Solon Magrizos* and Nikolaos Tsiakos

Exploring the Influence of Psychological and Emotional Elements on Green Purchase Intentions

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Abstract: This study investigates the influence of psychological and emotional elements on green purchase intentions. With the growing environmental concern in recent years, understanding these elements is essential for the development of effective green marketing campaigns. The research explores the relationship between key constructs such as green consumer values, psychological reactance, sense of belonging in a community, subjective well-being and scepticism towards advertising. By integrating and drawing on several theories such as Psychological Reactance Theory and Belongingness Theory, this study proposes a comprehensive conceptual framework. Results from a survey of 200 consumers demonstrate the complex relationships between these psychological and emotional variables and consumers' intentions to purchase green products, emphasising the mediating effect of subjective well-being and the moderated mediating effect of scepticism towards advertising. These findings provide theoretical contributions to environmental psychology and green marketing and offer valuable insights and practical implications for marketers who aim to design effective green marketing strategies.

Keywords: green; environmental; marketing; purchase; psychology

1 Introduction

In recent years, there has been a shift in consumer behaviour driven by the consumer's growing awareness of environmental issues and their desire to reduce their ecological footprint. This urgent need to address environmental sustainability has resulted in calls to better understand the factors that drive green consumer behaviour. In response, the marketing industry has developed strategies aimed at promoting environmentally friendly products, yet the underlying psychological and emotional elements driving green purchase intentions remain underexplored.

***Corresponding author: Solon Magrizos**, Faculty of Economics and Business Administration, Vilnius University, Vilnius, Lithuania, E-mail: solon.magrizos@evaf.vu.lt. https://orcid.org/0009-0001-5847-5581
Nikolaos Tsiakos, University of Glasgow, Glasgow, Scotland, UK

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There is a need to explore and gain a better understanding of the complex psychological and emotional elements and how their interconnectedness influences green purchase intentions, for marketers to develop more effective and efficient marketing strategies. Marketing professionals may design targeted campaigns that have a deeper emotional connection with consumers, promoting greater engagement and dedication to sustainable practices. For example, highlighting the advantages of green products for community and well-being can appeal to customers' sense of belonging and improve their general level of life satisfaction, which will increase their likelihood of buying eco-friendly products (Chan 2004; Peattie 2001). Additionally, addressing consumer scepticism towards advertising through honest and credible advertising helps reduce unfavourable opinions and foster confidence, increasing the effectiveness of green marketing initiatives (Leonidou and Skarmeas 2017; Ottman et al. 2006).

This study's primary aim is to *explore the influence that various psychological and emotional elements and their interconnectedness have on consumer's intentions to purchase green products*. It specifically aims to comprehend the ways in which subjective well-being, psychological reactance, green consumer values, sense of community belonging in a community, and scepticism towards advertising interact with each other to ultimately influence green purchase intentions, additionally investigating further the potential mediating and moderating effects of the associations between these elements.

This study's theoretical contributions are rooted in understanding how psychological and emotional elements such as subjective well-being, scepticism towards advertising, psychological reactance, sense of belonging in a community, green consumer values and their interactions affect green purchase intentions. The conceptual framework developed for this study is grounded on several well-established theories. The theory of Planned Behaviour (Ajzen 1991) posits that attitudes, subjective norms, and perceived behavioural control influence behavioural intentions. This study extends this theory by incorporating emotional and psychological elements including subjective well-being and green consumer values. Furthermore, the Psychological Reactance Theory (Brehm 1966), is utilised to understand the potential impact of resistance to perceived persuasion on green purchase intentions. Additionally, The Belongingness Theory (Baumeister and Leary 2017), emphasises the inherent human need for social relationships, which this study suggests may have an impact on people's subjective well-being and, in turn, their decision to make green purchases. Finally, an analysis of how scepticism towards advertising might affect the effectiveness of green marketing initiatives and the effect of various psychological and emotional elements on green purchase intentions is conducted using the Persuasion Knowledge Model (Friestad and Wright 1994). Having a better understanding of the psychological and

emotional elements that drive green purchase intentions may offer significant practical implications for marketers and policymakers.

While prior research has examined values, norms, and attitudes as drivers of green consumption, considerably less attention has been paid to how emotional and psychological states operate together to shape green purchase intentions. In particular, existing studies tend to examine constructs such as well-being, belonging, or scepticism toward advertising in isolation. This study responds to this gap by adopting an integrative perspective, examining how social belonging and subjective well-being jointly influence green purchase intentions, and how these effects are contingent on consumers' scepticism toward advertising. Rather than claiming that emotional factors are entirely absent from the literature, our contribution lies in explaining when and why these factors matter, and why their effects may weaken under conditions of heightened persuasion resistance.

2 Literature Review

2.1 Green Purchase Intentions

Green purchase intentions refer to the willingness or likelihood of consumers to purchase products and services that are eco-friendly or have a decreased negative impact on the environment. This concept comprises the consumer's attitude, perceived behavioural control, and subjective norms related to buying environmentally friendly products (Joshi and Rahman 2015). Green; intentions are a crucial component of green consumer behaviour and play a major role in green marketing as they reflect consumer demand for environmentally friendly products and drive firms to implement environmentally friendly practices. Understanding these intentions facilitates the development of marketing strategies that satisfy customer demands while also contributing to environmental sustainability (Riva et al. 2022). Firms may improve their brand image, gain a competitive edge, and support the global sustainability agenda by encouraging consumers to make green purchases (Chen and Chang 2012).

In general, green consumer behaviour is significantly influenced by green marketing campaigns, which shape attitudes, perceptions, and purchase intentions. Several studies have looked at the different ways that green marketing tactics influence consumer behaviour, showing the advantages and difficulties of promoting environmental sustainability in the marketplace (Shabbir et al. 2020). Consumer perceptions and attitudes towards eco-friendly products and companies can be highly affected by green marketing communications. Effective green marketing messaging may increase customer awareness of environmental concerns and foster

positive attitudes towards green products increasing green purchase intentions (Anton 2024; Peattie 2001). For instance, research conducted by (Chan 2004), discovered that customers' views towards eco-friendly products were positively impacted by green advertising messages that emphasised the benefits towards the environment, which in turn enhanced their green purchase intentions.

Even though green marketing and green purchase intentions have been the subject of much research, there are still important gaps in the literature that need to be filled. A notable gap in the existing literature is the little examination of the psychological and emotional elements that underpin consumers' decision-making process when it comes to green marketing. Responses to green marketing campaigns are significantly shaped by individual differences and the green consumer values and attitudes of consumers impact how they view green products and how likely they are to adopt sustainable behaviours (Schwartz 2006).

2.2 Green Consumer Values

Green consumer values are defined as the moral and ethical principles that lead consumers to make environmentally friendly purchase decisions. These values are driven by a combination of principles, which include environmental concern, environmental awareness, and a moral commitment to support sustainable practices and decrease the consumer's ecological footprint (Haws et al. 2014).

Understanding the ways in which psychological elements, such as green consumer values, personal identity, or social norms influence consumers' opinions on environmentally friendly products can yield important information about their purchase intentions (Rizomyliotis et al. 2024). According to the theory of planned behaviour, individuals' values and attitudes have a significant impact on behavioural intentions and actions (Ajzen 1991).

The Theory of Planned Behaviour posits that an individual's intention to perform a certain behaviour is the primary indicator of whether they will perform that behaviour. There are three factors impacting this intention, subjective norms, which include perceived social pressures or expectations from others, perceived behavioural control, which is the individual's belief that they can perform the behaviour, and attitudes towards the behaviour such as personal positive or negative evaluations. These elements work together to impact a person's intentions and, in turn, their behaviours, emphasising the role that social and personal factors play in behavioural decision-making (Ajzen 1991).

Research conducted by (Straughan and Roberts 1999) discovered that people who have high environmental values are more inclined to support environmentally conscious companies with eco-friendly practices and to engage in pro-environmental

behaviours. Additionally, environmental knowledge has been demonstrated to have a major impact on attitude. A significant aspect influencing customers' views towards being more environmentally friendly is their awareness of environmental issues. Green purchase intentions can be stimulated by one's attitude towards eco-friendly products. Taking all of that into consideration, we therefore hypothesize:

H1: Consumers' green purchase intentions will be positively associated with green consumer values.

2.3 Psychological Reactance

Furthermore, the emotional and affective aspects of consumer behaviour have received less attention than the cognitive aspects, such as perceived product advantages and environmental awareness, which have been the subject of various studies. Research indicates that emotions significantly influence consumer preferences and behaviour, including choices connected with sustainable consumption (Parguel et al. 2011). Consumers' tendency to select ecologically friendly products over traditional alternatives might be influenced by many emotions, such as guilt, altruism or pride and to encourage pro-environmental behaviours, green marketing campaigns frequently invoke those feelings (Pickett-Baker and Ozaki 2008).

Guilt is often described as a "potentially powerful mechanism of persuasive influence", which could potentially elicit emotions of moral obligation and encourage individuals to engage in pro-environmental behaviours (O'Keefe 2002). Subtle guilt appeals which induce guilt without the recipient realising it may have the potential to increase compliance or foster more favourable attitudes towards the message. On the contrary, if guilt appeals become too obvious, it could make individuals aware of the message's persuasive goal, resulting in appearing as a threat to the consumer's freedom of choice and therefore triggering psychological reactance (Bessarabova et al. 2015).

According to the psychological reactance theory, any effort made to influence or modify someone's present attitude or behaviour might be interpreted as a threat to that person's agency thus as a threat towards their freedom (Brehm 1966). Psychological reactance is a feeling or state which can be assessed as a combination of anger and negative cognitions (Rains 2013). Psychological reactance drives individuals to defend endangered freedoms, which has unintended consequences such as moving away from the supported viewpoint, deprecation of the source, or a decrease in persuasiveness (Quick and Stephenson 2008). Regardless of the source's intention,

reactance might occur when recipients see a communication as an overt attempt of persuasion (Bessarabova et al. 2015).

Similarly, when an appeal's guilt level rises, it becomes more obvious that the message's goal is to highlight the differences between individuals' actions and either their own or some universal norms, which makes it apparent that guilt is being exploited as a tool for persuasion. The idea that individuals should have a specific attitude towards their actions and then adhere to the advice in the message to feel less guilty violates people's freedom of attitude and causes reactance (Bessarabova et al. 2015). In the context of green marketing, consumers may react adversely and oppose the intended behaviour if they believe they are being forced or tricked into making pro-environmental decisions. This resistance can take many different forms, such as a decline in the desire to buy environmentally friendly products, a decline in trust in environmental promises, or even a backlash against the brand linked to the guilt-inducing message. Moreover, psychological reactance can result in reactance-based motives, in which people consciously select non-sustainable solutions to express their independence and defy perceived pressure. People may respond adversely to advertising that strongly indicates a desired activity (Kavvouris et al. 2020). Taking into consideration all the above mentioned, we therefore hypothesize:

H2: Consumers' green purchase intentions will be negatively associated with the consumer's degree of psychological reactance.

2.4 Sense of Belonging in a Community

According to a growing body of research, socially motivated behaviours are among the most powerful determinants of green purchase intentions (White et al. 2019). Emphasizing social norms and status cues can encourage sustainable consumption, and recognising collective needs enhances pro-environmental commitment (Cialdini et al. 2006). Research also suggests that individual's environmental beliefs and altruistic behaviours are greatly influenced by their sense of social interaction and involvement, with higher degrees of altruism and prosocial behaviour being linked to a strong sense of belonging (Yang et al. 2020). Although these studies emphasise the significance of social factors, they frequently do not explore in great detail the implications of how certain aspects of social interaction, such as a sense of belonging in a community, have a direct influence on green purchase intentions. For example, research conducted by (White et al. 2019), largely concentrates on broad societal norms without studying the specific psychological elements that support these

norms. This results in a gap in the understanding of the specific mechanisms by which a sense of belonging in a community influences consumer behaviour.

A sense of belonging is the prevalent, subjective feeling that one fits in, is cared for, and appreciated in relationships with others (Lambert et al. 2013). According to the belongingness theory, humans have an inbuilt need to develop relationships and preserve social bonds (Baumeister and Leary 2017), and belonging to a community provided our predecessors with security and resources. As a result, social relationships are deemed adaptive, and communities often favour collective behaviour (Buss 1990).

Sustainable products are generally regarded as inferior in quality and are often more expensive, therefore acquiring them frequently involves repressing consumers' desires to prioritise behaviours with ill-defined consequences that are focused on others (White et al. 2019). However, such a thing would not apply to individuals with a low sense of belonging, as they do not experience a strong feeling of connection to society and are less dependent on others (Schultz et al. 2023). Thus, it is suggested that a low sense of belonging promotes a notion that one's own life will not be influenced by others or one's own consumption decisions, leading to less positive intentions to purchase sustainable items (Schultz et al. 2023).

Although social factors such as social norms and social desirability have a well-documented influence on sustainable consumption (White et al. 2019), and humans have an inherent desire for belonging (Baumeister and Leary 2017), the relationship between the consumer's sense of belonging in their community and their green purchase intentions remains underexplored. This gap in the literature indicates a need for further exploration into the potential relationship between community belonging and green purchase intentions. Taking all of that into consideration, we therefore hypothesize:

H3: Consumers' green purchase intentions will be positively associated with the consumer's sense of belonging in a community.

2.5 Subjective Well-being

When it comes to the sense of belonging in a community and its effects on cognitive and affective aspects, a relationship which has received a lot of focus in various research has been the one between the sense of belonging in a community and psychological health, with psychological health being interpreted in terms of "subjective well-being" (Davidson and Cotter 1991). Subjective well-being is defined by (Diener 1984) as "a person's cognitive and affective evaluations of his or her life". (Diener 1984) emphasises that subjective well-being includes both cognitive assessments of one's life satisfaction and emotional experiences with positive and negative

feelings. This multidimensional construct takes into account an individual's entire assessment of their life as well as their emotional experiences, providing a full view of well-being that goes beyond happiness or life satisfaction. According to (Davidson and Cotter 1991) there is a significant positive association between the sense of belonging in a community and subjective well-being. We therefore hypothesize:

H4: Consumers' subjective well-being will be positively associated with the consumer's sense of belonging in a community.

Additionally, altruistic behaviour has also been found to have a positive correlation with consumer's well-being and physical and mental health (Yang et al. 2020). Consumers who engage in environmentalist behaviours report higher life satisfaction (Schmitt et al. 2018). Additionally, purchasing environmentally friendly products has a significant correlation with overall life satisfaction. Sustainable consumption behaviours benefit both society and the environment, while also increasing personal life happiness (Xiao and Li 2011). Nevertheless, most studies view subjective well-being as a byproduct of sustainable consumption rather than a contributing element, overlooking the potential feedback loop in which a higher level of subjective well-being might increase the probability of engaging in sustainable consumption. For example, consumers who experience higher subjective well-being may be more inclined to favour sustainability and feel more empowered to engage in environmentally friendly actions. Therefore, a more comprehensive understanding of consumer motivations may be obtained by considering subjective well-being as both an antecedent and a consequence of sustainable behaviour (Jena and Behera 2017).

Existing literature often does not explore how subjective well-being directly influences green purchase intentions, which results in a gap in the literature. Investigating the direct correlation between subjective well-being and intentions to purchase green products might offer fresh insights into the context of consumer behaviour. We therefore hypothesize:

H5: Consumers' green purchase intentions will be positively associated with the consumer's subjective well-being.

2.6 Subjective Well-being as a Mediator

Given these findings and the potential links between the sense of belonging in a community, subjective well-being and green purchase intentions, it is plausible to consider that people who have a strong feeling of belonging in their community are more likely to have greater levels of subjective well-being and this, in turn, may

impact their consumer behaviour, including their purchase intentions for green products. Therefore, subjective well-being may be considered an essential bridge that connects the psychological advantages of having a strong sense of belonging in a community to concrete environmentally friendly actions (Lambert et al. 2013; Schmitt et al. 2018; Xiao and Li 2011).

Previous research has mainly focused on the direct effects of social and psychological factors on sustainable consumption and subjective well-being as an outcome rather than a mediator, overlooking the potential pathways through which a sense of belonging in a community might increase green purchase intention and underestimating the complexity of consumer motivations and the psychological processes that drive green purchase intentions (White et al. 2019; Yang et al. 2020). Taking all that into consideration, we therefore hypothesize:

H6: The relationship between consumers' green purchase intentions and consumer's sense of belonging in a community is mediated by the consumer's subjective well-being.

2.7 Scepticism Towards Advertising as a Moderator

Additional important factors that strongly influence green purchase intentions are the credibility and transparency of green marketing campaigns. Consumers are becoming more dubious of companies' green claims, and they are more inclined to support companies that exhibit a sincere dedication to environmental sustainability. Consumers' trust and willingness to pay a premium for green products are favourably influenced by their perception of the authenticity of green advertising. Through green competence trust, consumers' green purchase and sharing intentions can be positively influenced by the attractiveness and perceived authenticity of green marketing messages and lower mistrust (Wang and Li 2022). However, it is challenging to convince consumers of the benefits of going green and dispelling their suspicions about such claims. (Ottman et al. 2006) highlight the significance of clear and transparent communication in green advertising, in order to reduce consumer scepticism and foster consumer confidence in green companies and claims. Failing to provide credible information or deliberately manipulating the consumers by purposeful misrepresentation of an organization's environmental initiatives and their effects, also known as "greenwashing", can have a negative effect on the consumers purchasing intentions and brand trust and reputation.

Green advertising frequently uses jargon, unclear messaging, and confusing data. They frequently overstate the advantages or provide inaccurate information regarding the environmental attributes of the items, which can result in an increase

in consumers' scepticism of greenwashing towards such advertisements (Baum 2012). Green advertising scepticism, which is described as individuals' cynicism towards overstated or deceptive green advertising, is claimed to have widespread prevalence, particularly among environmentally conscious customers with high environmental values (Matthes and Wonneberger 2014). Scepticism towards advertising can be explained by the persuasion knowledge model. According to this model, consumers who have seen more advertisements become more skilled at spotting persuasive attempts and use their persuasion knowledge to assess these messages critically (Friestad and Wright 1994). As a result, consumers frequently become more sceptical since they are becoming aware of the underlying motives and tactics employed by marketers (Obermiller and Spangenberg 1998).

While advertising scepticism has gained significant academic interest, previous research mostly focused on its origins, rather than its outcomes. Matthes and Wonneberger (2014) and Shrum et al. (1995), for example, investigated and discovered the effect of green consumerism on scepticism towards advertising. Research has begun to explore the impact of green advertising on purchase intention and brand image, with the observation that this link is significantly moderated by consumer's scepticism towards advertising (Wei et al. 2017). These results imply that the benefits of green advertising on purchase intentions might be significantly weakened by high levels of scepticism, indicating that scepticism towards advertising can play a critical moderating role within a variety of links in the context of consumer behaviour, as it interacts with various consumer attitudes and behaviours (Obermiller and Spangenberg 1998).

Taking into consideration the effect of consumer scepticism towards advertising on consumer brand trust, reputation and purchase intentions, it is plausible to suggest that advertising scepticism can function as a moderator in the association between subjective well-being and pro-environmental behaviours. High levels of subjective well-being are typically associated with values of trust and authenticity, while advertisements that consumers believe to be misleading may cause cognitive dissonance, which can lower trust and as a result, lower purchase intentions (Leonidou and Skarmeas 2017). Thus, the otherwise beneficial impact of subjective well-being on green purchase intentions may be diminished by scepticism towards advertising. Therefore, we hypothesize:

H7: Consumer's scepticism towards advertising moderates the relationship between consumer's subjective well-being and consumer's green purchase intentions.

2.8 Scepticism Towards Advertising as a Moderated Mediator

Although a large body of research has associated social and psychological variables with sustainable consumption, most of the literature addresses these concepts in isolation rather than examining their interconnectedness. Through a critical analysis of the interdependence between subjective well-being, green purchase intentions, sense of belonging in a community and how scepticism towards advertising might affect behaviour by interacting with various psychological elements such as subjective well-being, we may reveal complex motivations driving sustainable consumption (White et al. 2019; Yang et al. 2020). By filling in the knowledge gap in the research regarding the interaction between subjective well-being, sense of belonging in a community, and scepticism towards advertising, this nuanced understanding offers a richer, more comprehensive picture of the psychological and emotional elements influencing green purchase intentions. Taking this into consideration, we therefore hypothesize:

H8: Consumer's scepticism towards advertising moderates the mediating effect of subjective well-being on the relationship between consumer's sense of belonging in a community and consumer's intentions to purchase green products, such that the mediating effect will be weaker for higher levels of consumer's scepticism towards advertising

Taken together, the reviewed literature suggests that psychological, emotional, and social factors are central to understanding green purchase intentions yet are typically examined in isolation. By integrating these constructs within a single model, this study moves beyond fragmented explanations and responds to calls for more holistic and process-oriented approaches to sustainable consumption research.

3 Methodology

To explain the constructs influencing green purchase intentions, the conceptual framework presented in the model and as shown in Figure 1 was developed by incorporating several existing theories. Firstly, the conceptual framework was initially drawn from the Theory of Planned Behaviour (Ajzen 1991), which posits that behavioural intentions are impacted by consumer's attitudes, values, subjective norms and perceived behavioural control. Secondly, the Psychological Reactance Theory (Brehm 1966), suggests that consumers experience a motivational condition known as "reactance" when they feel that their freedom to make decisions is being threatened or eliminated. Thirdly, the Belongingness theory (Baumeister and Leary

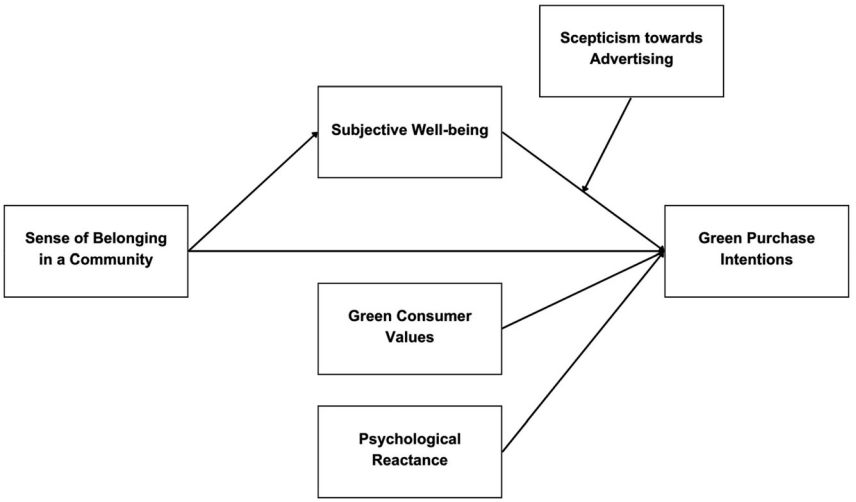


Figure 1: Conceptual framework.

2017), posits that people have an inherent need to establish and preserve solid interpersonal relationships. Lastly, the Persuasion Knowledge Model (Friestad and Wright 1994), describes how consumer's scepticism towards advertising may change how effective the persuasion of marketing communication may be. This framework offers a thorough model that reflects the nuanced interaction of psychological and emotional elements influencing green purchase intentions by incorporating various theoretical perspectives. This approach aligns with existing theories and extends them by incorporating psychological and emotional elements to assist with gaining a better understanding of the nuances of green consumer behaviour in the context of green marketing.

This study adopted a quantitative research approach to investigate how various psychological and emotional elements influence consumers' green purchase intentions. The selection of a quantitative approach derives from its capacity to methodically measure and analyse variables, hence facilitating the robust testing of hypotheses and the generalization of findings to broader populations (Creswell and Creswell 2017). This study followed a positivist research philosophy, which focuses on the objective observation and measurement of events. Positivism posits the belief that reality exists independently of human perceptions and can be comprehended by scientific research (Saunders et al. 2009). This study is well suited for positivism as it offers a systematic framework for analysing the connections between psychological and emotional variables and green purchase intentions and producing reliable results that advance our theoretical knowledge of green consumer behaviour (Bryman

and Bell 2011). The purpose of this research is to explore how the psychological and emotional elements and their interconnectedness influence green purchase intentions, which will yield insights that can guide marketing tactics and theoretical advancements in environmental psychology and green marketing.

The study adopts a cross-sectional design, gathering information from participants at a single point in time over three months, from May 2024 to July 2024, performing data analysis and reporting to ensure that the findings are timely and relevant. This design was selected due to its effectiveness in capturing a snapshot of the current attitudes and behaviours and its alignment with the research objectives (Creswell and Creswell 2017) consistent with previous literature (e.g. Kostopoulos et al. 2025). The main research tool that was employed for the data collection of this study was a structured questionnaire. A convenience sampling technique was employed with a target sample size of 200 participants. This non-probability sampling technique was used due to its affordable and time-efficient data collection capabilities. Social media platforms were utilized to recruit participants, taking advantage of their cost-effectiveness and capacity to reach a broad demographic (Bryman and Bell 2011). The data was prepared and made suitable for analysis through cleaning and coding responses. A total of 325 responses were received. Of these surveys, 5 refused to provide consent to participate and 120 had missing values. These incomplete responses were removed, and 200 responses were deemed suitable for further data analysis, with a response rate of 61,5 %. Participants were 51.5 % female with an average age of 34.

Participants were included in the analysis only if they provided informed consent and completed all key measurement items relevant to the proposed model. Responses with substantial missing data were excluded, as were cases where consent was not explicitly granted. While convenience sampling through social media platforms entails limitations in terms of representativeness, it remains appropriate for theory-testing research of this nature, particularly when examining psychological and emotional processes that are not population-specific. Similar sampling approaches have been widely used in green consumer research, where the aim is to identify relational patterns rather than estimate population parameters.

For the data analysis and for testing the hypotheses drawn from the literature, the software SPSS 29.0 was utilised. Data analysis methods like descriptive statistics, regression analysis, correlation analysis, mediation analysis, moderation analysis, and moderated mediation analysis were utilised to examine the relationships between variables and the proposed models. Specifically, the macro from the latest version 4 of the PROCESS model developed by (Hayes 2017) was installed in the SPSS 29.0 software and utilised for the mediation analysis, moderation analysis and moderated mediation analysis.

3.1 Controls

This study has finally accounted for potential confounding variables by controlling for important demographic factors such as age, gender, household income, and education. These demographic factors have been found to have a significant impact on consumers' green purchase intentions, therefore these variables were included as control variables (Sun et al. 2018). By controlling these demographics, this study attempted to isolate the impacts of the primary predictors and ensure the robustness of the results.

3.2 Measures

The structured questionnaire included items which were derived from validated scales to ensure reliability and validity (Nunnally and Bernstein 1994). Some minor adjustments were performed in the scales to fit the needs of the current study. A five-point Likert-type scale (1 = Strongly disagree; 5 = Strongly agree) was utilized for all measures.

Green consumer values were assessed by six items from the green consumer values scale adapted from the Handbook of Marketing Scales (Bearden and Netemeyer 1999) with a minor adjustment made by using a five-point Likert scale instead of a seven-point Likert scale to measure this construct.

Scepticism towards advertising was measured by nine items from the consumer scepticism toward advertising scale developed by (Obermiller and Spangenberg 1998) with a minor adjustment of using a five-point Likert scale instead of a nine-point Likert scale to measure this construct.

Sense of belonging in a community was assessed with eight items from the sense of belonging scale developed by (Mellinger et al. 2024) with a minor adjustment made by adding "in my community" on every item of this scale.

Subjective well-being was assessed with five items from the satisfaction with life scale developed by (Diener et al. 1985) with a minor adjustment of using a five-point Likert scale instead of a seven-point Likert scale to measure this construct.

Psychological reactance was assessed by fourteen items from the psychological reactance scale developed by (Hong and Page 1989).

Green purchase intentions were measured by four items adapted from (Cheung et al. 2017; Ding et al. 2017; Sun and Wang 2020; Wang et al. 2020).

3.3 Ethical Implications

Participants were informed about their rights, the purpose of the study, and the intended use of their data. Informed consent was obtained, informing participants that their participation was optional and that they could withdraw at any moment without facing any consequences. Confidentiality was guaranteed and maintained by anonymizing responses and safely storing data. Ethical approval was obtained prior to data collection for the proposed data collection method by the Ethics Committee for Non-Clinical Research Involving Human Subjects of the University of Glasgow's College of Social Sciences. Maintaining ethical rigour is essential to preserving the study's integrity and the participants' trust (Bryman and Bell 2011).

4 Results

All of the constructs have relatively high Cronbach's alpha values, which indicate the internal consistency and reliability of the constructs. With a Cronbach's alpha of 0.812 for green consumer values, 0.813 for psychological reactance and 0.796 for green purchase intentions, it indicates good internal consistency and reliability. Scepticism towards advertising and a sense of belonging in a community indicate excellent internal consistency and reliability with an even higher Cronbach's alpha of 0.903 and 0.901. Finally, subjective well-being has a Cronbach's alpha of 0.76, indicating acceptable internal consistency and reliability. With all the values of Cronbach's alpha ranging above the required threshold of 0.70, we can imply that the items are reliable and consistent, offering a strong basis for more inferential analysis and discussion (Nunnally and Bernstein 1994).

4.1 Hypothesis Testing

Correlation analyses were executed to determine the degree of correlation between constructs and allow us to further test the hypotheses drawn from the literature. Pearson's correlation coefficient was utilized to analyse the relationships between the variables. The correlation coefficient is represented by the letter "r" in statistics. A positive correlation is shown by a positive "r" value between −1 and 1, whereas a negative "r" value indicates a negative correlation.

We used correlation analyses to examine the connections between the six variables green purchase intentions, green consumer values, scepticism towards advertising, sense of belonging in a community, subjective well-being, and psychological reactance. Initially, correlation analyses were employed to test the hypotheses of the study and

Table 1: Correlation analysis.

	Mean	Std. deviation	GPI	GCV	STA	SBGC	SWB	PSR
GPI	3.64	0.625						
GCV	3.62	0.621	0.637***					
STA	2.53	0.77	−0.062	0.122*				
SBGC	3.64	0.648	0.076	0.149*	0.033			
SWB	3.33	0.699	0.231**	0.231**	−0.027	0.335***		
PSR	3.1	0.511	−0.066	−0.058	0.001	−0.243***	−0.057	

N = 200; scale reliabilities (coefficient alpha) are on the diagonal. All the scales ranged from 1 to 5. *p < 0.05, **p < 0.01, ***p < 0.001.

prepare data for further regression analysis. The specific analysis results can be found in Table 1.

A strong positive correlation with very high statistical significance was observed between green purchase intentions and green consumer values with a correlation coefficient, of r = 0.637 (p < 0.001). This significant correlation implies that higher green consumer values are associated with higher green purchase intentions, therefore supporting our first hypothesis and aligning with previous research which indicated that green consumer values are a major factor in green purchasing behaviour (Straughan and Roberts 1999).

Furthermore, the findings showed a non-significant very weak negative correlation (r = −0.066, p > 0.05) for H2, which proposed a negative relationship between green purchase intentions and psychological reactance. This suggests that psychological reactance may not be the main element influencing green consumer behaviour, as there may not be a clear negative association between psychological reactance and green purchasing intentions (Bessarabova et al. 2015).

Regarding the relationship between the sense of belonging in a community and green purchase intentions, there is a very weak positive correlation but it is not statistically significant (r = 0.076, p > 0.05), indicating that the intention to make green purchases is not greatly influenced by a feeling of community. This finding indicates that there is not enough evidence to support hypotheses 3, and it contradicts previous studies which have emphasised the significance of community involvement in pro-environmental behaviours (Yang et al. 2020).

The results demonstrated evidence supporting H4, which suggested a highly significant and weak positive association between subjective well-being and green purchase intentions (r = 0.231, p < 0.01). This result is consistent with previous research linking well-being to pro-environmental behaviour since it shows that consumers who perceive higher well-being and satisfaction with life are also more likely to intend to purchase green products (Xiao and Li 2011). Additionally, the data also provided

validation for H5, demonstrating a weak positive relationship with very high statistical significance between subjective well-being and sense of belonging in a community ($r = 0.335$, $p < 0.001$). Consistent with well-established social psychology theories, this shows that people who have a better feeling of belonging in their community typically report higher subjective well-being (Davidson and Cotter 1991).

Additional noteworthy correlations show that there is a significant positive correlation between subjective well-being and green consumer values ($r = 0.231$, $p < 0.01$), suggesting that consumers who have strong green consumer values are also likely to report better well-being. Furthermore, a sense of belonging in a community and psychological reactance showed a significant negative correlation ($r = -0.243$, $p < 0.001$), indicating that those with a higher sense of community are less likely to exhibit psychological reactance. These additional correlations highlight interesting findings that should be further investigated in future research to identify their underlying mechanisms and causal relationships.

4.1.1 Moderation Effect

For the purpose of testing hypotheses 6, 7 and 8 we have adopted and utilized the models 1, 4 and 14 of PROCESS by (Hayes 2017) to further examine our moderated mediation model. To analyse the data and examine the relationship between green purchase intentions and subjective well-being with scepticism towards advertising acting as a moderator, Model 1 of PROCESS by Hayes was utilized (Hayes 2017). According to the model summary, approximately 8.42 % of the variance in green purchase intentions can be explained by subjective well-being, scepticism towards advertising, and their interaction. The whole model was statistically significant ($F(3, 196) = 6.0049$, $p = 0.0006$), and had an R^2 value of 0.0842. The unstandardized regression coefficients are displayed in Table 2. The analysis revealed that subjective well-being has a significant positive effect on green purchase intentions (coeff = 0.1931, $p = 0.0019$).

Table 2: Summary of moderated regression analysis predicting GPI.

	B	t	p	*95 % CI*	
				Lower	Upper
Constant	3.6319	85.1225	0.0000	3.5478	3.7161
SWB	0.1931	3.1461	0.0019	0.0721	0.3141
STA	−0.0385	−0.6922	0.4897	−0.1482	0.0712
SWB * STA	−0.2153	−2.4423	0.0155	−0.3891	−0.0414

However, scepticism towards advertising did not significantly affect green purchase intentions (coeff = −0.0385, p = 0.4897), indicating that in this sample, scepticism by itself does not directly affect green purchase intentions. Importantly, the interaction term (SWB × STA) was significant (coeff = −0.2153, p = 0.0155), suggesting that the degree of scepticism towards advertising moderates the association between subjective well-being and green purchase intentions. This moderating effect is further supported by the test of highest-order unconditional interactions (R^2-change = 0.0279, F (1, 196) = 5.9650, p = 0.0155). This negative interaction implies that the favourable impact of subjective well-being on green purchase intentions declines as scepticism towards advertising increases. These findings provide enough evidence to support H6 drafted from the literature review.

The conditional effects of the focal predictor (subjective well-being) on green purchase intentions at three different values (−1 SD, Mean, +1 SD) of the moderator (scepticism towards advertising) were also investigated and the results are displayed in Table 2. The effect of subjective well-being on green purchase intentions is significant and positive at one standard deviation below the mean of scepticism towards advertising (−1 SD) (effect = 0.3588, p = 0.0001) and the impact also stays positive and significant at the mean level of STA (effect = 0.1931, p = 0.0019).

However, the effect of subjective well-being on green purchase intentions is not significant at one standard deviation over the mean of STA (+1 SD) (effect = 0.0274, p = 0.7736). This moderating effect is also visualized and shown in Figure 2. This graph demonstrates that for consumers with low levels of scepticism towards advertising, their degree of subjective well-being played a big role in their intentions to purchase green products, while on the other hand, for consumers with high levels of scepticism towards advertising, their subjective well-being did not significantly influence their intentions to purchase green products (Table 3).

4.1.2 Mediation Effect

Furthermore, to examine the mediating effect of subjective well-being in the relationship between the sense of belonging in a community and green purchase intentions we conducted a simple mediation analysis utilizing the Model 4 of PROCESS by (Hayes 2017).

As indicated in Table 4, the mediation model's first step (α) looks at the path from the sense of belonging in a community to subjective well-being. A significant relationship is shown by the model summary, with an R^2 value of 0.1125, which means that the sense of belonging in a community, accounts for 11.25 % of the variance in subjective well-being (F = 25.0887, p < 0.0000). The coefficient for the sense of belonging in a community is 0.3616 (p < 0.00), indicating that a stronger sense of belonging in a community is positively associated with higher subjective well-being (α = 0.3616).

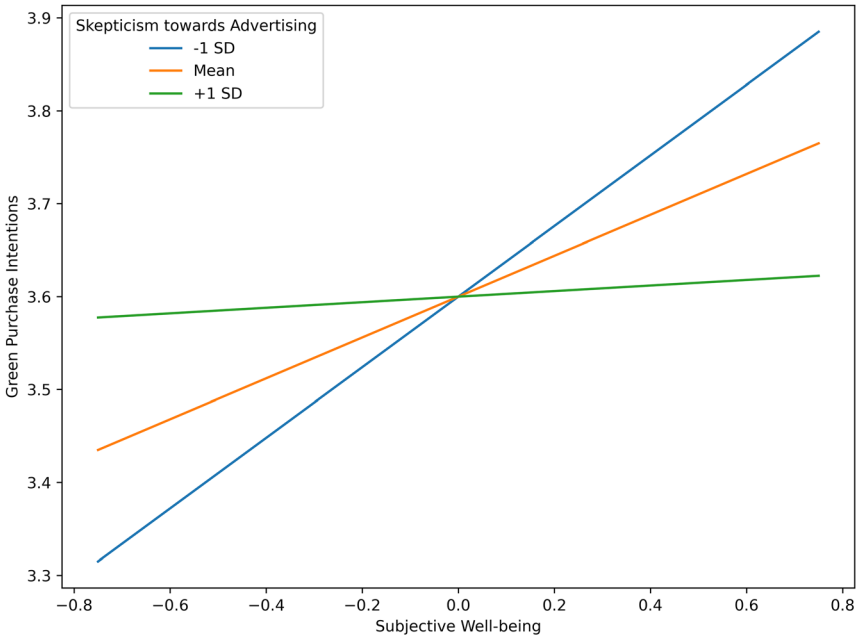


Figure 2: Visual presentation of conditional effect of the focal predictor.

Table 3: Conditional effects of STA.

STA	Effect	SE	t	p	*95 % CI*	
					Lower	Upper
−1 SD	0.3588	0.0878	4.0862	0.0001	0.1856	0.5320
Mean	0.1931	0.0614	3.1461	0.0019	0.0721	0.3141
+ 1 SD	0.0274	0.0950	0.2881	0.7736	−0.1600	0.2148

Table 4: Mediating effect analyses results.

		M (SWB)					Y (GPI)			
Antecedent		**B**	**SE**	**p**	**β**		**B**	**SE**	**p**	**β**
X (SBGC)	α	0.3616	0.0722	0.0000	0.3354	c’	−0.0010	0.0710	0.9887	−0.0010
M (SWB)		–	–	–	–	b	0.2066	0.0658	0.0020	0.2309
		R^2 = 0.1125					R^2 = 0.0532			
		F (1,198) = 25.0887, p = 0.0000					F (2,197) = 5.5309, p = 0.0046			

The mediation model's second stage looks at the path from subjective well-being to green purchase intentions. This model's R^2 value is 0.0532, meaning that 5.32 % of the variance in green purchase intentions is explained by the two predictors subjective well-being and sense of belonging in a community (F = 5.5309, p = 0.0046). The coefficient for subjective well-being is 0.2066 (p = 0.0020), indicating a significant positive correlation between subjective well-being and green purchase intentions (b = 0.2066), the direct impact of sense of belonging in a community on green purchase intentions, however, is not statistically significant (p = 0.9887, coefficient = −0.0010).

The total effect model indicates a non-significant relationship between a sense of belonging in a community and green purchase intentions when the mediator is not being considered (β = 0.0737, SE = 0.0684, t = 1.0781, p = 0.2823, *95 % CI* = [−0.0611, 0.2085]). This result suggests that the sense of belonging in a community does not significantly influence green purchase intentions when subjective well-being is not included.

However, the mediation analysis as shown in Table 5., reveals that sense of belonging in a community has a significant indirect effect on green purchase intentions through subjective well-being with a bootstrap confidence interval based on 5,000 bootstrap resamples being entirely above zero (β = 0.747, SE = 0.297, *95 % CI* = [0.0259, 0.1389]), thus indicating that subjective well-being mediates the relationship between sense of belonging in a community and green purchase intentions, and providing evidence to support H7 (Hayes 2017).

4.1.3 Moderated Mediation Effect

Finally, taking into account the from the examination of the moderating effect of scepticism towards advertising between subjective well-being and green purchase intentions and the mediating effect of subjective well-being between the sense of belonging in a community and green purchase intentions, the model 14 of PROCESS by (Hayes 2017) was utilized to investigate whether there exists a moderated mediation effect, where the mediating effect of subjective well-being on the relationship

Table 5: Breakdown of mediating effect types.

Effect	Path	β	SE	*95 % CI*	
				Lower	Upper
Total	SBGC → GPI	0.0737	0.0684	−0.0611	0.2085
Indirect	SBGC → SWB → GPI	0.0747	0.0297	0.0259	0.1389
Direct	SBGC → GPI	−0.0010	0.0710	−0.1410	0.1390

between sense of belonging in a community and green purchase intentions would be moderated by scepticism towards advertising.

According to the green purchase intentions model summary, a sense of belonging in a community, subjective well-being, scepticism towards advertising, and their interaction account for 8.43 % of the variance in green purchase intentions, drawn from the R^2 value of f0.0843. There is statistical significance in the model as a whole (F (4, 195) = 4.4893, p = 0.0017).

In addition, The Johnson-Neyman technique was employed and identified that when scepticism towards advertising was smaller than 0.2322, there is a significant conditional effect of subjective well-being on green purchase intentions. This indicates that while the effect of subjective well-being on green purchase intentions is non-significant for those with higher scepticism (38 % of the sample), it is significant for 62 % of the sample (those with scepticism towards advertising <0.2322) (Johnson and Fay 1950). Furthermore, according to the analysis of indirect effects and the conditional effects of the focal predictor (scepticism towards advertising), it is indicated that the degree of the focal predictor determines whether or not subjective well-being has a mediating effect in the relationship between the sense of belonging in a community and green purchase intentions as shown in the results in Table 6. The mediating effect of subjective well-being on the relationship between sense of belonging in a community and green purchase intentions is significant and positive at one standard deviation below the mean of scepticism towards advertising (−1 SD) (effect = 0.1286, *95 % CI* [0.0548, 0.2207]) and the impact also stays positive and significant at the mean level of scepticism towards advertising (effect = 0.0684, *95 % CI* [0.0195, 0.1343]).

However, the mediating effect of subjective well-being on the relationship between sense of belonging in a community and green purchase intentions is not significant at one standard deviation over the mean of scepticism towards advertising (+1 SD) (effect = 0.0082, *95 % CI* [−0.0540, 0.0825]).

A statistically significant moderated mediation is confirmed by the moderated mediation index (index = −0.0782, *95 % CI* [−0.1445, −0.0187]), thus indicating that

Table 6: Conditional effects of moderated mediation.

STA	Effect	SE	*95 % CI*	
			Lower	Upper
−1 SD	0.1286	0.0427	0.0548	0.2207
Mean	0.0684	0.0296	0.0195	0.1343
+ 1 SD	0.0082	0.0343	−0.0540	0.0825

the mediation effect of subjective well-being between the relationship of sense of belonging in a community and green purchase intentions is significantly moderated by scepticism towards advertising, providing evidence to support hypothesis 8(H8) (Hayes 2017).

5 Discussion

This section explores the theoretical and practical implications of the findings regarding the impact of psychological and emotional elements on green purchase intentions, in order to offer a critical assessment of the findings and their contributions to environmental psychology and green marketing strategies, with the integration of the existing literature.

5.1 Theoretical Contributions

This study provides numerous important theoretical contributions to the fields of environmental psychology and green marketing by exploring the psychological and emotional elements influencing green purchasing intentions. The strong positive correlation ($r = 0.637$, $p < 0.001$) between green consumer values and green purchase intentions validates H1 and is consistent with the research conducted by Straughan and Roberts (1999), who highlighted the critical role that environmental values play in consumer behaviour. This finding also emphasises how vital it is to develop green consumer values in order to encourage eco-friendly behaviour. Aligning with the Theory of Planned Behaviour which suggests that consumer values and attitudes can play a significant role in influencing behavioural intentions and actions, it supports the idea that internalised values are major predictors of pro-environmental behaviour (Ajzen 1991).

First, this study contributes to the green consumption literature by demonstrating that subjective well-being functions not only as an outcome of sustainable behaviour, but also as a psychological mechanism through which social belonging translates into green purchase intentions. A noteworthy finding of the study was that we are not able to confirm H2 due to the extremely weak negative and non-significant association between psychological reactance and green purchase intentions ($r = -0.066$, $p > 0.05$). This finding shows that psychological reactance may not be a significant factor deterring green purchase intentions, contradicting with (Brehm 1966)'s theory of psychological reactance. Psychological reactance might be more pronounced in circumstances where they feel under a lot of pressure or are subjected to overt manipulation rather than to subtle green marketing

communications (Rains 2013). This demonstrates the necessity for further research to determine the circumstances in which psychological reactance might affect intentions to make green purchases.

Furthermore, the sense of belonging in a community and green purchase intentions showed a very weak and non-significant positive correlation ($r = 0.076$, $p > 0.05$), which was contrary to expectations and led to the rejection of H3. This result is in contrast to previous studies, such as (Yang et al. 2020), which emphasised the value of community engagement in pro-environmental behaviours. This discrepancy might be explained by contextual or cultural differences in the ways that community belonging affects the purchasing decisions of consumers. For example, in collectivist cultures, community influence may be more prominent since people are more inclined to follow social norms, while in individualistic societies, personal values and beliefs may have a greater influence than community belonging. This conclusion implies that in order to comprehend the various effects of community belonging on green purchase intentions, future research should investigate similar dynamics in other cultural contexts. Additionally, it might be beneficial to further examine particular aspects of community belonging, including peer influence and social identity, that may have an impact on consumers' intentions to make green purchases (Tajfel and Turner 2004).

Our fourth H4 which was drawn from the literature is supported by the positive correlation ($r = 0.231$, $p < 0.01$) between subjective well-being and green purchase intentions. This finding supports the theory proposed by (Xiao and Li 2011) that people who experience higher well-being are more likely to engage in sustainable behaviour. This research advances our knowledge that psychological well-being is not only an outcome of environmentally friendly behaviour but also a precursor. Moreover, this association emphasises the major role of life satisfaction and positive emotions in promoting sustainable consumption.

Furthermore, H5 was also shown to be supported by the results due to the significant positive correlation between subjective well-being and a sense of belonging in a community ($r = 0.335$, $p < 0.001$). This result is in line with the findings of (Davidson and Cotter 1991), who have highlighted that a sense of belonging can enhance well-being and supports the belongingness theory proposed by (Baumeister and Leary 2017), which posits that social bonds are essential to individual's overall well-being. This emphasises the importance of developing community engagement and social bonds as part of larger well-being initiatives. This finding suggests that activities aimed at building a sense of community can boost people's well-being, which in turn can affect other behaviours, including those linked to sustainability.

The mediation analysis demonstrated that subjective well-being mediates the relationship between sense of belonging in a community and green purchase intentions, therefore supporting H6. This research contributes to our knowledge of the

interaction between social and psychological well-being in shaping consumer behaviour. It implies that by enhancing general well-being, initiatives meant to strengthen a sense of community might indirectly encourage sustainable consumption behaviours. This insight can be valuable for policymakers and community leaders looking to create situations that support both environmental and personal well-being.

The results of the research supported H7 by showing that scepticism towards advertising moderates the relationship between subjective well-being and green purchasing intentions. This interaction implies that as scepticism towards advertising rises, the positive impact of subjective well-being on green purchase intentions diminishes, demonstrating the complex dynamics that exist between psychological elements and perceived credibility of green marketing communications and highlighting the importance of transparency and credibility for green marketing communications.

Additionally, this confirms the findings of (Obermiller and Spangenberg 1998) who suggested that scepticism towards advertising might have a big impact on how customers react to marketing communications. This highlights the importance of transparency and credibility for green marketing communications and by prioritising honesty and clarity in marketing communications, this might help mitigate scepticism and preserve the beneficial impact of well-being on intentions to make green purchases.

Prior research has focused on social and psychological elements separately, not taking into account the complex interactions that exist between these variables (White et al. 2019; Yang et al. 2020). This study bridges this gap by demonstrating how subjective well-being mediates the relationship between sense of belonging in a community and green purchase intentions, and how this mediation is moderated by scepticism towards advertising. The results of this study support H8 and emphasise how important it is to take into account a variety of psychological factors at the same time in order to fully comprehend consumer behaviour when it comes to sustainable consumption. The findings show that at lower and middle levels of scepticism towards advertising, the mediation effect is significant and positive, but at higher levels of scepticism towards advertising, this effect becomes non-significant. This moderated mediation model highlights the nuanced relationships between these variables and shows how the degree of scepticism towards advertising affects how much of an influence subjective well-being has on green purchase intentions.

By including various psychological and emotional elements into a moderated mediation model, this study significantly advances theory and offers a more comprehensive understanding of the psychological factors influencing sustainable consumption. The results not only support the suggested theories but also open the door for further studies to expand on this integrative framework and develop more efficient strategies for encouraging sustainable consumer behaviour.

5.2 Managerial Implications

The findings of this study yield actionable implications for both marketing practitioners and policymakers, particularly in relation to the design, communication, and regulation of green marketing initiatives. The findings of this study provide several useful practical implications for the development of effective green marketing strategies. This study highlights that advertisements should focus on consumers who have strong environmental values by highlighting the advantages of their products' environmental sustainability and ethical implications. Companies may increase consumers' intentions to purchase green products by coordinating marketing communications with the consumer's core values and doing so with transparency (Magrizos et al. 2025). Research by Joshi and Rahman (2015) has also highlighted and supported the effectiveness of value-driven marketing messages. Marketers should discover and target consumers with high environmental values by using value-based segmentation in order to effectively apply this approach. This strategy makes it possible to create customised marketing communications that highlight the product's environmental effects and may increase consumer purchase intentions.

Additionally, environmental awareness and knowledge play a major role in strengthening green consumer values and green purchase intentions. Public awareness campaigns and other educational programmes that educate people about how their decisions affect the environment can be highly effective, as pro-environmental behaviour is significantly predicted by environmental knowledge. Marketers and policymakers could work together to support public awareness campaigns and integrate sustainability education into school curriculums, encouraging a feeling of responsibility and a dedication to sustainability from a young age (Magrizos 2025).

Moreover, this study highlights how marketers could benefit by leveraging emotional appeals that enhance subjective well-being and a sense of belonging in a community to effectively promote green products. Consumers can be greatly impacted by campaigns that evoke positive feelings about the protection of the environment and belonging in a community. Research has indicated that emotional appeals have a notable impact on the choices and behaviours of consumers (Parguel et al. 2011; Pickett-Baker and Ozaki 2008).

For example, Dove's "Real Beauty" campaign, which promoted body acceptance and self-esteem, effectively employed emotional appeals to improve customer engagement and brand loyalty. Similarly, green marketing campaigns may highlight the positive emotional effects of sustainable consumption, such as the fulfilment that comes from helping to protect the environment and the sense of accomplishment that comes from making moral decisions. Marketers should create narratives that engage emotionally with consumers while emphasising the collective influence of

the consumer's actions on the environment. Marketers could also integrate well-being into marketing by incorporating well-being as part of their value proposition and stressing the positive effects of their products on customers' overall quality of life. This strategy could encourage sustainable consumption and make green items more enticing. Research indicates that customers are becoming more interested in items that enhance their entire quality of life (Xiao and Li 2011).

Companies like Lululemon, for instance, highlight the holistic advantages of their products, emphasising how yoga and active lifestyles can improve both physical and mental well-being. By positioning eco-friendly products as enhancing both the environment and consumer health, marketers may reach a broader market segment and foster long-term customer loyalty. Health-conscious and environmentally aware consumers can be captivated by marketing communications that emphasise and combine the benefits of sustainability and overall well-being.

Furthermore, establishing activities that improve consumer well-being and sense of belonging in a community might indirectly increase consumer's intentions to make green purchases. Marketers may create campaigns that are driven by the community and provide support to social projects that encourage social connection and environmental stewardship. Results show that being a part of a community improves well-being and encourages sustainable behaviours, further supporting this approach (Baumeister and Leary 2017; Lambert et al. 2013). For instance, marketers might sponsor regional environmental projects or set up online platforms where customers can participate in community-based sustainability initiatives. Additionally, apps that monitor and reward recycling or environmentally friendly purchases, might gamify the process and motivate more users to participate. These projects may enhance the brand's reputation while also developing a loyal customer base with consumers devoted to sustainability.

Another crucial element is addressing scepticism towards advertising. This research emphasises how important it is for green marketing to be credible and transparent. Marketers should refrain from making exaggerated claims and should provide concise, evidence-based information, emphasising authenticity and transparency in their marketing communications to foster trust and lower scepticism towards advertising. According to (Leonidou and Skarmeas 2017), the effectiveness of green marketing initiatives depends on customers' trust in green marketing communications. Green statements may be made with greater credibility if they are supported by verifiable and unambiguous evidence on the environmental effect of the products in question. This action can also enhance the beneficial influence of subjective well-being on green purchase intentions.

Marketers could leverage third-party certifications, such as those from (Cradle to Cradle) (C2C) or the (Forest Stewardship Council) (FSC), and utilize them to enhance trustworthiness and lower scepticism (Riva et al. 2024). The company's sustainability

claims are independently verified by these certifications, which boosts customer confidence (Pellus 2014). Additionally, businesses should interact with customers directly on social media and other channels, responding to any issues and offering updates on their sustainability efforts. Regulatory frameworks enforcing corporate transparency in environmental claims can mitigate consumer mistrust and support green marketing initiatives. Policymakers can impose stricter guidelines on environmental statements, ensuring that businesses present truthful and accurate information about their sustainability claims. Companies may also openly share their sustainability performance by using standardised reporting frameworks like the Global Reporting Initiative.

Although this study offers valuable insights into the impact of psychological and emotional elements on green purchase intentions, several limitations should be acknowledged. To begin with, the application of a cross-sectional research design restricts the ability to draw conclusions about causal correlations between variables. Longitudinal designs may be used in future studies to further understand how these associations evolve over time (Bryman and Bell 2011). Second, the use of self-reported data raises the possibility of social desirability bias, in which participants may exaggerate their level of environmentally friendly behaviours to conform with perceived social norms (Podsakoff et al. 2003). This bias could be mitigated in future research by incorporating more objective metrics of green consumer behaviour, such as observational or behavioural data. Third, there's a chance that the study's sample isn't entirely representative of the broader population, which may limit the generalizability of the findings. The results might have better external validity if the sample size was increased and more diverse demographic groups were included (Saunders et al. 2009). Given that the same method was utilized to gather all of the data at the same time, another limitation is the possibility of common method bias. Future research could consider using methodological triangulation to cross-validate results through several data-gathering methods. Ultimately, although the study examined several important psychological and emotional elements, it did not take into account other factors that may have an impact on green purchase intentions, such as cultural differences, regulatory factors, and economic incentives. Future research might offer a more holistic understanding of the elements impacting green consumer behaviour by incorporating a more comprehensive range of variables (Creswell and Creswell 2017).

Beyond managerial practice, the findings also inform policymakers by highlighting the importance of regulating environmental claims and reducing greenwashing. Stronger standards for transparency and verification may help preserve consumer trust and ensure that pro-environmental intentions are not undermined by widespread scepticism toward advertising.

6 Conclusions

Contributing to both theoretical and practical advancements in the fields of environmental psychology and green marketing, this study offers a thorough analysis of the psychological and emotional elements influencing consumers' intentions to purchase green products. Our research emphasised the crucial role that green consumer values, sense of belonging in a community, subjective well-being, and scepticism towards advertising as well as their interconnectedness play in influencing consumer behaviours towards green products through a thorough analysis of the literature. This research emphasises the complexity of consumer behaviour in the context of green marketing, where a variety of psychological variables interact to affect consumers' purchase intentions. It implies that in addition to fostering a feeling of community and enhancing well-being, marketers should actively seek to lower scepticism towards advertising by ensuring authenticity and transparency in their environmental claims.

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