



The impact of green advertising cues on consumer perception, trust, and purchase intention: A review

Dr. Sushma Rani^{1*}, Ishika Yadav²

¹ Associate Professor, Hansraj College, University of Delhi, Delhi, India

² Hansraj College, University of Delhi, Delhi, India

Abstract

The current global economic environment gives essential value to environmental sustainability. Businesses and policymakers and consumers now treat ecological responsibility as their main priority. Organizations use green marketing strategies to show their dedication to environmental sustainability. Green advertising serves as a vital resource that shapes how consumers view products and decide which items to buy. The success of advertising campaigns depends on how environmental claims are presented to consumers through their actual environmental claims.

The paper presents different researchers' viewpoints about how green advertising cues impact consumer perception and trust and their final purchase decision. The study explains how message characteristics influence consumer response with reference to established theoretical frameworks. The study demonstrates how credibility and trust function as mediators while showing how price sensitivity affects consumer decision-making. The paper integrates existing research findings to reveal critical research gaps which lead to new research opportunities in green advertising and consumer behavior study.

Keywords: Green advertising, environmental claims, consumer perception, credibility, trust, purchase intention, price sensitivity

Introduction

The environmental issues which include climate change and pollution and natural resource depletion and waste accumulation have caused people to expect different things from businesses. The majority of today consumers want to buy products and services which show their dedication to environmental sustainability. Businesses now use green marketing strategies to demonstrate their dedication to environmentally friendly practices.

Green advertising consists of promotional materials which demonstrate the environmental advantages brought by particular products or services or business activities. The advantages include packaging materials which customers can recycle and organic materials and production methods which create lower carbon emissions and products which use less energy and environmentally friendly manufacturing methods. Advertisements use more than textual statements to show environmental commitment because they use green color designs and nature pictures and eco-labels and sustainability logos as visual elements.

Green advertising has become a popular method yet its implementation remains difficult and its effectiveness needs to be examined. Environmental claims attract some consumers who show interest while other customers demonstrate doubt about such statements. The practice of greenwashing which involves businesses making false environmental claims to make their sustainability work seem more extensive to the public has led to people becoming more careful about environmental claims. The study of how green advertising affects people when it presents itself to them needs to happen because of its practical importance.

Objectives of the Study

The primary objectives of this review are:

1. To examine how green advertising message characteristics and visual cues influence consumer information processing.
2. To analyze the role of perceived credibility in shaping consumer trust and purchase intention.
3. To evaluate how price sensitivity moderates the relationship between green advertising and consumer purchase intention.

Methodology of the Study

The present study is based on a comprehensive review of existing literature. The sources consulted include peer-reviewed international and national journals and research articles and conference proceedings and scholarly databases which include ResearchGate and Google Scholar and ScienceDirect and related academic repositories.

The review synthesizes empirical and conceptual studies which focus on

- Green advertising
- Consumer perception and cognition
- Credibility and trust formation
- Purchase intention
- Price sensitivity

The literature has been organized into thematic sections to provide conceptual clarity and systematic analysis.

Review of Literature

To facilitate systematic understanding, the literature has been classified under four major thematic headings.

1. Green Advertising and Consumer Information Processing

The effectiveness of green advertising research uses dual-process theories with special emphasis on the Elaboration Likelihood Model which Petty and Cacioppo developed in 1986. The model shows that consumers use two different ways to process persuasive messages which include a central route for systematic cognitive processing and a peripheral route for heuristic cue-based processing.

The central processing route becomes more active when green advertisements display their environmental claims through precise and complete evidence that can be verified by others. People use this route to assess the truthfulness and significance of environmental data. The research demonstrates that when companies display their environmental benefits through specific and clear messages, consumers will view their products as higher quality and will develop positive brand views (Chen & Chang, 2013). The specific claims of the product eliminate uncertainty and assist customers in making their purchase choice.

The message becomes accessible to consumers through visual symbols which include green packaging and forest images and leaf graphics and environmental icons. Hartmann and Apaolaza-Ibáñez (2009) argue that such visual cues create immediate associations with sustainability, requiring minimal cognitive effort. The initial positive impact of these cues exists because they create a good first impression, but their ability to persuade people remains weak until they receive solid evidence to back up their claims.

The research shows that when consumers see products which depend only on symbolic elements, they will develop doubts, especially when they believe the brand has overstated its claims or failed to produce evidence. The way consumers respond to information depends on two factors: how much information they receive about a topic and how information is presented to them visually.

2. Perceived Credibility and Trust Formation

The research on green advertising uses credibility as its main concept. Ohanian (1990) developed a credibility framework which uses perceived expertise and trustworthiness as its foundation. Environmental advertising uses credibility to measure how much consumers trust the accuracy of claims which have been proven through evidence.

Research by Chen and Chang (2013) demonstrates that perceived credibility significantly influences trust formation. Trust, in turn, reduces perceived risk and strengthens favorable attitudes toward green products. Consumers who perceive environmental claims as authentic are more likely to develop positive purchase intentions.

The relationship between these two factors has become more complex because of greenwashing. Delmas and Burbano (2011) show that deceptive environmental statements lead to decreased consumer trust which results in negative effects on brand image. When consumers detect inconsistencies between claims and actual practices, credibility declines sharply.

Credibility serves as a mediator which connects green advertising cues with purchase intent. Even well-designed advertisements fail to influence behavior if consumers question the authenticity of environmental information.

3. Green Advertising and Purchase Intention

Purchase intention defines the probability that a consumer will make a future product purchase. Green advertising generally improves purchase intention according to empirical research evidence which Chen and Chang established in their 2013 study. The intention to purchase increases when consumers find environmental claims trustworthy and they establish brand trust.

Young and his colleagues from 2010 research work demonstrate that an attitude-behavior gap exists according to their findings. Consumers who show strong environmental concern together with positive attitudes toward green products face challenges when they try to implement those attitudes during actual product purchases.

The gap arises from real-world challenges which include product unavailability and shopping difficulties and pricing restrictions. Green advertising affects psychological tendencies but people actually behave according to the wider environmental conditions that surround them.

4. Moderating Role of Price Sensitivity

Price sensitivity serves as the essential factor which controls how people decide to buy green products. The expenses of green products increase due to sustainable production methods and certification requirements and production limitations.

The study conducted by Biswas and Roy in 2015 demonstrated that customers who display positive environmental attitudes will still avoid buying products which have high price points. Consumers in developing nations like India demonstrate high price sensitivity according to research findings. The purchase intention decreases when customers perceive environmental claims as trustworthy but a high price premium exists.

Price sensitivity functions as the factor which determines how successful green advertising campaigns will perform. The positive effects which trust and credibility bring will decrease because of high price sensitivity. The study demonstrates that researchers must examine economic factors to assess green advertising effectiveness.

Conceptual Integration

The reviewed literature shows that green advertising effectiveness develops through three distinct stages. The first stage requires consumers to process information which they receive through advertising cues that include both visual elements and informational components. The second stage establishes how people handle information to create their perception of the information's credibility. The third stage of credibility establishes a basis for people to develop trust relationships. The fourth stage shows how consumers develop their intention to purchase based on their level of trust. Price sensitivity functions as a variable that affects the ultimate consumer behavior response.

This integrated framework highlights the dynamic interaction between psychological and economic variables in shaping environmentally responsible consumption.

Table 1: Analytical Positioning of Study Variables

Variable	Code	Role in model
Green Advertising	IV	Predictor
Credibility	M1	Mediator
Trust	M2	Mediator
Purchase Intention	DV	Outcome
Price Sensitivity	MOD	Moderator

The literature review shows which patterns researchers used to study green advertising through both theoretical frameworks and practical testing methods. Researchers found that green advertising affects purchase intentions through a complex system which operates in non-direct and non-linear ways. The process of environmental assessment begins with cognitive evaluation which then leads to psychological evaluation for its assessment. Research shows that all types of green signals which include both visual elements and informational content first affect consumer message interpretation. The interpretation process in this stage becomes crucial because it decides if the claim will be seen as authentic or as an overstatement.

The review shows that consumer behavior depends mainly on how trustworthy people consider an advertisement to be when they make their buying decisions. The research shows that while green symbols and eco-labels and natural images attract attention they fail to create lasting trust because visual elements do not provide enough value. Consumers increasingly expect companies to provide full transparency about their environmental claims along with supporting evidence. When claims lack clarity and evidence people will start doubting everything despite their initial positive feelings. Credibility serves as the main element which connects advertising messages to customer trust because it operates as a key component of our system.

The review shows that trust serves as a vital psychological result which increases people's likelihood to behave according to their intentions. Consumers develop positive brand attitudes when they trust that a company will protect the environment. The consumers demonstrate their willingness to make a purchase. The literature shows that people face external restrictions which include price that disrupt their decision-making process at the final decision-making point. The environmentally conscious consumers will only consider purchasing the product when its price reaches a standard level. The study reveals that green marketing strategies face practical constraints which affect their effectiveness in developing urban areas with diverse income and spending habits.

The reviewed studies show that researchers have studied variables in a partial way because variables have been examined in a divided research approach. Some researchers investigate green advertising effectiveness exclusively while other researchers study trust and credibility and purchase intention as separate subjects. The studies have conducted research that integrates these three concepts into one unified

framework. The review attempts to unify different research paths into a single framework which demonstrates how green advertising achieves its results. The present review establishes a complete understanding of the phenomenon through its placement of green advertising cues and credibility and trust and price sensitivity into one analytical process.

The literature demonstrates that current markets face two major challenges which arise from greenwashing practices and consumer distrust. The study needs to investigate how organizations prove their claims while showing their compliance with rule requirements. The people show growing environmental knowledge because of their fast urban development so they need to understand how awareness and skepticism and economic factors interact in this process. The review goes beyond summarizing existing research because it shows how these findings apply to different situations and their impact on real-world situations. The review shows that green advertising success depends on marketers finding the right point of their message between pushing customers to buy and showing their actual product qualities. The research demonstrates that businesses need to implement four elements in their green marketing initiatives: easy-to-understand details and trustworthy proof and emotional connection and competitive product pricing. The study results provide a base for upcoming research through empirical study while they show how theoretical ideas relate to actual business practices.

Conclusion

The present review attempts to provide a structured understanding of how green advertising influences consumer perception, credibility, trust, and purchase intention. The research examined earlier studies to show that green advertising creates its impact through a series of mental steps instead of achieving direct convincing results. The environmental aspects present in advertisements start the process of viewers assessing information, which leads to their evaluation of how trustworthy the content appears. Credibility establishes trust, which leads to customers developing their intentions to buy products. The final choice stays dependent on specific market conditions which exist in areas where customers show strong reactions to price changes.

The review clearly indicates that credibility functions as the central mechanism within this framework. The use of symbolic environmental imagery creates positive first impressions yet sustainable impact requires authentic and transparent communication methods. Trust serves as an essential result because it decreases doubt and boosts consumer trust for brands that promote environmentally friendly practices. The literature shows that people who have positive intentions to buy environmentally friendly products will not necessarily make the purchase, which demonstrates how complex consumers choose green products.

The review process has discovered multiple existing literature limitations. Research studies depend on cross-sectional survey methods which use self-reported

questionnaires that are subject to response bias and social desirability bias. The research findings become less applicable because researchers frequently use student samples which have small sample sizes. The research shows that people measure their purchase intentions instead of their actual buying habits while green advertising studies fail to track long-term effects. Researchers have not studied the differences between real green communication and greenwashing yet they acknowledge price sensitivity as an important economic element which needs to be included in theoretical frameworks.

The current review focuses on empirical research studies which have been published from 2010 until 2024^[17] and uses peer-reviewed publications as its main source but this choice introduces publication bias. The analysis does not use statistical meta-analytic methods because it conducts a conceptual examination. The research gap exists because there are not enough region-specific empirical studies to study while the research gap itself serves as a research obstacle.

The study creates its main contribution by combining existing research into psychological and economic aspects of green consumer behavior into one unified framework. The research identifies three distinct types of gaps which include methodological gaps and theoretical gaps and regional gaps to create opportunities for future academic research. There is a scope of research to investigate how people behave over different time periods by using both longitudinal studies and experimental research methods. The research findings from various other regions should be studied more because they help create specific insights which improve the use of theoretical models in developing urban markets. It will help future studies by showing how to separate real sustainability messages from false environmental claims which will improve the understanding of this area.

The review shows that green advertising becomes an effective strategic tool when businesses deliver credible messages and show real commitment to environmental protection and maintain economic viability. The further research will improve understanding of how sustainable marketing practices affect consumer behavior in modern markets through studies conducted in less explored regional areas.

References

1. Kun T. A study on the influence of green advertising appeals on advertising effectiveness. *Journal of Education, Humanities and Social Sciences*,2023:12:36-46. 10.54097/ehss.v12i.7593.
2. Xiang J. Study on the Influence of Green Advertising Claims on Green Purchase Intention Under Different Product Green Attribute Information. *Frontiers in Business, Economics and Management*,2022:6:152-156. 10.54097/fbem.v6i3.3333.
3. Ni K, Lin Y, Ye S, Lin Z, Liu Y. Using strengths to attack weaknesses–The effect of comparative advertising on purchasing intention of green products. *Frontiers in Psychology*, 2022:13:1051856.
4. Wang J, Li A. The Impact of Green Advertising Information Quality Perception on Consumers' Response: An Empirical Analysis. *Sustainability*,2022:14(20):13248. <https://doi.org/10.3390/su142013248>
5. Fernando AG, Sivakumaran B, Suganthi L. Message involvement and attitude towards green advertisements. *Marketing Intelligence & Planning*,2016:34(6):863 - 882. <http://dx.doi.org/10.1108/MIP-11-2015-0216>
6. Krstić J, Kostic-Stankovic M, Cvijović J. Green advertising and its impact on environmentally friendly consumption choices: A review. *Industrija*,2021:49:93-110. 10.5937/industrija49-31692.
7. Nekmahmud M, Fekete-Farkas M. Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation. *Sustainability*,2020:12(19):7880. <https://doi.org/10.3390/su12197880>
8. Junarsin E, Pangaribuan CH, Wahyuni M, Hidayat D, Putra OPB, Maulida P, et al. Analyzing the relationship between consumer trust, awareness, brand preference, and purchase intention in green marketing. *International Journal of Data & Network Science*, 2022, 6(3).
9. Santa JC, Drews S. Heuristic processing of green advertising: Review and policy implications. *Ecological Economics*,2023:206:107760.
10. Schmuck D, Matthes J, Naderer B. Misleading consumers with green advertising? An affect–reason–involvement account of greenwashing effects in environmental advertising. *Journal of Advertising*,2018:47(2):127-145. <https://doi.org/10.1080/00913367.2018.1452652>
11. Seo JY, Scammon DL. Do green packages lead to misperceptions? The influence of package colors on consumers' perceptions of brands with environmental claims. *Marketing Letters*,2017:28(3):357-369. <https://doi.org/10.1007/s11002-017-9420-y>
12. Cornelissen G, Pandelaere M, Warlop L, Dewitte S. Positive cueing: Promoting sustainable consumer behavior by cueing common environmental behaviors as environmental. *International Journal of Research in Marketing*,2008:25(1):46-55. <https://doi.org/10.1016/j.ijresmar.2007.06.002>
13. Alamsyah D, Othman N, Aryanto R, Karmagatri M, Udjaja Y. Customer Behavior of Green Advertising: Confirmatory Factor Analysis. *Advances in Science, Technology and Engineering Systems Journal*,2021:6:833-841. 10.25046/aj060192.
14. Bickart BA, Ruth J. Green Eco-Seals and Advertising Persuasion (April 1, 2012). Forthcoming, *Journal of Advertising*, December 2012, Boston U. School of Management Research Paper No. 2012-10, 2012.
15. Sharma NK, Kushwaha GS. Eco-labels: A tool for green marketing or just a blind mirror for consumers. *Electronic Green Journal*, 2019, 42.
16. Gosselt JF, van Rompay T, Haske L. Won't get fooled again: The effects of internal and external CSR ECO-labeling. *Journal of business ethics*,2019:155(2):413-424. <https://link.springer.com/article/10.1007/s10551-017-3512-8>
17. Balaskas S, Rigou M. The effects of emotional appeals on visual behavior in the context of green

- advertisements: An exploratory eye-tracking study. In Proceedings of the 27th Pan-Hellenic Conference on Progress in Computing and Informatics (PCI '23), 2024, 141–149. <https://doi.org/10.1145/3635059.3635081>
18. Herman LE, Udayana IBN, Farida N. Young generation and environmental friendly awareness: does it the impact of green advertising?. *Business: Theory and Practice*,2021;22(1):159-166.
 19. Mokha A. Green Marketing: A Study of Consumer Perception on using Eco-Friendly Products. *Asian Journal of Research in Business Economics and Management*,2017;7:298. 10.5958/2249-7307.2017.00146.3.
 20. Boztepe A. Green Marketing and Its Impact on Consumer Buying Behavior. *European Journal of Economic and Political Studies*,2016;5:5-21.
 21. Kusuma PNP, Handayani RB. The effect of environmental knowledge, green advertising and environmental attitude toward green purchase intention. *Russian Journal of Agricultural and Socio-Economic Sciences*,2018;78(6):95-105.
 22. Li D. Impact of green advertisement and environmental knowledge on intention of consumers to buy green products. *BMC Psychol*,2025;13(1):220. <https://doi.org/10.1186/s40359-025-02538-x>
 23. Harwani Y, Asih D, Ramli Y, Arijanto A, Soelton M, Ali AJ. Green beauty: An approach to understanding purchase intentions. *International Journal of Advanced and Applied Sciences*,2025;12(9):129-139.