Exploring the Impact of Green Advertising on Consumers Purchase Intention: A Study on Eco-Conscious Youth in Bangladesh

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Abstract: - This study explores how green advertising influences the purchase intentions of environmentally conscious Bangladeshi youth, applying the Theory of Planned Behavior. It assesses how advertising appeal, credibility, attitude toward green products, and perceived consumer effectiveness shape behavioral intentions. Using a structured online survey, data were collected from 652 respondents aged 18–35 via simple random sampling. Structural Equation Modeling (SEM) revealed that advertising appeal and credibility significantly shape attitudes, which strongly influence purchase intentions. Perceived consumer effectiveness also positively impacts purchase intention but does not moderate the attitude-intention link. Emotionally resonant and credible ads proved most effective. Marketers should focus on value-aligned, trustworthy messaging, while policymakers can combat greenwashing through stricter advertising regulations. The study contributes uniquely by examining green advertising in a developing context, specifically among Bangladeshi youth. Limitations include an urban, educated sample and reliance on self-reported data, excluding factors like price sensitivity and peer influence.

1 Introduction

In recent years, rising environmental concerns, awareness of climate change, and pressure for sustainable consumerism have driven the adoption of green marketing methods worldwide. Among them, green advertising, where businesses emphasize the environmental benefits of their products or activities, has become increasingly important as a tactic to influence customer behavior, particularly among younger, more environmentally conscious groups. By expressing a company's dedication to sustainability, green advertising seeks not just to market goods but also to build a good brand image [16]. Understanding how green advertising influences young people's buying intentions is essential, especially in

ecologically sensitive nations like Bangladesh. Ranked among the nations most impacted by environmental damage and climate-related calamities, Bangladesh is witnessing a growing shift in consumer awareness, particularly among its young people, who are becoming increasingly educated, socially conscious, and environmentally active [70].

Green advertising is considered one of the most important tools utilized by companies to conduct marketing activities, and its persuasive effect is regarded as especially important for green brand owners to enhance credibility [67]. The benefits of green products are rapidly communicated to consumers through green advertisement, which is considered one of the most significant resources. Prior studies indicate that the inclusion of product attributes in green advertising has high potential to influence consumers' purchase intentions [36]. Consumers are informed about the environmentally friendly features of products, including energy-saving technologies and certifications, through green advertising [62]. The global emphasis on environmental conservation has resulted in the emergence of green advertising as a mechanism to promote eco-friendly behavior [38]. Studies indicate that green advertising substantially influences customer views and purchasing intentions, particularly among young individuals in emerging economies [16]. This tendency is seen in Bangladesh, where urban millennials are actively participating in green discourses via digital and social media platforms. Nonetheless, obstacles such as greenwashing and consumer distrust persist [3]. Consumers currently need openness, authenticity, and quantifiable effect in environmental assertions. The trustworthiness of eco-friendly commercials, along with emotional and factual appeal, significantly influences teenage reactions to environmental messaging [1]. Meanwhile, companies can also ensure effective communication of the environmental benefits of their green products. Particularly, green advertising has received rapid increasing attention from consumers, regulators, and other stakeholders across various industries [30]. Despite the growing necessity and significance of green advertising due to the increasing popularity of green products and environmental

initiatives, studies focusing on the attributes of green advertising remain relatively scarce [29] .For green marketing campaigns, this makes them an important target audience. Although earlier worldwide research have shown that environmentally conscientious customers are more likely to be swayed by environmental marketing [16], its application in the Bangladeshi setting is still underdeveloped. Green signals are understood and acted upon in great part by cultural characteristics, socioeconomic level, environmental literacy, and media exposure. According to Iqbal et al. [24], when environmental awareness is high and perceived behavioral control is strong, people are more receptive to green marketing. Still, there is a significant knowledge gap about the extent of this influence, especially how green advertising affects consumer attitudes, perceived norms, and purchase intentions among young people who already identify as environmentally sensitive. This study so aims to find how green advertising appeals influence the purchase intentions of eco-conscious youth in Bangladesh. The Theory of Planned Behavior (TPB) provides the theoretical framework for this study, as it holds that attitude toward the behavior, subjective norms, and perceived behavioral control shape behavioral intention [16]. When seen as credible and value-aligned, green advertising has the potential to impact all three dimensions, enhancing customers' confidence in their ability to make sustainable decisions, aligning with peer and societal expectations, and thereby creating favorable attitudes toward green products. According to Tamim and Akter [60], environmental identity and peer influence are quite important in determining green consumption behavior among young people in Bangladesh.

In this context, the research also addresses a practical void: many Bangladeshi companies either lack strong green marketing strategies or fail to properly convey them, even as global brands customize their sustainability messages to appeal to younger customers. This study aims to provide information that will guide marketers and legislators in creating authentic, transparent, and culturally relevant green ads that effectively increase purchase intentions. The study also aims to provide moral guidelines

to prevent greenwashing and foster genuine customer trust.

Therefore, this study fills a crucial need at the intersection of sustainability, marketing, and young consumer behavior by focusing on eco-conscious young people in Bangladesh. It contributes to the broader body of knowledge on sustainable living and offers a regionally specific analysis of the effectiveness of green advertising. The results could help close the awareness-action gap by enabling companies to align their marketing plans with environmental concerns and customer values.

2 Literature Review

Green advertising has garnered worldwide recognition as customers increasingly recognize the importance of environmental concerns. It promotes products by highlighting their environmentally sustainable attributes, with the goal of influencing purchasing decisions. Studies indicate that this form of advertising can cultivate favorable perceptions, particularly among younger customers who are highly concerned with sustainability. A substantial body of study has examined several aspects of green advertising, including message framing, believability, emotional appeal, and consumer skepticism. Nonetheless, a deficiency persists in context-specific research, particularly in developing nations such as Bangladesh, where environmental consciousness is increasing but remains relatively uncommon. This literature study aims to analyze the theoretical frameworks and empirical evidence on green advertising and consumer behavior, with a specific focus on the attitudes and reactions of environmentally concerned youth in Bangladesh.

Green advertising, also known as eco-friendly advertising, is a strategy that promotes products or services by emphasizing their environmental benefits, aiming to influence consumers' eco-conscious behaviors [63]. It typically employs three types of appeals: emotional, informational, and moral [69]. Emotional appeals evoke feelings such as pride or guilt through powerful imagery [39], while informational appeals provide factual details, including certifications or environmental features [3]. Moral appeals, on the other hand, emphasize ethical responsibility and sustainability [14]. Companies like The Body Shop, Tesla, and Unilever employ such strategies to enhance their brand image and attract environmentally conscious customers [4]. Prior research supports the effectiveness of green advertising; for example, Hartmann and Apaolaza-Ibáñez [21] found that emotional green ads positively affect attitudes and purchase intentions, while Venciute et al. [64] showed that informational ads enhance consumer confidence and willingness to buy. The credibility of these messages is also crucial, as vague or misleading claims can lead to skepticism, a risk known as greenwashing [34]. Therefore, green advertising, when effectively designed, serves as a powerful tool to engage eco-conscious consumers, particularly among young people in developing nations like Bangladesh. Eco-consciousness is a significant aspect that enhances the impact of green advertising on consumers' perceptions of the brand. Eco-consciousness or environmental concern refers to an individual's awareness of environmental issues and their willingness to engage in behaviors that minimize harm to the environment [48]. Among young people, particularly in the 18–30 age group, there is a growing awareness of environmental challenges such as climate change, pollution, and resource depletion [8]. Young people are increasingly exposed to environmental issues through education, social media, and global environmental movements, which shape their values and motivate them to support sustainable practices [32]. The emotional profundity and authenticity in green advertising substantially affect customer perception, particularly among younger demographics [5]. Environmental messages that elicit emotional reactions, such as remorse or pride, effectively motivate eco-conscious activities in young individuals.

Digital platforms are essential for conveying environmental messaging, allowing firms to interact directly with eco-conscious consumers [67]. Social media platforms effectively enhance environmental awareness and increase peer impact on eco-friendly shopping behaviors among young individuals [26]. Nonetheless, green advertising frequently encounters consumer suspicion, termed greenwashing, which can diminish the efficacy of eco-friendly initiatives. Green trust, established via honest and open communication, is essential for diminishing customer skepticism and augmenting purchasing intention [28]. The attitude-behavior gap, wherein customers articulate environmental concerns yet fail to convert that concern into tangible purchases, highlights the necessity for green advertising tactics that tackle practical obstacles to eco-friendly buying [34].

This environmental awareness significantly influences their response to green advertising and eco-friendly products [58]. Environmentally concerned youth tend to evaluate advertisements not just for aesthetic or emotional appeal, but also for the authenticity and credibility of the environmental claims presented [3]. Several studies have demonstrated that higher environmental concern is positively correlated with more favorable attitudes toward green marketing and stronger intentions to purchase environmentally responsible products [32]. When young consumers believe a company's green claims are sincere and aligned with their values, they are more likely to support the brand and its products. In Bangladesh, environmental concern among youth has gained momentum in recent years due to a rising awareness of local environmental issues, including air and water pollution, deforestation, and the impacts of climate change. According to a study by Sobuj et al. [58], university students in Bangladesh exhibit a moderate to high level of environmental awareness [26], which influences their consumption habits, including a preference for sustainable products and

brands. Non-governmental organizations, youth-led climate movements, and educational programs have played a key role in shaping this eco-conscious mindset. Therefore, eco-consciousness among young people is a crucial factor that not only influences their perception of green advertising but also directly impacts their purchasing decisions. For marketers targeting eco-aware segments, especially in developing countries like Bangladesh, it is essential to craft sincere and informative environmental messages that resonate with the values and concerns of the younger generation. A growing body of literature across South Asia has explored the relationship between green advertising and youth purchase intentions, highlighting regional variations in consumer awareness and environmental behavior [61]. In India, several studies have shown that green advertising has a significant influence on the purchase decisions of environmentally conscious youth. For example, Saxena and Khandelwal [55] found that Indian youth respond positively to green marketing messages when they are perceived as credible and aligned with environmental values. Similarly, Muralidharan et al. [43] revealed that environmental concern, green perceived value, and attitude toward green products significantly affect green purchase intentions among Indian millennials. In Pakistan, Ahmed and Najmi [1] conducted a study that showed green trust and environmental knowledge have a positive impact on young consumers' attitudes toward eco-friendly products, which in turn influence their purchase intentions. Their research emphasized the importance of authentic and emotional advertising in fostering green consumer behavior among young people.

In the Bangladeshi context, research on this topic is still in its early stages, but some recent studies have begun to explore the intersection of green advertising and youth behavior. Siddique et al. [57] found that university students in Bangladesh exhibit increasing awareness of environmental issues and are receptive to green advertisements, especially

when the messages emphasize social responsibility and moral appeal. Another study by Sobuj et al. [58] suggested that while awareness of green products is growing among Bangladeshi youth, the actual purchase rate is moderate due to barriers such as price, product availability, and skepticism toward corporate green claims-a reflection of the attitude-behavior gap. These studies collectively indicate that across South Asia, and increasingly in Bangladesh, youth are developing a greater affinity for environmentally responsible brands and are influenced by green advertising, particularly when the messaging is emotionally appealing, credible, and aligned with their values. However, the effectiveness of such advertising also depends on contextual factors, such as trust, accessibility, and socio-economic influences, which vary by country.

Although several studies across South Asia have examined green advertising and consumer behavior, significant gaps remain-especially concerning eco-conscious youth in Bangladesh. Most existing research focuses on general consumers, overlooking the distinct attitudes and behaviors of younger, environmentally aware individuals [1]. In Bangladesh, studies such as those by Siddique et al. [57] and Taufique and Islam [61] address green product awareness but lack a detailed analysis of how different advertising appeals—emotional, informational, or moral—impact youth purchase intention. Moreover, few studies have explored the role of psychological factors, such as green trust or perceived consumer effectiveness, in this process. The attitude-behavior gap, where concern for the environment does not always lead to green purchases, is also underexplored [66]. Therefore, this study is timely and important, as it specifically investigates how green advertising influences the purchase intentions of eco-conscious youth in Bangladesh, a demographic crucial for driving future sustainable consumption.

3 Hypothesis Development and Conceptual Framework

3.1 Attitude towards Green Products (ATGP)

Attitude, within the realm of consumer behavior, refers to an individual's positive or negative evaluation of a product or action [2]. In the context of green products, which are intended to reduce environmental impact, attitude encompasses thoughts, emotions, and behavioral inclinations related to ecologically responsible consumption.

A green consumer attitude is more likely to lead to a high behavioral intention to purchase a green product. Many studies support this relationship. A consumer's environmental beliefs have a significant impact on their green product purchasing intention [42]. In the same way, Chan [10] reported that Hong Kong consumers with a strong green ecological attitude were more likely to engage in green purchasing. The connection is explained through the Theory of Planned Behavior (TPB), which proposes that an individual's attitude toward an activity has a direct effect on their intention [2]. When customers see green products is favorable for the environment, the likelihood of purchasing increases. In addition, the value-belief-norm (VBN) model emphasizes that changes in individual ambient values can challenge attitudes and, consequently, affect behavioral intentions [59]. In recent years, the growing awareness of eco-consciousness and sustainability has further strengthened the connection between ATGP and purchasing intention. A study conducted by Yadav and Pathak [70] among Indian customers confirmed that a positive attitude towards green products strongly forecasts purchase intention. Similarly, Joshi and Rahman [25] identified, through their extensive analysis, that favorable sentiments toward eco-friendly items are significant determinants of green purchase intentions across diverse marketplaces.

Although there is a robust correlation between ATGP and PI, the intensity of this link may fluctuate based on moderating factors,

including environmental concern, perceived consumer efficacy, and demographic characteristics [6]. However, based on a previous study, the attitude toward green products might influence purchase intention. So, the hypotheses might be,

H1: *Attitude towards Green Products (ATGP) has a positive and significant effect on Purchase Intention (PI).*

3.2 Green Advertising Appeal

Green Advertising Appeal (GA) refers to marketing communications that emphasize the environmental benefits of products or services, aiming to influence consumer attitudes and behaviors. The appeal frequently incorporates emotional, intellectual, or ethical arguments that emphasize environmental accountability [21]. Previous research suggests that such appeals can significantly influence customer perceptions of eco-friendly items by resonating with their values and enhancing the product's perceived legitimacy and attractiveness [34]. Attitude towards Green items (ATGP) denotes consumers' comprehensive assessments or inclinations to react positively to items promoted as ecologically sustainable. An affirmative disposition towards eco-friendly items is a significant determinant of environmentally conscious purchasing behavior [12]. Empirical data indicates that successful green advertising may elicit positive cognitive and emotional reactions in customers, hence enhancing their views toward green products. D'Souza and Taghian [15] found that environmental statements in advertising significantly enhanced consumer confidence and product evaluations when they were deemed credible and pertinent. Additionally, appeals that emphasize ecological benefits typically increase customer engagement and brand loyalty, thereby cultivating more favorable attitudes toward the product [51]. As green advertising creates a positive impression on the consumer mind the hypothesis that might develop given below,

H2: *Green Advertising Appeal (GA) has a positive and significant effect on Attitude towards Green Products (ATGP)*

3.3 Green Advertising Credibility

Green marketing has emerged as one of the most essential strategies for businesses seeking to meet the growing demand of environmentally conscious consumers for eco-friendly products. Consumer response can be influenced by many factors, and One of the most important of these determinants is called Green Advertising Credibility (GAC). GAC is the degree to which consumer perceives green advertising messages as credible, genuine, and without exaggeration aka without "greenwashing". The source credibility of these ads has a significant impact on ATGP or the consumers

A positive disposition towards green products is defined by a consumer's favorable assessment, emotional reaction, and intention to endorse environmentally friendly items. The Elaboration Likelihood Model [49] posits that trustworthiness serves as a fundamental cue in persuasive communication, particularly when consumers are both motivated and capable of processing information. Credible green commercials are more likely to impact opinions effectively. Empirical study substantiates that credible advertising enhances customer confidence in both the message and the company, especially within the realm of environmental marketing. Chen and Chang [13] discovered that customers are predisposed to have favorable sentiments about eco-friendly items when they have confidence in the environmental assertions made in commercials. The research highlighted that green trust is established through perceptions of green brand credibility and the integrity of green advertising. Rahman et al. [52] also emphasized that credible green claims diminish customer mistrust and improve positive reactions to green marketing initiatives. A pertinent topic is green skepticism, which denotes the mistrust consumers may harbor regarding environmental assertions. Elevated skepticism frequently diminishes the efficacy of green advertising [41]. When green commercials are regarded as trustworthy, they effectively mitigate skepticism and cultivate confidence,

hence enhancing attitudes toward the product. Furthermore, in cultures and places where consumer knowledge of environmental concerns is rising particularly among environmentally concerned young in emerging nations like Bangladesh advertising credibility becomes increasingly vital. Young customers frequently want openness and authenticity, and their endorsement of eco-friendly products is profoundly influenced by the credibility and reliability of environmental marketing assertions.

Collectively, these theoretical and empirical findings point to a clear relationship between the impression of green advertising's legitimacy and the development of favorable consumer opinions of green products. Consequently, one might say that the theory follows:

H3: *Green Advertising Credibility (GAC) has a positive and significant effect on Attitudes toward Green Products (ATGP).*

3.4 Perceived Consumer Effectiveness

Perceived Consumer Effectiveness (PCE) refers to an individual's conviction in their ability to influence change through their consumption decisions, particularly about environmental sustainability [31]. When customers perceive that their activities may have a beneficial impact on the environment, they are more likely to adopt behaviors that reflect their values, such as purchasing eco-friendly products. This conviction enables customers to align their purchasing intentions with their environmental concerns, thereby enhancing the likelihood of choosing eco-friendly items. Numerous research has identified a robust correlation between PCE and environmentally conscious purchasing behavior. Ellen et al. [17] revealed that customers exhibiting elevated levels of PCE were more predisposed to select ecologically sustainable items, as they perceived their activities as beneficial in mitigating environmental issues. Vermeir and Verbeke [66] similarly found that perceived consumer effectiveness significantly influences both attitudes toward sustainable products and the desire to purchase them. Within the realm of green marketing, PCE functions as a catalyst that converts environmental concern into tangible action. It reconciles the disparity between attitude and conduct by bolstering customers' belief in their capacity to aid in environmental conservation. Consequently, customers exhibiting elevated levels of PCE are more inclined to convert their pro-environmental sentiments into concrete purchasing intentions. This link is frequently analyzed through the Theory of Planned Behavior [2], wherein perceived consumer efficacy (PCE) serves as a facet of perceived behavioral control, influencing both intention and actual behavior. Consequently, when consumers believe their environmentally conscious actions, such as purchasing sustainable items, are impactful, they develop heightened intents to acquire these things. Therefore, based on both theoretical foundations and empirical evidence, the hypothesis is:

H4: Perceived Consumer Effectiveness (PCE) has a positive and significant effect on Purchase Intention (PI).

3.5 Perceived Consumer Effectiveness and Attitude towards green product

Perceived Consumer Effectiveness (PCE) refers to a consumer's conviction in their ability to influence environmental outcomes through their purchasing decisions positively [27]. Conversely, Attitude towards Green items (ATGP) denotes a consumer's positive or negative assessment of eco-friendly items [35]. Although each element alone influences green Purchase Intention (PI), an increasing volume of contemporary evidence indicates that their interplay may provide a multiplier effect, hence augmenting the probability of pro-environmental purchasing behavior. The Theory of Planned Behavior [2] posits that individual attitudes and perceived behavioral control influence behavioral intentions. PCE can be regarded as an extension of perceived behavioral control. When consumers possess a favorable disposition towards eco-friendly items and perceive their activities as impactful in promoting environmental sustainability (high PCE), their desire to acquire green products is markedly enhanced. Recent empirical research has begun investigating this interacting dynamic. Nguyen et al. [44]

discovered that Vietnamese customers exhibiting high PCE demonstrated enhanced intent to purchase green products when they possessed a positive attitude towards eco-friendly items. This indicates that PCE may serve as a moderator, amplifying the effect of ATGP on PI. Nguyen-Thi-Phuong et al. [45] examined sustainable consumption habits and found that perceived consumer effectiveness (PCE) and favorable sentiments collectively enhance commitment to green purchasing. Consumers with both high PCE and favorable green attitudes had a much greater propensity for consistent green purchasing behaviors compared to individuals with only one of these characteristics. Joshi and Rahman [25] contend that the interaction effects of psychological constructs, such as PCE and ATGP, are essential for elucidating the intricacies of green purchasing patterns in emerging markets. It was discovered that a consumer's favorable attitude may not lead to intention until they see personal efficacy, hence underscoring the significance of the interaction effect. Yu et al. [71] discovered that perceived consumer effectiveness (PCE) moderates the correlation between attitude and green purchasing intention, exhibiting a more robust association at elevated levels of PCE. Marketers and politicians should incorporate this interaction into their campaign methods which will help customers believe and their ability to make a difference and increase awareness of environmentally friendly goods [22]. In summary, Perceived Consumer Effectiveness (PCE) and Attitude towards Green Products (ATGP) together affect Purchase Intention (PI). A consumer who loves eco-friendly products and believes in their capacity to instigate change is considerably more inclined to fulfill their purpose to purchase green items. This substantiates the development of the subsequent hypothesis:

H5: *Perceived Consumer Effectiveness (PCE) moderates the relationship between Attitude towards Green Products (ATGP) and Purchase Intentions.*

3.6 Conceptual Framework Development

This paper develops a thorough framework of advertising on purchase intention among environmentally concerned young in Bangladesh by combining the main ideas from several theoretical frameworks. The amalgamation of categories like Perceived Consumer Effectiveness (PCE), Attitude towards Green Products (ATGP), Green Advertising Appeal (GA), and Green Advertising Credibility (GAC) need a basis rooted in consumer psychology, communication theory, and environmental marketing. Perceived Consumer Effectiveness is a crucial psychological characteristic that reflects consumers' belief in the beneficial impact of their activities on environmental consequences. People who have a high Perceived Consumer Effectiveness are more likely to make ecologically conscious purchases because they believe their decisions will have a positive impact [17].

The Attitude Towards Green Products acts as a mediator between external cues (advertising) and behavioral intention. Ajzen's [2] Theory of Planned Behavior posits that positive attitudes are significant predictors of intention, particularly in value-oriented purchases like eco-products. The characteristics of Green Advertising Appeal can profoundly affect customers' perceptions and participation. Chan [11] discovered that employing believable, relevant, and ecologically oriented appeals increases the probability of message retention and favorable customer reactions.

Ultimately, the credibility of green advertising is paramount. In the absence of faith in the source of the message, even the most meticulously designed environmental advertisements may prove ineffective. The credibility and reliability of environmental message have a significant impact on consumers' propensity to make a purchase, according to Nyilasy et al. [46].

A conceptual framework was constructed to illustrate the proposed relationships among the study variables, based on existing theories such as the Theory of Planned Behavior and prior green advertising research. Figure 1 presents this integrative model.
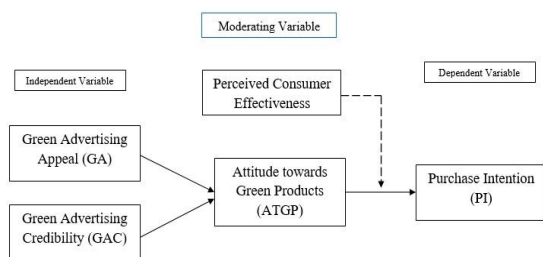
Fig. 1 Conceptual Framework

In the context of Bangladeshi young, who are more cognizant of global environmental issues yet remain sensitive to pricing, this paradigm must account for the equilibrium between incentive and affordability. The suggested paradigm must evaluate both the direct effects of green advertising and the interplay of belief, attitude, and credibility in influencing real purchase intentions within a developing country setting.

4 Methodology

This study employed a quantitative research technique to evaluate the influence of green advertising on the purchasing intentions of environmentally concerned adolescents in Bangladesh. A substantial sample was selected to guarantee the generalizability of the results, and the research employed an online questionnaire survey as the principal data gathering instrument. The quantitative method was chosen to guarantee impartiality and to quantify factors that may reflect a wider population [65]. The study's theoretical approach utilized recognized models, including the Theory of Planned Behavior (TPB) for purchase intention [2] and Environmental Advertising Theory, to evaluate the impact of green advertising on consumer behavior [33].

The reliability and construct validity were first assessed in pilot research with 50 participants. The questionnaire was enhanced for clarity and usefulness, incorporating cultural modifications under expert supervision. The instrument was translated into Bangla using back translation [7]. The concluding questionnaire had two segments: Section A concentrated on demographic data, whereas Section B examined factors affecting purchase

intention in relation to exposure to green advertising. A 5-point Likert scale [37] was employed to assess reactions to items concerning attitudes, environmental issues, and consumer behavior. The research adhered to the hypothesis formulation approach, employing secondary data from peer-reviewed journals, industry reports, and policy documents [53]. The objective was to examine the impact of green advertising on the purchasing intentions of the youth population in Bangladesh, emphasizing eco-consciousness and sustainable consumerism [9].

A non-experimental cross-sectional survey approach was utilized to examine the potential correlations among green advertising, environmental attitudes, and purchase intentions. The study used the Theory of Planned Behavior (TPB) to assess purchase intention [2] and incorporated consumer behavior theories pertinent to environmental awareness and sustainable consumerism [56]. The integration of models facilitated the identification of how green advertising acts as a persuasive influence on environmentally concerned youth in Bangladesh.

4.1 Survey and Sampling Techniques

To guarantee the sample's representativeness, the research used simple random sampling. Targeting young Bangladeshis between the ages of 18 and 35 who are active consumers of internet advertising, the poll lasted from April 20, 2025, to May 27, 2025 To maximize participation and guarantee a broad reach, the survey was sent via Google Forms and posted on Facebook, Instagram, WhatsApp, and Email. For the online survey, this approach improved response rates and accessibility.

There were 680 participants in the sample, and 652 valid replies were gathered, therefore producing a response rate of 95.88%. Mostly from metropolitan regions, the sample consisted of environmentally concerned young people who had seen and understood green advertising. Random sampling lessened the possibility of selection bias, therefore improving the external validity of the data [53]. Guidelines for survey-based research [40] led one to believe a sample size of three hundred respondents is suitable.

4.2 Data Screening and Analysis Methods

Data screening included treating outliers, missing data, and possible common technique bias. Procedure bias was sought using Harman's single-factor test, which guarantees that no one factor explains most of the variation [50]. Missing data were handled by imputation methods; box graphs helped to find outliers and treat them so that statistical analysis was correct. Structural Equation Modeling (SEM) with the program SEMopy 2.3.11 and inferential statistical methods (t-test, Chi-square test, and ANOVA) utilizing SPSS 26.0. PLS-SEM was employed to analyze the structural links across latent components, while inferential tests were conducted to determine group-level differences based on demographic characteristics (gender, age group, education level) and to confirm the robustness of the findings.

PLS was used for the study to test several hypotheses concerning direct and indirect correlations between green advertising and purchase intention. First to investigate trends and patterns was exploratory data analysis (EDA), then confirmatory analysis using SEM tested the suggested model. Data preparation and analysis made use of Python tools (NumPy, Pandas); data visualization made use of Matplotlib and Seaborn.

4.3 Reliability and Validity

The survey was tested with fifty participants to guarantee the validity of the instrument by means of content and construct validity. The questionnaire was changed to enhance clarity and accuracy after pilot comments. With a sample size of 652 respondents judged sufficient to satisfy the statistical power needs for route modeling, the results were guaranteed to be strong and consistent [68].

4.4 Ethical Considerations

Since the survey respondents were anonymous and no sensitive information was gathered, ethical approval was not needed for this study. Every responder gave informed permission, and they were reassured their involvement was optional and their answers would remain private. The writers have promised to follow moral guidelines all through the research, therefore guaranteeing respect of all participants' rights and privacy. This approach offers insightful analysis of the link between green advertising and purchase intention among environmentally concerned young people in Bangladesh, therefore giving marketers and legislators supporting sustainable consumption a complete framework for study.

5 Analysis and Interpretation

The data reveals a young, urban-educated population with significant concern for environmental issues. The majority of respondents are highly active on social media, suggesting they are well-versed in digital technologies and may be influenced by online discourse related to global and local issues. The age distribution shows a youth-dominated sample, with the majority falling within the 18-24 years age group. Educational attainment is high, with 48.8% of respondents having attained undergraduate qualifications and 36.0% being graduates. Monthly income distribution shows 38.8% of respondents as dependent or having no income, suggesting a significant proportion may still be financially supported by others due to their young age or continued education. The distribution of income further reflects the youth-centric nature of the sample, with many individuals in the lower-income categories, potentially due to being students or in early career stages. These income levels also suggest a potential lack of disposable income, which could influence environmental or social media behaviors. The living area distribution indicates a clear urban bias, with 62.0% of respondents residing in urban areas, followed by 22.8% in semi-urban areas and 15.2% in rural areas. The urban skew is likely a reflection of the higher population density and better access to technology, education, and employment opportunities in urban areas.

The environmental concern data shows that the majority of respondents are moderately concerned about the environment, with 40.8%

expressing high concern. A smaller proportion, 16.4%, has low concern, suggesting that

environmental issues are an important focus for most of the population. Social media usage patterns indicate a strong presence of social media in the daily lives of the respondents, particularly among the younger demographic, which is consistent with the global trend of increasing digital engagement. This data provides important insights into the socio-economic and digital engagement profiles of a specific group, shedding light on their environmental concerns and media consumption behaviors.

To better understand the background and context of the participants, demographic information was collected and summarized. These characteristics help explain the respondents' perspectives and behaviors toward green advertising and environmental concerns. Table 1 presents the demographic breakdown of the sample.

Table 1. Demographic Information of the respondents

	Category	Frequency (n)	Percentage
Gender	Male	338	51.8
	Female	314	48.2
Age Group	Below 18 Years	23	3.5
	18–24 Years	360	55.2
	25–34 Years	232	35.6
	35 Years and Above	37	5.7
Education Level	Secondary School (SSC/HSC)	99	15.2
	Undergraduate (Bachelor's)	318	48.8
	Graduate (Master's or above)	235	36.0
Monthly Income (BDT)	No income (Dependent)	253	38.8
	Below 10,000	159	24.4
	10,000–30,000	162	24.8
	Above 30,000	78	12.0
Living Area	Urban	405	62.0
	Semi-Urban	149	22.8
	Rural	98	15.2
Environmental Concern	High Concern	266	40.8
	Moderate Concern	279	42.8
	Low Concern	107	16.4
Social Media Usage	Less than 2 hour/day	73	11.2
	2–4 hours/day	250	38.4
	More than 4 hours/day	329	50.4

Source: Authors Work

The measuring approach of the study demonstrates robust reliability and convergent validity for all constructs. Owing to the preliminary absence of a theoretical foundation for the assumptions, the measurement model was evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM) [20]. Factor loadings, average variance extracted (AVE), composite reliability, and Cronbach's alpha were utilized in conjunction with the criteria of Hair et al. [19] to assess validity. The factor loadings for Green Advertising Appeal (GA) and Green Advertising Credibility (GAC) above the acceptable level demonstrating exceptional convergent validity and internal consistency. The factor loadings, composite reliability, and Cronbach's alpha values surpass the 0.70 barrier [20], while the AVE values satisfy the 0.50 criterion [18]. The Attitude Toward Green Products (ATGP) has strong dependability, with factor loadings between 0.922 and 0.941 Perceived Consumer Effectiveness (PCE) has substantial factor loadings, hence affirming its robust construct reliability and validity. Purchase Intention (PI) is accurately quantified, with loadings ranging from 0.922 to 0.926. All constructs exhibit strong internal consistency and convergent validity, hence affirming the robustness of the measurement approach

Before testing the structural model, the reliability and validity of the measurement model must be established. This study used Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate internal consistency and convergent validity of the

constructs. The key results are presented in Table 2.

Table 2. Analysis of internal consistency reliability and convergent validity

Construct	Indicators	Convergent Validity		Internal Consistency Reliability	
		Factor lading	AVE	Composite Reliability	Cronbach's alpha
ATGP	ATGP1	0.925	0. 766	0.929	0.899
	ATGP2	0.922			
	ATGP3	0.936			
	ATGP4	0.941			
GA	GA1	0.916	0. 797	0.940	0.919
	GA2	0.921			
	GA3	0.925			
	GA4	0.916			
GAC	GAC1	0.920	0.686	0.896	0.913
	GAC2	0.902			
	GAC3	0.916			
	GAC4	0.901			
PCE	PCE1	0.959	0.800	0.941	0.921
	PCE2	0.976			
	PCE3	0.974			
	PCE4	0.918			
PI	PI1	0.926	0.803	0.942	0.919
	PI2	0.924			
	PI3	0.922			
	PI4	0.926			

Source: Author's Work

The figure 2 depicts a structural equation model (SEM) that delineates the interrelations among various latent variables: GA (Green Advertising Appeal), GAC (Green Advertising Credibility), ATGP (Attitude Toward Green Product), PCE (Perceived Consumer effectiveness), and PI (Purchase intention). Each latent variable is assessed using several observable indicators, shown in yellow boxes with elevated factor loadings (all above 0.90), signifying robust dependability of the measurement items. The model indicates that GA exerts a robust positive influence on ATGP (0.723), whereas GAC has a lesser although still beneficial impact on ATGP (0.218). ATGP is a significant predictor of PI, with a path coefficient of 0.880, indicating that favorable attitudes toward green product substantially increase project engagement. In contrast, the relationship from PCE to PI is negative and exceedingly weak (-0.007), suggesting a minimal or negligible influence of perceived collaborative efficacy on project engagement in this model.

The model indicates that attitudes toward group projects serve as a primary mediator between goal alignment (both individual and community-oriented) and project engagement,

although perceived collaborative efficacy does not significantly influence involvement directly.
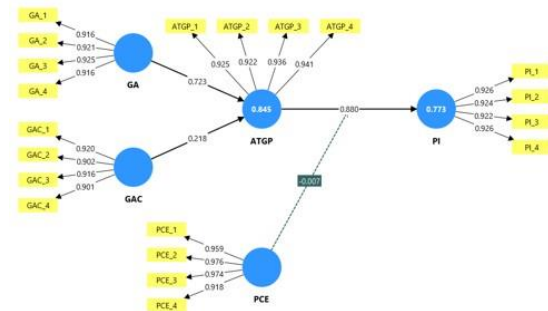
Source: SmartPLS4.0   Fig. 2 Measurement Model

The discriminant validity of the components was evaluated using the Heterotrait-Monotrait ratio (HTMT) matrix, as presented in Table 3. The HTMT values for all construct pairings ATGP, GA, GAC, PCE, PI, and the interaction term PCE x ATGP vary from 0.022 to 0.080, well below the widely recognized threshold of 0.90. This demonstrates robust discriminant validity among the components, indicating that each construct is separate and assesses a unique notion inside the model. Consequently, multicollinearity or redundancy among constructs is improbable, thereby affirming the reliability of the measurement model.

In addition to internal consistency and convergent validity, discriminant validity was assessed to ensure each construct is conceptually distinct from the others. This was done using the Heterotrait-Monotrait (HTMT) ratio of correlations, as shown in Table 3.

Table 3. Discriminant Validity Hetertrait-monotrait ratio (HTMT) – Matrix

	ATGP	GA	GAC	PCE	PI	PCE x ATGP
ATGP						
GA	0.043					
GAC	0.033	0.023				
PCE	0.036	0.022	0.041			
PI	0.080	0.041	0.055	0.029		
PCE x ATGP	0.029	0.023	0.048	0.043	0.040	

Source: Author's Work

	ATGP	GA	GAC	PCE	PI
ATGP	0.875				
GA	0.539	0.893			
GAC	0.462	0.627	0.828		
PCE	0.228	0.511	0.553	0.894	
PI	0.508	0.516	0.617	0.631	0.896

Source: Author's Work

The correlation matrix illustrates the degree and direction of correlations among the five examined variables: ATGP (Attitude towards Green Products), GA (Green Advertising appeal), GAC (Green Advertising Credibility), PCE (Perceived Consumer Effectiveness), and PI (Purchase Intention). All variables have positive relationships with one other, signifying interconnection in the realm of green consumer behavior. The strongest association is shown between GA and ATGP ($r = 0.875$), indicating that successful green advertising substantially impacts customer attitudes towards green products. Likewise, GA has robust positive correlations with GAC ($r = 0.627$) and PI ($r = 0.516$), underscoring its pivotal influence on both credibility perceptions and purchase intentions. GAC exhibits a positive correlation with PI ($r = 0.617$), indicating that credible green advertising enhances customer purchase intentions. PCE has moderate relationships with GA ($r = 0.511$), GAC ($r = 0.553$), and PI ($r = 0.631$), highlighting the significance of consumers' conviction in their capacity to effect change. The robust inter-correlations, particularly the elevated diagonal values (all above 0.828), validate the internal consistency and legitimacy of the constructs, underscoring their significance in examining the impact of green marketing on consumer behavior.

To supplement the HTMT analysis, discriminant validity was also assessed using the Fornell-Larcker criterion. Table 4 displays the correlation matrix and AVE values used to determine whether constructs are empirically distinct

Table 4. Validity of discriminant using the Fornell-Larcker criterion

The examination of disparities in gender and educational attainment across diverse consumer habits yielded notable results. An independent samples t-test revealed a significant difference in purchase intention (PI) between males and females, with males exhibiting a higher PI (Mean = 3.87, SD = 0.64) than females (Mean = 3.72, SD = 0.61). The t-value was 2.872 and the p-value was 0.004, indicating statistical significance at the 0.05 level. The one-way ANOVA revealed a significant variation in attitudes toward green goods (ATGP) across different education levels. The average ATGP scores for persons with secondary education (3.68, SD = 0.59), undergraduate education (3.89, SD = 0.61), and graduate education (3.94, SD = 0.57) exhibited substantial variation, with an F-value of 9.521 and a p-value of 0.000. This indicates that educational attainment affects perceptions of eco-friendly items. A chi-square test assessing the relationship between gender and environmental concern indicated no significant link. The analysis of environmental worry levels (high, moderate, and low) by gender revealed no statistically significant difference, evidenced by a chi-square statistic of 1.213 and a p-value of 0.545, suggesting that gender does not substantially influence environmental concern levels. The findings indicate that gender affects buying intention, with males demonstrating a greater propensity to buy green items. The amount of education significantly influences attitudes toward green products, with greater education correlating with more favorable perceptions. Nevertheless, gender appears to have a little effect on environmental concern, indicating that alternative factors may play a more essential role in influencing individuals' environmental beliefs. These data can guide targeted marketing efforts and educational initiatives designed to promote sustainable habits among various demographic groups.

Table 5. Group Comparison Analysis

5.1 Independent Samples t-test

Gender Differences in Purchase Intention (PI)

Group	N	Mean (PI)	Std. Deviation	t-value	p-value	Interpretation
Male	338	3.87	0.64	2.872	0.004	Significant difference (p < 0.05)
Female	314	3.72	0.61			Males reported higher PI than females

Source: Author's Work

5.2 One-Way ANOVA

Education Level Differences in Attitude Toward Green Products (ATGP)

Education Level		N	Mean ATGP	Std. Deviation		
Secondary (SSC/HSC)		99	3.68	0.59		
Undergraduate (Bachelor)		318	3.89	0.61		
Graduate (Master+)		235	3.94	0.57		
Source	Sum of Squares	df	Mean Square	F	p-value	Interpretation
Between Groups	6.432	2	3.216	9.521	0.000	Significant difference among groups
Within Groups	218.902	649	0.337			

Source: Author's Work

5.3 Chi-Square Test

Association Between Gender and Level of Environmental Concern

Environmental Concern	Male (n=338)	Female (n=314)	Total	
High Concern	134 (39.6%)	132 (42.0%)	266	
Moderate Concern	151 (44.7%)	128 (40.8%)	279	
Low Concern	53 (15.7%)	54 (17.2%)	107	
Total	338	314	652	
Statistic	Value	df	p-value	Interpretation
Chi-square	1.213	2	0.545	No significant association (p > 0.05)

Source: Author's Work

This study indicates that a consumer's disposition towards eco-friendly items favorably affects their desire to purchase. The attraction and believability of green advertising favorably affect attitudes towards green products, whereas favorable attitudes and customer self-efficacy enhance purchase intention. The research indicates that businesses have to concentrate cultivating favorable perceptions by highlighting environmental principles, eco-certifications, and sustainable advantages. Perceived credibility, knowledge, and honesty in advertising favorably affect customer attitudes. Marketing initiatives that empower customers, such as "Your choice matters!" or "Save the planet, one product at a time," can stimulate environmentally conscious purchasing behavior. The relationship between attitude and perceived consumer effectiveness (PCE) does not significantly influence purchase intention, indicating distinct routes rather than a synergistic impact. Future study ought to investigate non-linear moderation, segmented samples, or incorporate mediating factors such as perceived value or environmental concern. Furthermore, demographic factors such age, education, and income may influence the intensity of these associations, indicating the need for customized solutions for various customer categories. Cultural values and societal conventions significantly influence opinions of eco-friendly products. Organizations have to invest in clear narratives that highlight genuine environmental effects and sincere brand promises. Employing social evidence, such as endorsements from environmentally aware customers, may further strengthen favorable perceptions. Moreover, product innovation that emphasizes both utility and sustainability can enhance perceived value. Emotional appeals linking sustainability to personal well-being may enhance customer participation. Longitudinal research might investigate whether these views result in sustained purchase behavior over time. Collaborations with environmental NGOs may enhance credibility and broaden customer trust. Utilizing digital media campaigns to disseminate quantifiable environmental accomplishments may enhance brand reputation. Ultimately, including gamification or incentives for environmentally sustainable purchasing may further augment customer drive.

After establishing the reliability and validity of the measurement model, the structural model was tested to examine the hypothesized relationships between the constructs. The results of the hypothesis testing are summarized in Table 6.

Table 6. Hypothesis Testing Result

Hypothesis	Path	β (Original Sample)	Sample Mean (M)	Std. Deviation (STD)	T-value	p-value	Result
H1	ATGP → PI	0.880	0.875	0.100	8.80	0.000	Supported
H2	GA → ATGP	0.723	0.718	0.090	8.03	0.000	Supported
H3	GAC → ATGP	0.218	0.220	0.066	3.30	0.001	Supported
H4	PCE → PI	0.199	0.195	0.051	3.90	0.000	Supported
H5	PCE × ATGP → PI (Moderator)	-0.007	-0.005	0.024	0.29	0.773	Not Supported

Source: Author's Work

The figure illustrates a structural equation model assessing the interactions among latent constructs: ATGP (Attitude towards Green

Products), GA (Green Advertising appeal), GAC (Green Advertising Credibility), PCE (Perceived Consumer Effectiveness), and PI (Purchase Intention). Each concept is assessed using four indicators. GA and GAC both affect ATGP, which then influences PI. PCE moderately influences PI. The p-values for the routes (p = 0.773) demonstrate that the links between constructs (PCE → PI) are not statistically significant (as p > 0.05), indicating weak or unsupported moderate effects within the model. The AVE values demonstrate strong internal consistency: ATGP has an AVE of 0.845, while PI has an AVE of 0.773, both beyond the suggested threshold of 0.50. This indicates that a significant percentage of variation in the indicators is accounted for by their corresponding constructs, hence affirming convergent validity. In conclusion, while the model exhibits strong internal validity (as evidenced by AVE), the postulated linkages from PCE to PI lack statistical significance, indicating that these dimensions may not adequately predict purchase intention within this framework.

A structural model was constructed to further evaluate the relationships between constructs, as outlined in the hypothesis testing results. Figure 3 presents this model, highlighting the path coefficients and indicator loadings for each latent variable.
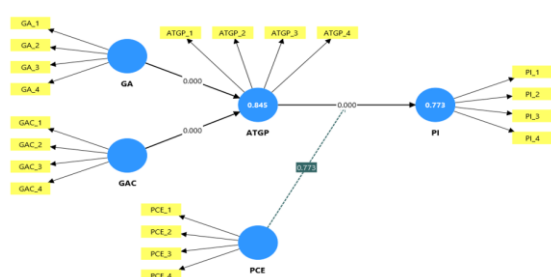
Source: SmartPLS4.0   Fig. 3 Structural Model

5.4 Hypothesis Interpretation

The hypothesis (H1) suggests a positive relationship between ATGP and PI, with a path coefficient of 0.880, a T-value of 8.80, and a p-value of 0.000, indicating a strong positive effect of ATGP on PI. The hypothesis (H2) examines the relationship between GA (independent variable) and ATGP (mediating variable). The path coefficient is 0.723, indicating a moderate to strong positive effect of GA on ATGP. The T-value is 8.03, and the p-value is 0.000, confirming the hypothesis's support. The hypothesis (H3) tests the relationship between GAC and ATGP. The path coefficient is 0.218, indicating a positive relationship, but smaller than previous hypotheses. The T-value is 3.30, indicating statistical significance, and the p-value is 0.001, validating the path's significance, indicating a weaker effect of GAC on ATGP. The hypothesis (H4) suggests that PCE, an independent variable, has a positive and statistically significant effect on PI, as evidenced by a path coefficient of 0.199, a high T-value of 3.90, and a p-value of 0.000. The hypothesis (H5) claimed that PCE moderates the relationship between ATGP and PI but the results from the Structural Equation Modeling (SEM) indicated that PCE exerted no significant moderating effect on the relationship between ATGP and PI (path coefficient = -0.007, p-value = 0.773), thereby rendering the hypothesis unsupported by the data. The hypothesis H5 posited that Perceived Consumer Effectiveness (PCE) moderates the association between Attitude Toward Green Products (ATGP) and Purchase Intention (PI), was not substantiated in this study. This outcome indicates that although consumers with elevated PCE may see themselves as more adept at making sustainable choices, their conviction in effecting change does not substantially influence their purchase intentions for green advertising. This discovery suggests that further study ought to investigate other internal or external variables, such as social influence or price sensitivity, which may more effectively elucidate the correlation between attitudes and purchase intentions among eco-conscious customers. However, yet the combined effects of GA and GAC significantly influence ATGP, and ATGP positively affects PI, there is no substantial moderating effect of PCE on PI and ATGP.

6 Implications

The research underscores the significance of green advertising in shaping consumer behavior, especially among environmentally aware young in Bangladesh. Green advertising appeal (GA) significantly enhances customers' attitudes towards green products (ATGP), which subsequently exerts a major influence on their purchase intention (PI). Marketers want to concentrate on formulating eco-friendly advertising methods that proficiently convey the environmental advantages of their products [54], employing emotional, factual, and ethical appeals to connect with environmentally aware adolescents [5]. Green advertising credibility (GAC) is essential in influencing customers' perceptions of eco-friendly products. Businesses must emphasize openness and authenticity in their environmental assertions to mitigate skepticism and cultivate trust with their target audience [23]. Perceived Consumer Effectiveness (PCE) denotes consumers' conviction in their capacity to effectuate a beneficial environmental influence via their purchasing choices. PCE favorably affects purchasing intentions, although its moderating impact on the connection between ATGP and PI is negligible. Marketing tactics focused on youth are essential for firms to acknowledge the increasing environmental consciousness among young individuals, particularly in metropolitan and semi-urban regions [47]. Companies must to utilize digital channels to engage this demographic and customize their sustainability messages to resonate with the social and environmental principles of young consumers. Mitigating the attitude-behavior gap, providing economical green alternatives, enhancing the accessibility of eco-friendly items, and emphasizing social responsibility and ethical appeals may bolster the credibility of green assertions and cultivate more consumer loyalty. However, Policymakers may leverage these results to advance green marketing and sustainable consumerism by providing incentives for firms that emphasize sustainability and make authentic claims in their advertising. Enforcing stringent restrictions against greenwashing [52] and mandating openness in product labeling will bolster consumer confidence in green advertising and promote more environmentally responsible purchasing practices. However, this research actually examines the influence of the legitimacy and appeal of green advertising on customer attitudes and purchasing intentions for eco-friendly items. It recognizes that powerful messaging and open communication tactics may improve environmentally conscious purchasing behavior. The research emphasizes the significance of customer self-efficacy in influencing purchase intention. It advocates for pragmatic marketing strategies such as social evidence and emotionally impactful messages to promote sustainable consumption. Future study objectives encompass non-linear moderation and mediating factors such as perceived value or environmental concern.

7 Conclusion

The study intended to evaluate the influence of green advertising on the purchasing intentions of environmentally aware adolescents in Bangladesh. The results indicate that attitudes toward green goods (ATGP) exert a substantial positive influence on purchase intention (PI), evidenced by a path coefficient of 0.880, signifying that positive attitudes markedly enhance the probability of acquiring eco-friendly items. Green advertising appeals (GA) significantly impact ATGP, highlighting the necessity of developing emotionally resonant and believable green commercials. Although green advertising credibility (GAC) strongly influences ATGP, its effect is less pronounced than that of GA. Perceived consumer effectiveness (PCE) is positively correlated with buy intention; nevertheless, its impact is negligible, indicating that consumers' conviction in their capacity to effect environmental change does not significantly affect their purchasing behavior in this context. The study reveals that green advertising significantly influences favorable consumer attitudes; however, the moderating effect of PCE on the connection between advertising attractiveness and attitude was not statistically significant. This indicates that the primary factors influencing purchase intention among

environmentally aware adolescents in Bangladesh are credible, emotionally impactful, and value-consistent green advertising appeals.

This research enhances comprehension of the impact of green marketing on consumer behavior in developing countries such as Bangladesh, particularly among younger, environmentally aware demographics. Marketers must emphasize authenticity and emotional involvement in their green advertising strategies to effectively shape perceptions and stimulate purchase intentions.

It has also some drawbacks, including the failure to investigate additional moderating factors such as price sensitivity or external impacts like peer pressure. Future study may investigate these elements, concentrating on customer skepticism and examining the comprehensive relationship between environmental concern and actual purchase behavior. However, this study offers significant insights for firms aiming at environmentally aware youth in Bangladesh. By prioritizing authenticity and emotional resonance in green advertising, marketers may cultivate more robust and genuine relationships with customers, thereby promoting the advancement of sustainable consumption.

8 Limitations and Future Directions

This study provides significant insights into the impact of green advertising on the purchasing intentions of environmentally concerned adolescents in Bangladesh. Nonetheless, numerous limitations need attention. The research primarily concentrated on a cohort of young, urban participants, potentially failing to represent the wider demographic variety of Bangladesh, encompassing rural and less-educated communities. Thus, the results may not be wholly applicable to the total young population. The dependence on self-reported data presents possible biases, including social desirability and memory recall, which may undermine the accuracy of the replies [26]. The study's concentration on the 18–35 age demographic restricts its relevance to other age

cohorts, which may demonstrate divergent views and practices about green eating. The research also failed to consider external aspects such as price sensitivity, peer influence, or cultural variances, which are essential for comprehending the larger dynamics of green purchasing behavior. The research utilized a 5-point Likert scale to evaluate participants' views and behaviors toward green advertising. Although this scale is frequently employed in behavioral research, subsequent studies can enhance the questionnaire by including more sophisticated metrics of environmental concern, green trust, or perceived behavioral control. This would yield a more thorough evaluation of factors affecting purchasing intentions. Future study should investigate the effects of external factors, like price sensitivity, peer pressure, and cultural influences, on the link between green advertising and purchase intentions. Additionally, expanding the sample to include a diverse demography of persons from different regions, educational backgrounds, and income levels would provide a more comprehensive understanding of green purchasing behavior across various socio-economic contexts. Future studies may provide significant insights into the evolution of environmental attitudes and actions over time, particularly in reaction to changes in cultural standards and the growing emphasis on sustainability. Ultimately, examining the effect of digital platforms and social media influencers on customer perceptions of green products may elucidate the changing dynamics of environmental marketing, particularly among the youth in the digital era.

9 Acknowledgment

10 Conflict of Interest

The authors have no conflict of interest to disclose in relation to the publication of this study. Nevertheless, this research has been conducted and reported in the most ethically sound manner possible, ensuring objectivity and impartiality in data collection, analysis, and data interpretation.

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