RESEARCH ARTICLE / ARAŞTIRMA MAKALESİ

Investigating the Impact of Green Advertisements on Consumers' Sustainable Consumption Behaviors in Turkey[*]

Türkiye'de Yeşil Reklamların Tüketicilerin Sürdürülebilir Tüketim Davranışları Üzerindeki Etkisinin Araştırılması

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Abstract

This study explores the influence of green advertisements on consumers' tendencies towards sustainable consumption in Turkey. The Attention-Interest-Desire-Action (AIDA) model serves as the theoretical framework, guiding the investigation of how green advertisements capture consumer attention, cultivate interest, and ultimately lead to action in the form of sustainable consumption practices. An online questionnaire was distributed to a sample of 291 participants, and the data was analyzed using Structural Equation Modeling (SEM) with AMOS. The findings reveal that attention to green advertisements significantly affects interest in them. Furthermore, interest in green advertisements is positively associated with a desire for sustainable consumption. Finally, the desire to engage in sustainable consumption practices is a significant predictor of consumers' actions towards such practices. These findings highlight the potential of green advertisements to promote sustainable consumption among Turkish consumers.
Keywords: Sustainable Consumption, Green Advertisements, Emerging Markets, AIDA Model, Structural Equation Modelling

Öz

Bu çalışma, yeşil reklamların Türkiye'deki tüketicilerin sürdürülebilir tüketime yönelik eğilimleri üzerindeki etkisini incelemektedir. Teorik çerçeve olarak Dikkat-İlgi-Arzu-Eylem (AIDA) modeli benimsenmiş olup, yeşil reklamların tüketicilerin dikkatini nasıl çektiği, ilgilerini nasıl artırdığı ve nihayetinde sürdürülebilir tüketim uygulamaları şeklinde eyleme nasıl dönüştüğü araştırılmaktadır. Çevrimiçi bir anket, 291 katılımcıdan oluşan bir örneklem üzerinde uygulanmış ve veriler AMOS kullanılarak Yapısal Eşitlik Modelleme (SEM) yöntemiyle analiz edilmiştir. Bulgular, yeşil reklamlara gösterilen dikkatin bu reklamlara yönelik ilgiyi anlamlı şekilde etkilediğini ortaya koymaktadır. Ayrıca, yeşil reklamlara duyulan ilginin sürdürülebilir tüketime yönelik arzu ile pozitif yönde ilişkili olduğu belirlenmiştir. Son olarak, sürdürülebilir tüketim uygulamalarına katılma arzusu, tüketicilerin bu yöndeki davranışlarının önemli bir belirleyicisidir. Bu bulgular, yeşil reklamların Türk tüketicileri arasında sürdürülebilir tüketimi teşvik etme potansiyeline sahip olduğunu vurgulamaktadır.
Anahtar Kelimeler: Sürdürülebilir Tüketim, Yeşil Reklamlar, Gelişmekte Olan Pazarlar, AİDA Modeli, Yapısal Eşitlik Modellemesi

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1. Introduction

Sustainable consumption involves the use of goods produced through ecologically conscious manufacturing practices, meeting consumer needs while prioritizing environmental protection (Fuchs & Lorek, 2004, p. 3-4). European countries lead in sustainable consumption efforts (Wang et al., 2019, p. 741). For instance, British Airways' "Green Policy" reflects a commitment to conscious consumers aware of carbon emissions impact. The company contributes per capita to a fund researching carbon emission reduction for travelers who must fly (Boztepe, 2012, p. 8). Such initiatives aim to alleviate consumption-related issues and guide environmentally conscious consumers. Yet, it is acknowledged that environmentally sensitive attitudes do not always translate into corresponding behaviors (Kwan & Hung, 2023, p. 1).

Over time, the objectives of marketing have evolved significantly. While marketing initially aimed solely at generating profits for companies, its contemporary role extends far beyond financial gains. Today, marketing is not only a management process for achieving the bottom line (profitability) but also places a crucial emphasis on social responsibility (people) and environmental awareness (planet), especially considering the environmentally conscious modern-day consumer (Erbaşlar, 2012, p. 95). Consequently, businesses now incorporate concepts like green advertisements and sustainable consumption, not only for competitive advantage but also to influence consumer behavior. The dual goal is to enhance corporate prestige and increase profitability by publicly proclaiming a commitment to responsible operations (Han et al., 2020, p. 383).

The stimulus for businesses to engage in sustainability and green marketing can be traced back to the Industrial Revolution. The strides made in growth and development, coupled with a surge in population, prompted a rapid utilization of global resources. Recognizing the urgent need to address resource depletion, the United Nations initiated programs and established commissions, such as the Environment and Development Program (UNDEP) and the World Commission on Environment and Development (WCED). Key milestones include the 1992 Rio Summit and the 2002 Johannesburg Summit, pivotal events that underscored global commitment to sustainable development. In the seminal 1987 Brundtland Report, sustainability was formally defined as "development that meets the needs of the present without compromising the ability of future generations to meet their needs." The Rio Summit established a set of principles for environmentally friendly country management, urging nations to adhere to these principles. The 2002 summit culminated in the adoption of a final document titled "The Future We Want," which emphasized the imperative of sustainability (Karalar & Kiraci, 2015, p. 63-64; Dışişleri Bakanlığı, 2023).

There is law number 2872 regarding the environment in Turkey. Article 1 of the Environmental Law defines the main objective of the legislation as protecting the environment, regarded as the common domain of all living organisms, in accordance with the principles of sustainability and sustainable development. Businesses that do not comply with the rules determined within the framework of this law may be fined, their licenses may be suspended, or their activities may be stopped, depending on the crimes they commit (Çevre Kanunu, 1983).

The swift rise in the global population poses a significant challenge to achieving a sustainable life within existing consumption patterns. The accelerated consumption of natural resources and prevailing practices have precipitated environmental degradation, climate change, and global warming. Consequently, the delicate ecological balance is disrupted, endangering the well-being of future generations. Moreover, the implications of unsustainable practices extend to economic realms, giving rise to issues of inequality (Princen et al., 2001, p. 1-3).

The recognition of ecological and green production labels by consumers appears to be limited, as indicated by a study on green marketing, revealing that only 10% of consumers acknowledge these labels on product packaging (Boztepe, 2012, p. 8). However, a study on the impact of friendly packaging found that this rate increased to 70% (Herbes et al., 2020, p. 265). Highlighting concerns about sustainable practices, a report from the European Environment Agency on February 23, 2023, underscores that consumption patterns within the European Union currently deviate from a sustainable trajectory. The extraction and processing of resources to meet consumption needs have resulted in significant pollution. Moreover, there has been a lack of progress or improvement in understanding sustainable living over the past decade (European Environment Agency, 2023).

In this context, studies conducted across various periods consistently indicate that the understanding of sustainable living, particularly in the realm of consumption, falls below desired levels. Achieving sustainability requires concerted efforts from governments, businesses, and consumers alike. Governments play a role in fostering societal understanding of sustainability through enacted laws, while consumers are pivotal in demanding sustainable products and steering businesses toward environmentally responsible practices (Sustainable Consumption Roundtable, 2006, p. 7; Chen et al., 2021, p. 1). Besides, projects like the "Water of Tomorrow" initiative by a dishwashing detergent brand focus on raising awareness about water consumption and environmental responsibility (www.yarininsuyu.com, D.A.: 19.06.2023).

The table below presents a summary of previous research on green advertising and sustainable consumption, along with the findings of these studies.

Table 1. Previous researches

Research Name	Year	Authors	Sample Size	Findings
Environmental Claims and Advertisement Effectiveness: An Experimental Study on Print Advertisements	2010	Ümit ALNIAÇIK Cengiz YILMAZ Esra ALNIAÇIK	510	The results indicated that including environmental claims in the advertisement did not have a positive effect on the effectiveness of the washing machine advertisement in the expected direction. However, it did have a positive effect on the advertisements of wristwatches and DVD players. Furthermore, including an environmentally friendly claim in the washing machine advertisement did not create a significant difference on the attitude towards the advertisement, the attitude towards the brand, and the purchase intention.
Green Marketing and Its Impact on Consumer Buying Behavior	2012	Aysel BOZTEPE	540	The analysis reveals that factors such as environmental awareness, attributes of green products, eco-friendly promotional strategies, and sustainable pricing positively influence consumers' green purchasing behaviors. Additionally, demographic characteristics exhibit a moderate impact on the proposed model.
Is Sustainable Consumption Possible in Poland? An Examination of Consumers' Attitudes Toward Deconsumption Practices	2015	Aleksandra BURGIEL Jolanta ZRAŁEK	400	The findings suggest that collaborative consumption could significantly contribute to the transformation of Polish consumer behavior. While for some individuals it may constitute the sole acceptable form of deconsumption, for others it might serve as an initial move toward the wider embrace of

				deconsumption practices and a shift toward more sustainable consumption patterns.
Green Marketing Orientation: Achieving Sustainable Development in Green Hotel Management	2020	Kuo Cheng CHUNG	836	The study demonstrated that stakeholders and hotels implementing corporate social responsibility initiatives can indirectly strengthen consumer loyalty to the hotel's brand image by leveraging green marketing strategies.
"Green Marketing": An Analysis of Definitions, Strategy Steps, and Tools Through a Systematic Review of The Literature	2017	Rosa Maria DANGELICO Daniele VOCALELLI	-	The development of the green marketing concept has been shaped by the increasing emphasis on environmental sustainability. In the context of green marketing strategies, various methods of consumer segmentation have been proposed. A common theme among these studies is the emphasis on the superiority of green brand positioning compared to green product positioning, often highlighting it as a strategic opportunity for market differentiation.
Green Marketing and Consumer Tendency of Eco-Friendly Products	2013	M. Nazif DURU Esra ŞUA	370	A correlation was observed between "Environmentally Friendly Product Awareness" and several demographic variables, including class level, family occupation type, mother and father's education level, and family income level. Additionally, the relationship between "Environmental Awareness" and gender was identified.
The Effect of Green Products and Green Promotion on Customers' Loyalty to the Brand of Naghshe Jahan Sugar Company	2013	Somayyeh HOSSEINZADEH Mansour AZIZPOUR	235	The results indicate that green products and green promotions have an impact on customer loyalty. However, the findings demonstrate that green products and green promotions only explain 16% of customer loyalty.
Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions	2020	Szerena SZABO Jane WEBSTER	166	The findings of the study indicate that perceived greenwashing is influenced not only by consumers' environmental and product-related perceptions but also by their emotional experience during interactions with the website. Additionally, the results show that website interactivity is linked to perceived greenwashing, environmental and product perceptions, as well as the extent of consumer engagement with the website.
Green Innovation, Managerial Concern and Firm Performance: An Empirical Study	2018	Minfeng TANG Grace WALSH Daniel LERNER Markus A. FITZA Qiaohua LI	374	The findings suggest that, in the absence of managerial concern for environmental issues, both green process innovation and green product innovation significantly and positively predict firm performance. However, when managerial concern is accounted for, it is found to amplify the positive impact of green process innovation on firm performance. In contrast, managerial concern does not enhance the positive relationship between green product innovation and firm performance. Moreover, with the inclusion of managerial concern, neither managerial concern nor green product innovation continues to account for a significant unique variance in firm performance.

This study endeavors to examine the impact of green advertisements and sustainable consumption concepts on consumers, utilizing the Attention-Interest-Desire-Action (AIDA) model as a framework to explore the complexities of consumer decision-making in the context of environmental awareness and responsible consumption.

While several previous studies (as presented in Table 1) have investigated various aspects of green marketing and sustainable consumer behavior, many have not directly focused on the specific influence of green advertisements within the Turkish context, nor have they examined this influence through the lens of the AIDA model.

This study aims to address this gap by exploring how Turkish consumers perceive and respond to green advertisements, and how these responses influence their purchasing decisions. By grounding the research in prior studies and extending them with a focused theoretical framework, this research seeks to contribute to the existing literature by offering both contextual and conceptual enrichment.

Accordingly, the research questions of this study are as follows:

Are green advertisements taken into consideration by consumers living in Turkey?

How do green advertisements affect the purchasing processes of consumers living in Turkey?

2. Conceptual Framework and Hypotheses

Business social responsibility encompasses the strategic management of businesses concerning both macro and microenvironmental factors, market dynamics, legal frameworks, the natural environment, and ethical values (Altunışık et al., 2020, p. 69; Demir & Songür, 1999, p. 151; Yıldırım & Mert, 2020). Green marketing, within the context of social responsibility, involves all marketing activities aimed at providing solutions to environmental issues and safeguarding the environment and ecological balance (Altunışık et al., 2020, p. 559; Dangelico & Vocalelli, 2017, p. 1264). In recent times, businesses have increasingly sought to address environmental problems, promote sustainability, combat climate change, and mitigate pollution through the adoption of green advertising practices (Alnıaçık et al., 2010, p. 88; Kärnä et al., 2001, p. 60; Özkaya, 2010, p. 255; Simão & Lisboa, 2017, p. 186). Green advertisements from supportive enterprises often highlight the absence of harmful chemicals in their products, eco-friendly formulas, and the use of materials that do not harm the environment, as evidenced by examples such as various laundry detergent brands (www.hurriyet.com.tr, D.A: 19.06.2023) and beverage or liquid detergent companies (www.youtube.com, D.A.: 19.06.2023).

In Turkey, not only businesses but also the government creates environmentally friendly advertisements and public service spots, providing information about people's adoption of an environmentalist approach. Republic of Turkey Ministry of Environment, Urbanisation and Climate Change is trying to draw people's attention to the environmentalist approach with its "My Environment Commercial Film (Çevre Benim Reklam Filmi)" (Republic of Turkey Ministry of Environment, Urbanization and Climate Change, 2021).

Additionally, businesses utilize nature-themed works and green color schemes in advertising materials to underscore their commitment to environmental stewardship. To encourage sustainable consumption, many businesses opt for green-themed product designs, as illustrated by Coca Cola's red box, Apple's MacBook promotional screens, and Coca Cola's billboards displayed in green (www.kentstratejileri.com, D.A: 12.06.2023). The widespread use of green advertisements has spurred various studies on consumer responses to such initiatives (Polonsky, 1994; Kärnä et al., 2001; Spangenberg & Lorek, 2002; Grant, 2008; Yücel &

Ekmekçiler, 2008; Alnıaçık et al., 2010; Papadopoulos et al., 2010; Özkaya, 2010; Boztepe, 2012; Erbaşlar, 2012; Ku et al., 2012; Ulusu & Köksal, 2012; Duru & Şua, 2013; Hosseinzadeh & Azizpour, 2013; Kuşat, 2013; Burgiel & Zralek, 2015; Dangelico & Vocalelli, 2017; Simão & Lisboa, 2017; Tang et al., 2018; Kristiana, 2018; Chung, 2020; Szabo & Webster, 2020).

A study on attitudes toward green advertisements revealed gender disparities, with women exhibiting a higher average positive attitude than men (Ulusu & Köksal, 2012, p. 4666). However, conflicting findings exist, as another study suggested that women are less sensitive than men to green marketing initiatives (Duru & Şua, 2013, p. 135). These varying outcomes align with earlier research indicating that men prioritize green products, while women focus more on product promotions (Boztepe, 2012: 15).

Moreover, research investigating the impact of green products and promotions on consumer loyalty concludes that companies' eco-friendly initiatives significantly influence customer loyalty (Hosseinzadeh & Azizpour, 2013, p. 117).

2.1. Sustainable Consumption

In today's globalized world, issues such as environmental pollution, sustainability, climate change, global warming, and nature degradation are crucial concerns for humanity and focal points for businesses (Alnıaçık et al., 2010, p. 86; Boztepe, 2012, p. 7; Burgiel & Zralek, 2015, p. 15-16; Dangelico & Vocalelli, 2017, p. 1264; Fuchs & Lorek, 2004, p. 3-5; Princen, 2003, p. 33-34; Sheth et al., 2011, p. 21-22). Sustainability entails the efficient use of resources and the implementation of plans for the continuity of processes (Reyhan, 2014, p. 334-335; Simão & Lisboa, 2017, p. 185; Yavuz, 2010, p. 64-65). It permeates every aspect, from production to consumption, agriculture to industry, and growth to the economy. Sustainability calls for a balanced approach in which materials used in processes are never depleted, forming the crux of the matter (Fuchs & Lorek, 2004, p. 17; Yavuz, 2010, p. 65). Governments globally are collaborating on various initiatives to address issues like global warming and reduce environmental pollution. For example, the G20 summit in Rome in October 2021 discussed potential measures, including the possibility of phasing out emission vehicles (https://www.bbc.com/turkce/haberler-dunya-59109852 Accessed on 23.11.2021). Businesses, in turn, must eliminate marketing myopia, adapting to changing economic conditions and sustainability measures. Marketing myopia, characterized by a lack of awareness of a product's meaning to consumers, can be a hindrance to adapting to changing market dynamics (Altunışık et al., 2020, p. 33).

2.2. AIDA Model

The AIDA model, developed by E. St. Elmo Lewis, outlines the consumer buying process through four stages: Attention, Interest, Desire, and Action (Ghirvu, 2013, p. 91-94; Hassan et al., 2015, p. 263). The AIDA model posits that consumers first become aware of a product, followed by developing an interest, desire, and finally, acting by making a purchase.

2.2.1. Attention

Attention, the first stage in the AIDA model, involves capturing consumer attention (Manafe & Pramita, 2022: 493). Studies from various sectors such as tourism and food delivery services have demonstrated that attention significantly influences interest (Wei et al., 2022, p. 268; Kang, 2022, p. 821; Song et al., 2021, p. 6). While these studies do not directly address green advertising, they highlight a consistent pattern within the AIDA model, namely that attention is a critical driver of consumer interest.

Based on this theoretical foundation, the current study extends this relationship into the context of green advertisements. Accordingly, it is hypothesized that the attention captured by green ads significantly affects the level of interest they generate.

H_1: The attention captured by green ads has a significant impact on the interest they generate.

2.2.2. Interest

Interest is defined as the consumer's eagerness to delve into product details once they are aware of its existence (Song et al., 2021, p. 2). Moreover, it signifies that marketing messages effectively capture the attention of consumers (Manafe & Pramita, 2022, p. 493). The AIDA model, which outlines the stages of consumer engagement, has been applied in the context of green marketing to understand consumer behavior towards eco-friendly products (Mustikaningrum, 2017, p. 69). Although the interest–desire link has not been extensively tested in every green advertising context, the model itself provides a versatile theoretical structure that can be adapted to various marketing domains, including sustainability-focused campaigns. Studies indicate that green advertising can stimulate consumer interest, leading to increased desire and purchase intentions for green products (Obaid & Rashid, 2022, p. 13). Hence, we posit:

H_2: The interest generated by green ads has a significant impact on the desire of these ads.

2.2.3. Desire

Desire is expressed as the passion felt for the brand or product, together with the additional information that consumers receive about the product after they become aware of the brand and product (Wijaya, 2012, p. 84). A study investigating the pro-environmental behavior of traveling people concluded that desire has an impact on action (Kang, 2022, p. 821). Supporting this, previous research also confirms that desire can have a statistically significant effect on action (Lee et al., 2018, p. 696). In the context of green marketing, desire plays a pivotal role in transforming consumer awareness and interest into action. Li (2025) found that green advertising significantly influences consumers' desire, which in turn affects their behavioral intentions. Similarly, Fabian (2023) demonstrated that a strong desire for eco-friendly products leads to increased consumer action in purchasing such products. These findings highlight the mediating role of desire between emotional involvement and environmentally responsible behavior. Hence, we posit:

H_3: The desire for green ads has an impact on the actionability of green ads.
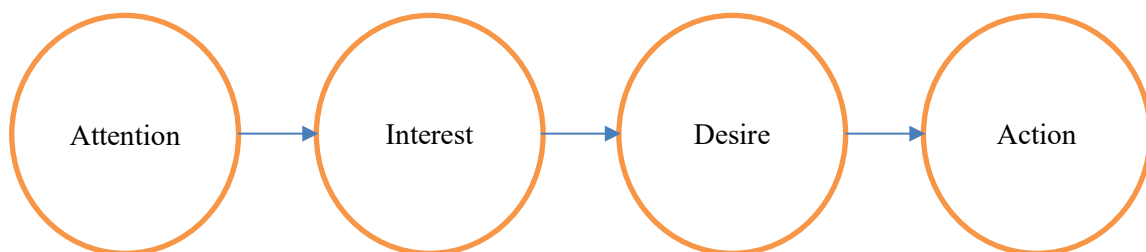
Figure 1. Research model

3. Methodology

3.1. Sample

To gather the necessary data for testing the research hypotheses and examining the relationships between variables, an online questionnaire was utilized. The first section of the questionnaire contained statements designed to measure the study variables, while the second section collected demographic information about

the participants. The survey was created using Google Forms to assess respondents' level of participation. Participants were briefed on the definition of green advertisements and were asked whether they had previously encountered such advertisements. Additionally, they were questioned about their recognition of green businesses and their history of purchasing green products. Respondents indicated their agreement with the survey items on a 1-5 scale (1: I strongly disagree, 5: I totally agree), based on their experiences with green purchasing. As a result, individuals who had not seen green advertisements prior to the survey were excluded from the sample.

Table 2 shows that, when the demographic data of the survey participants were examined, there were 291 survey participants.

Table 2. Demographic characteristics

		f	%
Gender	Male	185	63,6
	Female	106	36,4
Marital	Single	135	46,4
	Married	156	53,6
Age	18-25	94	32,3
	26-33	48	16,5
	34-41	64	22,0
	42-49	36	12,4
	50 and above	49	16,8
Education	High school and below	82	28,2
	Associate degree	31	10,7
	Bachelor's degree	106	36,4
	Graduate	72	24,7
Profession	Laborer	17	5,8
	Public Employees	107	36,8
	Student	90	30,9
	Private sector	62	21,3
	Self-Employed/Tradesman	15	5,2
Income	0-8.000 in Turkish Lira	61	21,0
	8.001-16.000 in Turkish Lira	67	23,0
	16.001-24.000 in Turkish Lira	70	24,1
	24.001-32.000 in Turkish Lira	48	16,5
	32.001 in Turkish Lira and above	45	15,5
Total		291	100,0

It is understood that 185 participants were male, 106 participants were female, 135 participants were single, and 156 participants were married. In terms of age, 32.3% of the participants were aged 18-25 years. In terms of the educational status of the participants, 106 participants had a bachelor's degree. It is possible that public employees are predominant in occupational groups. A balanced distribution was observed for the income status of the participants.

3.2. Measures

The questions regarding the variables used in the online questionnaire were adapted from various studies. Sharifi et al. (2019) and Weng et al. (2021) used the variables attention (4 items), interest (4 items), desire (4 items), and action (4 items). The variables were assessed using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Table 3 presents the average participation, factor loadings, Cronbach's alpha, and variance explained based on participants' responses, thereby confirming the internal consistency of the data.

Table 3. Scale summary

	Average Participation	Factor Load	Cronbach Alpha	Explained Variance
Attention			,832	10,822
When I see a green advertisement, I pay attention to it.	3,70	,707		
The green advertisements are understandable.	3,56	,708		
The content of the green advertisements would stay in my mind.	3,67	,850		
Green advertisements of businesses make me aware of how to consume sustainably.	3,60	,601		
Interest			,887	8,681
Visual components of the green advertisements are acceptable	3,64	,709		
Green advertisements of businesses make me sensitive about sustainable consumption.	3,85	,554		
The green advertisements have created a positive feeling about the benefits of sustainable consumption for my family and my country	3,93	,568		
The green advertisements have made me sensitive to the benefits of sustainable consumption in society.	3,84	,547		
Desire			,906	12,992
The green advertisements have persuaded me to consider sustainable consumption.	3,96	,701		
The green advertisements have made positive feelings about the future of society.	4,02	,740		
The green advertisements have to lead to positive feelings about the prevalence of sustainable consumption in the future.	4,16	,744		
The green advertisements have made me want to participate in sustainable consumption.	3,90	,660		
Action			,915	15,540
The green advertisements have encouraged me to recommend my friends to buy products from businesses that make these efforts because of their contribution to sustainable consumption.	3,67	,716		

The green advertisements have made me use the products of these businesses because of their contribution to sustainable consumption.	3,73	,802
The green advertisements have made me seek information to purchase the products of this business due to its contribution to sustainable consumption.	3,52	,763
The green advertisements have directed me to purchase the products of this business due to its contribution to sustainable consumption.	3,68	,766

KMO: ,953   Total Variance Explained: %76,608

When the table above is examined, the Cronbach's Alpha values, which are the values for the reliability of the variables, are as follows: α=0.832 for attention, α=0.887 for interest, α=0.922, for desire, and α=0.915 for action. The Cronbach's values are higher than the acceptable value of 0.70. The KMO value is 0.953. These values show that the obtained data are suitable for analysis (Altunışık et al., 2020, p. 184; Coşkun et al., 2015, p. 268).

When the Skewness and Kurtosis values of the variables are analyzed, it is understood that the highest skewness value is -.319, the lowest skewness value is -1.031, the highest kurtosis value is .514, and the lowest kurtosis value is -.426. Since these obtained values are within the +-1.5 range, it can be accepted that the data follow a normal distribution (Tabachnick et al., 2013 as cited in Erbay & Beydogan, 2017, p. 250).

3.3. Procedure

The literature used while designing the survey form was adapted to the study form and translated into Turkish. In this process, 4 different academicians were consulted about the clarity of the translation of the questions. A pilot test was subsequently conducted with 50 university student participants to ascertain the intelligibility of the questions. The links to the online survey forms created using the Google Form were disseminated to the sample, which was determined using the convenience sampling method. In the online questionnaire, explanations were provided to help the participants perceive the concepts in the statements. In addition, it is stated how many sections the survey consists of, for what purpose the study was conducted, and that the findings will be used only for academic study. Finally, the participants were thanked.

4. Data Analyses and Results

Structural Equation Modeling (SEM) was employed using IBM AMOS 22.0 due to the model's inclusion of multi-item measures, multiple constructs, and their interrelationships. Initially, the measurement model was evaluated prior to the testing of the structural model (Anderson & Gerbing, 1988).

4.1. Measurement Model

The measurement model demonstrated a good fit (χ^2 = 145.380, df = 68; CFI = .975; TLI = .976; IFI = .975; GFI = .933; AGFI = .897; SRMR = .036; RMSEA = .063). The reliability of the measures used in the analysis was confirmed, with construct reliability (CR) estimates ranging from 0.857 to 0.916. Although the Chi-square value (145.380) is statistically significant, it is important to note that the Chi-square statistic is sensitive to sample size and tends to be significant in SEM analyses (Doll et al., 1994, p. 456; Mishra & Datta, 2011, p. 40). Here, other fit indices provide a more reliable picture of model adequacy.

4.2. Construct Reliability

The Construct Reliability (CR) values for all constructs, including the desire for sustainable products, attention to green advertisements, interest in sustainability, and actions toward sustainable consumption, all exceeded the recommended threshold of 0.70 (Hair et al., 2017). Desire = 0.906, Attention = 0.857, Interest = 0.896 and Action = 0.916. These high CR values indicate strong internal consistency, meaning the questions within each construct effectively measure the same underlying concept.

4.3. Discriminant Validity

Discriminant validity was established by ensuring that the constructs are distinct from one another. This was verified by comparing the Average Variance Extracted (AVE) of each construct with the squared correlations between the constructs, represented by the MaxR(H) values. In all instances, the AVE for each construct was found to be greater than the squared correlations between the constructs. For example, the AVE for desire (0.708) was higher than the squared correlation between desire and attention (0.842)2. This pattern held true for all constructs, indicating good discriminant validity.

4.4. Summary

The measurement model results demonstrate an acceptable model fit, strong construct reliability, and good discriminant validity. These findings provide confidence in the measurement model, suggesting that the constructs are measured reliably and validly, and they are distinct from each other. This paves the way for the next stage of structural equation modeling (SEM) analysis, which involves path analysis to test the hypothesized relationships between the constructs in the model regarding green advertising and sustainable consumption. Table 4 below shows related statistics.

Table 4. Related statistics

	CR	AVE	MSV	MaxR(H)	Desire	Attention	Interest	Action
Desire	0.906	0.708	0.740	0.914	**0.842**			
Attention	0.857	0.668	0.537	0.881	0.611	**0.818**		
Interest	0.896	0.742	0.740	0.897	0.860	0.733	**0.861**	
Action	0.916	0.731	0.596	0.919	0.769	0.569	0.772	**0.855**

4.5. Structural Model

The results demonstrated a good fit for the structural model (χ^2 = 137.649, df = 61; CFI = .974; TLI = .974; IFI = .974; GFI = .935; AGFI = .902; SRMR = .045; RMSEA = .066), with all indices surpassing the recommended threshold values (Hu & Bentler, 1999). The analysis provided support for hypotheses H1 through H3.

The analysis revealed significant relationships between the AIDA constructs in the green advertising model. Attention to green advertising exerted a positive and statistically significant influence on interest in sustainability (β = .710, p < .001), supporting H1. Interest in sustainability, in turn, had a strong and statistically significant positive effect on desire for sustainable products (β = .880, p < .001), supporting H2. Finally, the desire for sustainable products positively influenced acting towards sustainable consumption (β = .843, p < .001), supporting H3. These findings suggest that green advertising campaigns that capture consumer attention can indirectly promote sustainable consumption behavior by fostering interest in sustainability and a desire for sustainable products. A summary of the findings is provided in Table 5 below.

Table 5. Hypotheses results

Hypotheses	Estimate (β)	C.R.	p-value	Result
H1: Attention → Interest	0.71	9.803	<.001***	Supported
H2: Interest → Desire	0.88	15.97	<.001***	Supported
H3: Desire → Action	0.843	14.08	<.001***	Supported

Figure 2 illustrates the final structural model, including the path coefficients.
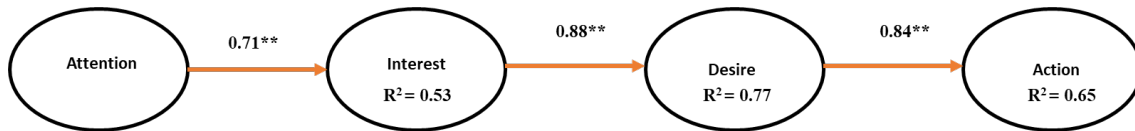
Figure 2. Structural model

5. Discussion and Implications

This study examined the influence of green advertising on sustainable consumption behavior within the framework of the AIDA model (Attention, Interest, Desire, Action). The findings provide strong support for the overall applicability of the AIDA model in this context. Consumers exposed to green advertising are more likely to progress through the stages of the model, demonstrating increased attention, interest, and desire for sustainable products, ultimately leading to a higher likelihood of acting towards sustainable consumption. These results align with the growing trend of consumer environmental consciousness and businesses' increasing focus on sustainability.

The findings of this study are consistent with the broader literature supporting the applicability of the AIDA model in consumer behavior, particularly within green marketing contexts. Attention, identified as the initial step in the AIDA process, has been widely recognized as a critical precursor to interest (Manafe & Pramita, 2022; Wei et al., 2022; Kang, 2022; Song et al., 2021). While most prior research has examined attention in diverse sectors such as tourism and food delivery, the extension of these findings to green advertising provides important evidence for the model's versatility (Mustikaningrum, 2017). Similarly, the generation of interest in green ads aligns with studies emphasizing the importance of educational and engaging content to deepen consumer engagement with sustainability issues (Obaid & Rashid, 2022).

The pivotal role of desire as a mediator between interest and action is well-supported, not only by traditional consumer behavior theories (Wijaya, 2012) but also through empirical studies focused on pro-environmental behavior (Kang, 2022; Lee et al., 2018). Recent research underscores that desire, when effectively stimulated by green advertising, significantly influences consumers' intentions to act in environmentally responsible ways (Li, 2025; Fabian, 2023). This underscores the transformative potential of green ads to convert passive awareness into active behavior change.

However, some nuances in the literature suggest that contextual factors, such as cultural differences and advertising media, may moderate the strength of these AIDA relationships (Lee et al., 2018; Fabian, 2023). This highlights the need for further research to explore these moderators and to test the AIDA model's effectiveness across various green advertising formats, such as social media or virtual reality.

The AIDA model has long served as a framework for understanding the stages involved in the consumer decision-making process. This study's findings suggest that green advertising can be particularly effective in influencing each stage of the AIDA model.

• Attention: Green advertisements that utilize engaging visuals, highlight environmental issues, or present innovative sustainable solutions are more likely to capture consumer attention compared to traditional advertisements.

• Interest: By providing educational content that goes beyond simply raising awareness, green advertising can foster deeper consumer interest in the environmental benefits and practical advantages of sustainable products.

• Desire: Effectively communicating the positive impact of sustainable consumption choices on the environment and individuals can contribute to a stronger desire for these products.

• Action: Green advertising that resonates with consumers' environmental concerns can ultimately motivate them to act, such as purchasing sustainable products or advocating for environmentally friendly practices.

It is thought that it may be useful to make efforts to ensure that consumers notice the products with ecological labels in stores. In addition, the benefits of green products can be emphasized in green advertisements to direct consumers to purchase green products.

Businesses can encourage green consumption by developing effective green advertising strategies and finding a place in this market. In this way, they can gain an advantage in the competition to be noticed by consumers who care about environmental benefits.

As a result, businesses are recommended to make use of advertisements that can stimulate consumers' attention, interest and desire for green products in order to encourage green consumption, improve their environmental reputation and increase their financial performance.

5.1. Real-World Examples

Several real-world examples highlight the effectiveness of green advertising in shaping consumer behavior, as illustrated by the AIDA model. Companies like Patagonia, renowned for their commitment to environmental activism, utilize marketing campaigns that capture attention through powerful visuals and messaging about environmental issues. This fosters interest in their sustainable products and ultimately drives purchase decisions. Similarly, Tesla's focus on electric vehicles addresses concerns about climate change and resource depletion, attracting attention, generating interest, and ultimately influencing consumers who prioritize environmental sustainability.

5.2. Limitations and Future Research Directions

While the study provides strong support for the AIDA model's applicability in the context of green advertising, there are limitations to consider for future research. This study focused on confirming the overall effectiveness of the AIDA model with green advertising, rather than delving into the specifics of the hypothesized relationships within the model.

Future research could explore these relationships in more detail, investigating the relative strength of the influence of attention on interest, interest on desire, and desire on action. Additionally, future studies could examine the effectiveness of the AIDA model with different advertising formats beyond traditional print or

television ads. Investigating how the AIDA model functions with social media advertising, video ads, or virtual reality experiences could provide valuable insights for businesses crafting green advertising campaigns. Finally, exploring the applicability of the AIDA model with non-green advertising can broaden our understanding of consumer behavior across different product categories.

In conclusion, this study demonstrates the AIDA model's effectiveness as a framework for understanding how green advertising influences consumer behavior towards sustainable consumption. Further research can delve deeper into the specific relationships within the AIDA model and explore its applicability to different advertising formats and product categories. By understanding these dynamics, businesses can create more targeted and effective green advertising campaigns that promote both environmental well-being and business success.

The Stimulus-Organism-Response (SOR) model can be used to investigate the effect of green advertisements on the consumer green purchasing process.

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