

From Awareness to Action: An Empirical Study of How Green Advertising Influences Purchase Intentions Through Green Brand Image

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Abstract

Sustainable consumption is reclaiming its position as a marketing trend in developing countries such as Pakistan. This paper assesses the extent to which the effect of green advertising and green brand awareness on customer purchasing intention is mediated by green brand image. It aims to fill the current gap in knowledge regarding how the relationship between green marketing strategies and consumer behaviour works, and it also provides ideas on how to reach the ecologically conscious consumer. It is theorised in the proposed model that the purchase intention directly relies on the green advertising and brand awareness, but the green brand image serves as a mediating factor. The environmentally friendly products, along with their trust and preference, enhance the brand image, which contributes to increased loyalty and an intention to purchase the brand. It contributes to the body of theoretical and practical literature on these dynamics in Pakistan, providing a roadmap that enables marketers and policymakers to develop realistic green campaigns and approaches, ensuring sustainability and business development.

Keywords: Green Brand Recognition, Green Advertisement, Green Brand Image, Consumer Purchase Intention, Sustainability Marketing.

Introduction

The concept of sustainable development, first introduced by the World Commission on Environment and Development in 1987, underscores the collective responsibility of communities, governments, and businesses to address climate change and environmental degradation. The research, production, and marketing of companies have become more responsive to the concept of sustainability (Longo & Magnusson, 2024). Consumer learning, perception, and motivation come to the fore in shaping consumer purchasing behaviour (CPB), which is core to the implementation of effective green marketing strategies. Even though people are more aware of environmental issues, a significant gap remains between what people want to do and what they actually do: people often fail to follow through on their plans to purchase environmentally friendly items. In this way, green branding, eco-innovation, and advertising have emerged as important tools in influencing

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the choices made by environmentally conscious individuals (Ilagan et al., 2024). Research undertaken in China, the Philippines, Pakistan, and Greece substantiate the beneficial effects of green marketing on customer attitudes and purchasing intentions for other purposes (Ilagan et al., 2024).

However, developing nations like Pakistan face specific challenges, including a lack of consumer awareness and insufficient academic research, as the majority of information is often based on the Western environment. Research on Pakistan should examine the connection between branding, innovation, advertising, and CPB in an attempt to contribute to the field of research and its practice. According to international polls, approximately half of all customers prefer sustainable products; however, companies often struggle to integrate sustainability goals into their product development processes and strategies (Ilagan et al., 2024). These marketing strategies will be necessary in product design, packaging, and advertising that incorporate eco-centric design and provide insight into environmental effects (Ribeiro et al., 2025).

Green advertisements are typically premised on the ability to be recyclable, biodegradable, and non-toxic (Anjimon et al., 2024). Purchase behaviour is further moderated by the value that the product is perceived to have, availability, environmental literacy and prior experience. Besides consumer power, green marketing enhances operational efficiency, reduces waste, and fosters trust in brands (Bhattacharjee et al., 2025). Although eco-friendly products are often more costly, numerous customers are willing to pay the additional price because they believe there are environmental benefits associated with them (Shahen, 2024). Green strategies should strike the right balance between short- and long-term requirements of the consumer and the need to create sustainability. Brand familiarity is also a defining factor, as customers tend to opt for familiar brands, regardless of quality, due to their familiarity (Hageman et al., 2024).

Trust, satisfaction, and image are the three key drivers of creating green brand equity, which ultimately leads to long-term loyalty and consumer engagement (Zhao et al., 2022). Neuromarketing research suggests that unconscious motivators play a significant role in green purchasing decisions (Ozkara & Bagozzi, 2021). Empirical data also support the notion that green advertising, in addition to raising environmental awareness, enhances brand recognition and trust (Asif et al., 2023). Lastly, customer satisfaction and loyalty provide green branding with a competitive advantage. The increasing environmental problems in the Pakistani market are also influencing consumer demand for eco-friendly products, which is a testament to the heightened relevance of green purchase intentions.

Problem Statement

Green marketing is now a powerful tool in the 21st century, serving as a strategy for promoting products that offer environmental benefits, including pollution control and sustainability initiatives. Initially, this approach was seen as a hoax in the 1980s (Simao et al., 2017; Groening et al., 2018). The mounting pressure towards sustainable practices is more pronounced in developing economies, such as Pakistan, where industrialisation and increased spending power among consumers are intensifying environmental pressure. The theory of planned behaviour has led to the identification of key factors, including green advertising, awareness, and brand image, as influential in shaping green purchase intentions. Nevertheless, there is limited empirical research on Pakistan, especially in the mediation role of green brand image and recognition in consumer buying behaviour. Despite increasing environmental awareness worldwide, the intention-action gap persists, particularly in emerging markets. To fill this gap, it is necessary to focus on the effects of green branding strategies on consumer behaviour and provide not only

theoretical perspectives on the topic but also concrete directions towards developing sustainable consumption.

Research Objectives

Based on this, the current study aims to answer some research questions, including:

1. To examine the impact of green advertisement on green brand image.
2. To investigate the relationship between green brand awareness and green brand image.
3. To analyse the influence of green brand image on customer purchase intention.
4. To determine the mediating role of green brand image between green advertisement and customer purchase intention.
5. To assess the mediating role of green brand image between green brand awareness and customer purchase intention.

Research Questions

1. How does green advertisement influence green brand image?
2. What is the relationship between green brand awareness and green brand image?
3. To what extent does green brand image affect customer purchase intention?
4. Does green brand image mediate the relationship between green advertisement and customer purchase intention?
5. Does green brand image mediate the relationship between green brand awareness and customer purchase intention?

Significance of the Study

The importance of this study lies in its contribution to the field of green marketing, both theoretically and practically. Theoretically, it broadens the scope of understanding how the elements of green advertising and brand awareness can be converted into customer purchase intention with the help of the mediating factor of green brand image, especially in developing countries such as Pakistan, where research has been minimal. In practice, the results will help marketers and other organisations to create an efficient green advertising campaign and awareness efforts to reinforce brand image and develop green consumer behaviour. Furthermore, the research will provide policymakers, companies, and sustainability activists with valuable insights to promote sustainable consumption and improve environmental performance.

Literature Review

The chapter provides theoretical and conceptual foundations for green marketing, brand awareness, brand image, and consumer purchase intention, exploring how these constructs interrelate to influence sustainable consumer behaviour. Green marketing, which was previously marginal, has become a strategic requirement because consumers have started to insist on the use of green product design, packaging, and marketing (Skackauskienė & Vilkaitė-Vaitonė, 2022). Based on the Theory of Planned Behaviour (TPB), previous research has demonstrated that eco-labels and green attributes influence purchase behaviour by strengthening attitudes and norms towards responsible consumption (Jin et al., 2020). The pressure of industrialisation has prompted companies to adopt eco-responsibility in their policies and practices (Majeed et al., 2022; Xu et al., 2022).

The empirical evidence suggests that green marketing enhances brand image, trust, loyalty, and willingness to pay higher prices, and advertising and sustainability practices are perceived as

differentiation strategies (Govender & Govender, 2016; Amoako et al., 2022; Juliantari et al., 2019). The ethical and ecological considerations are now becoming major determinants of the choices that consumers make, which were previously guided by price and quality (Malja & Afrasiabi, 2025). The use of recyclable, non-toxic, and energy-efficient products (Ambec & De Donder, 2019), as well as sustainable product design (Ali & Ahmad, 2016), are both highlighted in ethical consumerism and sustainable design, respectively. TPB, therefore, provides a solid framework in which attitudes, norms, and perceived control stimulate green purchase intentions (Dassouli et al., 2024).

Green Advertisement

Green advertising conveys the environmental qualities of a product (e.g., recyclability, non-toxicity, energy efficiency), and it is one of the main ways that firms can inform consumers of eco-friendly claims (Anjimoon et al., 2024). Empirical research demonstrates that credible and transparent green advertisements enhance awareness of environmental pros and could create positive attitudes towards brands (Skackauskienė & Vilkaitė-Vaitonė, 2022). Green ads are based on the Theory of Planned Behaviour (TPB), which posits that attitudes and perceived behavioural control can be created by increasing the salience of environmental benefits and reducing information asymmetry (Jin et al., 2020). Nevertheless, it can be effective when the message is credible and the consumer environment is literate; inconclusive or uncertain green claims, however, can reinforce scepticism and the intention-action gap (Groening et al., 2018).

Table 1: Different researches conducted in different Countries

Author	Internal/external perception	Antecedents	Outcome	Theory	Context	Sample/country
Alcaniz et al.(2010)	Perceptions of the firm	“Cause-brand functional fit, altruistic attribution, cause-brand image fit Mediators: company trustworthiness, company expertise”	CSR Image	Attribution theory Schema theory	Beauty products	Spain
Chen (2010)	Perceptions of the firm	“Green brand image Mediators: green trust, green satisfaction”	“Green brand equity”	Social exchange theory	Electronics	Taiwan
Han and Kim (2010)	Internalized perceptions of the firm	“Service quality, behavioral beliefs, normative beliefs, control beliefs, frequency of past behavior, Mediators: customer satisfaction, attitude, perceived behavioral control, subjective norm, frequency of past behavior, overall image”	“Re-visit green hotel intention”	TRA/TPB	Hotels	US

Lee et al. (2010)	Perceptions of the firm	“Value (value for money), hotel quality attributes Mediators: effective image, overall Image”	“Behavioral intentions (intention to patronize green hotel, willingness to pay to support green practices, positive word of mouth)”	Theory of image formation TPB	Hotels	US
Namkung and Jang (2013)	Internalized perceptions of the firm	“Restaurant green practices, type of restaurant (causal, upscale casual, fast food), consumer green values, health consciousness”	“Perceived quality, green brand image Green behavioral intentions to form (brand equity components)”	Identity theory	Restaurants	US
Jeong et al. (2014)	Internalized perceptions of the firm	“Green practices Mediators: green brand image Moderators: perceived customer”	Attitude (e.g., pleasant/unpleasant)	Expectancy-value theory	Coffee shop	US
Ng et al. (2014)	Perceptions of the firm	“Perceived quality of the brand, Mediator: green brand perceived value, brand credibility, green brand image”	Green brand equity	Associative memory network model	Electronics	Malaysia
Martínez (2015)	Perceptions of the firm	“Green image, Mediators: green trust, green satisfaction”	Green loyalty	Hierarchy of effects	Hotel	Spain
Perez and Bosque (2015)	Perceptions of the firm	CSR image (society, customers and employees), Mediators: customer-company, identification, satisfaction”	“Recommendation behavior Repurchase behavior”	Hierarchy of effects	Banking	Spain
Gao et al. (2016)	Internalized perceptions of the firm	“Internalized perceptions (attitudes, values, environmental knowledge/ awareness, perceived benefits), perception of firm (image, perceived quality, satisfaction”	“Behavioral intentions (willingness to pay, patronage intention, word of mouth, willingness to pay a premium)”	TPB Means-end theory	Hospitality (various)	Meta Analysis
Yadav et al. (2016)	Perceptions of the firm	“Environmental practices, corporate communication of green practices, green image Mediators: corporate image”	“Intention to visit green hotel”	TPB	Hotel	India
Butt et al. (2017)	Internalized perceptions of the firm	“Consumer environmental values Mediators: attitudes towards green products, green brand image, green brand trust”	Green brand equity	Theory of individual self-enhancement Image congruity theory Means-end theory	Consumer products (not limited to particular sector)	Pakistan
Lin et al.	Perceptions	“Utilitarian benefits, self-	Green brand loyalty	Altruism	Consumer	China

(2017b)	of the firm	expressive benefits Mediators: green brand image Moderator: green perceived risk”		theory	products (not limited to articular sector)	
Namkung & Jang (2017)	Internalized perceptions Perceptions of the firm	“Demographics (age, gender, income, education), involvement, previous experience, self-perception (health conscious, environmental conscious), green brand image”	Willingness to pay to support green practices	Social identity theory	Restaurants	US
Nysveen et al. (2018)	Perceptions of the firm	“Green image, brand innovativeness Mediators: brand experience (sensory, affective, cognitive, relational, behavioral)”	Green hotel satisfaction	Brand experience	Hotels	Norway
Lee and Chen (2019)	Perceptions of the firm	“Green attribute transparency, Mediators: CSR image, green brand image, green brand trust, green brand equity”	Willingness to adopt green products	Legitimacy theory	Cosmetics	Taiwan
Chen et al. (2020)	Perceptions of the firm	“Green wash Mediators: green brand image, green brand loyalty”	Green purchase behavior	Signaling theory	Green products (not limited to specific sector)	Taiwan
Ha (2020)	Perceptions of the firm	“Green brand image, Mediators: green satisfaction, green trust”	Green brand equity	“Associative memory network model, social exchange theory Signaling theory”	Green products (not limited to specific sector)	Vietnam
Lavuri et al. (2022)	Internalized perceptions Perceptions of the firm	“Green advertisements, green brand image, lifestyles of health and sustainability tendency, perceived consumer effectiveness Mediators: trust, green attitude”	Purchase intention	Dual factor theory S-O-R theory	Organic beauty products	India
Mehraj and Qureshi (2022)	Internalized perceptions Perceptions of the firm	“Mediators: green brand knowledge (brand image, brand awareness), attitudes towards green: Moderator	Green purchase intentions	Theory of planned behavior	Electronic goods	India

Green Brand Image

Green brand awareness, which is the capacity of consumers to acknowledge and remember the environmental stance of a brand, forms the cognitive basis of the further evaluative judgments (Aaker, as cited in brand literature; see Ali and Ahmad, 2016 to put it into context). Green awareness is also high, which is likely to make environmentally themed messages (ads, labels, CSR actions) encoded and recovered at the point of purchase, which makes it easier to construct the image (Ribeiro et al., 2025). Research in the emerging markets informs that awareness campaigns are not enough but required: awareness should be accompanied by the perceived authenticity to turn into the positive image (Ilagan et al., 2024).

Green Brand Image Mediator

Green brand image is the association that the consumers have with regard to the environmental performance and values of a brand. It constitutes an affective-cognitive filter, which incorporates advertising clues and brand familiarity into a total brand assessment (Zhao et al., 2022). The studies have shown that image mediates the correlation between marketing variables (advertising, awareness-building, eco-innovation) and the behavioral response: the more advertising and awareness are effective in creating a positive green image, the more willing to pay and purchase intentions consumers display (Amoako et al., 2022; Asif et al., 2023). Neuromarketing and the psychological research also indicate that conscious beliefs and unconscious drivers play a role in the development of the image, which only increases the role of image mediation (Ozkara and Bagozzi, 2021).

Customer Buying Intentions

TPB postulates that attitudes, subjective norms, and the perceived behavioral control all influence customer purchase intention of green products (Dassouli et al., 2024). The positive image of green has been indicated to increase the intention to buy and willingness to pay a high price in other countries, but the positive correlation is mediated by the price sensitivity and availability of products and past experience (Govender and Govender, 2016; Shahan, 2024). In developing economies where the attitudes towards the environment are pro-environmental, conversion of intentions-to-action to action is often compromised by structural barriers (decreased product availability of green products in the market, less environmental literacy) (Majeed et al., 2022; Ilagan et al., 2024).

Theoretical Construct: TPB and Brand-Based Mediation

TPB offers a sound theoretical foundation of the model: green advertising and awareness leads to attitudes and perceived control (inputs), which translate into green brand image (mediator), and leads to purchase intentions (outcome) (Jin et al., 2020; Dassouli et al., 2024). Brand-based mediation emphasizes the importance of cognitive and affective brand constructions (awareness to image) as the process that explains how marketing communications are transformed into behavior intentions (Zhao et al., 2022).

Gaps and Relevance to Pakistan

Even though researchers have recorded positive relationships between green marketing, brand image, and purchase intention in various countries, no comprehensive and cohesive empirical research has been done in Pakistan (Ilagan et al., 2024; Ali and Ahmad, 2016). The situation in Pakistan is that of an increasing industrialization and shifting consumer power where green

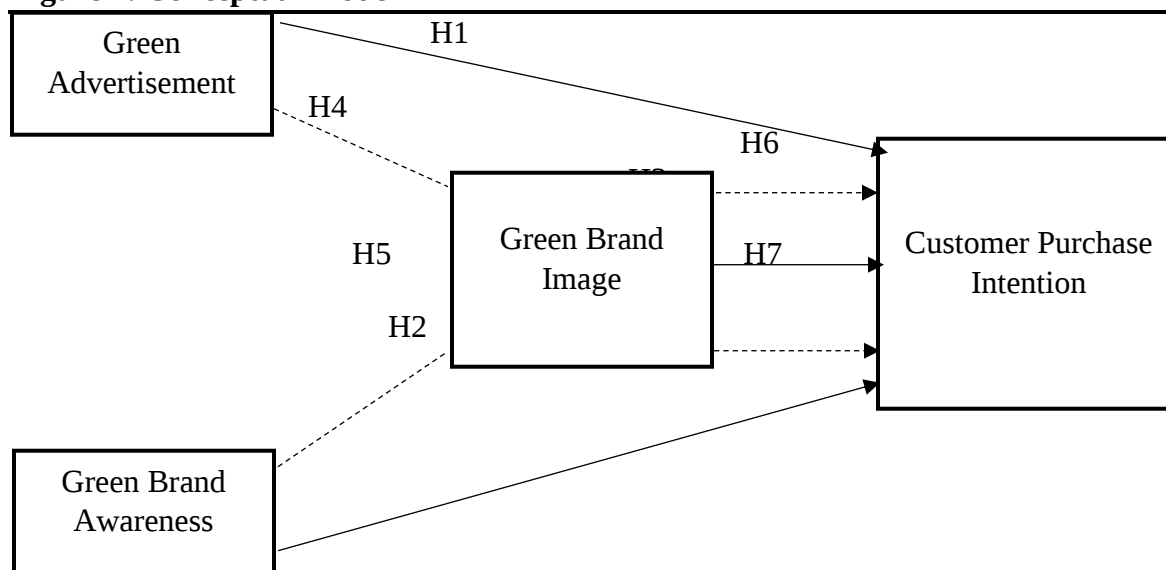
advertising and green awareness campaigns may be decisive; but the role of green brand image and situational moderators (e.g., trust, literacy, availability) deserves specific research to guide theory and practice.

Research Framework

The research framework suggested is a combination of the constructs of the Theory of Planned Behavior (TPB) and brand-based approaches to consumer behavior. Green advertisement and green brand awareness could be described as the primary external antecedent affecting the customer purchase intention as depicted in Figure 1. Their effects are not immediate, however, but are mediated by the process of green brand image that is the mediating construct. This model underlines that even though advertisements and awareness campaign influence pre-purchase perceptions, the subsequent brand image is what decides whether consumers convert pro-environmental attitudes into purchase intentions.

The model brings to the fore two critical contributions. On the one hand, it moves TPB a step forward, by connecting external marketing action (advertising and awareness) to the consumer psychological constructs (image and intention). Second, it fills a very important gap in the situation of developing countries such as Pakistan, where green consumerism is still in its early stages, and intention action gaps are exceptionally high. The study makes a contribution to the theory as well as practical implications to businesses who want to ensure sustainability and competitiveness are aligned in terms of green brand image.

Figure 1: Conceptual Model



Hypotheses Development

According to the literature review and the conceptual model offered, the following hypotheses are developed:

H1: Green advertising influences a positive green brand image.

H 2: Green brand awareness positively influences green brand image.

H3: Customer purchase intention positively depends on green brand image.

H4: Green advertisement has a positive impact on customer purchase intention.

H5: Green brand awareness has a positive effect on customer purchase intention.

Research Methodology

Research Design

The research design embraced in this study is the quantitative, cross-sectional research design to examine the effect of green advertisement and green brand awareness on customer purchase intention whereby the green brand image will act as a mediating variable. The quantitative nature of the selected method is in line with previous research in consumer behavior and green marketing which involves testing the causal relationship between the latent constructs (Hair et al., 2019). The use of Structural Equation Modeling (SEM) with SmartPLS is explained by the fact that it is acceptable to use it on complex models with small-to-medium sample sizes and research that is predictive in nature (Hair, Racher, Sarstedt, and Ringle, 2019).

Population and Sampling

The consumer segment of Pakistan is the target segment and includes potential buyers of environmentally friendly products. This background is also applicable due to the increased consumer consciousness about the environmental problems in Pakistan, but the buying behavior is still weak (Majeed et al., 2022). The method of sampling adopted in the study is a non-probability purposive sampling whereby the study targets urban consumers in key cities in the country like Lahore, Karachi and Islamabad whereby exposure to green marketing campaigns is relatively high.

The minimum possible size of the sample is achieved in line with PLS-SEM that indicates a sample of at least ten times the maximum number of the structural paths that lead to a construct (Hair et al., 2021). The lowest number of respondents will be 30 since the most complex construct (Customer Purchase Intention) has three antecedent paths. Nevertheless, to guarantee reliability and generalizability, the minimum number of responses of this study should be 500, which is also sufficient to perform a good PLS-SEM analysis (Kline, 2016).

Data Collection Method

The primary data is gathered with the help of the structured questionnaire which is spread online (with the help of Google Forms and social media) and offline (with the help of universities, shopping malls, and eco-product stores). Mixed-mode approach will enhance the heterogeneity of the respondents and minimize sampling bias. A pilot study of 30 respondents would be used before data collection to determine the clarity, reliability and validity of measurement items. Pilot feedback is used to improve the instrument.

The ethical issues are considered by assuring anonymity, voluntary participation, and informed consent to the respondents. The participants will be made aware of the scholarly objective of the research and guaranteed confidentiality of the information.

Measurement of Constructs

All the constructs are operationalized with the validated scales that were applied in the previous literature, adjusted to the study setting. A 5-point Likert scale (between 1 = Strongly disagree and 5 = Strongly agree) is used.

Green Advertisement (GA): Proven by the items modified according to Chen and Chang (2012), which reflect attitudes to the green promotional activities, the intelligibility of the green statements, and the trustworthiness of advertisements.

Green Brand Awareness (GBA): Items based on Aaker (1996) and modified by Foroudi et al. (2018) and on the capacity of the consumer to recognize and remember eco-friendly brands.

Green Brand Image (GBI): Following Chen, (2010), the measure of perception of environmental responsibility, sustainability orientation and association of the brand with a friendly image of environmental friendliness.

Customer Purchase Intention (CPI): It is based on Dodds, Monroe, and Grewal (1991) and is used to measure the desire to purchase environmentally-friendly items, the willingness to purchase green brands, and the intent to buy in the future.

Research Model and- Hypotheses

The theoretical framework is grounded on the Theory of Planned Behavior (Ajzen, 1991) which argues that attitudes and perceptions determine behavioral intentions. The model hypothesizes that both green advertisement and brand awareness has a positive impact on customer purchase intention either in a direct or indirect way through the green brand image.

The hypotheses are:

H1: Green Advertisement does not have a negative effect on customer purchase intention.

H2: Green Brand Awareness has a positive impact on customer purchase intention.

H3: Green Advertisement does have a positive impact on green brand image.

H4: Green Brand Awareness has a positive effect on green brand image.

H5: Green Brand Image has a positive mediating effect on the relationship between green advertisement, green brand awareness, and customer purchase intention.

Data Analysis Technique

Partial Least Squares Structural Equation Modeling (PLS-SEM) will be used to analyze the collected data using SmartPLS 4.0. This approach is desirable due to the following reasons:

It deals with multifarious models having various constructs and indicators.

It is variance-based which gives it power of prediction and exploratory research.

It is appropriate when non-normal distribution of data is encountered, which is a characteristic of consumer survey research (Hair et al., 2019).

The analysis will be conducted in 2 major steps:

Measurement Model Evaluation.

Reliability: Cronbach Alpha and Composite Reliability (CR) must be more than 0.7 (Nunnally and Bernstein, 1994).

Convergent Validity: Determined using the Average Variance Extracted (AVE) which should be 0.5 and above (Fornell and Larcker, 1981).

Discriminant Validity: The test was conducted with the help of Fornell-Larcker criterion and Heterotrait-Monotrait Ratio (HTMT $\leq$ 0.85).

Indicator Loadings: It should have indicator loadings of 0.7 or above on each construct.

The test was conducted with the structural model to assess the specified abilities of the candidates.

3.6.2 Structural Model Assessment

The test was done using the structural model to evaluate the targeted skills of the applicants.

Path Coefficients (8): To test hypothesized relationships through bootstrapping of 500 resamples.

Coefficient of Determination (R^2): It is used to measure the variance covered in endogenous constructs; the standard ranges are 0.25 (weak), 0.50 (moderate), and 0.75 (substantial) (Hair et al., 2019).

Effect Size (f^2): Measures the contribution of each of the exogenous variables.

Predictive Relevance (Q^2): The model predictive validity was evaluated through blindfolding.

Mediation Analysis: The way to test the indirect effects is to bootstrap the difference between whether Green Brand Image mediate the effect of Advertisement and Awareness on the Purchase Intention.

Justification for SmartPLS

SmartPLS is selected instead of covariance-based SEM (e.g., AMOS, LISREL) because it can be used with smaller samples and little distributional assumptions and is more predictive-oriented. The fact that the study examines relationships in a newer market (Pakistan) that has little prior empirical evidence means that SmartPLS is more flexible in developing and testing theories. Additionally, PLS-SEM is especially applicable when it comes to models that include mediation, and it is ideal in the context of this study (Sarstedt et al., 2022).

Limitations of Methodology

SmartPLS may be considered robust in terms of predictive analysis; however, it is not as well adapted to highly theory-confirmatory studies. The sampling method could also be a limitation to the generalization of the findings as it involves the use of non-probability sampling. Moreover, cross-sectional data might not be able to capture consumer attitude change with time. Nevertheless, these weaknesses are compensated with methodological rigor, sufficient sample size and established measurement scale.

Conclusion

To sum up, this paper proves that sustainable consumption is becoming increasingly popular in such developing states as Pakistan and that green advertising and green brand awareness are important factors that contribute to customer purchase intention. The results show that the mediator in this relationship is the green brand image which improves trust, preference, and loyalty of products that are environmentally friendly. The study helps fill an important knowledge gap by focusing on the mechanisms that influence consumer behavior following green marketing strategies, and offers useful information that marketers and policymakers can apply. Introducing properly organized green campaigns will not only contribute to the environmental sustainability of the area but will also lead to improved business development, which supports the strategic significance of green-oriented branding in underdeveloped countries.

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