

Modelling Consumers' Green Purchase Propensity with Perception, Cognition and Emotion in the Context of Sustainable Development

By Simran Babu¹, Mariia Dykha², George Abuselidze^{3*}, Saroj Kumar Sahoo⁴,
Oksana Proskurovych², Olha Mantalyuk², Maksym Ivanov²

ABSTRACT:

Purchase propensity, an essential precursor to purchase behavior, is often overlooked by researchers, although it is a multifaceted phenomenon and is poorly investigated in the environmental context due to the role of psychological factors. The primary aim of this research is to explore the causal relationship between consumers' propensity to purchase green products with their key psychological dimensions, such as perception, cognitive load, and emotion towards green products and thereby proposing relevant strategies for retail organisations to strengthen consumers' purchase propensity towards the said products. To establish a strong theoretical basis for analysis, a thorough review of existing literature was conducted and was further supplemented by discussions with relevant researchers and experts in this domain. To facilitate a comprehensive understanding of the phenomenon, this study adopts a descriptive research design, enabling systematic observation and relationships within the above-mentioned context. Major findings of this conceptual article indicate that customers' positive perception of green products will evoke emotional engagement with these products, and their cognitive load will be managed, ultimately increasing their propensity to purchase the said products. Drawing on sustainability literature, the directional relationships of the identified dimensions form a new model, which advances the understanding of how affective and cognitive mechanisms interact in green consumer behavior. This study provides a roadmap for marketers to integrate green concerns for consumerism by leveraging cognitive and emotional understandings. At a broader level, its social relevance is underlined by the term "green", which provides a foundational framework for advancing sustainability goals and promoting eco-conscious consumer behavior for society and the globe at large.

Keywords: perception, cognition, emotions, propensity, green products, ecological purchase, sustainable development, environment, model, structural relationships

1. Introduction

Humanity is fundamentally interconnected with nature and entirely reliant on the environment, which places paramount importance on the restoration & protection of the ecosystem (Dykha & Dykha, 2024). But given the increasing environmental challenges for the entire globe, it is imperative to comprehend the factors that influence consumers' decisions to purchase goods that are sustainable, where green marketing can play a

¹ Sambalpur University, India.

² Khmelnytskyi National University, Ukraine.

³ Batumi Shota Rustaveli State University, Georgia.

* Corresponding author

⁴ Sambalpur University, India.

significant role in achieving sustainable success in this regard. The optimistic outlook that Indian marketers have for green marketing is indicative of the great and sustainable future that awaits Indian marketing firms. Also, most of them agree that corporate productivity is increased by green marketing initiatives (Khandelwal & Yadav, 2014), and, customer cognizance of the organisation's innovativeness & ecological credentials positively moderates this relationship, that is, the more customers are aware of a company's environmental credentials and innovativeness, the more the impact of ecological performance on market share (Rahman et al., 2020). Therefore, after sustainability is introduced, people who typically care about the environment will continue to support their preferred businesses (Kuchinka et al., 2018). Abuselidze and Meladze (2024) integrate perception (stakeholder and consumer belief in institutional innovation), cognition (understanding of the policy's economic-environmental links), and emotion (national pride in progressive development) as underlying mechanisms that drive acceptance and participation. By modelling how citizens and businesses react to policy stimuli, the study reveals how emotional affiliation and cognitive clarity can shape public support and green behavioral conduct. The findings are relevant for consumer-focused modelling because they show how broader institutional and emotional environments foster green propensities, both for purchases and public acceptance of sustainability initiatives. So, nations should concentrate on revolutionizing the business environment, encouraging digital innovations & eco-innovations, safeguarding intellectual property, raising the quality of innovation management (Strilets et al., 2024), and focus on the regulatory frameworks & development of renewable energy sources to guarantee market stability (Dykha et al., 2024). The study (Ji *et al.*, 2023) on agricultural renewables demonstrates that community awareness of eco-technologies, understanding of long-term benefits, and emotional engagement (e.g., pride in sustainable self-sufficiency) significantly influence the propensity for green adoption among both consumers and producers. However, the lack of standardization of government rules and regulations, ineffective manufacturer advertisements, and a dearth of knowledge about eco-friendly products are the reasons why the green marketing concept is still unpopular with consumers (Hundal & Kumar, 2015), and these factors implant uncertainty in the minds of consumers. Therefore, marketers must work hard to develop a high degree of consumers' purchase propensity towards green products, as it has been proven that purchase intention can be positively influenced by consumers' learning, satisfaction, and attitude (Sahoo et al., 2024). This highlights the complexities of consumers' choices, which necessitates further research to identify the specific factors that promote or hinder consumers' propensity to buy eco-friendly products. This study aims to address the existing gap by examining the pivotal role of consumers' perception, cognition, and emotion in shaping their propensity to engage in green purchasing behavior. The findings of this research will provide valuable insights for marketers, policymakers, and strategists to devise more effective and targeted strategies that bridge the attitude-behaviour gap, ultimately fostering a more environmentally conscious consumer base.

Building upon this foundation, it is also essential to consider the potential moderating effects of demographic variables such as age, education level, and income on these psychological drivers. Prior studies indicate that demographic factors can significantly influence how consumers perceive, process, and emotionally respond to green

marketing efforts (Biswas & Roy, 2015; Joshi & Rahman, 2019). For example, younger consumers may exhibit stronger emotional engagement with sustainability issues, whereas older consumers might be more responsive to cognitive appeals related to environmental responsibility and long-term impacts. Similarly, education can affect the processing of information about green products, and income may influence both the affordability and prioritization of such purchases.

Incorporating demographic considerations into future research and marketing strategies can enable a more nuanced understanding of consumer behavior and help develop differentiated approaches tailored to diverse cultural and socioeconomic contexts. Although this study primarily focuses on psychological determinants, acknowledging the interaction with demographic variables offers a promising avenue for expanding the scope and applicability of research on green consumer behavior.

2. Rationale of the study

The rationale of the study is ingrained in the fundamental connection between humankind and the environment, stressing the critical need to restore & protect ecosystems amidst escalating global environmental challenges. To address these challenges, this study aims to examine the psychological factors influencing consumers' green purchase propensity. The research gaps arising from the existing literature suggest that there is a need to explore how consumer perceptions, emotional considerations, and anticipated values collectively influence green purchase propensity, bridging the gaps in existing frameworks. Furthermore, while cognitive appraisals and emotional responses are known to affect satisfaction, the connection between these psychological factors and their indirect effects on green purchasing propensity remains underexplored. Additionally, the gap also lies in understanding how emotional and cognitive factors, influenced by tangible & intangible elements, directly affect consumer purchase propensity for eco-friendly goods. Taking into account the above research gaps, this study collectively highlights the need to address the consumers' psychological complexity in the environmental background and to build stronger purchase propensity for green products by leveraging the dynamic relationships among perception, cognition, and emotions.

2.1 Problem statement

In the above context, the research problem of the study can be defined as, "Can the purchase propensity of retail consumers be determined through a structural relationship of consumers' perception of green products, their cognitive load, and their emotions toward green products?"

3. Literature review

Through an exhaustive literature review, the new paths for consumers' purchase propensity for green products are explored, aiming to achieve the objectives of this study. The literature review has led to various industrial implications and certain research questions for future researchers. Hence, the discussions of this study will go beyond the literature review as follows.

3.1 Consumers' perception of green products

Consumers' perception of green products is crucial in defining sustainable market trends. It is important in understanding how individuals view environmentally friendly features since this may expose key drivers & barriers to their green purchasing propensity. Taking this discussion further, environmentally friendly goods are increasingly preferred by consumers nowadays, which make people select items that are sustainable over those that are detrimental to the environment (Singh, 2013) and consumers of all sorts, whether married or unmarried, male or female, of various age groups, socioeconomic backgrounds, income, and education, have positive attitudes toward environmentally friendly goods and concepts. Further, individuals possessing higher income & educational attainment exhibit greater awareness of environmental issues and sustainable goods (Dharmalingam & Palanisamy, 2019), where their perception of green values is positively correlated with their keenness to buy ecological goods (Dhewi et al., 2018). Moreover, customers' awareness & eco-conscious attitudes have a significant influence on their inclination to shop for eco-friendly products (Shehawy & Khan, 2024), where there are generally positive views for eco-design aspects like quality, price & recent trends also substantially influencing their buying decisions (Lavorata & Soula, 2025). So, those who care about the environment hold positive attitudes toward sustainability (Rezai et al., 2016) and are mindful of safeguarding the environment, which favours sustainable goods over non-green goods (Saxena & Khandelwal, 2009). On the other hand, consumers remain reluctant to shift to environmentally conscious goods due to a lack of product knowledge, product unavailability, rising costs, a lack of product substitutes, and assortments (Saxena, 2021). Furthermore, consumers' perceptions of business entities prioritizing profit over pollution reduction and regulatory compliance adversely influence their perception of eco-friendly goods, while positive effects stem solely from their product experience. Other aspects, such as the perception of green products, their labels, packaging, and product ingredients, have no effect on customer perceptions. Additionally, customers are not tolerant of poorer quality and higher costs for environmentally friendly goods (D'souza et al., 2006) & doubt towards eco-conscious claims (Saikrishnan & Archana, 2025). The research landscape from the above-mentioned studies together highlights the increasing consumer inclination towards eco-friendly products. But it also examines enduring issues like ignorance, exorbitant prices, and unfavourable company perceptions, reflecting a nuanced landscape of drivers and obstacles in how consumers view green products. Thus, the consumers' perception is considered the base in this study for the consumers' attitude and purchase propensity in relation to green products.

In addition to psychological drivers such as perception, cognition, and emotion, it is crucial to account for external market forces that can distort consumer decision-making. Among these, greenwashing—defined as the practice of making exaggerated or misleading environmental claims—has emerged as a significant barrier to genuine green purchasing behavior. While consumers may initially respond positively to green messaging, the presence of ambiguous or deceptive eco-labels can foster skepticism, reduce trust, and ultimately weaken the intention-behavior relationship.

Recent studies have shown that consumers increasingly question the credibility of environmental claims, particularly in highly commercialized markets where green branding is often used as a competitive marketing tool rather than a reflection of authentic corporate

sustainability (Delmas & Burbano, 2011; Lyon & Montgomery, 2015). This skepticism can inhibit the effectiveness of green marketing strategies, even when perception, cognition, and emotional engagement are aligned.

The perception of corporate honesty and the perceived legitimacy of environmental certifications now play a critical role in shaping consumer trust. Therefore, understanding the mechanisms of greenwashing and its psychological consequences is essential for designing marketing approaches that not only inform but also reassure environmentally conscious consumers. Future research should further investigate how consumers develop resistance to misleading claims and how institutional transparency and regulatory standards might help rebuild trust in eco-labels and green communication.

3.2 Relationship of consumers' perception with their emotional consideration and cognitive load towards green products

Consumers' perceptions can be shaped by a mix of emotion and cognition, which together may impact their buying choices. Such interaction between emotional appeal and cognitive effort shapes how the consumer assesses green features, influencing their likelihood of purchasing green products. Furthering this discussion, consumers have a positive attitude towards ecological products and are willing to use them, where moral obligation, environmental ethics & social norms influence their readiness to adopt such products, which emphasizes how society influences eco-conscious choices and motivates real ecological consumption (Kour, 2024). In addition, persons who care about the environment adopt positive attitudes toward environmental sustainability, and their desire to employ innovative environmentally friendly practices becomes apparent when they exhibit caring qualities (Rezai *et al.*, 2016). So, when the route coefficient between green marketing tactics and green purchase intents is analyzed, it is discovered that green brand image and customer environmental sentiments tempered this relationship substantially (Majeed *et al.*, 2022). Where the functional worth (price), social worth, and ecological worth positively impact ecological product consumer behaviour. In contrast, the value of emotions has a significant impact on the role of social value, ecological value, functional value, conditional value, and epistemic value (Khan & Mohsin, 2017). Additionally, green hotel clients' perceived value is linked to their anticipated emotions, where a high degree of social, economic, hedonistic, and altruistic value, in particular, predicts more positive emotions toward green practices. Customers' perceived cost, on the other hand, has a significant influence on negatively projected emotions, whereas consumers' positive emotions are not always linked with the perceived cost (Ahn & Kwon, 2019). Also, customers show a high degree of knowledge about eco-marketing strategies and products, as well as strong environmental values (Reddy *et al.*, 2023), all of which significantly positively influenced perceived quality, perceived value, and intent to purchase (Wu & Chen, 2014). The research landscape from the above research works collectively emphasizes that consumers have favorable opinions about eco-friendly products, which are shaped by a number of variables, including emotional factors, which are important in determining eco-friendly consumption behaviors. Although environmental awareness and a knowledge of eco-marketing techniques have a positive effect on perceived product quality and buying intent, issues like cost and emotional alignment still exist. Thus, the present study has considered that consumers' favourable perception can build their desired

emotional consideration for green products and can manage the negative effect of cognitive load for the said products (Figure 1).

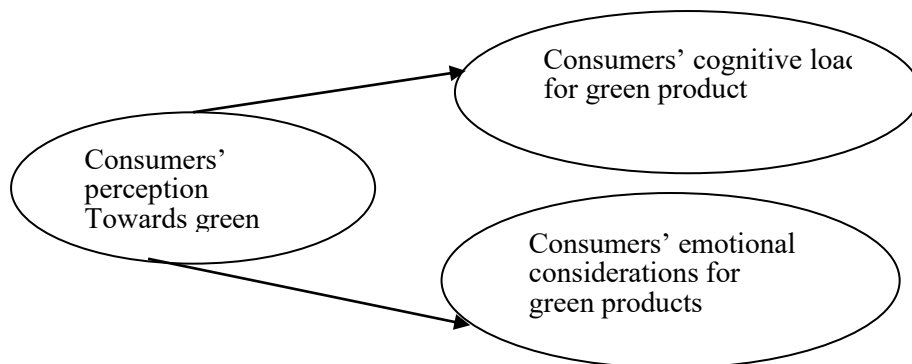


Figure 1. Perception leads to emotional considerations & cognitive load.

RQ1: Can the consumers' perception of green products have a significant effect on their cognitive load and emotional consideration toward the said products?

3.3 Relationship among consumers' emotional consideration, & their cognitive load towards green products

Consumer emotional engagement can increase their involvement, while cognitive effort affects the complexity of information processing. So, it becomes important to study the interaction between consumers' emotions and cognition with respect to green purchasing propensity. Taking ahead the discussion, customers are environmentally conscious and concerned about protecting the environment (Zarei et al., 2014), and with an informed social circle regarding environmental issues & products, would surely prefer green brands (Hasan et al., 2012). Where various aspects like social norms, environmental orientation, perceived eco-friendly traits, ecological product image, perceived risks & inconvenience of purchasing eco-friendly products, perceived benefits of purchasing such products, institutional trust, socio-demographic characteristics, & confidence also influence consumer behaviour (Barbu et al., 2022). Additionally, customers are very mindful of green marketing practices & items, and environment-friendly views were found to be ubiquitous among participants (Bhatia & Jain, 2013) and also, there exists a positive correlation between Eco friendliness of consumer preferences via motives with values as social power, self-development, nature & country success (Potrashkova et al., 2024). Further, the relationship between attitude toward environmental protection and buying intent is effectively moderated by their awareness of the vital eco-label for the item selected, and the presence of an eco-label might boost the impact of attitude toward environmental protection on buying intent, which is an essential criterion (Ramli & Rashid, 2009). Even higher education institutions use green marketing to share their initiatives that support sustainable development (Fuchs et al., 2020). However, there may be a disconnection between consumer attitudes and their actual behaviour when it comes to purchasing environmentally friendly goods for several factors or barriers, including price, perceived related hazards, organisational image, trust, and keenness to pay (Sharma, 2021).

Further, positive emotional feelings do not necessarily indicate satisfaction, and in certain circumstances, customer expresses strong negative emotions, which provides an inference that customers' cognitive appraisals can influence satisfaction both in direct and indirect ways via affective responses (Liljander & Strandvik, 1997). Thus, green corporate perception, eco-label, green goods value (Kong et al., 2014), environmental knowledge, company image, improved product attributes, and ethical impact all had significant positive influences on green buying intentions (Patel & Chugan, 2015). Here, the research landscape shows, how a number of factors greatly affect consumers' preferences for eco-friendly products, where factors such as perceived risks, costs, organizational trust, and emotional responses create barriers between attitudes and actual purchasing behavior. These insights underline the necessity of investigating how cognitive appraisals and affective responses can bridge the gap between positive attitudes and green purchase propensity (Figure 2).

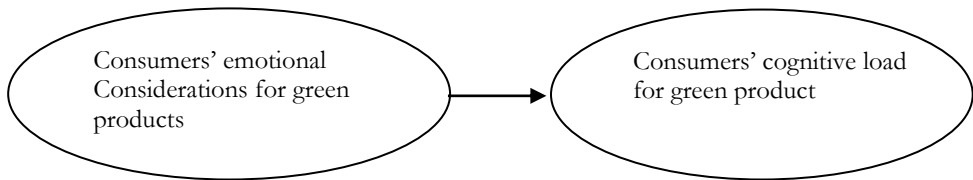


Figure 2. Emotional consideration on cognitive load

RQ2: Could consumers' emotional consideration for green products have a significant effect on their cognitive load toward the said products?

3.4 Relationship among consumers' emotional considerations, and their purchase-propensity for green products

Consumers' emotional considerations can significantly shape their green purchase propensity, as environmental responsibility & ethical concern sentiments can often motivate sustainable buying behavior. Elaborating this further, customers' environmental concerns originate from suppliers' reactions to the environment; however, consumer attitudes might shift in the future, so suppliers must be prepared to monitor and react to consumer needs (Zarei et al., 2014). This implies that consumers' intentions to buy green products are more likely to be impacted by green features' increased ability to elicit emotional responses in them. Notably, perceived pleasure, arousal, and dominance all significantly impacted how beneficially green product elements affected consumers' intent to purchase eco-friendly goods (Yu et al., 2024). Further, advertisements that evoke adverse feelings have a substantial effect on customers' attitudes toward the environmentally conscious advertisement and their intent to buy the promoted eco-friendly product, but this is not true for advertisements that evoke positive feelings, and attitudes toward the eco-friendly advertisement are not a significant predictor of customers' purchasing intentions. Furthermore, as expected, customers with high concerns for the environment have a stronger intent to purchase the promoted environmentally friendly goods than consumers with low ecological concerns (Balaskas et al., 2023). Additionally, emotions partially mediate the connection between quality factors

and customer satisfaction, implying that quality influences satisfaction in both direct and indirect ways through emotions (Meirovich et al., 2013). Also, these factors were examined in terms of their influence on the customer's emotional state, and it was discovered that product and shop satisfaction, as well as the availability of time, have a significant impact on emotional state. Furthermore, a significant relationship was identified between the customer's emotional level and the final buying behaviour (Heuveldeop & Krikler, 2017). As a result, customer altruism has a positive impact on consumer intent to buy, green brand fidelity, and green brand out-reach, where altruism can and should close the value-action divide for environmentally friendly brands (Panda et al., 2020), and perceived service performance above a suitable threshold along with perceived favourable emotions, best explains satisfaction of customers (Liljander & Strandvik, 1997). However, the perceived value of environmentally friendly hotel customers' is linked with customers' anticipated emotions (Ahn & Kwon, 2019). Customers' emotional reactions are greatly influenced by both tangible & intangible aspects, and these emotional reactions have an impact on customer satisfaction and behavioural intentions (Ryu et al., 2021). So, perceptions of consumers regarding corporate history, industry norms, & corporate social responsibility are significant factors in explaining why customers allocate varying reasons to corporate environmental initiatives, with extrinsic factors having no appreciable impact & intrinsic factors having a strong negative impact (Leonidou & Skarmeas, 2015). The research landscape from these studies collectively implies that emotions affect perceived value, behavioral intentions, and satisfaction, and are crucial in influencing consumers' propensity to buy environmentally friendly products. So, fostering green purchase propensity requires an understanding of how emotions connect between organizational efforts, consumer behavior, and product attributes. Thus, it can be considered that there is a meaningful role of consumers' emotional consideration in building or developing their 'purchase-propensity' for green products (Figure 3).

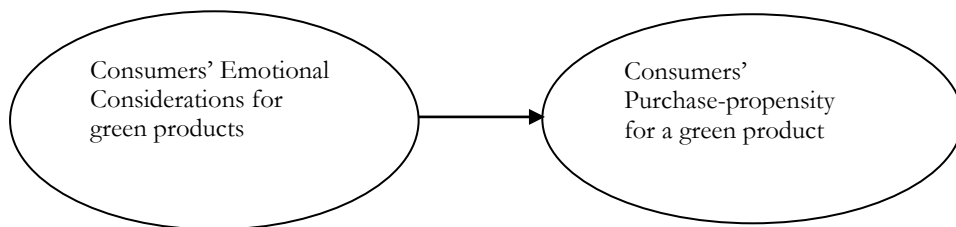


Figure 3. Emotional considerations on green purchase propensity

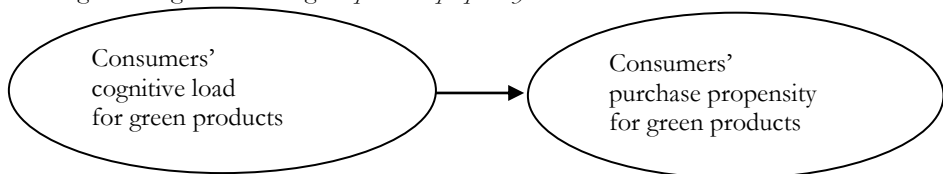
RQ3: Could consumers' emotional consideration for green products have a significant effect on their purchase propensity for the same?

3.5 Relationship between consumers' cognitive load, and their 'purchase-propensity' for green products

Consumers' cognitive load may influence their propensity for purchasing green products, as the mental effort required to process green claims can either simplify or obstruct their decision-making. So, managing cognitive load can enhance informed choices

of consumers. Developing this perspective further, an increasing percentage of consumers are knowledgeable about green product attributes, and the majority of them consider ecological goods as healthy and safe (Yesmin & Akter, 2018), where factors like environmental awareness, ecological products' perceived quality, purchasing desire, & the prospect of a green future (Lopes et al., 2024), green product traits, green promotion, and green pricing can lead to greater green buying behaviour, and in turn pay more for green goods (Boztepe, 2012). So, pricing mediates the relationship between green marketing tactics & buyer behaviour (Amoako et al., 2022). Further, to decide whether or not an item is environmentally desirable, younger generations consider a firm's reputation, study product labels, and search for clues on the packaging where specific symbols and concepts have been discovered to be effective in communicating the green message (Smith & Brower, 2012). So, it is worthwhile to infer that consumer awareness of the ecolabel goods can strengthen the impact of attitude toward environmental protection on buying intention (Ramli & Rashid, 2009), where environmental attitudes are strongly linked to environmental knowledge, environmentally conscious design benefits, and sustainable buyer behaviour (Horani, 2020). As well as, the overall green principles, awareness of environmental goods & practices, and consumer perceptions of marketing companies' commitment to eco-friendly marketing all had a substantial impact on consumer persuasion to purchasing & favouring ecological goods over traditional items (Bhatia & Jain, 2013). So, businesses should use the environmental qualities of their products to their advantage by making environmentally friendly packaging and minimizing the use of paper and plastic packaging (Majeed et al., 2022). Moreover, if consumers can identify the product's green attributes, their purchase intentions will increase due to greater perceived quality and perceived value rather than a decrease in risk (Wu & Chen, 2014). However, doubt lowers consumers' concern and awareness of the environment, which negatively impacts their intentions to purchase environmentally friendly products (Goh & Balaji, 2016), and negatively impacts mental knowledge, which in turn affects green buying intentions (Khalifeh et al., 2020) which thereby decreases the consumers' intention to buy green goods (Syadzwinia & Astuti, 2021). The research landscape from the above studies reveals that a growing proportion of consumers are informed about the features of green products, with environmental awareness and promotion positively influencing purchase intentions. Consumer preferences are greatly influenced by a number of factors, and companies are advised to go with green features from design to delivery. However, uncertainty & ignorance have a detrimental effect on awareness and the purchase likelihood, highlighting the need for measures to close these gaps and promote environmentally conscious buying. Hence, the effect of consumers' cognitive load on their 'purchase propensity' for green products is considered for the present study (Figure 4).

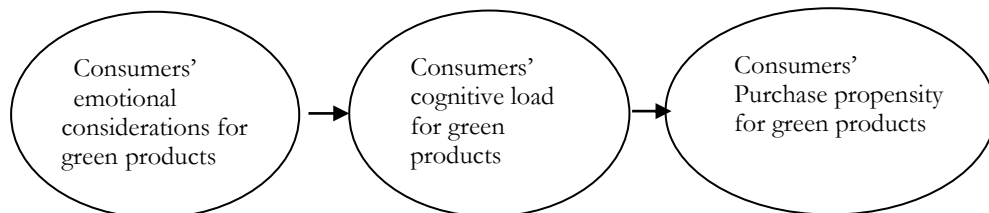
Figure 4. Cognitive load on green purchase propensity



RQ4: Could consumers' cognitive load toward green products have a significant effect on their purchase propensity for the same?

3.6 Interrelationship among consumers' emotional consideration, cognitive load, and 'purchase-propensity' towards green products

Consumers' emotional resonance with green products enhances their motivation, while cognitive load helps in the depth of evaluation, together may increase the likelihood



of green product purchases. In continuation of this discussion, consumers' preferences and lifestyles have changed dramatically and they prefer ecological goods over other choices and are often willing to pay a little more for them (Singh & Pandey, 2012) and majority of these consumers believe that eco-friendly goods are healthy & safe as well are certain environmentally friendly goods provide higher quality than conventional goods irrespective of high costs of such goods (Yesmin & Akter, 2018). So, consumers' perceived value for green products is related to their anticipated emotions, degree of social, economic, altruistic & hedonic value, in particular, predicts more positive emotions toward environmentally friendly practices but their perceived cost, on the other hand, has a significant influence on negative anticipated emotions (Ahn & Kwon, 2019). Further, emotional & social values also positively influenced eco-conscious attitudes, implying that these factors play a vital role in the consumers' decision-making process (Dong & Huang, 2025). Additionally, the existence of an eco-label can enhance the impact of attitude toward environmental protection on buying intent. Thereby, it can be said that the relationship between attitude toward environmental protection & the desire to buy an environmentally friendly product is stronger with eco-label awareness (Ramli & Rashid, 2009). So, this study argues that consumers' perceptual inputs are important for regulating their cognitive load for environmentally friendly goods as cognitive appraisals influence satisfaction both directly and indirectly through affective responses (Liljander & Strandvik, 1997). The research landscape from the aforementioned literature showcases that despite higher price, consumers are increasingly choosing eco-friendly products being concerned with health & safety. This highlights how social and emotional factors influence consumers' decisions to make green purchases. The relationship between environmental concern and purchase intent can be strengthened by eco-label awareness, while cognitive and emotional factors can collectively shape satisfaction and sustainable consumption. Hence, the interrelationship among consumers' emotional considerations, cognitive load, and 'purchase-propensity' towards green products can be established (Figure 5).

Figure 5. *Emotion, & cognitive load towards green purchase propensity*

RQ5: How can the consumers' cognitive load be treated within the relationship of consumers' emotional consideration and their purchase propensity for green products?

4. Aims of the study

Generalising the literature review, the psychological predictors taken into consideration in this study plays a major role in influencing consumers' purchase propensity. Thus, the objective of this study is to understand the systematic effect these predictors have on consumers' purchase propensity of products with green features.

Taking the aforementioned into account, the study's primary objective/aims are as follows:

1. To identify major antecedents of consumers' perception, their cognitive load, and their emotions toward green products.
2. To explore the structural relationship among consumers' perception, their cognitive load, and their emotions toward green products.
3. To study how the structural relationship among consumers' perception, cognitive load, and their emotions toward green products leads to purchase propensity.
4. To propose relevant strategies for retail organisations to strengthen the purchase propensity of consumers towards products with green features.

5. Review approach

For understanding the relationship of consumers' purchase-propensity, in the background of their perception, cognition, and emotion, this study adopted the descriptive research design. Pertinent literature, such as published empirical articles, conceptual/theoretical articles, and concepts from books, from 1997-2025 are studied, guided by theoretical relevance rather than exhaustive coverage. Where critical factors and dimensions are revealed, aiming at the research problem of the present study. Keeping in mind the research problem, this study's objectives are consequential. Based on the objectives, critical factors are linked using the authors' general understanding, and the connecting words are then searched for relevant literature in the Scopus and Web of Science databases, where 73 articles were extracted from 'Management' and 'Social sciences' research areas. These 73 articles were then studied minutely, out of which the most relevant 45 articles were considered for conceptualizing in the literature review section. These studies are extensively studied for the justification of the logical connections. Additionally, long-term observational insights gathered through the authors' experiences as retail consumers and close observation of peer behavior helped inform and contextualize the emerging research questions. Further, to strengthen the model's foundation, in-person meetings were conducted through pre-arranged interviews consisting of five questions each about the five types of linkages with 20 experts having domain-specific knowledge from both organized and unorganized retail sectors and 10 research scholars (Table 1), thereby validating the rationale behind the proposed model. This sample was chosen because retailers, due to their daily interactions with customers, are well-positioned to provide deeper insights into the purchase of green products in the context of green shopping. Additionally, a few research scholars specializing in green

marketing and sustainability were included to offer a broader and more informed perspective. This conceptual framework is intended to provide a basis for empirical validation by future researchers. Therefore, research questions are evolved with a literature review in every separate section. With the Mendeley software, referencing and citations are arranged.

Table 1. Expert opinions

Sl. No.	Relation	Experts (10 each from all 3 categories)	Frequency		Remarks for conceptualization
			Yes	No	
1	PGP-EGP	Retail Managers	8	2	Consumers' emotional attachment is driven by their perception of green products
		Research scholars	6	4	
		Small family business owners	7	3	
2	PGP-CLGP	Retail Managers	7	3	Consumers' cognitive load is influenced by their perception of green products
		Research scholars	8	2	
		Small family business owners	8	2	
3	EGP-CLGP	Retail Managers	6	4	Consumers' emotional attachment influences their cognition about green products
		Research scholars	7	3	
		Small family business owners	6	4	
4	EGP-PPGP	Retail Managers	8	2	Consumers' purchase propensity is driven by their emotional attachment for green products
		Research scholars	8	2	
		Small family business owners	7	3	
5	CLGP-PPGP	Retail Managers	7	3	Consumers' purchase propensity is driven by their cognition about green products
		Research scholars	6	4	
		Small family business owners	7	3	

Sources: Compiled by authors from analyses

6. Model building & Results

From the literature review, the model (Figure 6) is developed where the structural relationships among consumers' perception of green products, their cognitive load toward green products, emotional consideration for green products, along with their purchase propensity for green products, is tested as a whole, based on certain world-famous theories as follows.

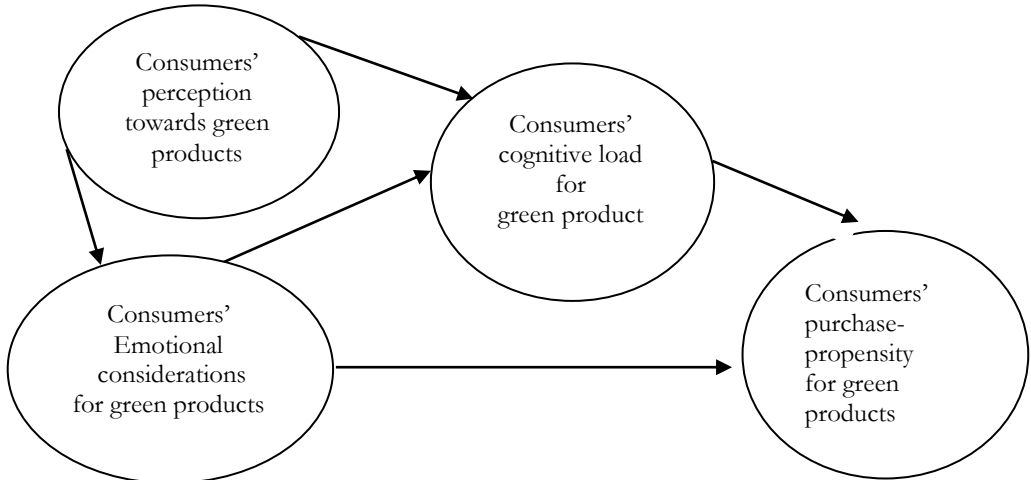


Figure 6. Purchase propensity on Emotion-cognition interaction for green products

Consumer's attitude consists of three components, like the affective component that denotes a person's emotions or feelings about the attitude object; the cognition component that refers to beliefs about the attitude object; and the conative component that denotes whether the individual approaches or avoids an attitude object (Rosenberg & Hovland, 1960). Therefore, the consumers' emotional considerations, cognitive load, and their purchase propensity should be the background of green products' purchase decisions, which is proposed in this study.

According to the cognitive theory of emotion (Schachter & Singer, 1962), emotional states of consumers can be viewed as a function of a state of physiological arousal & cognition that corresponds to this arousal level, which gives rise to certain propositions, (a) if a person experiences physiological arousal for which he has no immediate explanation, he will label this state & explain his feelings using the cognitions, (b) if he/she experiences physiological arousal for which he has a fully suitable explanation, not assessing emerged needs, he/she is unlikely to label his feelings using the alternative cognitions, (c) the person will only react emotionally, if he/she is in a state of physiological arousal under the same cognitive conditions. Based on these findings, the effect of consumers' emotional considerations for green products on their cognitive load for green products under the domain of green marketing is analysed.

This model is an original art of work where, the structural relationships between the effect of consumers' perceptions of green products on their cognitive load and their emotional consideration for the same products; Interrelationships among consumers' emotional consideration with their cognitive load toward green products; effect of

emotional consideration on the 'purchase-propensity' for green products; effect of consumers' cognitive load on their 'purchase-propensity' for green products is analysed.

7. Discussions and implications

The consumers' perception of green products has a positive effect on consumers' emotions. When consumers have a positive perception of green products, they will be positively and emotionally charged towards these types of products, which will ultimately increase their purchase propensity of those products. If there is a positive perception in the mind of consumers regarding green products, then the negative effects of cognitive load will be reduced, which means their cognitive load will be managed or reach the optimum and their purchase propensity for those products will be enhanced.

Although emotionally charged shoppers towards green products have a purchase propensity for those products, however, their cognitive load needs to be managed. Therefore, the cognitive load needs to be considered between consumers' perception variable and their purchase propensity variable, because consumers' emotions can be proved to have a negative relationship with cognitive load, which is ultimately negatively related to purchase propensity. Thus, the lesser the cognitive load, the more the purchase propensity of concerned consumers towards eco-friendly goods in comparison to traditional ones. So, it is advisable for the strategists, that consumers' emotions as well as their cognitive load need to be considered to enhance their purchase propensity as it can be proved that consumers' emotions on purchase propensity towards green products with their cognitive load (indirect effect) is more than only the consumers emotions on their purchase propensity (direct effect). The findings not only confirm prior research but also build upon it, validating previous theory while contributing novel insights. Through pre-existing relationships and the demonstration of the mediating role of cognitive load, the model deepens the understanding of the processes that trigger consumers' likelihood to engage in green purchasing. Finally, it builds on traditional viewpoints by delivering a more comprehensive and psychologically sophisticated understanding of green purchasing propensity, which has not been talked about in previous research works.

8. Limitations and Directions for Future Research

Although this study proposes a comprehensive conceptual model emphasizing the role of perception, cognition, and emotion in green purchasing behavior, it does not empirically validate the framework using real-world consumer data. This limitation affects the direct applicability of the findings, particularly for practitioners seeking concrete, data-driven strategies.

The primary objective of the present research was to consolidate psychological insights and generate a theoretical foundation that can inform further exploration into the cognitive and emotional mechanisms underlying eco-conscious consumer behavior. However, future studies should aim to test this framework empirically through the collection and analysis of quantitative data.

Recommended methodologies for such validation include structural equation modeling (SEM), multiple regression analysis, or even experimental designs that test

emotional and cognitive responses to green product messaging. Empirical validation would not only strengthen the model's theoretical rigor but also offer actionable recommendations for marketers and retailers aiming to foster sustainable consumer choices.

By combining this study's theoretical contributions with future empirical evidence, a more robust, applicable, and targeted approach to understanding green consumer behavior can be developed.

9. Conclusions

The central aim of this research was to investigate the relationship between consumers' green purchase propensity and their crucial psychological dimensions: perception, cognitive load, and emotion towards green products, which made us land on the findings that customers' positive perception of green products leads to an emotional engagement with these products and this emotional connection helps manage cognitive load, thereby increasing their propensity to purchase green products. The main novelties, along with some derived contributions, are addressed in this study, which is, rarely, has any study to address the issues of components (cognitive, conative, and affective) of consumers' attitude in a cause-effect relationship in the green-marketing context that is addressed in the present study. Further, rarely has any study considered the green perception of consumers as an antecedent to the above-mentioned triad (cognition-emotion-propensity). The logical derivations of the findings of the study say that embedding the cognitive and emotional insights with green marketing strategies can strengthen consumer engagement for businesses. The main outcome of this study, the proposed model considers robustness by reviewing the existing studies (literature), but the model can be empirically tested, which can fortify the concept for wider industrial implications. Three psychological dimensions of green purchase propensity are considered, but more constructs can be incorporated for better theoretical implications. Further, the mediation and moderation effects of consumers' cognition and emotion within the relationship of their perception and purchase propensity can be tested through advanced methods by future researchers.

To translate these psychological insights into practical applications, future research and practitioners could explore how simplified green labelling, emotionally resonant branding, or intuitive store layouts can reduce cognitive load and foster emotional bonds with eco-friendly products. Such strategies may serve to operationalize the theoretical model presented in this study, ultimately guiding more effective and measurable sustainability-driven consumer behaviour

References

- Abuselidze, G., & Meladze, A. (2024). Innovative Customs System and Its Impact on the Sustainability of the Transit Potential. *European Journal of Sustainable Development*, 13(1), 229-248. DOI: 10.14207/ejsd.2024.v13n1p229
- Ahn, J., & Kwon, J. (2019). Green hotel brands in Malaysia: perceived value, cost, anticipated emotion, and revisit intention. *Current Issues in Tourism*, 23(12), 1559-1574. DOI: 10.1080/13683500.2019.1646715

- Amoako, G. K., Dzogbenuku, R. K., Doe, J., & Adjaison, G. K. (2022). Green marketing and the SDGs: emerging market perspective. *Marketing Intelligence and Planning*, 40(3), 310-327. DOI: 10.1108/MIP-11-2018-0543
- Balaskas, S., Panagiotarou, A., & Rigou, M. (2023). Impact of Environmental Concern, Emotional Appeals, and Attitude toward the Advertisement on the Intention to Buy Green Products: The Case of Younger Consumer Audiences. *Sustainability*, 15, 13204. DOI: 10.3390/su151713204
- Barbu, A., Catană, A., Deselnicu, D. C., Cioca, I., & Ioanid, A. (2022). Factors Influencing Consumer Behavior toward Green Products: A Systematic Literature Review. *International Journal of Environmental Research and Public Health*, 19(24), 16568. DOI: 10.3390/ijerph192416568
- Bhatia, M., & Jain, A. (2013). Green Marketing: A Study of Consumer Perception and Preferences in India. *Electronic Green Journal*, 1(36), 1-20. DOI: 10.5070/G313618392
- Biswas, A., & Roy, M. (2015). Green products: an exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87, 463-468. DOI: 10.1016/j.jclepro.2014.09.075
- Boztepe, A. (2012). Green Marketing and Its Impact on Consumer Buying Behaviour. *European Journal of Economic and Political Studies*, 5(1), 5-21.
- Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California management review*, 54(1), 64-87. DOI: 10.1525/cmr.2011.54.1.64
- Dharmalingam, R., & Palanisamy, V. (2019). Consumers' Perception towards Green Products with Reference To Vellore District. *International Journal of Engineering and Advanced Technology*, 9(1), 5340-5344. DOI: 10.35940/ijeat.A2970.109119
- Dhewi, T. S., Putra, I. W. J. A., Soharto, & Wahyudi, H. D. (2018). The Influence of Green Perceived Value and Green Perceived Risk Perceptions on the Green Product Purchase Intention. 1st IRCEB, The First International Research Conference on Economics and Business, 411-425. DOI: 10.18502/kss.v3i3.1899
- Dong, Z., & Huang, M. (2025). Green Environment via Theory of Consumption Values: Impact of Attitude Towards Environment and Green Product Quality on Green Purchase Intention. *Polish Journal of Environmental Studies*, 34(1), 617-629. DOI: 10.15244/pjoes/186584
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green products and corporate strategy: an empirical investigation. *Society and Business Review*, 1(2), 144-157. DOI: 10.1108/17465680610669825
- Dykha, M., & Dykha, V. (2024). The environmental component in the system of ensuring sustainable development under the prism of modern challenges. *City Development*, (1 (01), 45-55. DOI: 10.32782/city-development.2024.1-6
- Dykha, V., Dykha, M., Lukianova, V., Polozova, V., & Ivanov, M. (2024). Energy security management in the context of current challenges and international experience. *Polityka Energetyczna – Energy Policy Journal*, 27 (4), 133-154. DOI: 10.33223/epj/190485
- Fuchs, P., Raulino, C., Conceição, D., Neiva, S., Amorim, W. S. d., Soares, T. C., Andrade de Lima, M., Montenegro De Lima, C. R., Soares, J. c., & Andrade Guerra, J. B. S. O. d. A. (2020). Promoting sustainable development in higher education institutions: the use of the balanced scorecard as a strategic management system in support of green marketing. *International Journal of Sustainability in Higher Education*, 21(7), 1477-1505. DOI: 10.1108/IJSHE-02-2020-0079
- Goh, S. K., & Balaji, M. S. (2016). Linking green skepticism to green purchase behavior. *Journal of Cleaner Production*, 131, 629-638. DOI: 10.1016/j.jclepro.2016.04.122
- Hasan, S. A., Subhani, M. I., & Osman, A. (2012). The Crux of Green Marketing: An Empirical Effusive Study. *European Journal of Social Sciences*, 27(3), 425-435. <https://mpr.ub.uni-muenchen.de/id/eprint/35688>
- Heüveldop, K., & Krikler, I. (2017). The Evocation of Customer Emotions and its Effect on Purchase Behaviour in the Second-hand Retail Environment, Lund University, Lund, Sweden.
- Horani, L. F. (2020). Identification of target customers for sustainable design. *Journal of Cleaner Production*, 274, 1-13. DOI: 10.1016/j.jclepro.2020.123102
- Hundal, B. S., & Kumar, V. (2015). Consumer Perception towards Green Products: A Factor Analytic Approach. *Pacific Business Review International*, 7(10).

- Ji, Z., Abuselidze, G., & Lymar, V. (2023). Renewable energy sources based on agricultural production: potential applications within the Silk Road Economic Belt framework. *European Journal of Sustainable Development*, 12(1), 159-179. DOI: 10.14207/ejsd.2023.v12n1p159
- Joshi, Y., & Rahman, Z. (2019). Consumers' sustainable purchase behaviour: Modeling the impact of psychological factors. *Ecological economics*, 159, 235-243. DOI: 10.1016/j.ecolecon.2019.01.025
- Khalifeh, M., Abbasi, A., Kazemi, M., & Samizadeh, M. (2020). Theoretical Modeling of the Effect of Customers' Green Skepticism on Green Purchase Behavior and Intension. *Journal of Business Management*, 11(4), 825-849. DOI: 10.22059/jibm.2019.269852.3322
- Khan, S. N., & Mohsin, M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behavior. *Journal of Cleaner Production*, 150, 65-74. DOI: 10.1016/j.jclepro.2017.02.187
- Khandelwal, U., & Yadav, S. K. (2014). Green Marketing and Sustainable Development: Marketing Professionals Attitude Towards Green Marketing. *International Journal of Marketing and Business Communication*, 3(1), 1-8. <http://www.publishingindia.com>
- Kong, W., Harun, A., Sulong, R. S., & Lily, J. (2014). The influence of consumers' perception of green products on green purchase intention. *International Journal of Asian Social Science*, 4(8), 924-939.
- Kour, M. (2024). Understanding the drivers of green consumption: a study on consumer behavior, environmental ethics, and sustainable choices for achieving SDG 12. *SN Business & Economics*, 4(97). DOI: 10.1007/s43546-024-00691-w
- Kuchinka, D. G. J., Balazs, S., Gavrilitea, M. D., & Djokic, B-B (2018). Consumer Attitudes toward Sustainable Development and Risk to Brand Loyalty. *Sustainability*, 10(4), 997; DOI: 10.3390/su10040997
- Lavorata, L., & Soula, N. T. (2025). Understanding Consumer Perception of Eco-Designed Products: Proposal of a Conceptual Framework Study Among French Students. *Athens Journal of Business & Economics*, 11, 1-13. DOI: 10.30958/ajbe.X-Y-Z
- Leonidou, C. N., & Skarmas, D. (2015). Gray Shades of Green: Causes and Consequences of Green Skepticism. *Journal of Business Ethics*, 144, 401-415. DOI: 10.1007/s10551-015-2829-4
- Liljander, V., & Strandvik, T. (1997). Emotions in service satisfaction, *International Journal of Service Industry Management*, 8(2), 148-169. DOI: 10.1108/09564239710166272
- Lyon, T. P., & Montgomery, A. W. (2015). The means and end of greenwash. *Organization & environment*, 28(2), 223-249. DOI: 10.1177/1086026615575332
- Lopes, J. M., Silva, L. F., Massano-Cardoso, I., & Galhardo, A. (2024). Green Purchase Determinants in a Peripheral Region of Europe: How Can Green Marketing Influence Consumers' Decisions? The Mediating Role of Green Awareness of Price. *Administrative Sciences*, 14(11). DOI: 10.3390/admsci14110293
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability (Switzerland)*, 14(18). DOI: 10.3390/su141811703
- Meirovich, G., Bahnan, N., & Haran, E. (2013). The Impact of Quality and Emotions in Customer Satisfaction. *The Journal of Applied Management & Entrepreneurship*, 18(1), 27-50.
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 1-11. DOI: 10.1016/j.jclepro.2019.118575
- Patel, C. P., & Chugan, P. K. (2015). The influence of consumer perception towards green advertising on green purchase intention. *International Journal of Entrepreneurship & Business Environment Perspectives*, 4(3), 1865-1873.
- Potrashkova, L., Zaruba, V., Raiko, D., & Yevsyeyev, O. (2024). Identifying the system of value factors of green consumer choice. *Innovative Marketing*, 20(1), 199-211. DOI: 10.21511/im.20(1).2024.17
- Rahman, M., Aziz, S., & Hughes, M. (2020). The product-market performance benefits of environmental policy: Why customer awareness and firm innovativeness matter. *Business Strategy and the Environment*, 29(5), 2001-2018. DOI: 10.1002/bse.2484
- Ramli, N., & Abdul Rashid, N. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*, 4(8), 132-141. DOI: 10.5539/ijbm.v4n8p132

- Reddy, K. P., Chandu, V., Srilakshmi, S., Thagaram, E., Sahyaja, C., & Osei, B. (2023). Consumers perception on green marketing towards eco-friendly fast moving consumer goods. *International Journal of Engineering Business Management*, 15, 1-14. DOI: 10.1177/18479790231170962
- Rezai, G., Sumin, V., Mohamed, Z., Shamsudin, M. N., & Sharifuddin, J. (2016). Implementing Green Practices as Sustainable Innovation Among Herbal-Based SME Entrepreneurs. *Journal of Food Products Marketing*, 22(1), 1-18. DOI: 10.1080/10454446.2015.1048030
- Rosenberg, M. J., & Hovland, C. I. (1960). Cognitive, affective, and behavioral components of attitudes. In Rosenberg, M. J., *Attitude organization and change: an analysis of consistency among attitude components* (pp. 1-14). Yale University Press, New Haven.
- Ryu, K., Kim, H. J., Lee H., & Kwon B. (2021). Relative Effects of Physical Environment and Employee Performance on Customers' Emotions, Satisfaction, and Behavioral Intentions in Upscale Restaurants. *Sustainability*, 13(17), 9549. DOI: 10.3390/su13179549
- Sahoo, S. K., Sahoo, S., & Pattnaik, L. (2024). Strategic relationships of consumers' learning with purchase-intention through satisfaction and attitude. *International Journal of Innovation & Learning*, 36(3), 311-332. DOI: 10.1504/IJIL.2024.140872
- Saikrishnan, S. & Archana, S. (2025). Consumer Perception and Awareness of Eco-Friendly FMCG Products. *International Journal of Research and Analytical Reviews (IJRAR)*, 12(1), 524-529.
- Saxena, N. K. (2021). Green consumerism and environmental sustainability: A study of attitude towards environment friendly products. *Indian Journal of Ecology*, 48, 12-17.
- Saxena, R. P., & Khandelwal, P. K. (2009). Green marketing: a challenge or an opportunity in the global environment. *Global Studies Journal*, 2(3), 59-73. DOI: 10.18848/1835-4432/CGP/v02i03/40610
- Schachter, S., & Singer, J. (1962). Cognitive, social, and physiological determinants of emotional state. *Psychological Review*, 69(5), 379-399. DOI: 10.1037/h0046234
- Sharma, A. P. (2021). Consumers' purchase behaviour and green marketing: A synthesis, review and agenda. *International Journal of Consumer Studies*, 45(6), 1217-1238. DOI: 10.1111/ijcs.12722
- Shehawy, Y. M., & Khan, S. M. F. A. (2024). Consumer readiness for green consumption: The role of green awareness as a moderator of the relationship between green attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 78. DOI: 10.1016/j.jretconser.2024.103739
- Singh, G. (2013). A Study of Evolution and Practice of Green Marketing by Various Companies in India. *International Journal of Management and Social Sciences Research*, 2(7), 49-56.
- Singh, P. B., & Pandey, K. K. (2012). Green marketing: policies and practices for sustainable development. *Integral Review-A Journal of Management*, 5(1), 22-30. DOI: 10.13140/RG.2.2.23593.34403
- Smith, K. T., & Brower, T. R. (2012). Longitudinal study of green marketing strategies that influence Millennials. *Journal of Strategic Marketing*, 20(6), 535-551. DOI: 10.1080/0965254X.2012.711345
- Strilets, V., Franko, L., Dykha, M., Ivanov, M., & Rybina, L. (2024). The influence of innovative development in the EU countries and Ukraine on the competitiveness of national economies: A comparative analysis. *Problems and Perspectives in Management*, 22(2), 1-16. DOI: 10.21511/ppm.22(2).2024.01
- Syadzwin, M. N., & Astuti, R. (2021). Linking green skepticism to green purchase behavior on personal care products in Indonesia. *IOP Conference Series: Earth and Environmental Science*, 716, 012045. DOI: 10.1088/1755-1315/716/1/012045
- Wu, S., & Chen, Y. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies*, 6(5), 81-100. DOI: 10.5539/ijms.v6n5p81
- Yesmin, S., & Akter, A. (2018). Consumer Awareness and Purchase Attitude Towards Green Products in Bangladesh. *European Journal of Business and Management*, 10(27), 28-35.
- Yu, S., Zhong, Z., Zhu, Y., & Sun, J. (2024). Green Emotion: Incorporating Emotional Perception in Green Marketing to Increase Green Furniture Purchase Intentions. *Sustainability*, 16(12), 4935. DOI: 10.3390/su16124935
- Zarei, M. M., Mokhtari, M., & Yusuff, R. M. (2014). Review in supply chain base on green consumers attitude. *Applied Mechanics and Materials*, 564, 706-710. DOI: 10.4028/www.scientific.net/AMM.564.706