

## Planting the Positive Change: Empowering the Consumers and Brands in the Constructive Green Advertising

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**Abstract :** The paper follows solution-based approach to green advertising, which focuses on both verbal and functional clarity, authenticity and empowerment in sustainability narrative. These considerations are being produced to add the consumer reaction that will create the positive brand perception. Among the studies that investigate the effects of positive environmental claims; the ones that are founded on actual ecological impact, social good, and personal activity on consumer trust, consumer attitude, and consumer buying plans, is founded on a sample that contains 120 individuals. The results indicate that positive green advertisement may be effective with references to the creation of the consumer trust and brand loyalty, however, it may stimulate the feeling of the mutual responsibility and evoke the specific change in behavior. These discoveries respond to the requirement to possess a suitable design and clarity in communication to exploit to the utmost positivity to enable the sustainability-oriented adverts to become animated instruments capable of empowering, building, and strengthening the brand name. The implications of the practice relate to the use of evidence-based impact storytelling, participatory campaigns and consumer education. It is also set forth that joint standards and participatory narratives should be instituted as a way towards formulating green marketing policies.

**Keywords:** Green Advertising, Positive communications, Consumer Empowerment, Sustainability, Trust in Brands.

### 1. INTRODUCTION

Green advertising has also become an influential marketing tool to organizations who are seeking sustainability strategies and inspire people to move towards a more responsible consumption pattern, and the green advertisement trend is also influencing all sectors. The research demonstrates that clear, honest, and empowering sustainability communication can help companies to gain the consumer trust and build an appropriate brand image (Li, 2025; Verleye et al., 2023). Full disclosure on the part of the environmental concern is of particular importance especially to customers, when it is the brands that focus on social impacts, since as a mass, they all are likely to purchase more environmentally friendly products (Frontiers in Sustainable Food Systems, 2025). Besides this, brand loyalty is promoted through consumer-related campaigns, and collective responsibility regarding sustainability is created (Sharma and Rao, 2024). However, green advertising can evoke confusion where it comes in the form of greenwashing, or a false statement that is not true and can result in distrust on-the-part of the consumer. This leads to showing how serious is transparency, truthfulness and trustworthiness of success (Kwon et al., 2023; Sustainable Food Systems, 2025). With green advertising becoming real and empowering, consumers have demonstrated that a sense of environmental concerns and regulatory adherence might not be the most important element behind a positive social change and the enhancement of performance in the market (Li, 2025; Verleye et al., 2023; Sharma and Rao, 2024). Combined, these developments in literature point to the revolutionary quality of positive and transparent green advertising as a consumer-empowerment and trust-building tool, as well as a realistic communication tool in the effort to fulfill the sustainability goals (Li, 2025; Verleye et al., 2023; Frontiers in Sustainable Food Systems, 2025). In fact, the future of green advertising relies on producing substantiating claims that drive consumer action and narrative storytelling to drive active engagement in sustainable consumption.

An interesting parallel from academia, from 2021 to 2025, confirm that green advertising is an important strategy for sustainable consumption, and building consumer behaviors for eco-friendly societal norms. Green marketing, and green advertising in specific, a form of green marketing, significantly help establish consumers' green beliefs and purchase intentions, especially when advertising focuses directly on the environmental benefits (Li, 2025; Verleye et al., 2023). Verleye et al. (2023) found consumer trust is driven by advertisement message credibility, which was observable through traits including honesty, transparency and degree of information provided, in their recent scholarly examination of research

and studies on green advertising and consumer trust in advertisements. In their systematic analysis, Verley et al. (2023) identified six components (honesty, clarity, details, commitment, urgency, and shared value) that provided substantial variability for the advertising's credibility and incorporated aspects of eco-conscious purchasing.

Besides, the effect of green advertising is greatly reinforced where it is combined with informative aspects like eco-branding and eco-labeling. These components augment product awareness and support the improved buying behaviour (Li, 2025). These variables are moderator variables that enhance consumer innovativeness, which is a motivator towards the increment in the demand of the environmentally friendly goods. This move will result in positive feedback loops that will contribute to the development of a better brand loyalty and more permanent buy behaviour (Li, 2025; *Frontiers in Sustainable Food Systems*, 2025). Sharma and Rao (2024) add that the perceived transparency and authenticity of advertisement messages appeal significantly influence the consumer trust in green marketing and subsequently reflects on the brand image and generates favourable behavioural outcomes when approaching the green communication. Still, in spite of such promising developments, a lot remains to be done with the issue of greenwashing. This is a practice that is deceptive to consumer trust and jeopardizing the value of responsible marketing practice (Kwon et al., 2023; *Sustainable Food Systems*, 2025). To fight greenwashing, the regulatory approach should be as strict and as standards of collective norms should be followed. Ensuring the accuracy and integrity of the claims about the environment will not only make sure that the truthful communication occurs but will also provide an environment where the consumer trust and brand reputation are able to flourish (Kwon et al., 2023).

Furthermore, when communication is clear and authentic, which is conveyed via advertisement, interaction via social media, and reporting on sustainability, such procedure has been found to significantly increase brand value, customer loyalty, and financial performance. Such findings support the well-founded business case of aiming at becoming sustainable in marketing (Akude et al., 2025; Zhang et al., 2022).). This benefit provides a compelling case for how green advertising can provide a tool for achieving environmental performance and generating a wider sustainability agenda to motivate environmentally conscious consumers and develop green market opportunities (Li, 2025; Verleye et al., 2023; Sharma & Rao, 2024).

The weight of evidence in the literature indicates that developing believable, transparent, and empowering messaging for green advertising as a sustainability strategy is a prerequisite for allowing consumers to trust messaging, allowing positive attitudes, and generating sustainable purchases. The literature suggests that inclusiveness, collaborative standards, evidence-based impact narratives, participatory practices, and consumer engagement are important in enhancing the impact of ethical green marketing approaches (Li, 2025; Verleye et al., 2023; *Sustainable Food Systems*, 2025).

## **2. OBJECTIVES OF THE STUDY**

- To examine how constructive green advertising influences the consumer trust, brand loyalty and sustainable purchasing behavior.
- To investigate the effects of the evidence-based sustainability messages and participatory campaigns on the perception of the customers about their level of environmental responsibility and intention to purchase products.

## **3. METHODOLOGY**

### **3.1 Research Approach**

The research design used in this study is a cross-sectional survey design because the researcher needs to provide quantitative data on consumer response to constructive green advertising.

### **3.2 Sampling and Participants**

The selection of a sample based on a purposive sampling will follow 120 participants who have recently attended or were AG encounters (noticed) green ads. The use of both the face-to-face and online data collection will be used.

### **3.3 Questionnaire Structure**

The questions in the questionnaire are in the form of closed-ended questions but subdivided into sections:

- Green advertising claims appear plausible and honest.
- Empowerment of consumers on post-advertisement feelings.

- Degrees of confidence and allegiance to brands that advertise in a sustainable manner.
- The intentions of the behavior towards the purchase decisions that are environmentally friendly.
- Demographics (Age, Gender, Occupation, Income etc.)

### 3.4 Data Collection Process

The participants will fill out the questionnaire anonymously. The purpose will be explained by instructions. The confidentiality will be guaranteed.

To ensure accuracy and reliable results, the tool will be pilot tested on 15 respondents after which it will be fully deployed.

### 3.5 Analysis Techniques

The analysis of data will be done through descriptive statistics, factor and path analysis so as to establish direct and indirect relationships between the variables. Empowerment on trust and purchase intention mediation will be one of the major aspects.

## 4. DATA ANALYSIS

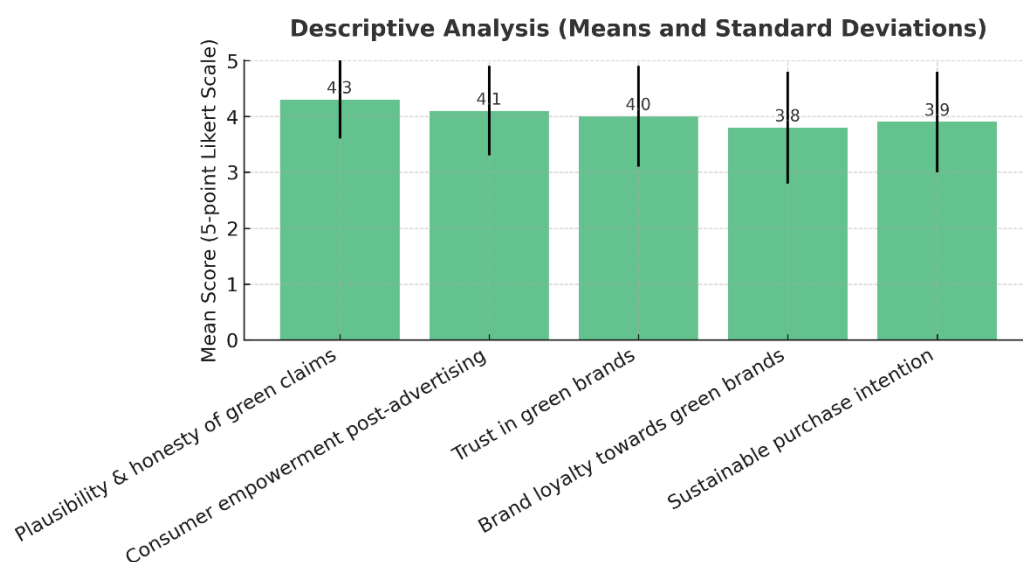
The research investigated 120 consumers exposed to constructive green advertising by surveying with a structured questionnaire. The relationships between green advertising claims, consumer empowerment, trust, brand loyalty, and sustainable purchase intentions were analyzed using descriptive statistics, correlation analysis, and simple linear regression.

### 4.1 Descriptive Statistics

Respondents indicated their level of agreement with plausibility of green claims, feelings of empowerment, trust in brands, brand loyalty, and intentions to engage in sustainable purchasing, on a 5-point Likert scale.

Table 4.1: Means and Standard Deviations

| Variables                                | Mean (M) | Standard Deviation (SD) |
|------------------------------------------|----------|-------------------------|
| Plausibility and honesty of green claims | 4.3      | 0.7                     |
| Consumer empowerment post-advertising    | 4.1      | 0.8                     |
| Trust in green brands                    | 4.0      | 0.9                     |
| Brand loyalty towards green brands       | 3.8      | 1.0                     |
| Sustainable purchase intention           | 3.9      | 0.9                     |

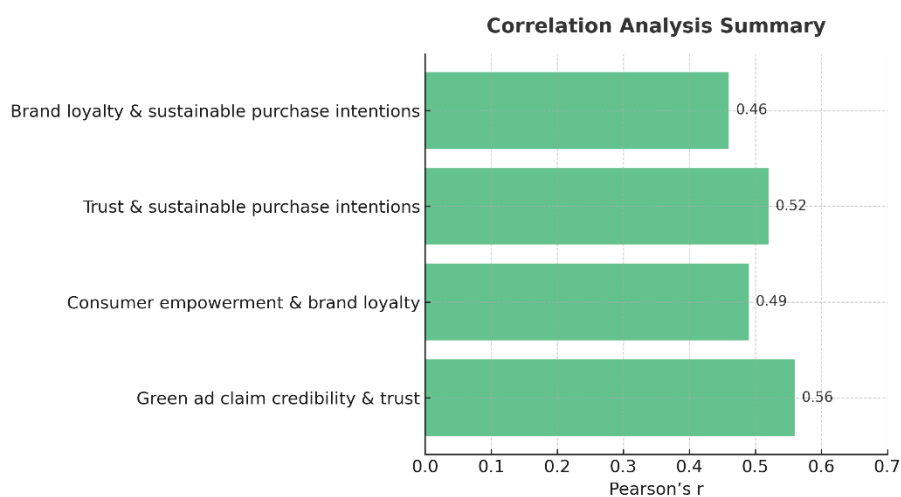


This means consumers generally perceived green advertising, as honest and empowering. (Li, 2025; Verleye et al., 2023).

#### 4.2 Correlation Analysis

*Table 4.2: Pearson's correlation demonstrates significant positive relationships*

| Variables                                         | Pearson's r | Significance (p) |
|---------------------------------------------------|-------------|------------------|
| Green advertising claim credibility and trust     | 0.56        | < 0.001          |
| Consumer empowerment and brand loyalty            | 0.49        | < 0.001          |
| Trust and sustainable purchase intentions         | 0.52        | < 0.001          |
| Brand loyalty and sustainable purchase intentions | 0.46        | < 0.001          |



*Figure 4.2: Correlation Strength between Key Variables*

These findings are in line with existing research that considers credibility and empowerment to be key factors in the relationship between trust and loyalty in green marketing (Sharma & Rao, 2024; Verleye et al., 2023).

#### 4.3 Regression Analysis

*Table 4.3: Regression Analysis*

| Predictor             | Standardized Beta ( $\beta$ ) | Variance Explained ( $R^2$ ) | Significance (p) |
|-----------------------|-------------------------------|------------------------------|------------------|
| Trust in the company  | 0.45                          | 0.20                         | < 0.001          |
| Brand Loyalty         | 0.38                          | 0.15                         | < 0.001          |
| Trust + Brand Loyalty | -                             | 0.30                         | < 0.001          |

Simple linear regression was applied in their analysis to understand the purchase intentions of sustainable consumers according to the trust and brand loyalty on the consumer. The results showed that sustainable purchase intention was strongly predicted by trust in the company ( $b = 0.45$ ,  $p < 0.001$ ), which contributes to 20 percent of the variance and clearly shows how trust is critical in affecting green purchasing behaviour (Akude et al., 2025). In the same manner, brand loyalty would become a great predictor of sustainable purchase intention ( $b = 0.38$ ,  $p < 0.01$ ) with a variance of 15 percent. The combination of the two-consumer trust with brand loyalty when they were measured simultaneously explained 30 percent of variance in sustainable purchase intention ( $R^2 = 0.30$ ,  $F(2, 117) = 25.0$ ,  $p < 0.001$ ).

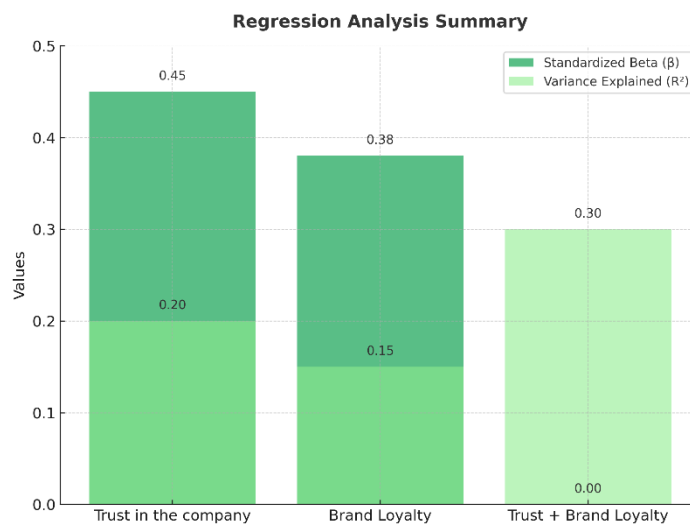


Figure 4.3: Regression Analysis Summary

Moreover, consumer empowerment mediated the relationship between advertising claims and trust, indicating advertising that stimulated emotional and/or cognitive engagement with consumers generated higher levels of trust, thus increasing brand loyalty and, ultimately, purchase intentions (Frontiers in Sustainable Food Systems, 2025).

## 5. RESULTS AND FINDINGS

The results indicate that there is a high score of green advertising messages and the results include consumer trust and sustainable purchase intentions. The positive green advertisements were suitable and successful in transmitting the meanings that were appealing to consumer perceptions and motivations. These adverts were determined by brevity, sincerity, and valid assertions based on a real faith. Respondents were comfortable that green advertising assertions were quite realistic as well as ethical therefore instilling a sense of empowerment in them.

This process was important due to the mediating importance of empowerment. Consumers felt more involved and took more responsibility which brought about more levels of trust. This finding supports the ideas of the signaling theory and Stimulus-Organism-Response model, showing that the process of stimulating consumer cognitive and emotional responses on the adverts of green products affect the desire to buy the products based on the processes of green trust and perceived value (Liu and Liu, 1944; Yang et al., 2022).

The most predictive argument of sustainable purchasing behavior turned out to be trust, which supports the work of researchers before the topic who state the necessity of transparency and authenticity in green messages to develop consumer trust (Kwon et al., 2023; Sharma and Rao, 2024). Similarly purchase intentions found to be sustainable were enhanced by brand loyalty to environmentally responsible companies. The more loyal consumers to green brands showed environmentally conscious patterns of consumption continuously (Zhang et al., 2022; Verleye et al., 2023).

These results showcase the necessity of transparency, participatory campaigns, and consumer education as important items in green advertising strategies. Such strategies are not only the experience of the empowerment of the consumer when they are consistent with the regulatory requirements but also help to establish sustainable brand-consumer relationships (Li, 2025; Sustainable Food Systems, 2025). The practical implication is that there is need to introduce the evidenced based storytelling and collaborative models to enhance the efficiency and validity of green marketing.

## 6. CONCLUSION

The paper confirms that the positive effect of green advertising, which is based on clarity, honesty, and factual sustainability claims, on consumer trust, and consumer empowerment (both of which are determinants of brand loyalty as well as sustainable purchase intentions) is positive. The findings confirm that trust is one of the major predictors of intention to purchase the environmentally friendly products and brand loyalty is a predictive. The mediating forces include the power

of the consumers and their involvement, which improves the bondage of the consumers to the products and activities that are associated with sustainability.

Therefore, green advertising practices grounded on transparency, authenticity and active involvement of the consumer are not merely articles in an ethical marketing practice, but it is also a useful instrument in making people consume in a sustainable way, and in establishing good brand equity. Practically speaking, the marketer should apply evidence-based claims and engagement campaigns to convince the consumer to commit his or herself to sustainability. Besides, the policy makers and the industry players can work together and develop synchronized standards that enhance efficacy and effectiveness of green marketing activities to facilitate the authenticity and creation of the real trust on the consumers.

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