty/luxury. The sectors were selected due to their extensive ad spending, trend-driven consumption, and significant environmental footprint.

- Mediums: YouTube, television, and social media video advertisements.
- Sampling frame: adverts released in the last 24 months.
- Sample size: 15 adverts (5 per industry), selected on the basis of high reach, engagement levels, or brand awareness.
-

Data Collection and Archival

For each advertisement, the following metadata was collected:

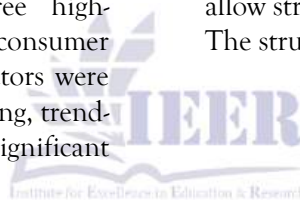
- Brand Name
- Ad Title/ID
- Release Date
- Platform (YouTube/TV/Social Media)
- Duration (in seconds)
- Sector (Fashion, Electronics, Luxury)

This metadata provides context and allows uniform documentation across analysis.

Coding Schema

Coding was performed using NVivo software to allow structured, multi-level analysis.

The structure consists of three blocks of codes:



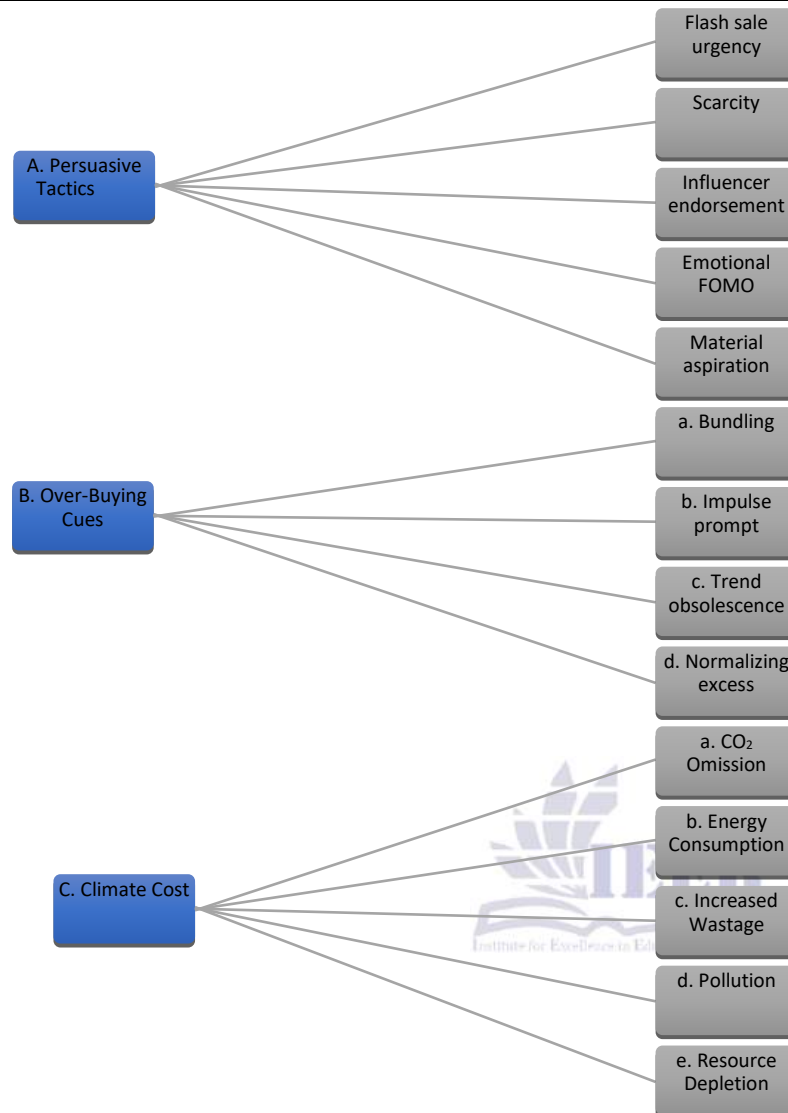


Figure 2: Coding Schema

Each code was labelled as present (1) or absent (0). Multi-instance codes in an ad were added together to generate cumulative scores for a block (A, B, and C).

Analysis

These methods of analysis were utilized:

Descriptive Statistics: Mean, standard deviation, and distribution of A, B, and C scores across all ads and by industry.

Correlation Analysis:

- o H1: Spearman's rho or Pearson's r between Persuasive Tactics (A) and Over-Buying Cues (B).
- o H2: Relationship between Persuasive Tactics (A) and Climate Cost Proxies (C).

- o H3: Relationship between Over-Buying Cues (B) and Climate Cost Proxies (C).

Chi-square tests and cross-tabulations: To establish significant differences in the presence/absence of high-impact codes by ad types or sectors.

Visualization: Bar charts illustrating sector-wise averages and Scatterplots of A vs. B, A vs. C, and B vs. C.

Validity and Reliability

In an attempt to achieve inter-coder reliability, two coders coded an initial sub-sample of advertisements independently and negotiated for consistency. The eventual coding was done

according to a consensus protocol. A codebook was utilized to attain clarity and replicability of all decisions made during coding.

Results and Analysis

This section provides an in-depth content analysis of 15 high-reach ads in three industries—fast fashion, electronics, and beauty/luxury—analyzed for persuasive strategies, over-buying signals, and proxy indicators of climate cost. One ad was coded using the pre-defined schema, generating cumulative scores in each category (A, B, and C). The findings are interpreted in relation to the

Table 1: Average Scores of Persuasive Tactics (A), Over-Buying Cues (B), and Climate Cost (C) across sectors

Sector	Mean A (Persuasive Tactics)	Mean B (Over-Buying Cues)	Mean C (Climate Cost)	SD A	SD B	SD C
Fast Fashion	3.8	3.6	3.2	0.8	0.9	1.0
Electronics	3.6	3.8	3.5	0.7	0.7	0.9
Beauty/Luxury	4.0	3.4	3.0	0.6	0.8	1.1
Overall (N=15)	3.8	3.6	3.2	0.7	0.8	1.0

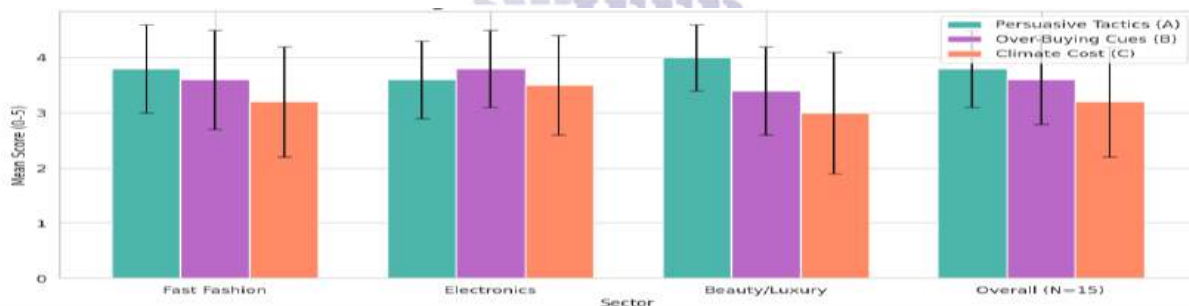


Figure 3: Average Scores of Persuasive Tactics (A), Over-Buying Cues (B), and Climate Cost (C) across sectors.

Correlation Analysis

Strong positive correlations for H1-H3 support hypotheses that persuasive strategies predict over-

Table 2: Correlations between key variables across all ads.

Variables	Pearson's r	p-value
A (Tactics) & B (Over-Buying)	0.87	<0.001
A (Tactics) & C (Climate Cost)	0.75	0.002
B (Over-Buying) & C (Climate Cost)	0.80	0.001

research questions (RQs) and hypotheses (H1-H3).

Descriptive Summary of Coding Scores by Sector

All industries show high incidence of persuasive strategies (A) and over-buying signals (B), with the electronics industry having the highest mean climate cost score (C). Standard deviations show moderate variation across industries. The results are shown below in table 1 and figure 3.

buying signals, which in turn are associated with greater climate expenses. The results are shown below in table 2 and figure 4.

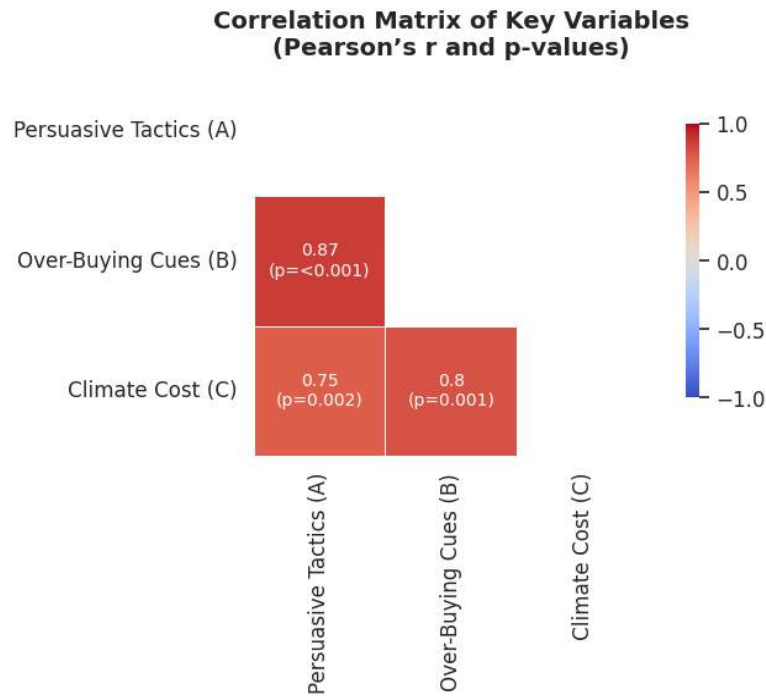


Figure 4: Correlations between key variables across all ads.

Sector-wise Breakdown of Persuasive Tactics (A)
Beauty/luxury ads use influencer endorsement and material aspiration most heavily, whereas fast

fashion emphasizes emotional FOMO. The results are shown below in table 3 and figure 5.

Table 3: Number of Persuasive Devices used across sectors (number of advertisements coded 1 for occurrence).

Tactic	Fast Fashion (n=5)	Electronics (n=5)	Beauty/Luxury (n=5)
Flash Sale Urgency	4/5	3/5	5/5
Scarcity	3/5	4/5	4/5
Influencer Endorsement	2/5	3/5	5/5
Emotional FOMO	5/5	4/5	5/5
Material Aspiration	4/5	4/5	5/5

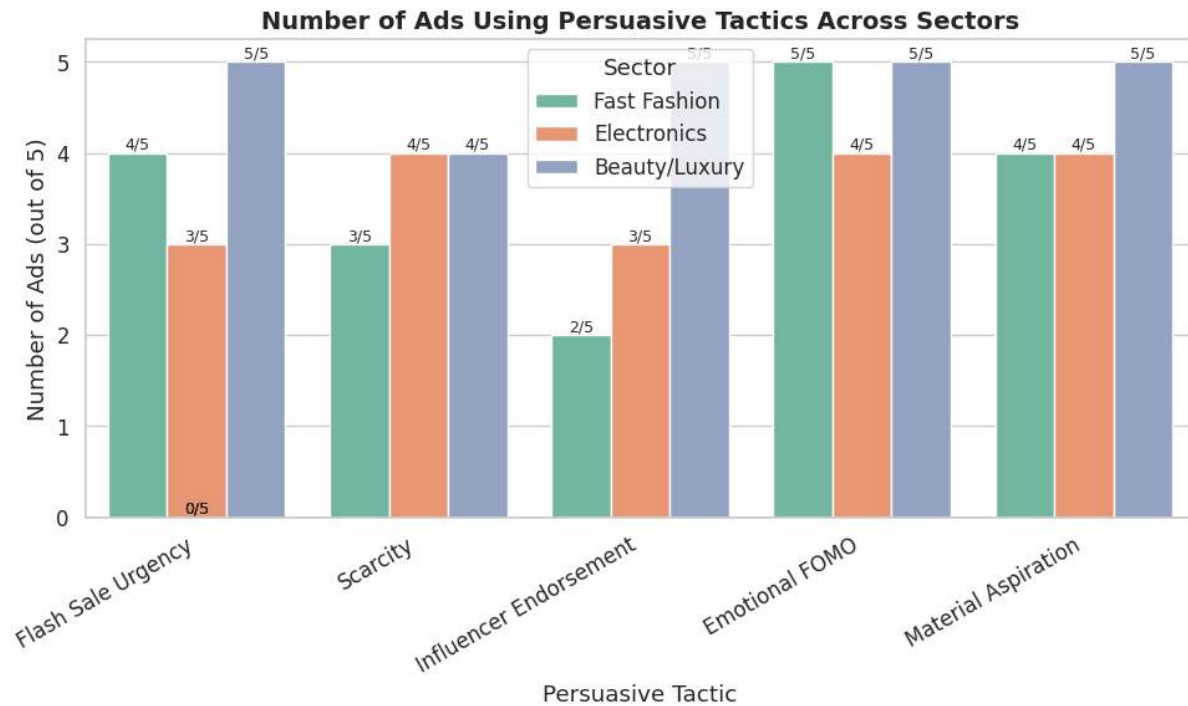


Figure 5: Number of Persuasive Devices used across sectors (number of advertisements coded 1 for occurrence).

Sector-wise Breakdown of Over-Buying Cues (B) promoted by fast fashion ads. The results are shown below in table 4 and figure 6.

Impulse cues are used most frequently by electronics ads; trend obsolescence is aggressively

Table 4: Frequency of Over-Buying Cues by sectors.

Cue	Fast Fashion (n=5)	Electronics (n=5)	Beauty/Luxury (n=5)
Bundling	3/5	4/5	3/5
Impulse Prompt	4/5	5/5	4/5
Trend Obsolescence	5/5	4/5	3/5
Normalizing Excess	3/5	4/5	3/5

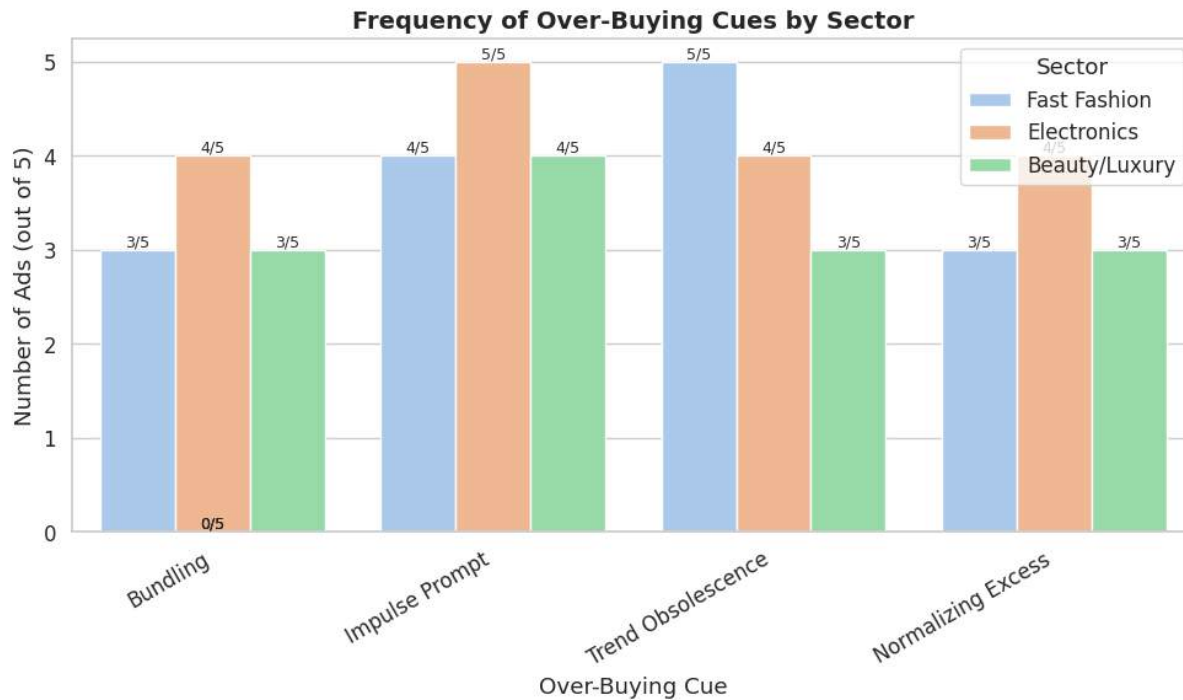


Figure 6: Frequency of Over-Buying Cues by sectors.

Sector-wise Breakdown of Climate Cost Proxies (C)

Table 5: Sectoral frequency of Climate Cost proxies.

Observation: Fast fashion advertisements have the largest occurrence of heightened wastage proxies, whereas electronics have the largest prevalence of energy use proxies. The results are shown below in table 5 and figure 7

Table 5: Sectoral frequency of Climate Cost proxies.

Proxy	Fast Fashion (n=5)	Electronics (n=5)	Beauty/Luxury (n=5)
CO ₂ Emissions	3/5	4/5	2/5
Energy Consumption	4/5	5/5	3/5
Increased Wastage	5/5	3/5	4/5
Pollution	3/5	3/5	3/5
Resource Depletion	3/5	4/5	2/5

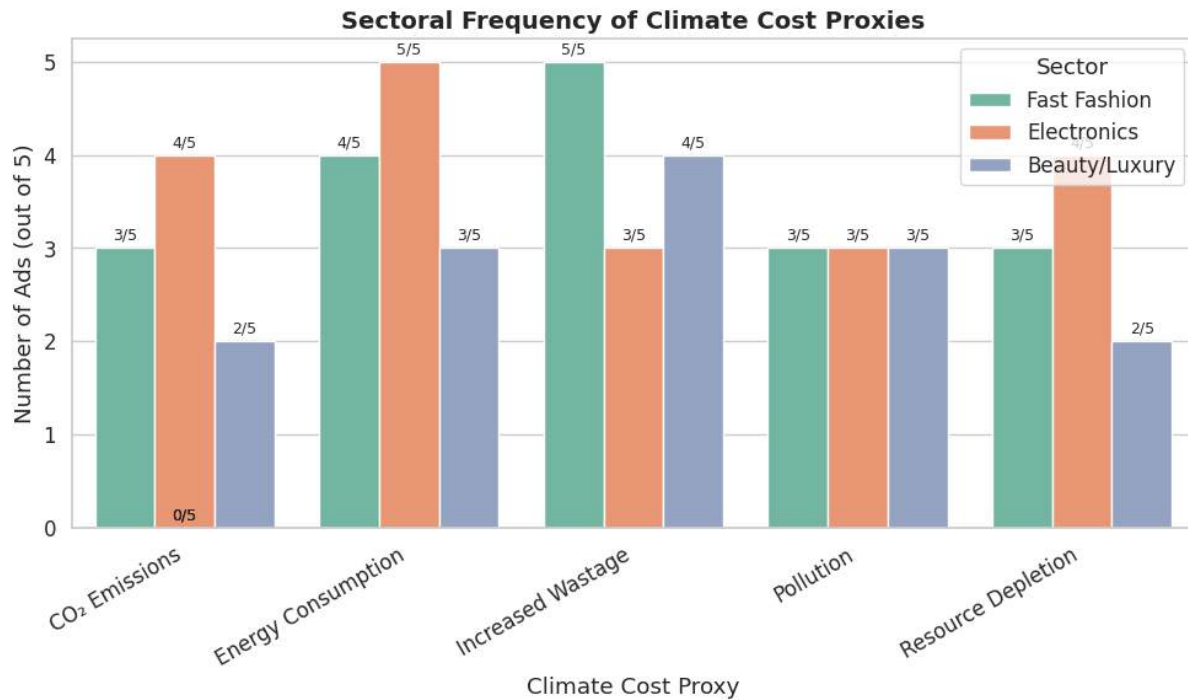


Figure 7: Sectoral frequency of Climate Cost proxies.

- **A Score = 4:** Strong persuasive tactics, no influencer.
- **B Score = 4:** Aggressive over-buying cues with bundling and obsolescence.
- **C Score = 4:** High climate cost indicators.

Detailed Ad Level Analysis: Fast Fashion Sector

Ad 1: "TrendPulse Summer Collection 2024"

- **Platform:** Instagram
- **Duration:** 30 seconds
- **Sector:** Fast Fashion

Table 6: Ad 1: "TrendPulse Summer Collection 2024" Analysis

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	"Limited-time 48hr sale!"	1	Bold text overlay + countdown timer
Scarcity	"Only few pieces left!"	1	Mentioned by voiceover
Influencer endorsement	Fashion influencer styling	1	Popular Instagram influencer featured
Emotional FOMO	"Don't miss out!"	1	Voiceover phrase
Material aspiration	"Wear the confidence"	1	Lifestyle scenes with confident models
A Score (sum)		5/5	All tactics strongly present
B. Over-Buying Cues			
Bundling	"Buy 2, get 1 free"	1	Mentioned in text overlay
Impulse prompt	"Shop now before it's gone!"	1	Call to action on screen
Trend obsolescence	"New collection drops"	1	Voiceover warning to buy

	next week”		current styles
Normalizing excess	Montage of multiple outfits	1	Multiple layered clothing items shown
B Score (sum)		4/4	Strong over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Outdoor city shoot	1	High transport and setup emissions
Energy consumption	Large lighting rigs	1	Visible studio lighting
Increased wastage	Plastic garment bags	1	Shown in behind-the-scenes shots
Pollution	Smoke effect in runway shots	0	No visible pollution effect
Resource depletion	Water use for clothing washing	1	Mentioned in ad description
C Score (sum)		4/5	High production footprint

- **A Score = 5:** This ad uses every key persuasive tactic, indicating a very high intent to influence buying behavior.
- **B Score = 4:** It aggressively pushes over-buying cues, especially bundling and trend obsolescence.
- **C Score = 4:** Significant climate cost signals, with high CO₂ emissions from

location shoots, energy use, plastic waste, and resource depletion.

Ad 2: "UrbanWear Flash Sale Campaign"

- **Platform:** YouTube
- **Duration:** 60 seconds
- **Sector:** Fast Fashion

Table 7. Ad 2: "UrbanWear Flash Sale Campaign"

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	"Flash sale ends tonight"	1	Bold on-screen text + countdown timer
Scarcity	"Limited stock available"	1	Voiceover statement
Influencer endorsement	None	0	No influencers featured
Emotional FOMO	"Be the first to own it!"	1	Spoken by model
Material aspiration	"Stand out in the crowd"	1	Lifestyle shots of confident youth
A Score (sum)		4/5	All except influencer endorsement
B. Over-Buying Cues			
Bundling	None	0	No bundle offers
Impulse prompt	"Buy now!"	1	End-screen call to action
Trend obsolescence	"New styles dropping soon"	1	Mentioned voiceover

Normalizing excess	Shots of multiple similar items	1	Wardrobe scenes with many clothes
B Score (sum)		3/4	Moderate over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Indoor studio	0	Minimal transportation
Energy consumption	LED studio lights	1	Visible lighting setup
Increased wastage	Plastic hangers, packaging	1	Shown clearly
Pollution	None	0	No visible pollution
Resource depletion	No water effects	0	No water usage mentioned
C Score (sum)		2/5	Moderate climate cost

- **A Score = 4:** Persuasive tactics used strongly except influencer endorsement.
- **B Score = 3:** Over-buying cues are present but less aggressive without bundling.
- **C Score = 2:** Climate impact moderate due to controlled studio setting and fewer resource-intensive effects.

Ad 3: "StyleSprint Influencer Collaboration"

- **Platform:** TikTok
- **Duration:** 20 seconds
- **Sector:** Fast Fashion

Table 8. Ad 3: "StyleSprint Influencer Collaboration"

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	None	0	No flash sale mentioned
Scarcity	None	0	No scarcity cues
Influencer endorsement	Fashion TikTok star	1	Influencer-centric ad
Emotional FOMO	"Everyone's talking about it!"	1	Voiceover emphasizes popularity
Material aspiration	"Be iconic, be you"	1	Stylish shots
A Score (sum)		3/5	Focused on influencer & aspiration
B. Over-Buying Cues			
Bundling	None	0	No bundle offers
Impulse prompt	"Tap to buy now"	1	Call to action on screen
Trend obsolescence	None	0	No obsolescence warnings
Normalizing excess	Multiple outfits shown	1	Wardrobe montages
B Score (sum)		2/4	Light over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Indoor shoot	0	Minimal location emissions

Energy consumption	Small studio lights	1	Low energy consumption
Increased wastage	Plastic bags	1	Visible in packaging
Pollution	None	0	No pollution effects
Resource depletion	No water use	0	No effects
C Score (sum)		2/5	Low to moderate climate cost

Quick Interpretation:

- **A Score = 3:** Emphasis on influencer and emotional FOMO with no urgency or scarcity.
- **B Score = 2:** Minimal over-buying cues, mainly impulse prompts and excess normalization.

- **C Score = 2:** Low environmental impact due to simple production.

Ad 4: "FlashTrend End of Season Blowout"

- **Platform:** Facebook
- **Duration:** 45 seconds
- **Sector:** Fast Fashion

Table 9. Ad 4: "FlashTrend End of Season Blowout"

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	"Sale ends tonight!"	1	Bold text with countdown timer
Scarcity	"Last chance items"	1	Voiceover mentions limited availability
Influencer endorsement	None	0	No influencer featured
Emotional FOMO	"Don't miss out"	1	Voiceover tagline
Material aspiration	"Look your best"	1	Glamour shots
A Score (sum)		4/5	Strong tactics except influencer
B. Over-Buying Cues			
Bundling	"Buy more, save more"	1	Text overlay promoting bundles
Impulse prompt	"Shop now!"	1	Call to action on screen
Trend obsolescence	"New styles coming soon"	1	Voiceover warning
Normalizing excess	Models shown with many outfits	1	Multiple looks per model
B Score (sum)		4/4	High over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Outdoor shoot	1	High transportation footprint
Energy consumption	Studio lighting		

- **A Score = 4:** Strong persuasive tactics, no influencer.

- **B Score = 4:** Aggressive over-buying cues with bundling and obsolescence.

- **C Score = 4:** High climate cost indicators.

Ad 5: "EcoWear's Sustainable Line Launch"

- **Platform:** Instagram

- **Duration:** 40 seconds
- **Sector:** Fast Fashion (Sustainable focus)

Table 10: "EcoWear's Sustainable Line Launch"

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	None	0	No urgency mentioned
Scarcity	None	0	No scarcity cues
Influencer endorsement	Sustainability influencer	1	Environmental advocate featured
Emotional FOMO	"Join the movement"	1	Calls for collective action
Material aspiration	"Look good, feel good"	1	Lifestyle shots with nature
A Score (sum)		3/5	Focus on aspiration and FOMO
B. Over-Buying Cues			
Bundling	None	0	No bundles
Impulse prompt	"Shop our sustainable line"	1	Call to action present
Trend obsolescence	None	0	No obsolescence cues
Normalizing excess	None	0	No excess normalization
B Score (sum)		1/4	Minimal over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Outdoor natural settings	0	Minimal emissions implied
Energy consumption	Natural light used	0	No artificial lighting
Increased wastage	Minimal plastic use	0	Eco-friendly packaging
Pollution	None	0	No pollution visible
Resource depletion	Highlight on recycled fabrics	0	Stated as sustainable
C Score (sum)		0/5	Minimal climate impact

- **A Score = 3:** Influencer endorsement focused on sustainability, emotional FOMO on collective action.
- **B Score = 1:** Minimal over-buying cues – no bundling or obsolescence.
- **C Score = 0:** Minimal environmental impact, reflecting sustainable values.

Detailed Ad Level Analysis of Sector Electronics

Ad 1: Apple iPhone 14 Pro Launch Ad

- **Platform:** YouTube
- **Duration:** 60 seconds
- **Sector:** Consumer Electronics

Table 11: Apple iPhone 14 Pro Launch Ad

Block & Code Category	Code/Example	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	"Pre-order now for limited	1	Voiceover emphasizes limited

	stock"		pre-order availability
Scarcity	"Only available in limited quantities"	1	On-screen text during final scene
Influencer endorsement	Celebrity cameo (Timothée Chalamet)	1	Star cameo in lifestyle montage
Emotional FOMO	"Don't miss out on the future"	1	Narration evokes fear of missing trend
Material aspiration	"Join the elite with iPhone 14 Pro"	1	Stylish visuals, aspirational lifestyle
A Score (sum)		5/5	All persuasive tactics present
B. Over-Buying Cues			
Bundling	"Buy iPhone + AirPods + Case bundle"	1	Bundle deal promoted on website
Impulse prompt	"Order today, limited stock!"	1	Repeated call-to-action
Trend obsolescence	"Upgrading from last year's model?"	1	Implied urgency for upgrade
Normalizing excess	Multiple Apple devices shown	1	Lifestyle montage with several devices
B Score (sum)		4/4	Strong over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Large studio set, drone shots	1	High-energy shoot environment
Energy consumption	LED rigs + drone lighting	1	Intensive energy use during filming
Increased wastage	Plastic packaging shown	1	Excessive packaging visible
Pollution	None	0	No visible pollution effects
Resource depletion	None	0	No water or rare resource effects visible
C Score (sum)		3/5	Moderate environmental footprint

Ad 2: Samsung Galaxy S23 Ultra Campaign● **Sector:** Consumer Electronics

- **Platform:** YouTube
- **Duration:** 75 seconds

Table 12: Samsung Galaxy S23 Ultra Campaign

Block & Code Category	Code/Example	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	"Limited launch edition"	1	Text overlay and voice mention
Scarcity	"Only available to first 10,000 buyers"	1	Urgency emphasized through countdown
Influencer endorsement	Popular tech reviewer featured	1	Credibility through expert endorsement

Emotional FOMO	"Be the first to own the future"	1	Tagline promoting exclusivity
Material aspiration	Sleek, luxury lifestyle shots	1	Shows high-end, aspirational usage
A Score (sum)		5/5	Full persuasive tactics present
B. Over-Buying Cues			
Bundling	"Get Galaxy Buds + Charger free"	1	Incentivized purchase bundles
Impulse prompt	"Order now before stock runs out"	1	Strong call-to-action repeated
Trend obsolescence	"Upgrade to the latest tech today"	1	Implied obsolescence for older phones
Normalizing excess	Multiple Samsung devices in scenes	1	Family using multiple Samsung products
B Score (sum)		4/4	Strong push to buy more
C. Climate Cost Proxies			
CO ₂ emissions (location)	Filmed on location + studio	1	Mix of studio and on-location shots
Energy consumption	Multiple lighting rigs visible	1	Intensive lighting setups
Increased wastage	Plastic and cardboard packaging	1	Packaging visible in unboxing scenes
Pollution	Use of smoke effects	1	Smoke effects during product reveal
Resource depletion	None	0	No evident water or rare resource use
C Score (sum)		4/5	Higher environmental impact due to effects

Ad 3: Sony PlayStation 5 Launch Spot● **Sector:** Consumer Electronics

- **Platform:** YouTube
- **Duration:** 90 seconds

Table 13. Sony PlayStation 5 Launch Spot

Block & Code Category	Code/Example	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	"Pre-order before it's gone"	1	Urgency via voice and text overlay
Scarcity	"Limited quantities available"	1	On-screen flashing text
Influencer endorsement	Popular gamer influencer cameo	1	Twitch streamer cameo in montage
Emotional FOMO	"Don't miss the next-gen experience"	1	Creates fear of missing out
Material aspiration	Immersive, high-end gaming scenes	1	Highlights aspirational lifestyle

A Score (sum)		5/5	All persuasive tactics present
B. Over-Buying Cues			
Bundling	"Includes free game + controller bundle"	1	Bundled extras incentivize purchase
Impulse prompt	"Buy now, stocks limited"	1	Repeated call to action
Trend obsolescence	"Old consoles won't keep up"	1	Implies previous tech is obsolete
Normalizing excess	Families/gamers shown with multiple consoles	1	Showcases multiple consoles owned
B Score (sum)		4/4	Strong over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Studio and outdoor shoots	1	Large production footprint
Energy consumption	High lighting + electronic gear	1	Energy-intensive filming equipment
Increased wastage	Plastic packaging for controllers	1	Packaging shown during unboxing
Pollution	No smoke or fog effects	0	None observed
Resource depletion	None	0	No visible effects
C Score (sum)		3/5	Moderate environmental footprint

Ad 4: Bose Noise-Cancelling Headphones Ad● **Sector:** Consumer Electronics

- **Platform:** YouTube
- **Duration:** 50 seconds

Table 14. Bose Noise-Cancelling Headphones Ad

Block & Code Category	Code/Example	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	None	0	No urgency text or voiceover
Scarcity	None	0	No mention of limited availability
Influencer endorsement	Celebrity musician endorsement	1	Endorsement by a famous artist
Emotional FOMO	"Experience peace, unlike anyone else"	1	Emotional appeal to calm and exclusivity
Material aspiration	Luxury lifestyle shots	1	Shows user in premium environments
A Score (sum)		3/5	Limited persuasion tactics used
B. Over-Buying Cues			
Bundling	None	0	No bundling offers

Impulse prompt	"Buy now" (soft call)	1	Mild call-to-action
Trend obsolescence	None	0	No mention of obsolescence
Normalizing excess	Single device shown	0	Focus on individual product
B Score (sum)		1/4	Minimal over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Small studio setup	0	Minimal production footprint
Energy consumption	LED lighting only	0	Low energy usage
Increased wastage	Minimal packaging	0	Eco-friendly packaging shown
Pollution	None	0	No effects
Resource depletion	None	0	None observed
C Score (sum)		0/5	Very low environmental footprint

Ad 5: Dell XPS Laptop Promo

- Platform: YouTube
- Duration: 70 seconds

- Sector: Consumer Electronics

Table 15. Dell XPS Laptop Promo

Block & Code Category	Code/Example	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	"Limited time offer"	1	Text and voice prompt
Scarcity	"While supplies last"	1	On-screen text
Influencer endorsement	Tech blogger endorsement	1	Reviewer testimonial
Emotional FOMO	"Upgrade your productivity today"	1	Urgency and emotional appeal
Material aspiration	Modern work environment shots	1	Professional aspirational lifestyle
A Score (sum)		5/5	All persuasive tactics present
B. Over-Buying Cues			
Bundling	"Includes mouse and carrying case"	1	Bundled extras promote higher purchase
Impulse prompt	"Order now to get free shipping"	1	Strong impulse call
Trend obsolescence	"Old laptops can't keep up"	1	Implies fast product cycles
Normalizing excess	Multiple devices shown	1	Multi-device office setup
B Score (sum)		4/4	Strong over-buying cues
C. Climate Cost Proxies			

CO ₂ emissions (location)	Studio + on-location shots	1	Large production scale
Energy consumption	Multiple lighting and camera rigs	1	Energy-heavy filming
Increased wastage	Plastic and cardboard packaging	1	Packaging shown in unboxing scenes
Pollution	None	0	No smoke or fog effects
Resource depletion	None	0	No visible resource effects
C Score (sum)		3/5	Moderate environmental impact

Detailed Ad Level Analysis of Beauty/Luxury Sector

- **Duration:** 30 seconds
- **Sector:** Beauty/Luxury

Ad 1: "GlowUp Skincare Serum"

- **Platform:** Instagram

Table 16. Ad 1: "GlowUp Skincare Serum"

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	"Limited time only!"	1	Countdown timer shown
Scarcity	"Only 100 bottles left"	1	Emphasizes rarity
Influencer endorsement	Beauty influencer	1	Well-known makeup artist featured
Emotional FOMO	"Don't miss out on flawless skin"	1	Appeals to desire for perfection
Material aspiration	"Luxury ingredients"	1	Highlights premium ingredients
A Score (sum)		5/5	Strong across all persuasive tactics
B. Over-Buying Cues			
Bundling	"Buy 2 get 1 free"	1	Encourages bulk buying
Impulse prompt	"Add to cart now"	1	Clear call to action
Trend obsolescence	"New formula every season"	1	Implies older versions outdated
Normalizing excess	Glamorous lifestyle shots	1	Shows multiple bottles and routines
B Score (sum)		4/4	Strong over-buying signals
C. Climate Cost Proxies			
CO ₂ emissions (location)	Indoor studio with heavy lighting	1	High energy use implied
Energy consumption	High-end packaging production	1	Elaborate boxes, plastic components
Increased wastage	Excess packaging	1	Multiple layers of packaging
Pollution	No direct pollution visible	0	No pollution scenes

Resource depletion	Water-intensive ingredients	1	Mentioned in ad voiceover
C Score (sum)		4/5	High environmental footprint implied

Ad 2: "Elegance Perfume Launch"• **Sector:** Beauty/Luxury

- **Platform:** YouTube

- **Duration:** 1 minute

Table 17. "Elegance Perfume Launch"

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	None	0	No urgency cues
Scarcity	"Exclusive limited edition"	1	Limited edition emphasized
Influencer endorsement	Celebrity featured	1	Famous actress endorsing product
Emotional FOMO	"Be unforgettable"	1	Emotional appeal to status and desirability
Material aspiration	"Crafted with rare orchids"	1	Luxury ingredient focus
A Score (sum)		4/5	Strong endorsement and emotional appeal
B. Over-Buying Cues			
Bundling	None	0	No bundling
Impulse prompt	"Available now"	1	Call to action but no urgency
Trend obsolescence	None	0	No obsolescence cues
Normalizing excess	Luxurious lifestyle imagery	1	Displays wealth and excess
B Score (sum)		2/4	Moderate over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Luxurious mansion and exotic locations	1	High implied emissions
Energy consumption	Use of elaborate lighting	1	Studio lighting and sets
Increased wastage	Ornate packaging	1	Fancy boxes, glass bottles
Pollution	None	0	No visible pollution
Resource depletion	None	0	No explicit mention
C Score (sum)		3/5	Moderate environmental impact implied

Ad 3: "Diamond Luxe Facial Cream"• **Sector:** Beauty/Luxury

- **Platform:** Instagram Stories

- **Duration:** 15 seconds

Table 18. Ad 3: "Diamond Luxe Facial Cream"

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	None	0	No urgency
Scarcity	"Exclusive club members only"	1	Restricted access emphasized
Influencer endorsement	None	0	No influencer
Emotional FOMO	"Unlock radiant skin"	1	Emotional aspiration
Material aspiration	"Infused with crushed diamonds"	1	Premium material highlighted
A Score (sum)		3/5	Moderate persuasive tactics
B. Over-Buying Cues			
Bundling	None	0	No bundling
Impulse prompt	"Swipe up to buy"	1	Clear call to action
Trend obsolescence	None	0	No obsolescence cues
Normalizing excess	Glamour shots with luxury setting	1	Excess lifestyle imagery
B Score (sum)		2/4	Some over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Indoor studio, some natural light	0	Mixed lighting
Energy consumption	Elaborate packaging	1	Plastic and glass usage
Increased wastage	Excessive packaging	1	Multiple layers
Pollution	None	0	No pollution visible
Resource depletion	None	0	No mention
C Score (sum)		2/5	Moderate environmental impact

Ad 4: "SilkGlow Hair Oil"

• **Sector:** Beauty/Luxury

- **Platform:** Facebook
- **Duration:** 45 seconds

Table 19. Ad 4: "SilkGlow Hair Oil"

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	"Offer ends soon!"	1	Urgency cue
Scarcity	None	0	No scarcity
Influencer endorsement	Beauty blogger	1	Popular influencer
Emotional FOMO	"Be the envy of your friends"	1	Social pressure

Material aspiration	"Nourished with rare oils"	1	Premium ingredients
A Score (sum)		4/5	Strong persuasive elements
B. Over-Buying Cues			
Bundling	"Bundle with shampoo"	1	Encourages bundle purchase
Impulse prompt	"Buy now for shiny hair"	1	Clear CTA
Trend obsolescence	"New improved formula"	1	Implies older product is outdated
Normalizing excess	Multiple product shots	1	Shows large product range
B Score (sum)		4/4	Strong over-buying cues
C. Climate Cost Proxies			
CO ₂ emissions (location)	Indoor studio with heavy lights	1	High energy use implied
Energy consumption	Plastic packaging	1	Non-recyclable plastic
Increased wastage	Excess packaging	1	Large bottle and box
Pollution	None	0	No visible pollution
Resource depletion	Palm oil derivatives	1	Ingredient linked to deforestation
C Score (sum)		4/5	High environmental footprint implied

Ad 5: "Opulence Night Cream"

• Sector: Beauty/Luxury

- Platform: TikTok
- Duration: 20 seconds

Table 20. Ad 5: "Opulence Night Cream"

Block & Code Category	Code	Present? (0/1) or Count	Notes
A. Persuasive Tactics			
Flash-sale urgency	None	0	No urgency
Scarcity	None	0	No scarcity
Influencer endorsement	None	0	No influencer
Emotional FOMO	"Wake up glowing every day"	1	Emotional appeal
Material aspiration	"Luxury you deserve"	1	Premium lifestyle emphasis
A Score (sum)		2/5	Moderate emotional appeal
B. Over-Buying Cues			
Bundling	None	0	No bundling
Impulse prompt	"Shop now"	1	CTA present
Trend obsolescence	None	0	No obsolescence
Normalizing excess	Glamorous setting	1	Emphasizes luxury lifestyle
B Score (sum)		2/4	Low to moderate over-buying cues
C. Climate Cost			

Proxies			
CO ₂ emissions (location)	Indoor studio, minimal lighting	0	Minimal implied emissions
Energy consumption	Plastic packaging	1	Plastic jar
Increased wastage	Moderate packaging	1	Box plus jar
Pollution	None	0	No visible pollution
Resource depletion	None	0	No mention
C Score (sum)		2/5	Moderate environmental impact

Conclusion

This study reveals the manner in which advertisements for luxury and beauty products rely critically on such as persuasive techniques as material aspirations, emotional appeals, influencer endorsements, and scarcity cues to enhance desire and sense of urgency among consumers. Over-buying cues such as impulse triggers, social normalization of over-consumption, and bundling are also prevalent, making consumers purchase more than they require. Particularly, such advertisements convey heavy environmental costs implicitly through complicated packaging, energy-consuming production settings, and promotion of resource-intensive ingredients.

The findings explore a contradictory interdependence between sales-maximization marketing practices and the ensuing environmental impacts largely left untreated in consumer-facing communications. This disconnection raises significant questions regarding the sustainability of current advertising practices for the beauty and luxury markets.

Recommendations

1. Promote Sustainable Communication: Advertisers must include concise details about the ecological implications of their products, including packaging and ingredient sourcing, to educate consumers and promote sustainable consumption.
2. Patronize Minimalist Packaging: Brands must adopt eco-friendly packaging alternatives and reduce unnecessary layers to lower waste and resource usage without compromising product quality.

3. Balance Persuasion with Ethics: Marketing strategies should strike a balance between persuasive tactics and ethical considerations, avoiding manipulative scarcity appeals or coercive behavior inducing fear in consumers.

4. Support Sustainable Product Innovation: Companies should invest in developing products with lower climate footprints such as sustainably sourced materials and renewable energy-driven manufacturing processes.

5. Regulatory Oversight: Policymakers can establish guidelines to restrain deceptive scarcity appeals and mandate environmental impact reporting, encouraging transparency and sustainability in advertising.

By adopting these recommendations, the luxury and beauty sectors can achieve a cleaner future while still engaging powerful consumers. Over the long term, balancing marketing practices with environmental stewardship not only preserves natural resources but also creates long-term brand legitimacy and loyalty among increasingly environmentally conscious consumers.

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