



## Impact of Green Advertising on Consumer Purchase Intentions in the Beverage Industry: The Moderating Role of Product Quality

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### Abstract

In the current era, the usage of environmentally sustainable products has risen significantly. Consumers are getting more and more conscious regarding their selection and priorities by aligning their purchasing intentions towards a sustainable lifestyle. Hence, green advertising holds great value in developing awareness among consumers' choices. The main intent of this research study is to quantitatively analyze the impact of green advertising and brand authenticity on consumer purchase intentions in the beverage industry. The mediating role of consumer trust and the moderating role of product quality on the relation between green advertising and consumer purchase intentions were also observed. Data was gathered from 284 respondents through a close-ended questions survey, accompanied by a five-point Likert scale questionnaire. Purposive sampling was used. The responses were analyzed through SMART-PLS 4.0 software, employing PLS-SEM. Despite indicating the non-significance of mediation and moderation effects, the study reveals the considerable impact of green advertising on consumer purchase intentions. It also highlighted the importance of an authentic brand image to obtain the attention of environmentally conscious consumers. In the end, the outcomes, along with their explanations, are given, which can direct marketing executives and officials to develop productive and successful sustainable advertising plans, along with the authentic brand image, in reshaping the consumer purchasing intentions toward their products.

## 1 Introduction

Consumers and industries worldwide have high worries about the environment (Tan et al., 2022). Consumers have altered their purchase intentions due to widespread chronic disease, increasing environmental pollution, and global warming (Haq et al., 2021). Due to this very reason, buyers are now more worried and mindful of their choices (Javed et al., 2024). This mindfulness act of consumers has shown an optimistic attitude and readiness toward the environment through their buying power (Grazzini et al., 2021; Iftikhar et al.,

2022). Because of this ecological awareness, purchasers have shown their interest in purchasing from firms that are also worried about the sustainability of the world (Khan et al., 2022). According to Iftikhar et al. (2022), women exhibit greater concern for environmental sustainability compared to men.

In Pakistan, green product purchases have increased in the last few years. Khalid et al. (2020) explain in his research that consumers have expressed a willingness to buy green products, even at premium prices. Despite environmental concerns and consumers' positive opinion of green products and sustainability, their market share in Pakistan remains restricted to just 1 to 3 percent of the total market (Soomro et al., 2020). Previous researches suggest that there was a positive view and willingness to buy environmentally sustainable products in Pakistan (Khalid et al., 2020). Further research by Khalid et al. (2020) elaborated that eco-literacy is essential for purchasing green products in Pakistan. Furthermore, people highly concerned about sustainability tend to purchase more green products.

For these reasons, businesses have also started incorporating green actions to entertain the altering needs of consumers (Luo et al., 2020). These varying preferences of consumers' purchase intentions have created the concept of green advertising (Sun et al., 2021). The consumer now opts for those commodities that are ecologically safe as nowadays they are more aware of sustainability (Iftikhar et al., 2022). Studies examining the influence of green advertisements on consumer buying patterns are relatively fewer in Asia compared to Western countries. This is because of the minute knowledge of consumers on the advantages of a sustainable environment, thus having less interest in purchasing ecologically safe commodities (Tahir, 2021). There are exceptionally few examinations that have been done on green advertising in Pakistan since green advertising is still in its early stages, and people are not fully aware of these terms. An unsustainable environment is a great danger worldwide, but Pakistanis don't seem to be much bothered because of obliviousness and less information; users appear to be less mindful of green advertisement advantages, utilization, and reasons for buying such eco-friendly things (Tahir, 2021). Thus, the following research intentions were made. To measure the impact of green advertising and brand authenticity on consumers' purchase intentions while considering consumer trust and product quality as the mediator and moderator between green advertising and consumers' purchase intentions, respectively.

This study targets previous research gaps by exploring the influence of green advertising strategies on consumer purchase intents, with brand trust and brand image serving as mediators. While earlier researches have explored the mediating roles of brand trust and brand image, the moderating impact of product quality has been largely overlooked in the existing literature (Tan et al., 2022). We came up with the following problem statement. Pakistan's upward gravitation concerning green advertising, most notably in the beverages industry, is an indication of a rising inclination toward the promotion of eco-friendly goods and sustainable consumerism (Javed et al., 2024; Tan et al., 2022). Recently, companies in the beverage industry have started using green advertisement tactics to draw the attention these consumers by exhibiting their brands as sustainable and eco-friendly (Khan et al., 2022). Several research studies have been carried out in this area. However, according to Javed et al. (2024) and Tan et al. (2022), numerous gaps still need to be covered before comprehending how green advertising affects people's choices on what they buy. This study goal is to determine the influence of eco-friendly green advertising on consumers' purchase intentions while focusing on the moderating effect of product attributes. Specifically, this article will inspect the influence of green advertising techniques used by beverage firms on the buying behaviors of young and educated individuals in Karachi, Pakistan. Companies need such studies to create appropriate advertisements for environmentally conscious consumers, while individuals need it to assist them in making their buying decisions in consonance with sustainability (Iftikhar et al., 2022; Khan et al., 2022). The inability to grasp this impact may result in ineffective marketing campaigns, missed company opportunities, and unviable consumerism (Javed et al., 2024; Rasheed et al., 2024). Moreover, this matter is not limited to Karachi because there have been similar challenges across different contexts globally, given the push towards sustainability, thus making it relevant to understanding how green advertising influences consumer behavior worldwide.

## **2 Literature Review**

### **2.2 Consumer Purchase Intentions**

The considerations of a buyer before investing in a product are called consumer purchase intention (Javed et al., 2024). The firm's growth depends on consumer purchase intentions as the vendors identify the consumer's needs and make products accordingly (Palalic et al., 2021). "Green Consumers" purchase sustainable products and encourage those products whose production steps are safe for the world (Gilal et al., 2020). According

to Mostafa (2007), sustainable purchasing actions are the intake of goods that are beneficial and positive for the atmosphere, renewable or disposable to ecological concerns, meaning the consumption of commodities that are beneficial and safe for the surroundings, can be used multiple times or preserved, and are ecologically accommodating. Businesses have started incorporating green actions to entertain the altering consumers' needs (Tan et al., 2022). These varying preferences of consumers' purchase intentions have created the concept of green advertising. The consumer now opts for those commodities that are ecologically safe as nowadays they are more aware of sustainability (Iftikhar et al., 2022).

## **2.2 Green Advertising**

Promoting renewable and environment-friendly ideas through ads is called green advertising (Tan et al., 2022). Advertising influences business sales, refining performance, and increasing market share (Iftikhar et al., 2022). Green advertising incorporates the manufacturing, valuing, and branding of items that meet the surrounding necessities of the consumer. The idea of green advertising began at the end half of the twentieth era (Bokil & Sinha, 2021; Khan et al., 2019).

As indicated by Chen and Chang (2012), these sustainable advertising endeavors further develop the buying expectations of buyers. Ecological mindfulness has become a critical issue in scholastic examination and is of worldwide concern (Jaiswal & Kant, 2018).

## **2.3 Hypotheses Development**

### ***2.3.1 Green Advertising and Consumer Purchase Intentions***

Advertisement is vital in creating a positive perception of products in consumers' minds (Iftikhar et al., 2022). Consequently, consumers concerned with the environment are keen to pay heavily for the products that they perceive as green (Khan et al., 2022). According to Kim et al. (2019), on average, investigators have decided that green advertisement has an important effect on marketing. Yet, most people are unaware of it due to a lack of appropriate delivery of messages to consumers. It was concluded by Tahir (2021) that the exercise of sustainability in young people's lives was minute, and they had very little knowledge about green advertising. However, the concept of green advertisement has accelerated in the last twenty years because of the generation's rising interest in the environment worldwide (Haq et al., 2021). According to the workings of Tahir (2021), Ansar (2013), and Tariq Zubair Muhammad (2014), the population of Pakistan expresses

the optimistic impact of green advertisements on consumer purchase intention, causing a surge in purchases due to these types of advertisements. Thus, we can hypothesize that:

*H1: Green advertisement has a positive impact on consumer purchase intentions.*

### **2.3.2 Brand Authenticity and Consumer Purchase Intentions**

‘Authenticity’ word implies the virtues of reliability, truth, and realism (Tran & Keng, 2018). It helps consumers express their authentic selves (Dani et al., 2022). Authenticity is a powerful notion that may be used effectively in green advertising to improve consumer purchase intentions (Tee et al., 2022). Brand authenticity is also described as the grade to which a brand is reflected as real and honest, implying that it is distinct, not derived, and sincere to what it states to be (Safeer et al., 2021). When companies are genuine in their dedication to sustainability and environmental responsibility, they connect with consumers who are more determined about the environmental influence of their buying patterns (Tan et al., 2022). Any element of source, originality, uniqueness, or the clear, definite way the label displays its promise can express the model of brand authenticity (Hernandez-Fernandez & Lewis, 2019).

Many marketers and scholars have realized the authenticity of brand. It refers to consumers’ opinions of a genuine and authentic brand (Dani et al., 2022). Consumers perceive green beverage products from those brands with whom they have had better experiences (Xu et al., 2021). When people believe that the ads are authentic and truthful, it’s a big deal, which means the green ads are more likely to make people want to buy sustainable products (Khan et al., 2022). The authenticity of the messages in the ads is like a secret ingredient that helps convince people to want to purchase those eco-friendly products (Wang & Li, 2022). This method can best explain the green advertisement of juices or soft drinks. For instance, Oh et al. (2019) stated that brands with a sensation of the past and association with traditional values, districts, and core norms obtain unique characteristics that can count for their genuineness. Therefore, we can summarize that green advertising that aligns with Pakistani cultural values and traditions tends to resonate more with residents of Karachi so that we can develop our hypothesis as:

*H2: Brand authenticity has a positive impact on consumer purchase intentions.*

### ***2.3.3 Mediating Effect of Consumer Trust Between Green Advertising and Consumer Purchase Intentions***

A shape of belief based on optimistic hopes of the intents or behaviors of others, containing readiness to believe openness, is defined as trust (Sun et al., 2021). Consumer trust relates to their ultimate choice to acquire a product (Tee et al., 2022). This trust relies on the seller's honesty and ethical actions (Khan et al., 2022). In addition to seller actions, this trust also depends on the potential of products (Marakanon & Panjakajornsak, 2017). According to Wang and Li (2022), nowadays, people are more concerned about the environment and make their choices accordingly. Similarly, the firms are fulfilling these consumers' demands by communicating through green advertisements. Hence, to maintain consumers' longstanding commitment, firms are spreading their environmentally friendly motives by consuming their products through green advertisements, to which consumers depict positive attitudes toward these brands (Chatterjee, 2009).

Most countries in the developing stage have seen a rise in the use of green advertising, which has exposed consumers to several kinds of ecological claims (Tee et al., 2022). Eco-friendly environment, sustainable, and recyclable words are now often used in green advertising campaigns aimed at businesses and families (Chen et al., 2015). According to Krstić et al. (2021) and Liao et al. (2020), most companies employ eco-friendly advertising strategies to promote sustainable products and services, highlighting their association to the environment and enhancing the company's image as environmentally responsible and committed to sustainability. According to Kumar (2017), educating consumers about a business's sustainable policies, building trust in eco-friendly claims, and adopting sustainable practices are the goals of green advertising.

Green marketers often highlight their eco-friendly vision and goals, sustainable operating practices, and socially responsible standards of behavior to capture consumers' attention toward their products (Tee et al., 2022). To leave an appealing mark on consumers, green advertisements must be trustworthy, demonstrating that trust is a fundamental requirement for successful collaboration (Yoon & Kim, 2016). Furthermore, individuals view advertising to be quite credible, hence they are more willingly to align their behaviors according to the advertisement's message if they believe the information to be accurate and trustworthy (Dhanesh & Nekmat, 2019; Ebrahim, 2020). Consumers frequently express skepticism toward advertising messages, so it is essential to investigate the considerations

that shape consumers' confidence in corporate marketing (Tee et al., 2022). Consequently, this study investigates strategies for winning over consumers' trust from the standpoint of psychological resilience between relationships with brands that are honest and reliable; however, companies should avoid using shady tactics to win over consumers' confidence to keep their brands credible (Tee et al., 2022).

According to Wei et al. (2018), firms that demonstrate their product as eco-friendly in some manner can only influence eco-friendly consumers to purchase their products. As per (2012), survey firms built consumers' trust through green advertisements. Through their purchase, they are contributing to the wellbeing of the survey firms built consumers' trust through a green advertisement that they are contributing to the wellbeing of the universe through their purchase. Due to these reasons, firms increasingly engage in such approaches to gain consumer trust and their attention towards the product (Sun et al., 2021). Hereafter, we concluded with the below-mentioned hypothesis to verify the mediating relation between green advertising and consumer purchase intentions:

*H3: Consumer trust mediates the relationship between green advertising and consumer purchase intentions.*

#### ***2.3.4 Moderating Effect of Product Quality on the Relation of Green Advertising and Consumer Purchase Intentions***

The capability of merchandise to show its purposiveness is called product quality. It includes strength, toughness, and ease of operation and maintenance (Hallak, 2006). Armstrong (2009), in his book, "The American Society for Quality Control," defined quality as the sum of attributes of a good or service capable of meeting consumer's predictions. According to Uddin (2020), the methods of product quality are described as consumer evaluations of a product's values in items that would fulfill the demands and deliver advantages to them. Quality is also an important factor in selling to consumers. Marketers may play eight product-related parameters: performance, feature, dependability, compliance, durability, serviceability, aesthetics, and perceived quality (Uddin, 2020). Consumers' most prior characteristic insight for product selection is performance and perception of quality (Neely, 2002). This relates to customer evaluations of visuals, branding, or commercials. In general, renowned trademarks are believed to be more

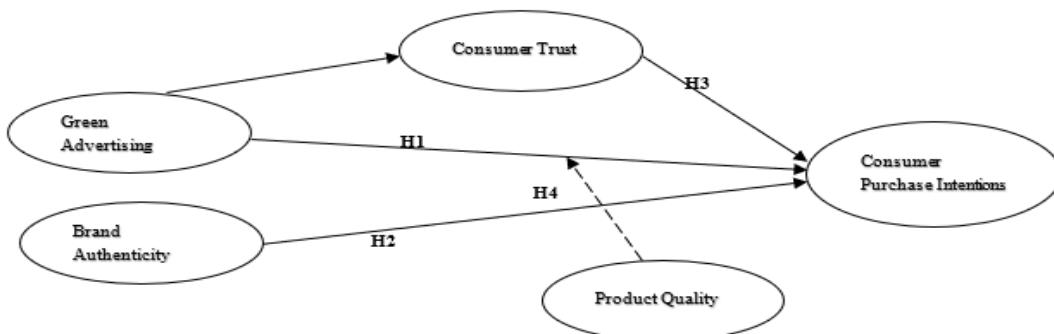
qualified than unrecognizable ones, and added features of a product may attract consumers (Nowlis & Simonson, 1996).

Consumer purchase intentions increase with products made in accordance with the desired quality; therefore, making the consumer buy and stay devoted to the product is one of the most important goals for any firm (Hulu & Ruswanti, 2018). The overall satisfaction with a product's perceived quality impacts consumers' buying behavior (Tsiotsou, 2005). Product quality perceptions and consumer satisfaction are the prominent factors when purchasing (Saleem et al., 2015). Customers are more likely to make a purchase if the product is of superior quality (Tariq et al., 2013).

Consumers' purchase of less harmful-impact green products is also affected due to their low quality; therefore, product quality can significantly alter purchasing decisions (Tseng & Hung, 2013). Product performance, consumer satisfaction, and loyalty are also positively impacted by product quality to repurchase sustainability (Chang & Fong, 2010). Product quality is also regarded as an essential factor in impacting consumer buying decisions for eco-friendly products, which also represent the function of reliability and assurance (Tseng & Hung, 2013). According to Alshura and Zabadi (2016), to fulfill the necessities and expectations of consumers, producers should develop a sustainable, conscious approach regarding environmental protection and create high-quality, eco-friendly goods at reasonable rates. Thus, we can hypothesize the moderating relationship of product quality between green advertising and consumer purchase intentions as:

*H4: Product quality strengthens the relationship between green advertising and consumer purchase intentions.*

**Figure 1 Hypothesized Model of Study**





### 3 Methodology

The research objective was achieved by employing a quantitative survey using closed-ended questionnaires consisting of 22 questions. The online questionnaire was created with the help of Google Forms. The responses were collected via social media platforms, focusing on an audience in Karachi, primarily Gen-Z and millennials from various educational institutions in the city. Millennials are those born between 1981 and 1996, while Gen-Zers are people born between 1997 and 2012. (Beresford & Sellas, 2023). The reason for choosing these two generations is because these two generations are more willingly to adopt eco-friendly standard of living and buying habits (Ruiz, 2023). Table 1 highlights the demographics of respondents.

We have adopted non-probability, purposive sampling in our research. During our research phase, we obtained 350 responses, of which 66 were eliminated in prescreening questions. Hence, our total sample size was 284. The survey was split into three segments through Google Forms. The initial segment defines the intent of conducting the study and preserving the privacy of individual information, along with inquiries related to demographics. The second section contains two prescreening questions, and the third section consists of measurement scales of the constructs. All the items were adopted or adapted from previous research studies. All the data was collected within a closed time frame that is from September 2023 till November 2023. The analysis was performed in December 2023.

Four items analyzed consumer purchase intention. These indicators were adapted from Prakash et al. (2019). Green advertising was assessed using five indicators adapted from Uddin (2020). Brand authenticity was checked by four items adopted from Dani et al. (2022). The five items of consumer trust were adopted from Baktash and Talib (2019). Finally, the product quality was gauged using four items adapted from Baktash & Talib (2019). Respondents' demographic features are given in Table 1.

**Table 1 Demographics Characteristics of Respondents**

<b>Profile</b>	<b>Values</b>	<b>Frequencies</b>	<b>Percentages</b>
Gender	Male	177	62.30%
	Female	107	37.70%
Age Group	18-23	49	17.30%

	24-30	212	74.60%
	30-36	22	7.70%
	37-42	1	0.40%
Education Level	Matric/O level/ Intermediate/ A Level and below	6	2.10%
	Undergraduate	37	13.00%
	Graduate	184	64.80%
Working Status	Postgraduate	57	20.10%
	Employed	250	88.00%
	Unemployed	34	12.00%
Monthly Income	Less than 40,000	48	16.90%
	41,000 - 55,000	39	13.70%
	56,000 - 70,000	34	12.00%
	71,000 - 85,000	44	15.50%
	86,000 - 100,000	33	11.60%
	100,000+	86	30.30%

### 3.1 Measurement Model

PLS-SEM software was utilized to conduct the measurement model, which determines the relationships between items and their corresponding constructs. The reliability and validity of these relationships were evaluated through this model.

Indicator reliability and internal consistency reliability were used to analyze reliability. Indicator reliability was accessed through outer loadings which should have values greater than 0.708, mentioned in Table 2. All the factor loadings of items lies between 0.645 to 0.860, and none of them are less than 0.4, confirming indicators of reliability (Collier, 2020; Hair et al., 2019). Confirmation of internal consistency reliability was done through Cronbach’s alpha and composite reliability ( $\rho_a$  and  $\rho_c$ ). Table 2 shows the fulfilment of the requirements of Internal consistency reliability.

**Table 2 Reliability and Convergent Validity**

Items relation	Factor loading	Cronbach’s alpha ( $\alpha$ )	Composite reliability ( $\rho_a$ )	Composite reliability ( $\rho_c$ )	Average Variance Extracted (AVE)
BA 1	0.808	0.837	0.839	0.891	0.671
BA 2	0.819				
BA 3	0.840				
BA 4	0.810				
CPI 1	0.848	0.801	0.829	0.872	0.634
CPI 2	0.860				
CPI 3	0.849				
CPI 4	0.597				
CT 1	0.781	0.825	0.83	0.878	0.591
CT 2	0.810				

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CT 3	0.665				
CT 4	0.822				
CT 5	0.758				
GA 1	0.829	0.79	0.818	0.859	0.557
GA 2	0.790				
GA 3	0.820				
GA 4	0.760				
GA 5	0.472				
PQ 1	0.684	0.7	0.7	0.816	0.527
PQ 2	0.645				
PQ 3	0.777				
PQ 4	0.788				

*BA = Brand Authenticity, CPI = Consumer Purchase Intention, CT = Consumer Trust, GA = Green Advertising, PQ = Product Quality*

Convergent validity and discriminant validity were employed to establish the validity. Convergent validity ensures an acceptable and sufficient relationship between items and their corresponding constructs. Table 2 represents the construct’s AVE value which lies between 0.527 and 0.671, meeting the condition of values greater than 0.5 (Collier, 2020; Hair et al., 2019).

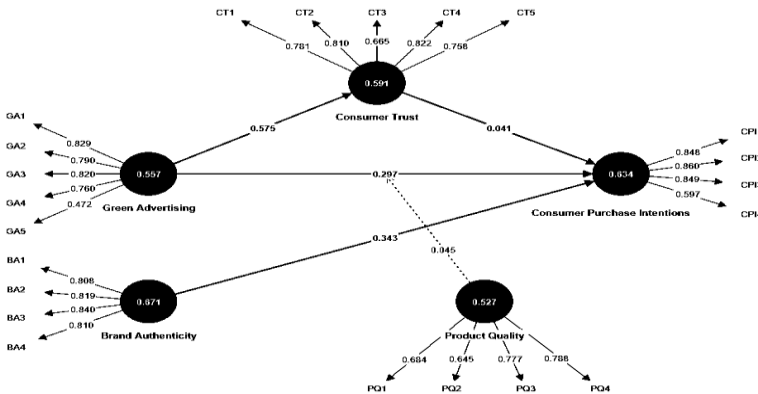
Discriminant validity explains how much a construct differs from another one. It is determined through Heterotrait-Monotrait (HTMT). Since all the values of constructs are below 0.85, therefore discriminant validity has been established, as mentioned in Table 3. According to Kline (2011), the HTMT’s threshold value is below 0.85.

**Table 3 Heterotrait–Monotrait (HTMT)**

<b>Constructs</b>	<b>BA</b>	<b>CPI</b>	<b>CT</b>	<b>GA</b>	<b>PQ</b>	<b>PQ x GA</b>
BA						
CPI	0.642					
CT	0.467	0.458				
GA	0.655	0.64	0.714			
PQ	0.815	0.532	0.655	0.641		
PQ x GA	0.217	0.128	0.061	0.211	0.31	

*BA = Brand Authenticity, CPI = Consumer Purchase Intention, CT = Consumer Trust, GA = Green Advertising, PQ = Product Quality*

**Figure 2 PLS-SEM Model with AVE, Beta Values, and Items Factor Loadings**



### 3.2 Structural Model

With 10,000 samples, bootstrapping carried out, followed by path analysis.

#### 3.2.1 Multicollinearity

For exogenous constructs, the checking of multicollinearity was performed. VIF (Variance inflation factor) explains the perfect relationship between two exogenous constructs; none should exist. No multicollinearity issue is indicated by the value less than five (Collier, 2020). All the constructs have a VIF value ranging from 1.694, for consumer trust, to 2.85, for green advertising; indicating compliance with criterion of no multicollinearity issue, given in Table 4.

**Table 4 Multicollinearity**

Constructs	Variance Inflation Factor (VIF)
BA	1.825
CPI	-
CT	1.694
GA	2.85
PQ	1.968

BA = Brand Authenticity, CPI = Consumer Purchase Intention, CT = Consumer Trust, GA = Green Advertising, PQ = Product Quality

#### 3.2.2 Hypotheses Testing

The hypotheses test suggested that two hypotheses are supported, defined in Table 5. To support the hypothesis, p-value should be less than 0.05 and t-value should be greater than 1.96. Hypothesis 1 was related to green advertising, positively impacting consumer

purchase intentions. Hypothesis H1 has  $\beta = 0.297$ ,  $p < 0.05$ , and  $t = 4.84$ , showing that, by considering other factors constant, consumer purchase intentions will increase by 0.297 units, if green advertising increases by 1 unit. Since hypothesis H1 falls within the prescribed criteria, therefore it is supported, concluding that green advertising positively impacts consumer purchase intentions.

Hypothesis 2 was related to brand authenticity, positively impacting consumer purchase intentions. Hypothesis H2 has  $\beta = 0.343$ ,  $p < 0.05$ , and  $t = 4.935$ , showing that, by considering other factors constant, consumer purchase intentions will increase by 0.343 units, if brand authenticity increases by 1 unit. Since hypothesis H2 falls within the prescribed criteria, therefore it is supported, concluding that brand authenticity positively impacts consumer purchase intentions.

**Table 5 Hypotheses Testing**

Hypotheses	Path	Beta ( $\beta$ )	T- Value	Significance	Support
H1	GA $\rightarrow$ CPI	0.297	4.84	0	Yes
H2	BA $\rightarrow$ CPI	0.343	4.935	0	Yes

*BA = Brand Authenticity, CPI = Consumer Purchase Intention, GA = Green Advertising*

**3.2.3 Mediation Analysis**

Mediation analysis shows that H3, which is consumer trust mediates the relationship between green advertising and consumer purchase intention, is not supported because its p-value (0.243) and t-value (0.697) does not fall within the prescribed criteria. The direct effect of H3 is significant, which is proved by H1, however, the indirect effect is not significant, that is, consumer trust does not impact consumer purchase intentions, so there is no mediation. Thus, this relationship is not mediated by consumer trust, stated in Table 6.

**Table 6 Mediation Analysis**

Hypothesis	Path	Beta ( $\beta$ )	T- Value	Significance	Support
H3	GA $\rightarrow$ CT $\rightarrow$ CPI	0.024	0.697	0.243	No

*CPI = Consumer Purchase Intention, CT = Consumer Trust, GA = Green Advertising*

**3.2.4 Moderator Analysis**

Moderator analysis shows that H4, product quality strengthens the relationship between green advertising and consumer purchase intention, is not supported because its p-value

(0.130) and t-value (1.125) does not fall within the prescribed criteria. Thus, this relationship is not moderated by product quality, as shown in Table 7.

**Table 7 Moderation Analysis**

Hypothesis	Path	Beta ( $\beta$ )	T- Value	Significance	Support
H4	PQ x GA $\rightarrow$ CPI	0.045	1.125	0.13	No

*CPI = Consumer Purchase Intention, GA = Green Advertising, PQ = Product Quality*

**3.2.5 Co-efficient of Determination ( $R^2$ )**

$R^2$  defines the percentage of deviation explained by exogenous construct(s) in endogenous construct. As the values of both constructs are greater than 0.1, hence the criteria are being followed (Falk & Miller, 1992). Table 8 represents the values of  $R^2$ .

**Table 8 Co-efficient of Determination  $R^2$ .**

Constructs	R-square	R-square adjusted
CPI	0.368	0.356
CT	0.331	0.329

*CPI = Consumer Purchase Intention, CT = Consumer Trust*

**3.2.6 Effect Size ( $f^2$ )**

Effect size ( $f^2$ ) measures the alteration in the  $R^2$  value, brought about by randomly leaving out exogenous constructs. As per the results given in Table 9, the values of  $f^2$  ranges between 0.002 to 0.570. According to Cohen (1988), for very small effect,  $f^2$  value should lie below 0.02, for small effect,  $f^2$  value should lie between 0.02 and 0.15, for medium effect,  $f^2$  value should lie between 0.15 and 0.35, and for large effect,  $f^2$  value should lie beyond 0.35. Hence, omitting consumer trust (0.002) or product quality (0.002), displays a very small effect on the  $R^2$  value. Similarly, removing brand authenticity (0.102), displays a medium effect, and in case of green advertising (0.57), there is a large effect on the  $R^2$  value. Therefore, more or less some effects are displayed in  $R^2$  by all the constructs, as discussed above.

**Table 9 Effect size ( $f^2$ )**

Constructs	BA	CPI	CT	GA	PQ	PQ x GA
BA		0.102				
CPI						
CT		0.002				
GA		0.075	0.495			
PQ		0.002				
PQ x GA		0.004				

*BA = Brand Authenticity, CPI = Consumer Purchase Intention, CT = Consumer Trust, GA = Green Advertising, PQ = Product Quality*

## **4 Discussions**

This study explored the complex relationships in the beverage sector between green advertising, consumer trust, product quality, brand authenticity, and consumer purchase intentions. Even though the predicted mediation and moderation effects did not become statistically significant, that is, both do not fall within the hypotheses supporting criteria; there are still important insights to be gained about consumer behavior in the context of eco-friendly advertising. We hypothesized that consumer trust would mediate the relationship between green advertising and purchase intention. However, with the path model analysis, it is evaluated that the non-significant mediation suggests that consumers might not solely rely on trust in green claims to inform their purchase decisions. Meanwhile, product quality was expected to strengthen the impact of green advertising on consumers' purchase intentions. However, the non-significant moderation raises the possibility that the effectiveness of green advertising is not greatly affected by the perceived quality of the product. Moreover, green advertising reinforces the overall effectiveness in influencing purchase intention, even though its impact might not be mediated by trust or moderated by quality, and brand authenticity highlights the crucial role of authenticity for consumers who are undergoing their purchase decisions. Green claims make Consumers more likely to be persuaded and engage with brands they perceive as genuine and transparent (Liao et al., 2020). According to previously conducted research, researchers mainly focus on green knowledge, attitude, and environmental knowledge with no moderator while they use brand trust as a mediator. Our research contradicts this in a way as we use product quality as a moderator and consumer trust as a mediator (Tan et al., 2022). Furthermore, previous studies only examine the impact of green advertising on consumer purchase intentions from a general perspective, not on any specific grounds. In contrast, our study indicates the effect of green advertising on consumer purchase intentions in the context of the beverage industry.

## **5 Conclusion**

This study spreads the existing information on UN environmental sustainability goal 6 (clean water and sanitary), goal 12 (responsible consumption and production), and goal 13 (climate action). According to the findings of this study, green advertising continued to have

an immensely beneficial impact on consumer purchase intentions despite the non-significant mediation of consumer trust and moderation of product quality. This proves the general effectiveness of green advertising in drawing consumers' attention and impacting their purchase decisions. Consumers are leaning towards companies that emphasize environmental responsibility, which suggests that genuine and effective green advertising is still necessary.

This research is significant because it highlights the importance of brand authenticity. It is aimed at consumers making the final decision about purchasing a beverage. As a major and positive element of purchase intentions, authenticity was superior to the indirect impact of trust. Consumers prioritize connections with companies or firms that they realize to be honest and visible about their brand's authenticity and their overall importance in green and sustainable practices (Liao et al., 2020). This underlines companies' need to exhibit a real pledge to environmental measures and retreat from meaningless ecological agreements.

The study also supports previous consumer behavior insights in sustainable beverage markets, even though the delivery of consumer trust and reduced product quality is insignificant. The significant impact of green advertising and brand authenticity highlighted the importance of solid green advertising efforts and honest communication in winning the hearts and minds of environmentally conscious consumers (Tan et al., 2022). By adapting to the evolving landscape, beverage brands can effectively influence purchasing decisions and drive sustainable choices in the industry.

### **5.1 Theoretical and Practical Implications**

The theoretical implications contribute to refining the existing understanding of consumer behavior in the beverage sector, notably in terms of the impact of green advertising, brand authenticity, consumer trust, and product quality. According to Tan et al. (2022), previous study has shown that consumer purchase intentions are deeply affected by green attributes like green brand knowledge, attitude, and environmental knowledge. Moreover, it also signifies the further need for research concerning product quality (Tan et al., 2022). The discovery of the non-significance of consumer trust as a mediating tool and product quality as a moderating tool explains that these certain interactions may lead to more investigation and pushes researchers and practitioners to examine other factors that may impact these complicated dynamics. Therefore, the weightage of undergoing environmentally related sustainable advertising will lead to increased purchases and



economic activities. This study can help marketers and policymakers navigate the environment of green advertising and sustainable practices in the beverage sector.

The practical implications suggest managers should refine green advertising strategies to ensure they correspond with consumer expectations and preferences. The study suggests that focusing on the direct impact of green advertising on consumers' purchase intention is crucial as it shows that customer trust and product quality have non-significant roles as mediator and moderator respectively. Regardless of whether customers are loyal to the brand, marketing managers should use their advantages to promote their products as eco-friendly in order to increase sales and market share. With the growing number of environmentally conscious consumers, especially millennials and Gen-Z, it can be clarified that there will be a shift in their purchasing priorities. More and more consumers are predicted to change their preferences from purchasing a non-sustainable product towards an eco-friendly sustainable product. Managers could modify their marketing and advertising channels to emphasize the environmental advantages of their goods, emphasizing the favorable association discovered in the study to cater to these consumers.

The positive and significant relationship between green advertising and consumer purchase intention and the positive relationship with brand authenticity emphasizes the necessity of developing and sustaining a true and authentic brand perception. Managers should prioritize open communication about their eco-friendly initiatives to boost brand genuineness and influence consumer purchasing decisions. Managers should also consider integrating similar methodologies into their decision-making processes, enabling a more robust and data-driven approach to understanding consumer behavior and optimizing advertising strategies.

## **5.2 Limitation and Future Work**

Despite the usefulness of the findings, the current study has numerous limitations. There was a relatively small number of samples, 284, because of time constraints and limited generalizability. A more extensive and representative sample would allow for an in-depth study of the impact of green advertisements on consumer purchasing intentions in the beverage industry. Furthermore, our research mainly focuses on green advertisements, brand authenticity, consumer trust, product quality, and consumer purchase intention. Most of the participants' data were collected from Karachi's different business and engineering

educational institutes. Given consumers' increasing demand for green product advertising, other factors like the effectiveness of product satisfaction and behavioral intention could be adopted to conduct new studies. The research could be conducted in other cities in Pakistan or different geographical places like supermarkets, offices, and shopping complexes to get a comprehensive overview of the influence of green advertising on consumer buying patterns and behaviors and to validate these research findings.

Moreover, this research is particularly targeted to the beverage industry, and in the future, researchers can include any specific beverage sector (like tea, coffee, and soft drinks), the local food industry, confectionary, and fast-moving consumer goods (FMCG) sector, to study the unique challenges and opportunities they will face while implementing green advertisement techniques at the physical aspects of goods, which could have significant indications for understanding naturally conscious consumer actions.

Lastly, the qualitative approach can be used to support these quantitative findings and provide more information about the variables that affect the application and results of these techniques. A better comprehension of the green advertising outcomes on customers' purchase intentions in the beverage sector can be achieved by addressing these limitations and conducting further research with more applicants, diverse situations, and a combination of quantitative and qualitative approaches.

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