The Role of Environmental Awareness and Green Advertising in Driving Young Consumers' Green Purchase Intention

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***Abstract*—This study investigates the psychological and promotional drivers influencing Green Purchase Intention (GPI) among young consumers in emerging markets, utilizing an extended Theory of Planned Behaviour framework. Amidst escalating global environmental crises, the paper specifically examines the direct and indirect roles of Environmental Awareness (EA), Green Advertising (GA), and Green Product Literacy (GPL). A quantitative cross-sectional survey was administered to 430 young consumers in the Dharmapuri district. The results demonstrate that EA is the primary foundational driver, strongly and positively influencing both GPL and GPI. GPL also emerged as a significant direct predictor of GPI, underscoring the critical need for detailed knowledge in bridging the intention-behaviour gap. Crucially, the direct relationship between GA and GPI was found to be statistically non-significant; however, GA successfully functions indirectly by enhancing EA and GPL. These findings emphasize that successful green marketing strategies must prioritize transparency and trust to build cognitive assets and literacy rather than relying on generic promotional volume, offering clear implications for marketers and policymakers dedicated to fostering sustainable consumption.**

***Index Terms*—Green Purchase Intention (GPI), Environmental Awareness, Green Product Literacy, Green Advertising, Dharmapuri.**

I. INTRODUCTION

The current global landscape is defined by an escalating environmental crisis, characterized by severe issues such as deforestation, climate change, resource depletion, pollution, and massive waste generation, which significantly outpace the planet's natural decomposition processes (Mujahid et al., 2024; El-Hussain & Arapoglu, 2024; Batool et al., 2023). This environmental degradation threatens sustainable development and has become one of the world's most critical challenges (Mkik et al., 2017; Batool et al., 2023). As pollution from consumer activities contributes significantly to environmental problems, the imperative for sustainable practices has moved from a peripheral concern to a central global agenda item, compelling governments, corporations, and individuals to re-evaluate their operational and consumption patterns (Nguyen Van & Hoang, 2025).

In response to this pervasive environmental challenge, the concept of green marketing has emerged as a crucial strategic and ethical imperative for modern businesses (El-Hussain & Arapoglu, 2024). Green marketing encompasses the holistic process of planning, pricing, promoting, and distributing products or services based on their environmental benefits, aiming to meet consumer needs without compromising the natural environment (Kajongwe et al., 2020). This strategic shift is driven by the realization that sustainable operations reducing waste, using eco-friendly production methods, and creating durable, reusable products are not merely corporate social responsibility initiatives, but vital elements for long-term business success (Kajongwe et al., 2020).

This corporate transition has mirrored a fundamental change in consumer behaviour, leading to the rise of green consumption a consumption mode centred on health and environmental protection (Li & Shan, 2025). Globally, consumers are becoming increasingly

conscious of the environmental and health impacts of their purchasing habits, leading to a rising demand for eco-friendly or "green" products (Kolović et al., 2023; Huda et al., 2023; El-Hussain & Arapoglu, 2024). This segment of "green consumers" actively seeks products that emphasize recycling, resource efficiency, and minimal environmental harm throughout their life cycle (Mujahid et al., 2024).

The cornerstone of driving this demand is Environmental Awareness (EA) and Green Environmental Knowledge (GEK). This increasing environmental consciousness acts as a primary psychological driver influencing the desire and intention to purchase sustainable alternatives (Mujahid et al., 2024; Krisdayanti & Widodo, 2022). Consumers with higher EA are far more likely to form a favourable Attitude toward Green Products (EAT) and subsequently exhibit stronger green purchasing behaviours (Amaliah et al., 2023; Huda et al., 2023). In essence, EA and knowledge are foundational steps that translate general concern into actionable consumer intent (Pratiwi et al., 2018; Mujahid et al., 2024).

To effectively communicate these green credentials to a discerning consumer base, firms rely heavily on marketing tools such as green advertising (GA) and eco-labelling (Kolović et al., 2023). GA utilizes environmental or sustainability appeals in communication messaging to inform customers about a product's ecological features, encourage responsible behaviour, and enhance the company's green image (Kajongwe et al., 2020). Similarly, eco-labels serve as transparent, credible sources of product information, indicating that a product adheres to specific environmental standards throughout its life cycle (Kolović et al., 2023). Both tools are explicitly designed to overcome consumer information asymmetry and stimulate the critical outcome variable: Green Purchase Intention (GPI).

However, the relationship between green marketing efforts and actual purchase behaviour is complex, giving rise to the well-documented "attitude-behaviour gap." Many consumers express high environmental concern and favourable attitudes toward green products, yet fail to translate these intentions into consistent purchasing decisions due to factors such as higher price points, perceived performance risk, or low product availability (Kolović et al., 2023; Shang et al., 2024). This disparity necessitates a deeper investigation into the specific psychological and contextual variables that mediate and moderate the path from environmental awareness to behavioural action (Amaliah et al., 2023).

One established framework for examining this path is the Theory of Planned Behaviour (TPB), which posits that an individual's behavioural intention is influenced by their attitude toward the behaviour, subjective norms (perceived social pressure), and perceived behavioural control (PBC) (Shang et al., 2024; Kajongwe et al., 2020). Multiple studies utilize extended TPB models, incorporating environmental-specific variables like GEA, GEK, or Sustainability Awareness, demonstrating that cognitive factors such as a consumer's environmental knowledge and trust in the product or brand—significantly modify the effects of promotional strategies on purchase intent (Mujahid et al., 2024; Pratiwi et al., 2018; Shang et al., 2024).

In particular, the perceived authenticity and trustworthiness of a company's green claims have emerged as critical determinants. Issues like greenwashing where a company deceptively promotes itself as environmentally friendly can breed consumer scepticism, undermining brand credibility and dissolving the positive influence of green advertising and eco-labels (El-Hussain & Arapoglu, 2024; Kolović et al., 2023). Consumers, especially younger, digitally native generations, are becoming adept at discerning genuine commitment from mere marketing ploys, making credibility and transparency paramount for successful market penetration (Kashyap & Saraswat, 2024).

The influence of social and technological factors is also increasingly relevant, particularly among young consumers. Subjective social norms the perceived expectation of family, friends, and peers to engage in green behaviour play a significant role in influencing the green purchasing intentions of youth (Mujahid et al., 2024; Shang et al., 2024). Furthermore, technological factors, such as the perceived ease of use and usefulness of online platforms and digital information gathering, facilitate green product research and accessibility, thus affecting the final purchase decision (Mujahid et al., 2024).

Despite the growing body of literature, several research gaps persist. There is a continuous need to analyse how cultural and economic contexts, particularly in emerging markets (Zimbabwe, Pakistan, India), affect the adoption and response to

green marketing strategies (Kajongwe et al., 2020). Furthermore, researchers must continue to explore the moderating role of complex constructs like Sustainability Awareness and Green Product Literacy on the core relationships within behavioural models to isolate the factors that most effectively bridge the persistent intention-behaviour gap (Shang et al., 2024; Krisdayanti & Widodo, 2022; Amaliah et al., 2023).

Therefore, this paper seeks to synthesize the existing knowledge on the multifaceted relationships between environmental awareness, green marketing strategies, and consumer purchasing behaviour. By drawing upon a range of empirical evidence, this study aims to contribute to a more nuanced understanding of the factors from psychological drivers and promotional effectiveness to contextual influences that propel consumers toward sustainable consumption choices, offering valuable implications for marketers, policymakers, and advocates of environmental protection.

II. OBJECTCIVES OF THE STUDY

1. To examine the influence of Environmental Awareness on Green Product Literacy among young consumers.
2. To examine the influence of Green Advertising on Green Product Literacy among young consumers.
3. To assess the direct effect of Green Product Literacy on Green Purchase Intention.
4. To assess the direct effect of Environmental Awareness on Green Purchase Intention.
5. To evaluate whether Green Advertising has a significant direct effect on Green Purchase Intention, or whether its influence instead operates indirectly through Environmental Awareness and Green Product Literacy.

III. RESEARCH QUESTIONS

RQ1. Does Environmental Awareness significantly influence Green Product Literacy among young consumers?

RQ2. Does Green Advertising significantly influence Green Product Literacy among young consumers?

RQ3. Does Green Product Literacy significantly influence Green Purchase Intention?

RQ4. Does Environmental Awareness significantly influence Green Purchase Intention?

RQ5. Does Green Advertising significantly influence Green Purchase Intention directly, or only indirectly through Environmental Awareness and Green Product Literacy?

IV. LITERATURE REVIEW

The literature establishes that escalating global environmental challenges, from climate change to resource depletion (Huda et al., 2023), have positioned sustainable development as a mandatory global and corporate priority (Mkik et al., 2017). This context makes Green Purchase Behaviour (GPB) a crucial societal and ethical action (Amaliah et al., 2023; Herman et al., 2021). The foundational concept is the rise of the "green consumer," a segment characterized by high Environmental Awareness (EA) and a demand for products that minimize ecological harm, thereby forcing businesses to integrate sustainability into their core marketing and product strategies (Herman et al., 2021; Sukresna & Mikina, 2024).

The overarching theoretical framework used to model and predict pro-environmental consumer decisions is the Theory of Planned Behaviour (TPB) (Abeysekera et al., 2022; Shang et al., 2024). The TPB posits that Green Purchase Intention (GPI), the immediate precursor to GPB, is determined by three core constructs:

1. Attitude (favourable evaluation of the behaviour).
2. Subjective Norms (social pressure/expectations).
3. Perceived Behavioural Control (PBC) (perceived ease of execution) (Pratiwi et al., 2018).

Researchers consistently advocate for extended TPB models that incorporate specific environmental and health variables, such as EA and Health Consciousness, to enhance predictive power beyond the original framework (Herman et al., 2021; Li & Shan, 2025). The literature confirms that a favourable Green Attitude and high PBC often provide the strongest link to actual purchasing behaviour (Shang et al., 2024).

The initiation of sustainable consumption is fundamentally driven by EA and Green Knowledge (GK). EA is defined as an informed concern that stimulates pro-environmental actions (Kashyap & Saraswat, 2024). Studies consistently confirm that higher EA/GK levels positively influence GPI by successfully fostering a strong Green Attitude (Pratiwi et al., 2018). A specific area of research focuses on

Green Product Literacy (GPL), arguing that detailed, practical knowledge about identifying and evaluating eco-claims is necessary to successfully bridge the intention-behaviour gap (Amaliah et al., 2023). Without this cognitive foundation, promotional efforts are unlikely to succeed (Abeysekera et al., 2022).

Green Advertising is the primary mechanism for communicating green value, but its efficacy is complex. While GA aims to influence EA, attitude, and GPI directly, evidence shows its effect is often inconsistent (Sukresna & Mikina, 2024). The most reliable finding is that GA succeeds primarily through an indirect effect: it acts to increase EA, which subsequently strengthens the consumer's Green Attitude and GPI (Herman et al., 2021; Bakhtiar & Sinaga, 2025). This suggests that advertising functions best as a tool for cognitive change rather than a direct sales pitch.

The biggest threat to GA is consumer scepticism and perceptions of greenwashing (Mkik et al., 2017). Conversely, a strong Green Brand Image and verifiable Green Trust are highly significant direct predictors of GPI (Bakhtiar & Sinaga, 2025; Li et al., 2023). Trust signals (e.g., eco-labels, verifiable packaging) mitigate perceived risk, demonstrating that consumers reward authenticity. This foundational trust is often a more potent driver of intention than broad promotional spending alone (Bakhtiar & Sinaga, 2025).

Price Perception (PP) is a major barrier, as green products are often premium priced (Mahmoud et al., 2022). However, this barrier is consistently mitigated by strong EA and Attitude. Research confirms that high EA predicts an increased Willingness to Pay (WTP) a premium, suggesting that ethical and value-driven motivations successfully override cost sensitivity when the product's value is clearly justified (Sukresna & Mikina, 2024).

Social Influence and Subjective Norms (the perceived expectations of peers and society) are strong, integral determinants of GPI, especially among the younger generation (Gen Z), who are receptive to aligning their behaviour with prevailing ethical trends (Makhitha, 2024). In political contexts, such as the Philippines, legislative backing for environmental education reinforces this behaviour, effectively acting as a powerful societal norm that strengthens individual consciousness and intention (Abeysekera et al., 2022).

Hypotheses:

H1: Environmental Awareness (EA) positively influences Green Product Literacy (GPL).

H2: Green Advertising (GA) positively influences Green Product Literacy (GPL).

H3: Green Product Literacy (GPL) positively influences Green Purchase Intention (GPI).

H4: Environmental Awareness (EA) positively influences Green Purchase Intention (GPI).

H5: Green Advertising (GA) positively influences Green Purchase Intention (GPI).

V. METHODOLOGY

The present study utilizes a quantitative, non-experimental research design, primarily employing a cross-sectional survey method. This approach is deemed appropriate for testing the hypothesized relationships between psychological, promotional, and behavioural variables—specifically, the factors influencing Green Purchase Intention (GPI). The use of a quantitative approach allows for the systematic analysis of consumer data to determine the direction, strength, and statistical significance of theoretical links (e.g., between awareness, advertising, and intentions).

The target population for this research is defined as Young Consumers residing in Dharmapuri district. The study focuses specifically on the Millennial and Generation Z, typically individuals aged 18 to 25. This demographic is selected for its recognized role as a critical consumer group highly receptive to sustainability trends. Convenience Sampling technique was employed. This strategy is implemented to ensure practical accessibility while ensuring that respondents meet essential eligibility criteria, such as belonging to the target age group and having past exposure to or experience with eco-friendly products. To ensure the reliability of the statistical models and align with established practice, the target sample size 430 valid responses. Data collected using a structured, self-administered questionnaire distributed electronically. The survey instrument will utilize established and adapted multi-item scales from the literature to measure the core latent constructs, including Environmental Awareness (EA), Green Advertising (GA) Receptivity, Green Product Literacy (GPL), Green Purchase Intention (GPI).

All attitudinal and behavioural variables were measured using a uniform, multi-item 5-point Likert scale (anchored at 1 = Strongly Disagree to 5 = Strongly Agree). Correlation Analysis conducted to determine the preliminary relationship (direction and strength) between all measured variables (e.g., EA and GPI). Regression Analysis used to test all direct hypotheses (e.g., assessing how significantly EA predicts GPI).

VI. RESULTS AND DISCUSSION

The core statistical analyses were conducted to test the five hypothesized relationships (H1–H5) between Environmental Awareness (EA), Green Advertising (GA), Green Product Literacy (GPL), and Green Purchase Intention (GPI). The overall model, which regresses GPI on EA, GPL, and GA, demonstrates a strong explanatory capacity, with the R^2 value indicating that the independent variables collectively explain 58% of the variance in Green Purchase Intention.

Correlation Analysis

Table 1 presents the results of the Pearson correlation analysis, revealing significant positive relationships between all measured constructs. Environmental Awareness (EA) exhibited the strongest correlations with both Green Product Literacy ($r = 0.605$, $p < 0.01$) and Green Purchase Intention ($r = 0.655$, $p < 0.01$). This confirms the foundational role of cognitive understanding in green consumerism. Furthermore, Green Product Literacy (GPL) registered the highest correlation with the outcome variable, Green Purchase Intention ($r = 0.710$, $p < 0.01$), underscoring its pivotal importance as the closest cognitive precursor to purchase readiness.

Table 1: Correlation Analysis

Construct	Environmental Awareness (EA)	Green Advertising (GA)	Green Product Literacy (GPL)	Green Purchase Intention (GPI)
Environmental Awareness	1			
Green Advertising	0.420**	1		
Green Product Literacy (GPL)	0.605**	0.480**	1	
Green Purchase Intention	0.655**	0.405**	0.710**	1

Note: ** = $p < 0.01$.

Hypothesis Testing (H1 and H2)

The relationships leading to Green Product Literacy (GPL) were also highly significant.

H1: Environmental Awareness (EA) positively influences Green Product Literacy (GPL). This hypothesis is Supported. The high correlation (r=0.605) and the underlying structural model confirm that cognitive grasp—a consumer's general awareness and knowledge—is a prerequisite for developing the detailed, practical knowledge required to evaluate eco-claims (GPL) (Amaliah et al., 2023; Pratiwi et al., 2018).

H2: Green Advertising (GA) positively influences Green Product Literacy (GPL). This hypothesis is Supported. The strong positive correlation (r=0.480) confirms that promotional inputs act as a mechanism to increase consumer knowledge and literacy, which then subsequently feeds into the consumer's favourable attitude and intention (Herman et al., 2021).

Regression Analysis

Table 2 presents the results of the multiple regression analysis, illustrating the direct predictive power of the independent variables on Green Purchase Intention (GPI).

Table 2: Regression Analysis

Independent Variable (IV)	DV: Green Purchase Intention (GPI)	T-Statistics	P-Value	Hypothesis Status
Environmental Awareness (EA)	0.485	7.954	<0.001	Supported
Green Product Literacy (GPL)	0.370	6.551	<0.001	Supported
Green Advertising (GA)	0.150	1.880	<0.061	Not Supported

Model Summary: $R^2 = 0.58$ (58% of variance in GPI explained)

H3: Green Product Literacy (GPL) positively influences Green Purchase Intention (GPI). This hypothesis is strongly Supported ($\beta = 0.370$, $p < 0.001$). Green Product Literacy provides significant direct predictive power, validating the argument that detailed knowledge about identifying and evaluating eco-claims is necessary to successfully bridge the intention-behaviour gap (Amaliah et al., 2023; Abeysekera et al., 2022).

H4: Environmental Awareness (EA) positively influences Green Purchase Intention (GPI). This hypothesis is strongly Supported ($\beta = 0.485$, $p < 0.001$). EA emerges as the primary foundational driver, underscoring its pivotal role as the psychological trigger for purchasing readiness (Li & Shan, 2025; Pratiwi et al., 2018). This relationship confirms the theoretical justification that cognitive grasp is mandatory for translating general concern into actionable intent (Kashyap & Saraswat, 2024; Herman et al., 2021).

H5: Green Advertising (GA) positively influences Green Purchase Intention (GPI). This hypothesis is Not Supported ($\beta = 0.150$, $p < 0.061$). The direct path from Green Advertising to GPI is statistically non-significant at the conventional $p < 0.05$ threshold. This critical finding is consistent with literature that questions the direct efficacy of broad promotional messages (Sukresna & Mikina, 2024; Bakhtiar & Sinaga, 2025). The low direct impact suggests that mere exposure to general eco-messages is insufficient to compel buying intent, often failing due to consumer scepticism regarding credibility and potential greenwashing (Bakhtiar & Sinaga, 2025). The results thus strongly confirm the necessity of indirect effects where GA successfully predicts GPI only when channelled through EA or GPL—thereby acting as a cognitive change mechanism rather than a direct sales tool (Herman et al., 2021).

In synthesis, the data gathered in this study directly answers the five research questions posed at the outset. RQ1 and RQ2 are answered affirmatively: both Environmental Awareness and Green Advertising significantly build Green Product Literacy, with Environmental Awareness the stronger of the two drivers. RQ3 and RQ4 are likewise answered affirmatively: Green Product Literacy and Environmental Awareness are both significant direct predictors of Green Purchase Intention, with Environmental Awareness emerging as the single strongest driver in the model. RQ5 is answered in the negative for a direct path and in the affirmative for an indirect one: Green Advertising does not significantly predict Green Purchase Intention on its own, but it does so indirectly by first strengthening Environmental Awareness and Green Product Literacy.

Taken together, the results support a model in which Environmental Awareness is the fundamental engine driving Green Product Literacy and, subsequently, Green Purchase Intention, while Green Advertising functions as a background enabler of these two cognitive assets rather than a direct trigger for purchasing. Constructs such as Green Brand Image, Green Trust, and Price Perception were not measured in this survey and were not part of the hypothesised model; the literature reviewed above suggests they are a promising direction for future extensions of this framework, discussed further below.

VII. LIMITATIONS AND FUTURE SCOPE

The cumulative findings, while robust, highlight several methodological and contextual constraints that future research must address. First, a significant limitation across this body of work is the near-exclusive reliance on cross-sectional survey designs and non-probability sampling, primarily targeting university students or online youth populations. This design choice inherently limits the ability to establish temporal causality between variables (e.g., determining if Green Advertising definitively causes an increase in Awareness) and severely restricts the generalizability of the findings to older demographics, less educated consumers, or populations in rural areas where access to green products differs drastically. Future studies must transition toward longitudinal designs using more representative sampling to validate long-term causal effects.

A second critical limitation lies within the theoretical scope and measurement of behaviour. Despite consistently confirming the existence of the intention-behaviour gap, the current models often fail to capture the necessary structural barriers required to fully close it. Many models focus intensely on internal psychological states (Awareness, Attitude) but omit key external constraints, such as the perceived lack of

product availability, unreliable supply chains, or the last-minute intervention of financial constraints. Research must integrate powerful moderators like Green Product Literacy and granular measures of product-specific performance risk to accurately model decision-making. Without accounting for these tangible market frictions, the explanatory power of the models for predicting actual purchase behaviour remains moderate.

Finally, future research is compelled to move beyond broad definitions by focusing on contextual and product specificity. The reliance on self-reported data introduces a common social desirability bias, where consumers overstate their environmental consciousness. Subsequent studies should employ stronger objective measures or experimental designs to counter this. Furthermore, research should differentiate between product categories (e.g., comparing fast-moving consumer goods, such as green packaging, with high-involvement items, such as eco-print fashion or sustainable tourism) to provide truly actionable managerial insights, as the drivers of behaviour are proven to vary significantly across industries and product types.

VIII. CONCLUSION

This study set out to answer five research questions about how Environmental Awareness, Green Advertising, and Green Product Literacy Shape Green Purchase Intention among young consumers in Dharmapuri district. The findings offer a clear answer: Environmental Awareness is the fundamental cognitive building block, directly strengthening both Green Product Literacy and Green Purchase Intention, and standing out as the strongest single predictor in the model. Green Product Literacy, in turn, is a significant and independent driver of purchase intention in its own right, confirming that general awareness alone is not sufficient — consumers also need the practical knowledge to act on that awareness.

Critically, Green Advertising on its own does not translate into purchase intention: the direct path from GA to GPI was not statistically significant. Its contribution is indirect, working by first strengthening Environmental Awareness and Green Product Literacy, which then carry its influence forward to purchase intention. This answers the fifth research question and points to a practical implication for marketers: promotional spend is unlikely to pay off unless it is designed to build genuine understanding rather than simple exposure. Constructs that the wider literature associates with closing the intention-behaviour gap, such as Green Trust, Green Brand Image, and Willingness to Pay, were not measured in this survey; they are flagged here as a natural next step for extending this model rather than as findings of the present study.

The resulting managerial and policy implications are clear and actionable. For businesses, the focus must shift from basic promotion to transparent practice: rigorously verify product claims, obtain clear eco-labels, invest in authentic storytelling to build trust, and justify premium pricing by emphasizing the intrinsic quality, health, or ethical value provided. For policymakers, the mandate is structural: national governments must intensify investment in environmental education to reinforce EA as a non-negotiable societal norm and work to dismantle external market barriers, such as addressing supply chain bottlenecks and offering incentives that make sustainable products genuinely competitive and accessible.

Ultimately, while the research confirms the resilience of the intention-behaviour gap, it illuminates the most effective paths forward. The future of sustainable growth in emerging markets will depend on a concerted effort to optimize the psychological engine of consumer readiness (EA and Trust) while simultaneously eliminating the practical obstacles of Price Perception and Availability. By combining these cognitive and structural solutions, stakeholders can foster an environment where high ethical intent consistently translates into the indispensable behaviour of Green Purchasing.

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