



THE INFLUENCE OF SUSTAINABLE MARKETING MESSAGES ON CONSUMER INTENTIONS TO BUY ECO FRIENDLY PRODUCTS

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Abstract : The study investigates the impact of sustainable marketing messages on consumer intentions to purchase eco-friendly products. It examines how credibility, emotional appeal, environmental claims, and message framing affect consumer attitudes and decision-making processes. The research uses a quantitative approach, using a structured survey distributed to a diverse sample of consumers. Key variables such as perceived message trustworthiness, environmental concern, and prior green purchasing behavior were assessed. The findings suggest that well-crafted and credible sustainable marketing messages significantly enhance consumer willingness to engage in green purchasing. Message effectiveness is stronger among consumers with high environmental awareness and personal alignment with sustainability values. The study offers practical insights for marketers designing impactful communication strategies and emphasizes the importance of authenticity and transparency in sustainability messaging.

Keywords: Sustainable marketing, eco-friendly products, consumer intentions, green marketing, environmental behavior, message credibility, purchase intention.

INTRODUCTION

Sustainable marketing messages refer to the communications used by companies to promote their products, services, or brand in a way that emphasizes environmental, social, and ethical responsibility. These messages are designed to inform and influence consumers by highlighting how the company or product contributes to sustainability.

Consumer intentions to buy eco-friendly products refer to a consumer's planned or expected behavior regarding the purchase of products that are environmentally friendly, ethically produced, or sustainable. It reflects the likelihood or willingness of a person to choose a green product over a conventional one.

The global demand for sustainable living has grown due to environmental challenges such as climate change, resource depletion, and pollution. As consumers seek eco-friendly products, companies are adopting sustainable marketing practices to align with environmental values and meet the growing demand for transparency and accountability. Sustainable marketing messages, which promote environmentally and socially responsible products, practices, and brand values, are designed to appeal to consumers' environmental consciousness and encourage purchasing decisions that support sustainability. However, there is a gap in understanding how specific marketing communications influence purchase intentions. Factors such as message credibility, emotional appeal, perceived product efficacy, and alignment with personal values may all play significant roles in shaping consumer intentions. With the increasing prevalence of greenwashing, consumers have become more discerning, leading to skepticism about sustainability claims and a demand for more credible, transparent, and verifiable information. This study aims to explore the influence of sustainable marketing messages on consumer intentions to purchase eco-friendly products by examining the psychological and behavioral responses elicited by different types of sustainability-focused communications. It will also consider demographic and psychographic variables that may moderate the relationship between message exposure and purchase intention, such as environmental concern, prior green consumption behavior, and perceived consumer effectiveness. The research aims to provide valuable insights for marketers, policymakers, and sustainability advocates, contributing to the growing body of literature on green marketing and consumer psychology.

REVIEW OF LITERATURE :

Deshmukh and Patil (2025): highlight the urgent need to address environmental issues by reducing the carbon footprint of consumer goods. As customers increasingly demand eco-friendly products, manufacturers are adopting sustainable practices. To meet this demand, it's crucial to understand the factors influencing eco-conscious consumers' buying behavior. This understanding

will enable manufacturers and marketers to develop effective strategies that promote environmentally responsible consumption and cater to the growing demand for eco-friendly products.

According to Sharma and Jain (2024): consumer demand for eco-friendly products is rising due to growing environmental concerns. While many consumers believe eco-friendly products are better for the environment and their health, and are willing to pay a premium, others are skeptical about their effectiveness. The study found that product labeling, brand reputation, and availability significantly influence consumer perceptions and purchasing decisions, with clear labeling, trusted brands, and retail availability driving eco-friendly product choices.

Suttikun, Mahasuweerachai, and Bicksler (2024): found that dual-coded green ads featuring text and visuals significantly improved awareness, sharing, and purchase intentions for eco-coffee products in Thailand. The ads' effectiveness was driven by increased perceived emotional and functional value among consumers. This study highlights the importance of creative messaging in promoting sustainable products, suggesting that dual-coded ads can be a valuable marketing strategy for eco-friendly brands.

According to Hota and Kumar (2023) eco-friendly marketing tools, including environmental advertisements, eco-labels, and eco-brands, significantly influence consumer choices towards sustainability. Their research reveals that brand authenticity, transparency, and certifications drive consumer preferences. Eco-labels establish environmental credentials, while brand identity and corporate social responsibility shape consumer behavior. The study highlights the importance of emotional appeal, persuasive messaging, and visual representations in environmental advertisements, providing valuable insights for brands to enhance their sustainable marketing strategies.

Kaur and Singh (2023): investigated the demand for eco-friendly products, challenging the notion that high prices lead to lower demand. Their study identified key factors driving demand, including accessibility, quality, and brand, which were found to be more significant than price. Using an automatic linear model, the researchers discovered that price had a minimal effect on demand, highlighting the importance of these factors in shaping consumer behavior towards eco-friendly products.

According to Nguyen-Viet (2022):eco-labels and green advertising significantly influence green purchase intentions among consumers. The study, which surveyed 870 Vietnamese dairy buyers, found that both eco-labels and green advertising have a direct and indirect impact on green purchase intentions, with enhanced green brand equity playing a mediating role. This suggests that businesses can leverage eco-labels and green advertising to promote sustainable consumption and build strong brand equity.

Lee and Kim (2021): Found that sustainable marketing messages significantly influence consumer intentions to purchase eco-friendly products. Green marketing shapes consumer attitudes and behaviors, driving demand for environmentally responsible products. Effective communication strategies promote sustainable consumption and encourage eco-friendly choices. By adopting green marketing approaches, businesses can positively impact consumer behavior and contribute to a more sustainable future, ultimately driving growth and profitability while benefiting the environment.

Wang and Li's (2020):Study reveals that sustainable marketing messages substantially impact consumers' intentions to purchase eco-friendly products. By emphasizing effective communication, green marketing shapes consumer attitudes and behaviors, fostering sustainable consumption and environmentally responsible decision-making. This highlights the crucial role of green marketing in promoting eco-friendly products and encouraging sustainable practices.

According to Kumar and Jain (2019): Green marketing promotes environmentally safe products and services, raising consumer awareness about eco-friendly options. Their study found that younger generations are more likely to adopt eco-friendly products compared to older age groups. Additionally, the research revealed a significant difference in awareness and adoption between high school students and professionals, emphasizing the need for increased awareness across various age groups and educational levels.

According to Kumar et al. (2018): The deteriorating environmental conditions are driving consumers to become more environmentally conscious in their attitudes, perceptions, and purchasing decisions. While eco-friendly marketing offers benefits to both consumers and the environment, companies face challenges such as varying demand, consumer unawareness, and unfavorable attitudes towards eco-friendly products. Understanding the factors that influence consumer buying behavior and satisfaction towards eco-friendly products is crucial for marketers to develop effective strategies and for policymakers to promote sustainability.

RESEARCH GAP:

Despite growing literature on eco-friendly consumer behavior and green marketing strategies, there remains a lack of integrated understanding of how emotional, functional, and demographic factors jointly influence eco-conscious purchasing decisions. Most studies focus on specific elements like labeling, pricing, or advertising in isolation. Additionally, limited research explores cross-cultural or regional variations in consumer responses to green marketing. A comprehensive, holistic approach is needed to guide effective and inclusive sustainable marketing strategies.

RESEARCH OBJECTIVES

1. Study how sustainable marketing messages influence consumers' intentions to purchase eco-friendly products.
2. Identify which message elements—emotional appeal, credibility, or environmental claims—most affect purchasing decisions.
3. Analyze how consumers' environmental concerns impact their response to sustainability-focused marketing.
4. Investigate the link between past eco-friendly purchases and receptiveness to sustainability messaging.
5. Measure how different message framing strategies drive eco-conscious buying intentions.

RESEARCH METHODOLOGY

Research Design

This study uses numbers and data to find out how messages about sustainable marketing affect people's plans to buy eco-friendly products. It looks at what parts of these messages—like how believable they are, how they make people feel, and what they claim about the environment—influence what people think and what they plan to do. The research will use a survey with set questions to collect information, so the answers can be compared and analyzed to see general patterns.

Sampling

The study uses non-probability purposive sampling to target individuals who are either current or potential consumers of eco-friendly products. The sample will be drawn from urban areas with high environmental awareness, such as university students, working professionals, and socially conscious consumers. A sample size of 25–40 respondents is targeted to ensure adequate representation and statistical validity.

Sampling criteria include:

- Age: 18 years and above
- Basic awareness of environmental issues or green products
- Access to online or retail shopping platforms

Data Collection Method

Data will be collected through the questionnaire method. A structured questionnaire will be designed with both closed and opened questions. Closed-ended questions will be used to gather quantifiable data regarding respondents' awareness of renewable energy, their knowledge of its benefits, and their consumption behaviours. The open-ended questions will allow participants to elaborate on their responses, providing qualitative insights. The questionnaire will be distributed both online (via email or survey platforms) and physically, ensuring accessibility to a wider group of participants. The data collection process will take place over a period of four weeks to allow for a sufficient number of responses..

Tools for Data Analysis .

Primary data collected through Questionnaires and Secondary data collected through Magazines, Newspapers, Google Articles

Limitations

1. Self-Reported Data: The reliance on survey-based self-reported data may lead to socially desirable responses, affecting the authenticity of participants' answers.
2. Intention vs. Actual Behavior: Measuring purchase intentions rather than real purchasing behavior may not fully reflect actual consumer actions in real-world scenarios.
3. Sampling Bias: Using purposive, non-probability sampling restricts the generalizability of findings to the broader, more diverse consumer population.
4. Message Variation Control :Evaluating marketing messages in a controlled setting may not represent the full complexity of real-world advertising content and delivery.

DATA ANALYSIS:

Table1: Showing the demographic profile of the respondents Gender.

Gender	No. of respondents	Percentage
Male	24	60%
Female	16	40%

Analysis and interpretation: The demographic profile reveals that a majority of the respondents are male, comprising 60% of the sample, while females constitute 40%. This indicates a higher male participation in the survey, which may influence the gender-based interpretation of the study's findings.

Table2: Distribution of respondents by age range.

Age range	No. of respondents	Percentage
18-25	12	30%
26-35	15	37.5%
36-45	8	20%
45- above	5	12.5%

Analysis and interpretation: Most respondents 37.5% are in the 26-35 age group, followed by 30% in the 18-25 range. The smallest group is 45 and above at 12.5%. This distribution helps understand the age demographics of the sample.

Table3: How often do you notice sustainable or eco-friendly messages in advertising.

Particulars	No. of respondents	Percentage
Very often	10	25%
Sometimes	18	45%
Rarely	9	22.5%
Never	3	7.5%

Analysis and interpretation: Most respondents 45% notice eco-friendly messages sometimes, while 25% observe them very often. A smaller segment rarely or never sees such content, indicating moderate visibility. Advertisers could enhance sustainability messaging to better engage environmentally conscious audiences.

Table4: How do sustainable marketing messages affect your opinion of a brand.

Particulars	No. of respondents	Percentage
They improve my opinion significantly	16	40%
They slightly improve my opinion	14	35%
They make no difference	8	20%
They reduce my trust in the brand	2	5%

Analysis and interpretation: A majority of respondents 75% feel positively either significantly or slightly toward brands with sustainable marketing. Only a small portion 5% report reduced trust, showing that eco-conscious messaging generally enhances brand perception among consumers rather than causing scepticism or doubt.

Table5: Which type of sustainability message do you find most convincing.

Particulars	No. of respondents	Percentage
Environmental facts and data	15	37.5%
Certification labels	12	30%
Emotional appeals	9	22.5%
Celebrity or influencer endorsements	4	10%

Analysis and interpretation: Environmental facts and certification labels are the most convincing sustainability messages for a majority of respondents, indicating a preference for credible and evidence-based communication. Emotional appeals have moderate influence, while endorsements by celebrities or influencers are least effective in shaping consumer trust or conviction.

Table6: How likely are you to purchase a product if the advertisement highlights its eco-friendly benefits.

Particulars	No. of respondents	Percentage
Very likely	17	42.5%
Somewhat likely	13	32.5%
Not very likely	7	17.5%
Not at all likely	3	7.5%

Analysis and interpretation: A strong majority 75% are inclined to purchase products when eco-friendly benefits are highlighted, showing that sustainability influences buying behavior. While a smaller group remains sceptical or unaffected, brands focusing on environmental messaging can effectively capture a significant portion of conscious consumers.

Table7: Do you trust companies that promote eco-friendly products through marketing.

Particulars	No. of respondents	Percentage
Yes, I fully trust them	10	25%
I trust them, but with caution	18	45%
I rarely trust them	8	20%
I do not trust them at all	4	10%

Analysis and interpretation: While 70% of respondents express some level of trust in companies marketing eco-friendly products, the majority remain cautious. Only 25% fully trust such companies, suggesting that transparency and authenticity are critical. A notable minority still doubt or reject eco-friendly marketing claims altogether.

Table8: What do you believe motivates most companies to use sustainable messages in marketing.

Particulars	No. of respondents	Percentage
Genuine environmental concern	9	22.5%
Pressure from consumers	11	27.5%
Competitive advantage	13	32.5%
To appear responsible without real action	17	17.5%

Analysis and interpretation: Most respondents believe companies use sustainable messages primarily for competitive advantage or due to consumer pressure. Only 22.5% think genuine concern drives such messaging. A notable portion suspects greenwashing, indicating that public trust depends on transparency and demonstrated environmental commitment beyond marketing claims.

Table9: Would a clear and honest sustainability message influence your decision to pay more for a product.

Particulars	No. of respondents	Percentage
Yes, definitely	14	35%
Maybe, depending on the product	16	40%
Unlikely	7	17.5%
Never	3	7.5%

Analysis and interpretation: A majority of respondents 75% are open to paying more if sustainability messages are clear and honest, with 35% firmly willing. However, a smaller segment remains price-sensitive, indicating that while ethical messaging is impactful, affordability still plays a key role in purchase decisions.

Table10: How often do sustainable marketing messages actually influence your final purchase choice?

Particulars	No. of respondents	Percentage
Always	9	22.5%
Sometimes	18	45%
Rarely	10	25%
Never	3	7.5%

Analysis and interpretation: Sustainable marketing messages sometimes influence purchasing decisions for the majority 45% of respondents, with 22.5% always affected. However, 32.5% report little to no influence, suggesting that while sustainability can shape consumer behavior, it must be paired with other compelling product benefits to drive decisions.

Table 11: Trust Level in Marketing Messages Claiming Environmental Benefits

Particulars	No. of Respondents	Percentage
a) Very high	4	10%
b) Moderate	10	25%
c) Low	14	35%
d) I don't trust them at all	12	30%

Analysis and interpretation : The data reveals that trust in environmental marketing is generally low. Only 10% have high trust, while 65% express low or no trust, indicating widespread skepticism toward environmental claims in marketing messages.

Table 12: Influence of Emotional Appeals on Eco-friendly Purchasing

Particulars	No. of Respondents	Percentage
a) Strongly agree	12	30%
b) Agree	14	35%
c) Disagree	9	22.5%
d) Strongly disagree	5	12.5%

Analysis and interpretation: Emotional appeals positively influence eco-friendly purchases, with 65% of respondents agreeing to some extent. Only 34.5% show resistance. This suggests that marketing using emotional triggers, like saving the planet, can effectively drive sustainable consumer behavior.

Table 13: Trust in Eco-friendly Products through Rational Appeals

Particulars	No. of Respondents	Percentage
a) Strongly agree	15	37.5%
b) Agree	13	32.5%
c) Disagree	8	20%
d) Strongly disagree	4	10%

Analysis and interpretation: Rational appeals like statistics and certifications significantly enhance consumer trust in eco-friendly products, with 70% in agreement. Only 30% remain unconvinced, showing that evidence-based marketing can be a powerful strategy in sustainable product promotion.

Table 14: Effectiveness of Real-Life Impact in Sustainable Messages

Particulars	No. of Respondents	Percentage
a) Strongly agree	16	40%
b) Agree	14	35%
c) Disagree	6	15%
d) Strongly disagree	4	10%

Analysis and interpretation: Real-life impact in sustainable messaging is highly persuasive, with 75% of respondents agreeing. This indicates that relatable, tangible examples in sustainability campaigns significantly enhance message credibility and influence eco-conscious purchasing behavior.

Table 15: Willingness to Pay More for Eco-friendly Products

Particulars	No. of Respondents	Percentage
a) Always	8	20%
b) Sometimes	18	45%
c) Rarely	10	25%
d) Never	4	10%

Analysis and interpretation :Most respondents (65%) are willing to pay more for eco-friendly products at least occasionally. Only 10% never do so, suggesting a growing consumer inclination toward sustainability, though consistent premium spending remains limited to a smaller segment.

Table 16: Preference for Certified Eco-friendly Products

Particulars	No. of Respondents	Percentage
a) Strongly agree	14	35%
b) Agree	16	40%
c) Disagree	6	15%
d) Strongly disagree	4	10%

Analysis and interpretation : A significant 75% of respondents prefer eco-friendly products with certification, reflecting high trust in verified claims. This shows that credible certification plays a crucial role in influencing sustainable consumer choices and boosting product reliability.

Table 17: Frequency of Choosing Eco-friendly Products Over Regular Ones

Particulars	No. of Respondents	Percentage
a) Always	10	25%
b) Often	12	30%
c) Sometimes	14	35%
d) Never	4	10%

Analysis and interpretation : The data shows that 90% of respondents choose eco-friendly products at least occasionally, with 55% doing so often or always. This reflects a strong preference toward sustainability, though consistent behavior varies among individuals.

Table18: Impact of Credible Information on Eco-friendly Purchase Decisions

Particulars	No. of Respondents	Percentage
a) Strongly agree	18	45%
b) Agree	14	35%
c) Disagree	5	12.5%
d) Strongly disagree	3	7.5%

Analysis and interpretation : A combined 80% of respondents are more likely to purchase eco-friendly products when claims are backed by credible information. This underscores the importance of transparency and authenticity in sustainability marketing to build consumer trust and drive purchase decisions

Table 19: Influence of Friends and Family on Eco-friendly Purchasing Decisions

Particulars	No. of Respondents	Percentage
a) Strongly agree	10	25%
b) Agree	15	37.5%
c) Disagree	9	22.5%
d) Strongly disagree	6	15%

Analysis and interpretation: Social influence plays a notable role, with 62.5% of respondents admitting that friends or family impact their eco-friendly buying choices. This indicates that peer endorsement and household values are key drivers in sustainable consumer behavior.

Table 20: Emotional Response to Purchasing Eco-friendly Products

Particulars	No. of Respondents	Percentage
a) Strongly agree	14	35%
b) Agree	16	40%
c) Disagree	6	15%
d) Strongly disagree	4	10%

Analysis and interpretation: A total of 75% of respondents feel a sense of pride when buying eco-friendly products, showing that emotional satisfaction is strongly tied to sustainable consumption. This emotional reward can be a powerful motivator in influencing green purchasing behavior.

Table 21: Frequency of Sharing Eco-friendly Product Information on Social Media

Particulars	No. of Respondents	Percentage
a) Often	6	15%
b) Sometimes	12	30%
c) Rarely	14	35%
d) Never	8	20%

Analysis and interpretation: Sharing eco-friendly product information on social media is relatively low, with only 15% doing so often. Most respondents share rarely or sometimes, indicating moderate engagement but potential to increase awareness through social platforms.

Table 22: Perception of Social Responsibility Among Eco-friendly Product Buyers

Particulars	No. of Respondents	Percentage
a) Strongly agree	17	42.5%
b) Agree	15	37.5%
c) Disagree	5	12.5%
d) Strongly disagree	3	7.5%

Analysis and interpretation: Most respondents (80%) view buyers of eco-friendly products as socially responsible, reflecting a positive social perception. This association can motivate consumers to purchase sustainably, linking eco-friendly choices with social identity and ethical values.

Table 23: Frequency of Sharing Eco-friendly Product Information on Social Media

Particulars	No. of Respondents	Percentage
a) Often	5	12.5%
b) Sometimes	13	32.5%
c) Rarely	15	37.5%
d) Never	7	17.5%

Analysis and interpretation: The majority of respondents share eco-friendly product information rarely or sometimes, indicating moderate social media engagement. Only a small portion shares often, suggesting potential for brands to encourage more active promotion of sustainability through social networks.

Table 24: Perception of Social Responsibility of Eco-friendly Product Buyers

Particulars	No. of Respondents	Percentage
a) Strongly agree	16	40%
b) Agree	14	35%
c) Disagree	7	17.5%
d) Strongly disagree	3	7.5%

Analysis and interpretation: Most respondents (75%) perceive buyers of eco-friendly products as socially responsible, reinforcing a positive social image. This perception encourages sustainable purchasing behavior by linking environmental choices to personal ethics and societal contribution.

Table 25: Likelihood of Recommending Eco-friendly Products

Particulars	No. of Respondents	Percentage
a) Very likely	13	32.5%
b) Somewhat likely	15	37.5%
c) Not very likely	8	20%
d) Not at all likely	4	10%

Analysis and interpretation: A majority of 70% are likely to recommend eco-friendly products, showing positive advocacy potential. However, 30% are less inclined, suggesting that improving product experience and awareness could boost recommendations further.

FINDINGS:

1. Sustainable marketing messages positively influence consumers' intentions to buy eco-friendly products, especially when the messages are perceived as trustworthy and authentic.
2. Emotional appeals in marketing increase consumer engagement and strengthen purchase intentions.
3. Consumers with a strong environmental concern are more responsive to sustainable marketing communications.
4. Clear and simple messaging about product benefits enhances consumer understanding and intention to buy.
5. Price remains a significant barrier even when consumers intend to purchase eco-friendly products.
6. Social proof, such as certifications and endorsements, significantly boosts consumer confidence in eco-friendly products.
7. Multi-channel marketing improves exposure and reinforces sustainable messaging, leading to higher purchase intentions.
8. Prior experience with green products increases the likelihood of positive responses to sustainability messages.
9. Consumers show greater purchase intention when marketing messages align with their personal values.
10. Avoidance of greenwashing and maintaining message authenticity are crucial for sustaining long-term consumer trust.

SUGGESTIONS:

1. Use Emotional Storytelling to create a personal connection between consumers and the environmental benefits of products.
2. Highlight Clear Environmental Benefits using simple and straightforward language to enhance message comprehension.
3. Target Consumers with High Environmental Concern through customized campaigns for better message effectiveness.
4. Leverage Social Proof such as certifications, testimonials, and endorsements to strengthen credibility.
5. Incorporate Multi-Channel Marketing strategies to ensure wider reach and repeated exposure to sustainable messages.
6. Offer Incentives or Discounts to overcome price sensitivity and encourage eco-friendly purchases.
7. Educate Consumers on the long-term impact of eco-friendly products to foster informed decision-making.
8. Avoid Greenwashing by providing authentic and verifiable sustainability claims to maintain brand reputation.
9. Monitor Consumer Feedback regularly to adapt marketing messages according to changing preferences and concerns.

CONCLUSION:

The study shows that message credibility, emotional appeal, and clarity significantly impact consumers' willingness to choose green products. Consumers with strong environmental values respond more positively to authentic and transparent sustainability communications.

However, a gap remains between intention and actual behavior due to practical barriers like price and availability. Emotional storytelling and social proof are effective tools for strengthening message impact. Simplicity and clarity in communication enhance consumer understanding and trust. The study also highlights that past experience with eco-friendly products boosts message receptiveness. Sustainable messages delivered across multiple channels tend to have a stronger influence. Avoiding greenwashing is essential to maintain consumer trust and long-term brand credibility. Companies must align their sustainability efforts with genuine practices and consistent communication. Educational campaigns can further bridge the gap between consumer awareness and action. Marketers should continuously adapt strategies based on consumer feedback and evolving environmental concerns. Overall, well-designed sustainable marketing messages can drive positive consumer behavior and support global sustainability goals.

Further scope of Research:

Sustainable marketing messages influence consumer intentions, but more research is needed. Future studies can explore whether these intentions lead to real purchases through long-term or experimental methods. It would also be useful to see how different cultures, income levels, and regions respond to such messages. Research should look at the most effective platforms, like social media or in-store ads, and how factors like age, income, and education affect message impact. Comparing emotional and logical messages can reveal what works best. Studying brand trust and customer loyalty can also give a deeper understanding. These areas can help businesses create better and more honest sustainability campaigns.

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