



Impact of Emotional Advertising on Green Purchase Intentions

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Abstract

The paper will examine the impact of emotional advertising on the purchase intention of green products within the context of increasing environmental consciousness and the importance of green consumption. As the concern on environmental concerns becomes more popular, more marketers embrace emotional appeals in their desire to influence consumer behaviour towards environmentally friendly products. The main aim of the study is to examine the direct and indirect impact of emotional advertisement on green purchase (GP) intention wherein attitude towards green products and environmental concern are some of the mediators. The quantitative research method was embraced, a questionnaire with a sample size of 300 and was distributed to all respondents in a questionnaire that was measured on a five-point Likert scale. Jamovi was used to analyze the data through reliability analysis, exploratory factor analysis, correlation and regression. The results indicate that emotional advertisement has a high positive impact on the green purchase intention both directly and indirectly via the attitude and environmental concern. It was found that attitude has a higher influence on the purchase intention amongst the mediators compared to the environmental concern. These findings suggest that emotional appeals may prove highly utilitarian in the process of outlining consumer perceptions and ensuring sustainable purchasing behaviour. The paper concludes that emotional elements must be involved in the green marketing strategies to enhance their effectiveness and assist in the promotion of the environmentally friendly consumption.

Keywords: Emotional Advertising, Green Purchase Intention, Attitude, Environmental Concern, Sustainable Marketing

1. Introduction

Over the past few years, rising environmental issues like global warming, exhaustion of resources and degradation of the environment have largely affected the consumer behavior and the way business is conducted. With the increasing awareness on sustainability, consumers and organizations are increasingly becoming environmentally responsible, and hence the increase in the demand of green products and sustainable consumption patterns. GP intention that is defined as the willingness of consumers to purchase environmentally friendly products have become the area of research that has become critical in understanding sustainable consumer behavior.

Marketing is important in setting consumer perceptions and affecting purchase decisions. Emotional advertising has become a useful tool of marketing green products among other marketing tools. Guilt, hope, pride, and responsibility are the most common types of emotional appeal that are used to reach consumers psychologically and promote pro-environmental behavior. According to the previous research, emotional advertising may improve the level of consumer involvement and have a considerable impact on buying intentions, especially in case of harmony with environmental values (Wang et al., 2017; Wang et al., 2022).

Although the role of emotional advertising in marketing is increasing, it is still necessary to learn about the psychological processes it engages in influencing consumer behavior. Although some of the existing research has investigated individual influences like attitude and environmental concern, little research has been conducted to understand their joint mediating influence within a single research framework. Thus, the purpose of the present research is to examine the direct and indirect influence of emotional advertising on GP intention with special emphasis on the mediating variables of the attitude to green products and environmental concern. By filling this gap the study will also help us to comprehend more about sustainable marketing strategies as well as consumer decision-making processes.

1.1 Research Objectives

- To examine the impact of emotional advertising on GP intention
- To examine how emotional advertising influences consumer attitude of the green products.
- To measure the impact of emotional advertising on the environmental concern.
- To establish the relationship that exists between attitude and GP intention.

- To evaluate the impact of the environmental concern on the GP intention.
- To investigate the mediating effect of attitude and environmental concern.

1.2 Research Hypotheses

H1: Emotional advertising influences the GP intention positively.

H2: Emotional advertisement has positive influence on attitude towards green products.

H3: Emotional advertising has a positive impact on environmental concern.

H4: GP intention is positively influenced by attitude towards green products.

H5: Environmental concern has a positive impact on GP intention.

2. Literature Review

2.1 Emotional Advertising and Consumer Behavior

Emotional advertising has been largely accepted as one of the good tactics of persuading customer behavior by playing on their emotions and mental conditions. Emotional appeals, such as guilt, pride, hope, and responsibility, would result in a powerful bond between the consumers and the sustainability-related messages. It has been shown that emotional advertising leads to increased consumer attention, as well as to a favorable impact on purchase intentions, especially when it comes to green products (Wang et al., 2017; Wang et al., 2022). Emotional messages are better than the rational appeals in building long-lasting impressions and behavioral changes (Matthes et al., 2014). Moreover, various ads appeals and message framing may result in dissimilar consumer response and involvement (Zhang et al., 2024).

2.2 Attitude Toward Green Products

Consumer behavior heavily depends on attitude which is a major factor in the purchase intentions. According to the Theory of Planned Behavior (TPB), attitude plays a significant role in creating behavioral intentions (Ajzen, 1991). When green consumption is in play, the positive attitude towards the environmentally friendly products will elevate the potential of buying the same products (Gupta, 2021). Research has also revealed that the perceptions and appraisals of green products by consumers is critical in converting the environmental awareness into real purchasing behavior (Hartmann and Apaolaza-Ibanez, 2012). Prolonged TPB models also underscore the significance of the attitudinal elements in forecasting GP intention (Kamalanon et al., 2022).

2.3 Environmental Concern and Green Consumer Behavior

The term environmental concern is used to refer to the degree of consciousness and responsiveness that people express towards environmental problems. It is believed to be a major predictor of sustainable consumption behavior. When the consumers are more environmentally concerned, they tend to have environmentally friendly purchasing behaviors (Hoang & Tung, 2024). Also, the environmental knowledge and awareness may reinforce the connection between marketing activities and consumer attitudes, which may subsequently boost purchase intention (Su and Li, 2024). Studies also show that moral responsibility, the sustainability awareness, and previous experiences lead to the formation of the environmental concern and green buying behavior (Cui et al., 2024; Gulzar et al., 2024).

2.4 Integration of Emotional and Cognitive Factors

Recent research highlights the significance of combining emotional and cognitive drivers in order to gain a better insight into GP behavior. Emotional advertising is an external factor that will affect both cognitive (attitude) and affective (environmental concern) reactions, which will eventually determine behavioral intentions. The consumer engagement and green buying have also been found to be boosted by sustainable marketing practices and Corporate Social Responsibility programs (Gong et al., 2023). Moreover, consumer information processing, media exposure, and awareness are some factors that influence green consumption intentions greatly (Luo et al., 2023).

In spite of these revelations, empirical studies that investigate the synergistic effect of emotional advertising, attitude and environmental concern in one study are scarce. The available literature mostly addresses these variables in isolation and this gap in knowledge exists on their interactive and mediating effects. Also, other forces like promotion mechanisms, perceived product quality and price sensitivity are other reasons that make green purchasing behavior even more complicated (Guan et al., 2024; Tan et al., 2025). Hence, this paper fills this gap by proposing a holistic model that seeks to capture both the direct and indirect influence of emotional advertising on the intention to make a GP.

3. Methodology

3.1 Research Design

This study uses a quantitative research methodology to examine how emotional advertising affects consumers' intentions to purchase environmentally friendly goods. Descriptive and explanatory research designs were employed to test hypotheses

and learn about the relationships between the variables. This study's design is cross-sectional since all of the respondents' data was collected all at once. In the context of green marketing, this approach is appropriate for examining consumer perceptions and behavioral goals.

3.2 Data Collection Method

The study uses structured questionnaires to collect primary data. The survey was well constructed by changing the questions of the past scales and adjusting them to suit the situation of emotional advertising and green consumer behaviour. The measurement of all responses was based on a 5-point Likert scale of 1 (Strongly Disagree) to 5 (Strongly Agree). This scaling technique enables the measurement of the attitudes, perceptions and intentions of the respondents in a standard and measurable form.

3.3 Sampling Design

3.3.1 Target Population

The study population will include consumers that are conscious of green or environmentally friendly products. These people are regarded as relevant since they are more apt to perception and reaction to emotional appeal in green advertising and also show purchase intentions to green advertising products.

3.3.2 Sampling Technique

Data was collected using a convenience sampling method in this study. This approach was selected because of its expediency, accessibility, and time-saving nature. The respondents were sampled in regards to the availability and willingness to take part in the survey.

3.3.3 Sample Size

Three hundred responses were gathered and were incorporated in the final analysis. This is deemed sufficient to carry out statistical tests including reliability test, factor analysis, correlation and regression to obtain adequate power and generalizability within the parameters of the study.

3.4 Measurement of Variables

The current research study incorporates various variables which are classified into the independent, mediating, dependent and the control variables. Emotional Advertising (EA) was considered as independent variable and was quantified with eight items derived as a modification of previous research studies to suit the green marketing context. These objects represented different emotional aspects of advertising such as emotional bonding, concern about environmental concerns, guilt, hope, pride, and emotional involvement. Particularly, the items measured the extent to which the advertisement

causes emotional attachment, arouses a sense of environmental responsibility, leads to guilt about environmental degradation, produces hope about environmental change, causes pride about supporting green products, and brings issues that relate to sustainability personally relevant to the consumer.

Attitude Towards Green Products (ATT) was taken as a mediating variable and measured using four items that imply the general assessment of green products among consumers. These measures evaluated the perceptions of consumers regarding green products as good, valuable, and socially desirable and the belief about whether consumers have a positive attitude to buying eco-friendly products. Another mediating variable was Environmental Concern (EC), which was measured using four items which captured the extent of awareness and concern people have on matters of the environment. These questions assessed the level of concern that the respondents have regarding environmental issues, whether they feel they have a role to play in protecting the environment, the perceived effect that environmental problems have on their lives and how willing they are to participate in environmentally responsible behaviour.

GP Intention (GPI), which is based on five factors that indicate customers' intent to buy environmentally friendly products, was taken into consideration as the dependent variable. These questions examined the respondents' propensity to recommend green products to others, their willingness to pay a higher price for green products, their preference for green products over conventional ones, their intention to make an effort to purchase green products, and their intention to buy green products in the future.

To ensure that the respondents' perceptions, attitudes, and behavioral intentions were assessed consistently and uniformly, the measurement items were based on a five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." Besides these variables, the control variable was environmental knowledge (KNOW), which was measured on a single-item scale. Demographic data including age, gender, and education level were also gathered to create a full picture of the respondents and help in the further analysis.

3.5 Data Analysis Techniques

Data thus collected were analysed with jamovi statistical software. Cronbach alpha was employed to measure reliability of the measurement scales based on the internal consistency and a value of 0.70 was taken as the acceptable value. Exploratory Factor Analysis (EFA) was performed to evaluate construct validity, and the Bartlett Test of Sphericity and Kaiser-Meyer-Olkin (KMO) measure were used

to confirm that the sampling was sufficient and fit the factor analysis. The demographic characteristics and the overall patterns of responding were summarised using descriptive statistics to find out how the respondents responded. Moreover, correlation analysis to study the relationship between the variables was made and regression analysis was also applied to determine the effects of emotional advertising on GP intentions and the mediating variables.

4. Results

4.1 Descriptive Analysis

Three hundred valid responses were gathered and analysed via jamovi, which is also in line with the quantitative methodology. Mean scores were used to compute composite variables under every construct.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Age	Below 20	64	21.3
	21–30	62	20.7
	31–40	55	18.3
	41–50	65	21.7
	Above 50	54	18.0
Gender	Male	98	32.7
	Female	96	32.0
	Other	106	35.3
Education	School level	73	24.3
	Undergraduate	88	29.3
	Postgraduate	61	20.3
	Doctorate	78	26.0

The demographic features of the respondents are represented in Table 1. The sample consists of participants of various backgrounds, which makes it representative and applicable to additional analysis.

4.2 Reliability and Validity Analysis

Cronbach alpha and exploratory factor analysis were used to determine reliability and validity.

Table 2A: Measurement Items of Constructs

Construct	Code	Measurement Item
Emotional Advertising	EA1	The advertisement creates emotional connection with environmental issues
	EA2	The advertisement evokes a sense of responsibility toward the environment
	EA3	The advertisement generates feelings of guilt about environmental harm
	EA4	The advertisement inspires hope for environmental improvement
	EA5	The advertisement makes me feel proud to support green products
	EA6	The advertisement is emotionally engaging
	EA7	The advertisement influences my emotions toward sustainability
	EA8	The advertisement makes environmental issues personally relevant
Attitude	ATT1	Buying green products is a good idea
	ATT2	Green products are beneficial for society
	ATT3	I have a positive opinion about green products
	ATT4	Purchasing green products is worthwhile

Environmental Concern	EC1	I am concerned about environmental issues
	EC2	I feel responsible for protecting the environment
	EC3	Environmental problems affect my daily life
	EC4	I am willing to make efforts to protect the environment
Green Purchase Intention	GPI1	I intend to purchase green products in the future
	GPI2	I prefer environmentally friendly products over conventional ones
	GPI3	I will make an effort to buy green products
	GPI4	I am willing to pay more for eco-friendly products
	GPI5	I will recommend green products to others

Cronbach alpha and exploratory factor analysis were used to test the reliability and validity of the constructs as summarized in Table 2B. The findings show that internal consistency of all constructs is excellent, and Cronbach alpha values are more than the recommended level of 0.70. All the items have factor loadings greater than 0.70 which affirms convergent validity. Besides this, Kaiser-Meyer-Olkin (KMO) values are also indicative of sampling adequacy and Bartlett's Test of Sphericity is significant ($p < 0.001$), which suggests that the data is suitable in factor analysis.

Table 2B: Reliability and Validity Analysis

Construct	No. of Items	Sample Measurement Item	Cronbach's α	Factor Loadings	KMO	Bartlett's Test (p)
Emotional Advertising (EA)	8	"The advertisement creates emotional connection with environmental issues"	0.984	0.80 - 0.95	> 0.80	< 0.001
Attitude Toward Green Products (ATT)	4	"Buying green products is a good idea"	0.942	0.75 - 0.92	> 0.80	< 0.001
Environmental Concern (EC)	4	"I am concerned about environmental issues"	0.948	0.78 - 0.93	> 0.80	< 0.001
GP Intention (GPI)	5	"I intend to purchase green products in the future"	0.972	0.82 - 0.96	> 0.80	< 0.001

Table 2 indicates that all constructs are of excellent reliability as the value of Cronbach alpha is highly above 0.70. Factor loadings are greater than 0.70 and this is a confirmation of convergent validity. The

values of the KMO variables show that the sampling is adequate, and the test of Bartlett significance ($p < 0.001$) is significant, which proves that the factor analysis is appropriate.

4.3 Correlation Analysis

Pearson correlation was done to test correlation between variables.

Table 3 (Panel A): Correlation Matrix

Variables	EA	ATT	EC	GPI
EA	1			
ATT	0.689***	1		
EC	0.660***	0.498***	1	
GPI	0.684***	0.730***	0.663***	1

*** $p < 0.001$

Table 3 (Panel A) indicates that, all variables are positively correlated and significant. The attitude, environmental concern and purchase intention are closely related to emotional advertising. The strongest correlation is seen between attitude and intention to make GPs. The correlation matrix is

represented graphically in figure 1. The strong enforcement of the relationships is reflected in the strengths of the colours and the stronger correlations were found between attitude and purchase intention, emotional advertising and attitude.

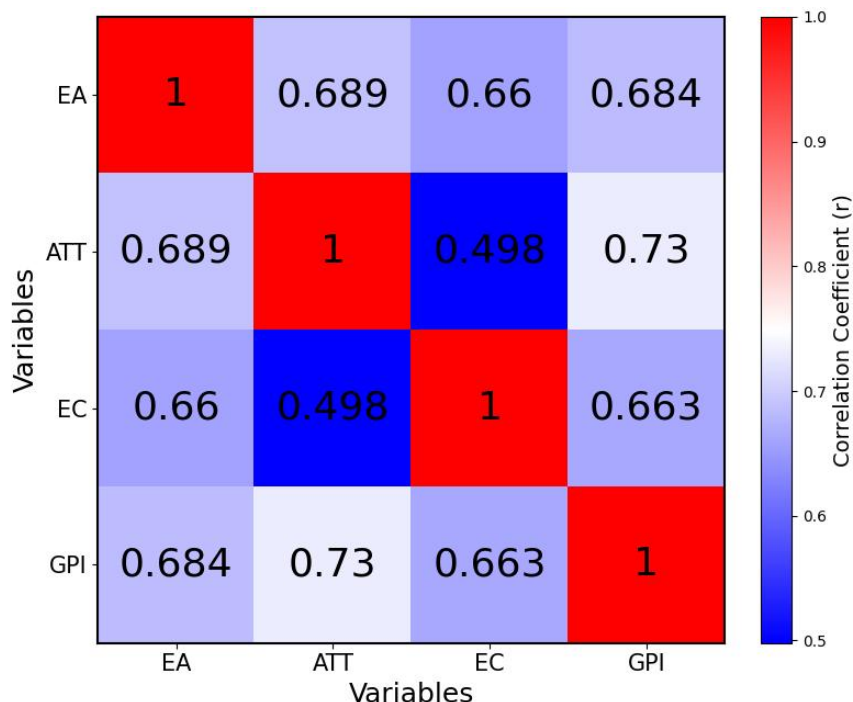


Figure 1: Correlation Matrix of Study Variables

4.4 Hypothesis Testing

The proposed hypotheses were tested with the help of regression analysis performed with composite variables based on the measurement items, as

indicated in the methodology. Table 3 (Panel B) summarises the results, which is also depicted in Figure 2 and Figure 3.

Table 3 (Panel B): Regression Results

Hypothesis	Path	Beta (β)	p-value	Result
H1	EA \rightarrow GPI	0.685	<0.001	Supported
H2	EA \rightarrow ATT	0.671	<0.001	Supported
H3	EA \rightarrow EC	0.648	<0.001	Supported
H4	ATT \rightarrow GPI	0.546	<0.001	Supported
H5	EC \rightarrow GPI	0.406	<0.001	Supported

The regression outputs show that all the hypothesised correlations are statistically significant. H1 is proven correct since emotional advertising (EA) gives a strong positive impact on GP intention (GPI) ($\beta = 0.685$, $p < 0.001$). This implies that emotionally appealing advertisement will contribute greatly to the desire of consumers to purchase green products.

Moreover, emotional advertising has a great impact on the mediating variables. EAs effect on attitude (ATT) is high and significant ($\beta = 0.671$, $p < 0.001$), which confirms H2, whereas the effect on environmental concern (EC) is significant ($\beta = 0.648$, $p < 0.001$), which confirms H3. Those results suggest that emotional appeals do not only have a

direct influence on behaviour, but also on cognitive and affective judgement of consumers.

Moreover, both of the mediators play an important role in influencing the GP intention. Attitude shows a significant positive impact on GPI ($\beta = 0.546$, $p < 0.001$), which proves H4, but similarly, environmental concern does the same ($\beta = 0.406$, $p < 0.001$), which proves H5. Figure 3 contains the normal regression coefficients of all the hypothesised relationships. As can be seen, the highest effect is evident in the direct relationship between emotional advertising and the GP intention ($\beta = 0.685$). As well, emotional advertising has a significantly strong power on attitude ($\beta = 0.671$) and environmental concern ($\beta = 0.648$).

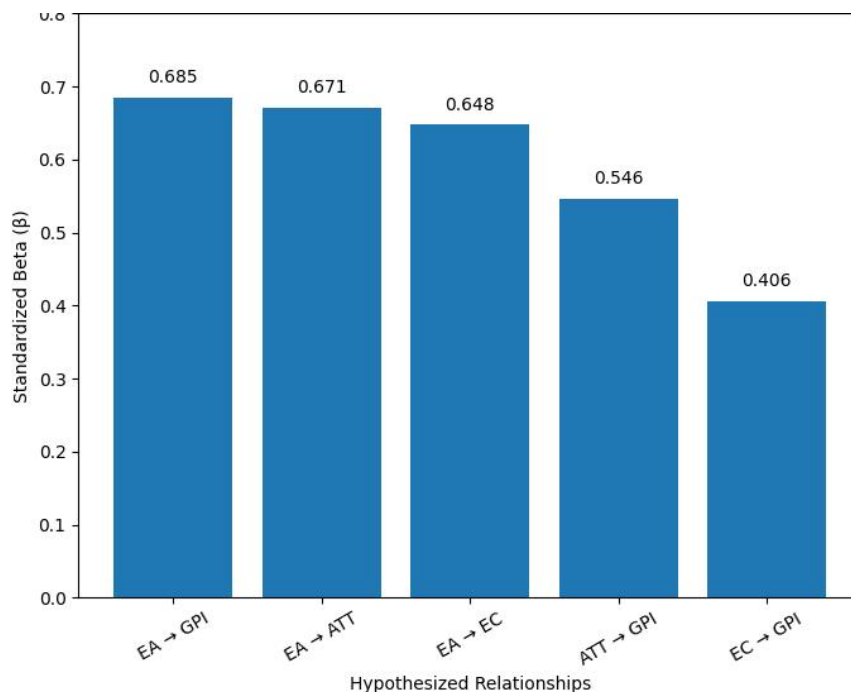


Figure 2: Regression Results (Standardized Effects)

Attitude is also one of the mediating variables that represent a stronger effect on GP intention than environmental concern due to the larger values of beta. This implies that influencing good consumer attitudes is more effective than enhancing environmental concern by itself in influencing green purchasing behaviour.

Figure 3 provides a visual representation that improves the interpretation of regression results

because it provides a direct comparison of the strength of the relationship between the variables. The graphical content of figure 3 shows the structural relationship between the study variables including direct and indirect effects. Emotional advertisement is found to have a direct and indirect effect in GP intention, via attitude and environmental concern.

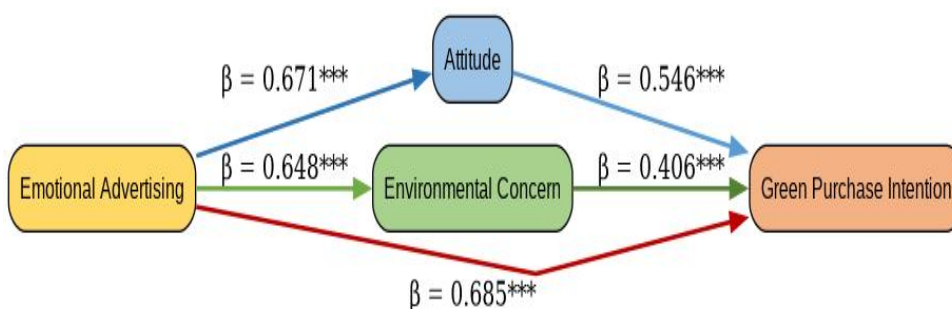


Figure 3: Structural Model of Emotional Advertising and GP Intention

The model has emphasised that emotional advertising is a major driving force in the framework, and both the mediating variables are influenced. The attitude to GP intention ($\beta = 0.546$) is stronger than the one between environmental concern ($\beta = 0.406$), which means that attitude is a more predominant mediating variable. The effect of inclusion of direct and indirect paths confirm the partial mediation effect, which has the emotional advertising impacting the purchase intention independently and via intermediate variables. The identified finding is in line with the conceptual

framework provided and the theoretical assumptions used in the study. The study findings support all hypotheses well using empirical evidence. Emotional advertisement is very important in GP intention both directly and indirectly via attitude and environmental concern. Among the mediating variables, the attitude turns out to be the most significant variable that indicates that favourable consumer appraisals of green products are essential in the process of converting the emotional appeals into the tangible purchasing attitudes. The environmental concern also plays an important role but its impact is not so strong.

In general, the results affirm that emotional advertising is a successful approach in the promotion of green consumerism. These findings are consistent with the theoretical concept and demonstrate the significance of considering emotional appeal as a part of sustainable marketing practise.

5. Discussion

The current research investigated the effect of emotional advertising on GP intentions, where the mediating roles of attitude to green products and environmental concern were given special attention. The study's findings, which demonstrate that emotional advertising is a significant predictor of green purchasing behavior in both direct and indirect measurement, provide solid empirical evidence of the validity of the proposed model.

The findings show that emotional advertisement has positive impact of strong strength on GP intention. There was an indication that emotionally connective messages in advertisements can influence the behavioural intentions of consumers to products that are environmentally friendly. The result is consistent with the previous studies, which point to the fact that emotional appeals directly benefit consumer involvement and persuasion, especially under green marketing (Matthes et al., 2014). Emotional content seems to establish a stronger psychological bond with the consumers, and they will be more receptive to sustainability-oriented messages.

In addition, the research established that emotional advertising has a significant impact on attitude to green products. This indicates that emotional appeals can influence the evaluations and perceptions of consumers besides influencing behavioural intentions. This observation is in line with the Theory of Planned Behaviour (Ajzen, 1991) that suggest that attitude is one of determinants of intention. When advertising evokes positive emotions on the consumer, the consumer is more apt to form positive attitudes towards green product thus creating a high probability of buying the green products.

Besides this, emotional advertising was also observed to play a major role in environmental concern. It means that there is an opportunity to make emotional messages more effective to raise awareness and sensitivity to environmental concerns. This observation is justified by the past research stating that emotional appeals have the potential to make consumers more concerned about environmental sustainability and inspire pro-environmental behaviour (Balaskas et al., 2023). Advertisements can make people think about environmental impacts and change their consumption patterns towards becoming more

sustainable by stimulating the feeling of guilt, hope, or responsibility.

The findings also show that the attitude and environmental concern have a significant impact on GP intention with the demonstration of a stronger impact by the attitude. This implies that though the awareness of the environment is significant, the judgement and perception of the consumers towards green products is of greater essence in influencing their buying decisions. This observation aligns with the previous study that has shown attitude to be one of the major motivating factors in green buying behaviour but environmental concern is a supportive albeit secondary influence (Hartmann and Apaolaza-Ibanez, 2012).

Extended models The greater strength of attitude over environmental concern also justifies the extended models of the Theory of Planned Behaviour, in which the attitudinal factors are frequently determined to be more directly connected to behavioural intention (Kamalanon et al., 2022). In the same way, the available empirical data indicate that even when people sound concerned about the environment, their concern does not necessarily result in a real buying decision unless it is backed by positive attitudes towards green products (Albayrak et al., 2013).

In addition, the results can be used in the context of the overall literature on green consumer behaviour to support the significance of the psychological and emotional aspects. Past research has also indicated that the values, beliefs, and awareness of GP behaviour are determined by various factors (Joshi & Rahman, 2015). This study builds upon this knowledge by showing that emotional advertising is an important external stimulus which elicits both cognitive (attitude) and affective (concern) reactions, which eventually result in behavioural intention.

The findings are also in line with those that generalise the Theory of Planned Behaviour to green consumption. One example is that the inclusion of emotional and psychological variables has been proven to increase the explanatory ability of classical models of behaviour (Ruangkanjanases et al., 2020). Equally, recent evidence suggests that various forms of green advertising appeals also have a substantial effect on purchase intention, which also confirms the importance of the emotional appeal of the green advertising message in the context of sustainable marketing strategies (Zhang et al., 2024).

By including emotional advertising into the context of green purchasing behavior, this study adds to the body of existing literature. The findings will generalize the Theory of Planned Behavior and establish emotional inputs as crucial in shaping consumer decisions by demonstrating both direct and indirect impacts. The research also offers

empirical data that supports the mediating factors of attitude and environmental concern that gives a more detailed picture of the processes underlying the GP intentions.

Alternatively, as a manager, the results imply that marketers ought to look into creating emotionally compelling advertisement to market green products. Emotional appeals can also be effective in influencing consumer perceptions by experiencing emotions like responsibility, hope or concern towards the environment and raise the purchase intentions. Besides, marketers must focus on strategies to improve positive attitudes of green products because attitude has been discovered to be a better predictor of purchase intention than environmental concern.

Emotional storytelling and value-based messaging can also help organisations enhance consumer interaction with the organisation and lead to sustainable consumption. Firms can make their green marketing campaigns more effective by matching marketing efforts with emotional and psychological motivations of consumers.

This research has a number of limitations in spite of the contributions it made. To begin with, convenience sampling could restrict the extrapolation of the results. Probability sampling method can be used in future research to enhance representativeness. Second, the design of the research is cross-sectional and this design limits the possibility of making causal relationships. Longitudinal research would be more informative on the chronic impacts of emotional advertising on the behaviour.

Further, the research is narrow in the variables considered. The perceived value, trust, or social norms Haier can be introduced into future research to bring a more complete model. Lastly, the issue of cultural and regional differences can also affect consumer reaction to emotional advertising, which implies that cross-cultural research in that field is necessary.

6. Conclusion

This study focused on the impacts of emotional adverts on the GP intention, and the mediating roles of the attitude to green products and environmental concern. It is in this context of the increasing environmental concern and the increasing demand to possess green consumption that it is significant that researchers and practitioners know what influences the behaviour of green purchasing. The findings of the research lead to an impressive amount of empirical data according to which emotional advertising has an impressive influence on the GP intention. The outcomes prove that emotional appeals do not only have a direct impact on consumers intention to purchase environmentally friendly products but also indirect

impact on behaviour via attitude and environmental concern. It was noted that the attitude towards green products is the most important mediating variable that suggests that the perception and philosophy of the consumers is relevant in turning the emotions that are created into the intention to purchase the product. The concern of the environment also has a positive impact, but the impact is relatively lower. The research reports the need to introduce emotional aspects when marketing green. The consumer can be influenced to have a perception that is as formed, more environmentally conscious or even inspired to go green in his or her purchasing. The organisations that are interested in marketing sustainable products and diversify their marketing strategies to fit the requirements of sustainability are also particularly interested in such lessons. Overall, the study is applicable to the current literature because it provides a detailed background of the influence of emotional advertisement on GP intention. It emphasizes the significance of the marketers to focus on emotional involvement and attitudinal development to drive the realm of sustainable consumption.

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