

The Influence of Green Advertising and Emotional Factors on Green Consumption

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Abstract: The advanced ideas concerning the protection of the environment, the principles of sustainable consumption have underscored the importance of emotions in consumers' actions. This essay looks at the effect of green ads and emotions on green purchasing with the aim of improving the application of marketing strategies in sustainability. The emphasis is made on the interdisciplinary framework that examines the connection between green ads and emotional appeals triggering consumers' green purchase intentions. The information gathered about the green advertising and the analysis of impact of emotional variables on consuming eco-products is provided through the literature review. The result also suggests that green advertising, green consumption and emotional factors are highly correlated. Positive emotions affect consumer responses and enhance communications leading to making higher purchase of green products through advertising. The use of appeals in green advertising is helpful in the encouragement of green consumption. Future research should incorporate long-term analyses and cross-cultural research to gain a better understanding of the role of affect in green purchasing decisions.

Keywords: Green Advertising, Emotional Factors, Green Consumption.

1. Introduction

When it comes to the growing appreciation of the environment coupled with the principles of sustainable consumption, emotional responses, and consumer behaviour become the focus of the academic and business scrutiny [1]. Several sections that would be of particular interest are the green advertising and the appeals to emotions for the green consumption which enlightened an area of particular importance in regard to building sustainability for developments [2].

Emotions play an important and remarkable part in consumer decisions concerning the various product categories including the green consumption [3]. Different feelings like concern for the environment, guilt for ecological consequences, and responsibility for the future generation are connected with green consumption [3]. It is essential to comprehend those emotions roles as motivators since these inspire the feelings and responses by targets towards the marketing contents. The method that appeals to the emotions of empathy, attitude of donating, and matters concerning environment that is incorporated in the advertisement messages results in positive attitude towards the green products and environmentally sustainable behaviour [4].

On the basis of these factors, the research question for this study is to establish the relationship between green advertising and emotional factors that foster consumption of green products using a

secondary data collection technique. Hence, the research focuses on the examination of green advertising messages that triggers consumers' reaction and the appeal that drives them to make eco-consciousness purchasing decisions from available data sets [5]. It is anticipated that this method of analysis should prove to offer a vast deal of understanding of green marketing communications and the psychological precursors of consumer's behaviours. The research provides insights that are very relevant to marketers especially those trying to determine what message and methods to employ in an effort to encourage their target markets to embrace environmental conservation, and living sustainably.

The main body of the paper begins with the specification of the research objects as well as the link between green advertising and green consumption and emotional factors. The following discussion section include the discussion of relationships between green advertising with green consumption and emotional factors. Moreover, the essay has a recommendations section. The last part comprises the conclusion of the study.

2. Green Advertising, Emotional Factors and Green Consumption

2.1. Green Advertising

Green advertising can be considered as the promotions that concern the environmental attributes, or the ecological aspects of the product or brand [6]. Its objectives include current's desire to encourage consumers to purchase goods from a company with an environmental record, as well as advocating for environmentally friendly practices. The aim of green marketing is to ensure that there is awareness creation of environmentally friendly products and services. Through such communications, companies have to ensure that they have proved themselves in the market and targeted those consumers who do have concern regarding impacts on environment.

2.2. Emotional Factors

Emotional requirements are considered to be an essential component of consumers' actions and are perceived to be standing for the attitudes and feelings that consumers have towards the marketing stimuli that they come across [7]. Some of the emotions that have been found to have a huge impact on the attitude of the consumers towards green products including empathy, altruism as well as environmental concern. These feelings can be felt due to persuasion that is present in the adverts which create a dance for green products and sustainable consumption. Empirical analysis of emotions is insightful in understanding the psychological states that consumers employ in making decisions to buy green products.

2.3. Green Consumption

Green consumerism has been described as the intentional and responsible acquisition and utilization of products and services that have been known to cause minimal impacts on the environment throughout their lifecycle [2]. The green consumers are consumers who are conscious of the impact of the goods and services they consume with regard to the impact that they have on the environment. Their aim is to consume products which are environmentally friendly, energy conserving products that are produced in a sustainable manner [2].

2.4. Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) postulates that behaviour is predicted by intentions. These intentions are influenced by attitude, subjective norms and perceived behavioural control [8]. TPB is suitable for this research as it captures multiples facets of consumer decision for green products. In

consequence, if the study will comprehend the influence of the distinguished variables on attitudes, and the topic on the subject of the subjective norms and perceived control as well as the part of green advertising in the taste feelings that affect the intentions of consumers for the sustainable behaviour, the factors of concern could be determined.

3. The Influence of Green Advertising to Green Consumption

This paper aims to review the literature on green advertising and green consumption with a view to identifying the research gaps that exist in the literature concerning the way in which promotional messages affect consumers' attitudes and behaviour towards the environment. This section focuses on the research works and scholarly theories in relation to the effects of green advertising on green buying.

3.1. Empirical Evidence

Diverse group of consumers are exposed to different forms of green advertising through print, digital, and television media. Each participant completed a set of three questionnaires where they were asked to express their viewpoint regarding the effectiveness of green advertising promotional messages about ecological aspects of a brand and their influence on one's perception of green products. The research findings affirmed the idea that there was a significance link between the appeal of green advertising and customers' consumption of green products. For instance, scholars using the experiment context to ascertain the effectiveness of the advertising in the case where appeal for utilizing the information appeal to the consumers' unconscious on the willingness to pay for green products [3]. As for the method, green advertising stimuli were employed in this experimental research and the metric for the participants' purchase intentions was estimate through the hypothetical choices like yes or no. According to the validity of the hypothesis under consideration, which is about the accuracy and soundness of the assumed appeal of green advertisements, this study further showed that appealing to the feeling recovered participants' purchase intention concerning green products and it is evident that the appeal to reason influence the participants' encouraging green consumption intention.

3.2. Theoretical Perspectives

Specifically, this paper sets out to advance the knowledge consumers' garage thinking toward green advertising message by employing the framework of the Elaboration Likelihood Model (ELM) [9]. There are two types of developing routes of information processing and for those are the central as well as the peripheral route. Despite this, when involved in green advertising, the consumers may also decode and judge and appraise the content of the message and reasons for environmental gains as well as characteristics of products. Thus, they may use peripheral clues such as appeals to emotion and images of the environment to form attitudes toward naturally green products without a great deal of active information processing. Green advertising often employs peripheral route of persuasion to create positive feelings by appealing to the consumers' attitude attributes of social and environmental consciousness. These peripheral cues are therefore employed effectively by green advertisers with an aim of influencing the consumers' perception over the green product and backwardly influencing them to purchase the green product and indulge in green consumption habits.

3.3. Methodological Considerations

In order to achieve the stated objective and to look at the existence of green advertising on green consumer behaviour, the study needs to be carried out in a very systematic way. To avoid these

limitations of cross-sectional research approach, the research that employs longitudinal method enables the researchers to assess the shift in the consumers' attitudes and behaviours after their exposure to green advertising campaigns therefore offering stronger evidence of the effectiveness of green advertising [10]. The advantage of field experiment is that it establishes information regarding the attitude of the consumer in natural environment, that is in a more real life setting than in a controlled setting. This increases the external validity of the experiment. When designing the green advertising interventions, the differences in the messages framing as well as audiences should also be considered. Through the appropriate appeals which are developed based on the psychographic characteristics of the target market, even the face value of an advertisement can be enhanced and the chances of having a greater impact on the targeted consumers enhanced. By categorizing the consumers with the aid of the demography and psychographics, the advertisers are in a position of putting forward information to a specific segment of the consumers with an intention of coming up with improvements on green consumption behaviour.

3.4. Comparative Analysis

Studies revealed a positive relationship between green advertising exposure and the intention to perform green actions. This supports the notion that environmental appeals can influence consumers' attitudes and behaviours. It is possible to find a state in which the results are rather mixed, or even opposite. This means that the observed relation between green advertising and green consumption may depend on some contextual factors. These contextual factors may include differences in how research is conducted such as experimental research as compared to observational studies, or age, gender or origin. In addition, the fact that the studies employed different kinds of measures could also act as a reason for variation in the conclusions, while some of the studies used self-report scales, others used behavioural measures. Thus, there is a need for understanding the relationships between the components that affect green advertising in order to advance knowledge in this field and develop advertisements aimed to support sustainable consumption.

Consequently, research findings show that green advertising positively influence green product purchase decisions among the customers. Theoretical understanding, especially from the ELM, explicate the two ways, which are central and peripheral, through which the green advertising is processed by the consumers. In terms of research design, longitudinal studies and field experiments present rather sound paradigms for evaluating these effects in context. The results show variation in the consequences in relation to the context, which leads to the assumption of the impact of contextual factors. Therefore, there is a necessity for more investigation to improve the principles of green advertising and establish the most efficient means for environmental marketing communication promoting sustainable consumption.

4. The Influence of Emotional Factors to Green Consumption

4.1. Empirical Evidence

Previous research has pointed out the significance of affective variables in influencing green consumer behaviour and analysed the relationship between affect and green purchase intentions. Scholars have also established the role of emotions in determination of attitudes and behaviours of consumers towards green products. For instance, there has been research established on the relation where emotions such as empathy, altruism, and environmental concerns are core drivers that compel people towards green consumption [11]. Such reactions stem from given environmental communication and advertisements aimed at provoking an empathetic emotion towards environmental issues and a moral responsibility towards the environment. Besides, it has been described in the previous literature that the choice of using appeal to emotions in green advertising

does have an influence on consumer perception and purchase intention of organic products. In line with this, scholars have discovered that increasing the level of affective appeal in advertising will lead to a response of the consumer's emotions and hence the willingness to pay more for green products [12]. That is why it is important to pay attention to the presence of emotions in green marketing implementations because they can significantly affect consumers' attitudes and behaviours.

4.2. Theoretical Perspectives

Based on the literature review, there are several theoretical frameworks that can be used to describe the role of the emotions regarding green consumption behaviours. One such frameworks include the Affect-as-Information theory that posits that people employ affective states to measure and therefore make decisions [13]. According to this theory, if consumers have positive affect (altruism, empathy, guilt, environmental concern and so on) toward green products, they are likely to cognitively rationalize that the products are better in quality or have positive effects on environment and therefore, are more likely to make a purchase of those products. In addition, based on the construal level theory, it can also be hypothesized that emotions can influence consumers' views about environmental issues as well as the relation to values and goals [14]. In this case, people are likely to receive need messages in an emotional way if the messages appeal to their fundamental identity and, as such, are more likely to engage in green consumption. It was suggested that emotional responses to environmental stimuli can influence consumer's attitude towards green products and perceived behavioural control regarding environmentally friendly behaviours, which further influence their behavioural intentions [8].

4.3. Methodological Considerations

Green consumption is one of the topics that attract a lot of interest among the scholars and it is thus important to highlight the methodological implications that may arise when conducting a study on the emotional aspect of the research. When studying emotions and their impact on consumers' behaviour, researchers need to employ measurement instruments that are both valid and reliable. The use of experimental designs makes it possible for the researcher to regulate and manage the level of emotionality, and consequently measure the effects of the stimuli on consumers in a natural scape environment [15]. However, it is crucial to discuss some of the ethical concerns that can be considered in relation to the subjects' emotional stimulation and to ensure that the methods chosen are safe in terms of threats to the participants. The analysis of the shifts in the levels of emotions and behaviours over time will allow identifying the temporal relations between emotional factors and sustainable consumption [16]. Furthermore, employing of the qualitative data collection techniques, such as interviews or focus groups can assist with examining the reasons and explanations regarding feelings toward the green consumption [17].

4.4. Comparative Analysis

Literature review of related studies show that the previous study results depict the importance of emotional factors in green consumption behaviours in a way that is not very straightforward. A few of them claim that there is a good experience-attitude link where mood affects an individual's willingness to engage in pro-environmental behaviours [18]. Other works present moderate or no evidence, implying that the contextual factors can affects this relationship. These differences maybe explained by the method adopted in the studies, the participants in the studies, and the instruments that were utilised in data collection. For instance, a research advocate for the consideration of a variety of emotional susceptibility and sensitivity of the state to green advertising cues [19]. Scholars argue that personal demographic status such as age and gender could moderate the impact of emotions used

when promoting green consumption behaviours. Differences in beliefs and values related to the environment could also work to influence the way emotional appeals are received and therefore prompt people into taking the right environmental actions. Finally, some of the limitations are concerned with the methodological aspects such as the use of self-report measures and cross-sectional data that may limit the generalisability of the findings and increase the likelihood of obtaining conflicting results. These weaknesses can be avoided to some extent through the employment of longitudinal studies and experimental designs that are likely to present better evidence concerning the causal relationship between the emotional factors and the green consumption behaviour.

Cross-sectional studies have found the importance of affects like empathy and altruistic as motivators of green purchase intentions. Works such as Affect-as-Information and the Theory of Planned Behaviour explain how affective experiences influence consumers' perceptions and behaviour regarding environmentally sustainable products. Meta-analyses indicate differences and show that they reach variations caused by contextual factors as the demographic and methodological ones. Therefore, comprehending and specifically using appeals to emotions are vital for green advertising and implying environmentally conscious consumption.

5. Discussion and Suggestion

5.1. Current Research Conclusion

Based on the literature findings of green advertising and the role of emotions on green purchase, the authors presume a positive and complex relationship between the variables in question. Self reports reveal that it is the emotional responses that play critical role in the consumers' attitude and behaviour towards green products. As a result, it has been realized that various appeals incorporated in green advertising evokes positive responses from the consumers and hence improves the consumers' sentiments towards environmentally friendly consumption practices. Logically, analysing the results presented in the literature, it becomes evident that this connection can be rather multifaceted, and certain research offer inconclusive or unclear data. Other sources of variation that have been pointed out and linked to the discrepancies between the various studies include; methodology and subject characteristics.

5.2. Recommendations and Insights

In green advertising, marketers should incorporate appeals to emotion in advertising communication to enhance consumers' involvement and motivate them towards green purchasing behaviours. Thus, it can be suggested that the favourable perception of the green production could be facilitated by the advertising which will appeal to such emotions as empathy or concern for the environment. Future studies should also utilize proper methodological approaches such as, follow-up studies and true experiments to make proper conclusions about the link between the emotional constructs and the green consumption behaviours [20]. The literature on emotional factors and green consumption can be of use to policy makers who will apply the information gotten from the latter in setting policies and strategies that will encourage sustainability in consumption [21]. This study is raising the level of advertising green and enhancing the awareness of consumer, thus increasing the demand for green products that can also help in order to form a better society.

5.3. Future Research Directions

Future research should focus on the longitudinal studies to determine the overall impact of people's emotional responses to green advertising over time to determine the usefulness of these shifts in the future. As a result of the differences in the culture, the emotional response towards green advertising

in different culture can be compared to derive the cultural factors influencing the consumer perception towards green advertising to help the firms to develop their strategies. To offer a different perspective on the influence of affective attitudes on environmentally friendly purchasing behaviours, other research methods can be employed such as virtual reality simulations.

6. Conclusion

This study seeks to detect the relationship between green advertising appeals, the emotive aspect and green purchase intentions, with real life environmentally sustainable purchase behaviours. The study also notes that the self-variables such as empathy, altruism and environmental concern are important in influencing the consumer's attitude towards the green products. These affective reactions which can be elicited by pro- environmental advertisements impact on the post advertisements consumption decisions and the premium consumers are willing to pay for the environmentally friendly products. Thus, the current study emphasises on affective appeals as important in the green advertising since they are effective tools in promoting environmentally responsible consumption. The literature findings support the hypothesis that green advertising and positive emotional factors improve consumer participation and drive environmentally friendly consumer behaviour. However, the observed linkages between the variables are not similar, participants and cultural background leading to contradictory or ambiguous findings in the literature. The current study has many theoretical and practical implications for marketers, policy makers and future research. It is recommended that marketers to use emotional appeals in their advertising and ensure that the messages appeal to the consumers' environmentalism and empathy. This strategy could be useful in increasing customer interaction and thus developing a positive perception of green products. Thus, these findings can be useful for the policymakers and other stakeholders in designing the regulation and strategies that would prevent the misuse of the green claims and increase consumer awareness of green products to support the environmental protection goals. Future works should employ sound methodologies such as longitudinal research and experimental research designs to establish the relationship between emotional factors and green purchase behaviours. Cultural differences should be examined and new methods like those from neuroscience should be included to better understand how and why emotions affect green consumer decision making. These directions will aid in enhancing the knowledge about the sustainable consumer behaviour and also guide the strategies that would help in encouraging the green consumerism across the world.

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