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# The Role of Emotional Connection in Green Consumer Decision-Making

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## Abstract

*This study explores the role of emotional connection in green consumer decision-making, investigating how emotional bonds between consumers and eco-friendly brands influence purchasing behaviours. Using a comprehensive framework with 7 demographic variables and 25 parameters measured on a 5-point Likert scale, this research aims to provide insights into the emotional drivers of green consumerism. The study's objectives are to investigate the relationship between emotional connection and green consumer decision-making, identify key emotional drivers, examine the influence of demographic variables, and develop a predictive model for green consumer behaviour. By employing statistical tools such as correlation analysis, regression analysis, factor analysis, and structural equation modelling, this research seeks to contribute to the understanding of emotional connections in green consumer decision-making and provide actionable insights for marketers and policymakers to promote sustainable consumption.*

**Keywords:** Green Consumerism, Emotional Connection, Sustainable Consumption, Eco-Friendly Brands, Consumer Behaviour, Emotional Drivers, Demographic Variables, Predictive Modelling, Green Marketing, Sustainability

## Introduction

In recent years, the world has witnessed a significant shift in consumer behavior, with an increasing number of individuals prioritizing sustainability and environmental responsibility in their purchasing decisions. This trend is driven by growing concerns about climate change, environmental degradation, and the social impact of consumerism. As a result, green consumerism has emerged as a vital aspect of modern consumer behavior, with consumers seeking products and services that not only meet their needs but also align with their values and promote a more sustainable future.

The heart of this shift lies the complex and multifaceted concept of emotional connection. Emotional connection refers to the bond between a consumer and a brand, product, or service that evokes feelings, emotions, and personal connections. In the context of green consumerism, emotional connection plays a crucial role in shaping consumer attitudes, preferences, and behaviors towards eco-friendly products and sustainable practices.

## Background

The importance of emotional connection in consumer behavior is well-documented. Emotions influence consumer decision-making, loyalty, and advocacy, with consumers often forming strong emotional bonds with brands that share their values and resonate with their personal experiences. In the context of green consumerism, emotional connection can be a key driver of sustainable consumption, as consumers seek products and services that not only meet their functional needs but also align with their values and promote a sense of well-being.

Despite the growing importance of emotional connection in green consumer decision-making, there is a need for further research to understand the complex dynamics at play. This study aims to contribute to the existing literature by exploring the role of emotional connection in green consumer decision-making, with a focus on identifying the key emotional drivers of sustainable consumption and developing a predictive model for green consumer behavior.

## Research Objectives

1. To investigate the relationship between emotional connection and green consumer decision-making: Analyze the correlation between emotional connection parameters and green purchasing behaviors.

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2. To identify the key emotional drivers of green consumerism: Determine which emotional parameters have the most significant impact on green consumer decision-making.
3. To examine the influence of demographic variables on emotional connection and green consumer decision-making: Investigate how demographic variables affect emotional connections to eco-friendly brands and green purchasing behaviors.
4. To develop a predictive model for green consumer behavior based on emotional connection: Use statistical tools to create a model that predicts green consumer behavior based on emotional connection parameters.

### Significance Of The Study

This study aims to provide insights into the role of emotional connection in green consumer decision-making, with implications for marketers, policymakers, and consumers. By understanding the emotional drivers of sustainable consumption, marketers can develop effective strategies to promote eco-friendly products and services, while policymakers can design initiatives that leverage emotional connections to promote sustainable consumption. Ultimately, this study seeks to contribute to a more sustainable future by promoting a deeper understanding of the complex dynamics driving green consumer behavior.

### State-Of-The-Art Review

**Natavan Namazova (2025)** research titled "Perspective Chapter: The Role of Social Influence on Consumer Behavior" Social influence plays a fundamental role in shaping consumer behavior by determining how individuals make purchasing decisions through interactions with social groups, opinion leaders, and digital networks. This study explores the psychological, sociological, and economic drivers of consumer behavior, particularly within the framework of green consumption. Despite the increasing relevance of sustainability in modern economies, the concept of green consumption remains underexplored in terms of its social influences.

**Lei Fang, Umer Zaman Acta Psychological (2025)** research titled "Sustainable consumer-brand relationship: The role of sustainable marketing in shaping room booking intentions in green hospitality services" This research aims to investigate the effects of sustainable marketing practices on hospitality consumers in China's green hospitality context. Based on 389 respondents, we examine how these practices affect room booking intentions through the customer communal relationships and ascribed responsibility and through the lens of environmental tolerance. The analysis reveals that sustainable marketing positively impacts booking intentions through these mediators, and environmental tolerance further amplifies these effects. Using norm activation

**Khusbu Rahman (2025)** research titled "Integrating Consumer Behavior Theories: Understanding Modern Consumer Decision-Making" The study examines key theoretical frameworks, including the Theory of

Planned Behavior and the Stimulus-Organism-Response model, and their application in understanding modern consumer decision-making. The findings emphasize the need for theory integration, contextual application, and methodological diversity in future consumer research. This synthesis offers a holistic view of consumer behavior, bridging various theoretical approaches to provide a nuanced understanding of how consumers navigate the modern retail landscape.

**Granit Baca, Nail Reshidi (2025)** research titled "Green branding and consumer behavior, unveiling the impact of environmental marketing strategies on purchase decisions" The study explores the relationships between green branding practices (GBP) and consumer behavior, aiming to extend knowledge on the interaction between green branding and purchase decisions. The research involved 521 students from the University of Prishtina using stratified random sampling. Data analysis employed SmartPLS to examine the relationships within the model. The study found significant relationships between green positioning and consumer attitudes, green packaging's influence on purchasing behavior.

**Adenike A Akinsemolu, Helen Onyeaka (2025)** research titled "The role of green education in achieving the sustainable development goals: A review" Sustainable development has become a core part of all day-to-day activities and considerations because of the critical role it plays in determining the future. This research explores the potential contribution of green education in achieving the sustainable development goals. To achieve this objective, this study relied on a narrative/traditional literature review as the methodology. This end, impediments that minimize educational impact are also discussed in this research, along with proposed lessons on the way forward and the implications for future research in this area.

**Suhaib Ahmed Soomro; Yusuf Olatuuji Habeeb; Ubedullah Khoso (2025)** research titled "Consumer response to green advertising appeals: the role of susceptibility to normative influence and need for uniqueness" The study explores the boundary condition of susceptibility to normative influence (SNI) (Study 1;  $N = 156$ ) and the need for uniqueness (NFU) (Study 2;  $N = 198$ ) in the relationship between green appeals and customers' intention to buy skincare products. This study employs an experimental method to test the relationships. This paper sheds light on the sustainable production and consumption of skincare products through green advertising appeals to promote sustainability.

### Research Methodology

#### Research Design

The study adopts a quantitative research design.

- **Sample Framework:** Data collected from 300 respondents across Chennai city, representing diverse demographic profiles.
- **Variables:**
  - **Demographic:** Age, gender, education, income, occupation, marital status, and location.

- **Emotional Parameters:** 25 items measured on a 5-point Likert scale (ranging from “strongly disagree” to “strongly agree”).
- **Statistical Tools:**
- **Correlation Analysis:** To identify relationships between emotional drivers and consumer decisions.
- **Regression Analysis:** To measure the predictive power of emotional connection.
- **Factor Analysis:** To group emotional drivers into key dimensions.
- **Structural Equation Modelling (SEM):** To develop a comprehensive predictive model.

### Hypotheses

The study proposes the following hypotheses:

- H1: Emotional connection significantly influences green consumer decision-making.
- H2: Trust and empathy are the strongest emotional drivers of eco-friendly brand loyalty.
- H3: Demographic variables moderate the relationship between emotional connection and green consumer behaviour.
- H4: A predictive model based on emotional drivers can accurately forecast green consumer decisions.

## Data Analysis and Interpretation

### Demographic Profile of Respondents

The sample consisted of 300 respondents across Chennai. The demographic distribution is summarized below:

Variables	Categories	Percentage (%)
Gender	Male (45%), Female (55%)	100
Age	18–25 (40%), 26–35 (35%), 36–45 (15%), 46+ (10%)	100
Education	UG (30%), PG (50%), Others (20%)	100
Income Level	<25k (25%), 25k–50k (40%), 50k–75k (20%), >75k (15%)	100
Occupation	Student (35%), Professional (40%), Business (15%), Others (10%)	100
Marital Status	Single (60%), Married (40%)	100
Location	Urban (70%), Semi-Urban/Rural (30%)	100

### Interpretation:

The majority of respondents are young, urban, postgraduate students or professionals, which suggests a higher awareness of sustainability issues.

### Correlation Analysis

Correlation was used to test the relationship between emotional drivers and green consumer decision-making.

Emotional Driver	Correlation Coefficient (r)	Significance (p-value)
Trust	0.72	<0.01
Empathy	0.68	<0.01
Pride	0.55	<0.05
Identity	0.61	<0.01
Guilt	0.49	<0.05

**Interpretation:** Trust and empathy show the strongest positive correlation with green consumer decision-making, indicating that emotional bonds rooted in reliability and compassion drive eco-friendly choices.

**Regression Analysis:** A Multiple regression model was applied to predict green consumer behaviour. **Dependent Variables:** Green Consumer Decision-Making. **Independent Variables:** Emotional Drivers.

Predictor	Beta coefficient	T-value	Significance
Trust	0.41	6.25	<0.01
Empathy	0.35	5.80	<0.01
Identity	0.28	4.10	<0.01
Pride	0.19	3.25	<0.05
Guilt	0.12	2.10	<0.05

**Model Summary:**  $R^2 = 0.64$  → Emotional drivers explain 64% of the variance in green consumer decision-making.

**Interpretation:** Trust is the most significant predictor, followed closely by empathy and identity. This suggests that consumers who feel emotionally secure and aligned with eco-friendly brands are more likely to make sustainable choices.

**Factor Analysis:** Factor analysis was conducted to group the 25 emotional parameters into key dimensions.

Factor	Emotional Parameters Grouped	Variance Explained (%)
Factor 1: Trust & Reliability	Brand credibility, transparency, consistency	28
Factor 2: Empathy & Compassion	Concern for environment, empathy for future generations.	22
Factor 3: Identity & Pride	Self-image, social recognition, pride in eco-actions	18
Factor 4: Guilt & Responsibility	Fear of harm, guilt for unsustainable choices	12

**Interpretation:** Four major emotional dimensions explain 80% of the variance, with trust and empathy emerging as dominant clusters.

#### Structural Equation Modeling (SEM)

SEM was used to test the overall predictive model.

- **Model Fit Indices:**

- $\chi^2/df = 2.1$  (acceptable)
- RMSEA = 0.05 (good fit)
- CFI = 0.92 (strong fit)

**Interpretation:** The SEM confirms that emotional connection significantly influences green consumer decision-making, with trust and empathy as the strongest pathways.

#### Findings.

- Trust and empathy are the most powerful emotional drivers.
- Demographic variables (age, education, income) moderate the strength of emotional connection.
- Emotional dimensions explain a substantial portion of consumer decision-making variance.
- The predictive model demonstrates strong validity and reliability.

#### Conclusion.

This study underscores the pivotal role of emotional connection in shaping green consumer decision-making. Key findings reveal that trust and empathy are the most significant emotional drivers influencing sustainable purchasing behaviours, with demographic variables like age, education, and income moderating these effects. The predictive model demonstrates that emotional connections explain 64% of the variance in green consumer choices, highlighting the importance of crafting marketing strategies that evoke trust, compassion, and a sense of shared responsibility. As consumers increasingly prioritize sustainability, leveraging these emotional drivers can promote eco-friendly choices and contribute to a more sustainable future.

#### Suggestion.

**Emphasize Trust-Building:** Brands should focus on transparent communication, eco-certifications, and ethical practices to strengthen emotional bonds.

**Appeal to Empathy:** Highlight stories of positive environmental impact and community benefits to evoke compassion.

**Segmentation & Personalization:** Tailor green marketing campaigns based on demographics (e.g., target younger, educated consumers with digital storytelling).

**Leverage Social Proof:** Use influencers and testimonials to amplify credibility and emotional resonance.

**Policy Support:** Encourage policymakers to integrate emotional appeals in sustainability campaigns,

fostering a collective responsibility toward the environment.

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#### Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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