From Awareness to Advocacy: A Conceptual Framework on Green Marketing and Consumer Participation

Muhamad Al Faruq Abdullah[1], Usep Suhud[2]
[1]Universitas Dian Nusantara, Jakarta, Indonesia, alfaruq@undira.ac.id
[2]Universitas Negeri Jakarta, Jakarta, Indonesia, usuhud@unj.ac.id

Corresponding Author: alfaruq@undira.ac.id[1]

Abstract: As environmental sustainability becomes a core concern for consumers, brands must rethink their green marketing strategies not merely to drive purchase, but to cultivate deeper consumer participation and advocacy. This conceptual paper proposes an integrated framework that maps the consumer journey from green brand awareness to active advocacy. Drawing upon the Theory of Planned Behavior and the Stimulus-Organism-Response (S-O-R) model, the framework highlights key psychological constructs—such as attitude, subjective norms, and perceived behavioral control—and links them to digital engagement as a catalyst for consumer mobilization. Unlike traditional models that conclude at purchase behavior, this framework advances the discussion toward post-purchase advocacy, examining how digital platforms empower consumers to promote, co-create, and influence sustainable practices. The model offers theoretical advancements and practical insights for brands aiming to foster long-term environmental engagement through marketing strategies that activate participation beyond transactional touchpoints.

Keyword: Green marketing, consumer participation, brand advocacy, Theory of Planned Behavior, digital engagement, sustainability marketing.

INTRODUCTION

In the past decade, escalating ecological crises—such as climate change, biodiversity loss, and plastic pollution—have triggered an unprecedented wave of environmental awareness. Consumers around the globe are increasingly demanding that companies demonstrate environmental accountability, not only through product attributes but also through their broader brand values and communication strategies (Liu et al., 2021). This socio-environmental shift has placed green marketing at the forefront of strategic branding and consumer engagement, positioning it not only as a promotional tool but also as a platform for fostering shared environmental values and collective action.

While green marketing traditionally aimed to influence purchase behavior through eco-labeled products or sustainability claims, current trends suggest a more profound consumer expectation: active participation in sustainable development. Consumers today are not satisfied with being mere recipients of green messages; they aspire to become co-creators,

influencers, and advocates within the sustainability ecosystem (Abedin et al., 2023). Consequently, brands are increasingly expected to move beyond the traditional linear marketing funnel and instead cultivate a participatory journey—one that starts with awareness but progresses through stages of psychological alignment, behavioral engagement, and ultimately advocacy. Despite a growing body of research exploring the effect of green marketing on purchase intention (Alshurideh et al., 2021; Gunawan et al., 2021; Jiang & Wu, 2023), there remains a conceptual void in understanding how green awareness transforms into green advocacy. Most consumer behavior models, including the classic hierarchy-of-effects or AIDA models, stop at the point of purchase. In contrast, the sustainability movement demands a more holistic view—one that considers post-purchase behavior such as word-of-mouth promotion, digital storytelling, community engagement, and long-term loyalty grounded in shared ecological values (Reztrianti et al., 2025; Nurwulandari & Fatimah, 2023).

To address this gap, this paper draws upon the Theory of Planned Behavior (TPB) (Ajzen, 1991) as a foundational framework to explore how consumer attitudes, perceived social norms, and self-efficacy shape green participation beyond initial buying intentions. These psychological antecedents are further influenced by eco-involvement (the degree of personal relevance assigned to environmental issues) and perceived green effectiveness (the belief that one's actions can contribute meaningfully to sustainability goals), which play critical roles in shaping proactive behavior. Additionally, digital engagement is introduced as a contemporary mechanism that accelerates the transition from awareness to advocacy. Social media platforms, user-generated content, eco-influencer networks, and participatory campaigns (e.g., hashtag challenges, green pledges, or brand collaborations with NGOs) have transformed the way consumers express and spread their environmental values (Yusoff & Sulaiman, 2024). These digital interactions not only reinforce personal commitment but also serve as public signals that influence peer behaviors—thereby expanding the collective impact of green marketing.

This conceptual paper proposes a comprehensive framework that captures the multi-stage consumer journey from green awareness to advocacy. By integrating the psychological depth of TPB with the participatory dynamics of digital marketing, the model offers both theoretical insight and practical guidance for businesses aiming to build lasting, value-driven relationships with environmentally conscious consumers. In doing so, this study contributes to advancing the literature on green consumer behavior and offers a strategic lens through which green marketing campaigns can be designed to foster deeper, more enduring forms of consumer involvement.

METHOD
Green Marketing and Consumer Participation

Green marketing encompasses efforts by businesses to develop, promote, and distribute products that minimize negative environmental impacts while satisfying consumer needs (Alshurideh et al., 2021). These strategies range from green product design, eco-labeling, and green advertising to broader campaigns encouraging sustainable lifestyles (Tyas Widyastuti, 2023). As environmental concerns intensify, consumer participation has evolved beyond purchase intention to include active engagement, such as providing feedback, creating content, and advocating for brands online (Reztrianti et al., 2025). Several studies highlight that green brand awareness plays a foundational role in shaping eco-conscious behavior (Putra & Aisyah, 2023; Nurwulandari & Fatimah, 2023). Yet, the mere presence of green campaigns does not guarantee consumer action. For green marketing to translate into behavioral change and advocacy, marketers must activate deeper psychological mechanisms.

The Awareness-to-Advocacy Journey

Traditional marketing models often focus on the purchase funnel, but in the context of sustainability, a more dynamic model is needed—one that captures a consumer's evolution from awareness → consideration → participation → advocacy. Inspired by frameworks such as the Customer Engagement Cycle (Jiang & Wu, 2023) and the Green Purchase Continuum (Abedin et al., 2023), the proposed journey accounts for behavioral, emotional, and cognitive aspects. Consumers who resonate with green values are more likely to transition from intention to participatory behaviors, including eco-feedback, sharing reviews, and brand defense (Min & Cho, 2024). These actions signify a shift from passive consumption to proactive contribution, which is crucial for sustaining long-term green marketing efforts.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), serves as a robust foundation for predicting intentional behavior. The model posits that behavior is shaped by:
- Attitude toward behavior (e.g., how favorable consumers feel about green actions),
- Subjective norms (e.g., social influence encouraging sustainability),
- Perceived behavioral control (e.g., the ease or difficulty of performing green actions).

This theory has been extended in green contexts by integrating environmental self-identity, green trust, and perceived consumer effectiveness (Park & Lin, 2024; Abedin et al., 2023). In particular, perceived control over one's ability to make an environmental impact can mediate the intention-action gap.

The Role of Digital Engagement and Advocacy

Digital platforms have revolutionized how consumers interact with sustainability campaigns. Engagement is no longer limited to the marketplace; it extends to digital storytelling, influencer interaction, content sharing, and community participation (Yusoff & Sulaiman, 2024). These online engagements reinforce green identity, strengthen brand affiliation, and encourage advocacy behaviors—transforming consumers into brand co-creators and green ambassadors (Reztrianti et al., 2025; Mahendra, 2024).

Gaps and Contribution

Despite the growing body of literature, few studies offer an integrated conceptual framework that bridges the psychological, behavioral, and digital dimensions of consumer participation in green marketing. This paper addresses that gap by offering a stage-based model supported by TPB and enriched with constructs from digital engagement literature, aiming to clarify how awareness can be strategically elevated into advocacy.

Conceptual Framework

This conceptual framework maps the pathway from Green Brand Awareness to Consumer Advocacy Behavior, highlighting the psychological and digital engagement mechanisms that drive this transformation. The framework is rooted in the Theory of Planned Behavior (TPB) and extended with constructs relevant to the digital and environmental context.
1. Green Brand Awareness initiates the journey by fostering recognition of environmental messages. When consumers are exposed to green campaigns and eco-labeling, they develop familiarity and interest in sustainable offerings.
2. This awareness influences Attitude Toward Green Behavior, Subjective Norms, and Perceived Behavioral Control—three core TPB components. These factors collectively shape the individual's Green Purchase Intention, reflecting their readiness to act.

3. Once intention is formed, the model advances to Consumer Participation, which includes not just buying green products, but also engaging with sustainability initiatives, providing feedback, or sharing experiences.
4. The final stage is Advocacy Behavior, where consumers voluntarily promote green products or brands through word-of-mouth, social media sharing, or community involvement—creating a ripple effect that extends the brand's impact.
5. The model also introduces Digital Engagement as a moderating construct. Digital platforms such as social media, blogs, and review sites amplify participation and advocacy, making it easier for consumers to act and influence others.

This framework underscores the evolving role of consumers from passive recipients to active participants and advocates in green marketing ecosystems. It highlights how businesses must cultivate each stage of this journey through strategic messaging, behavioral reinforcement, and digital interaction.
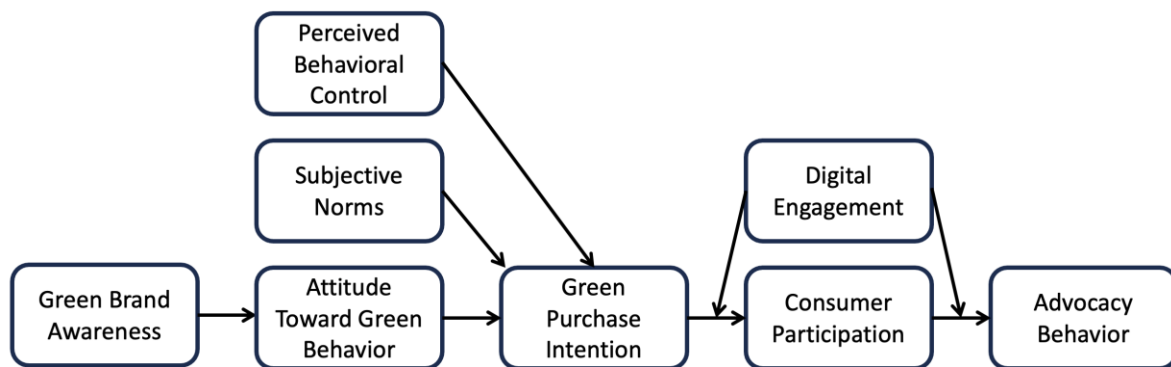

Figure 1. Conceptual Framework

RESULT AND DISCUSSION
Discussion

The conceptual model proposed in this paper offers a multi-dimensional lens to understand how consumers progress from green brand awareness to advocacy behavior, a transformation that is both psychological and participatory in nature. By moving beyond the traditional linear trajectory of the purchase funnel, this model aligns with emerging consumer behavior paradigms where value-driven engagement and digital empowerment reshape the boundaries of marketing influence.

Green Brand Awareness plays a foundational role. Unlike mere brand recall, it captures consumers' cognitive and affective processing of environmental values associated with a brand. Research has shown that eco-conscious consumers often rely on both rational assessments (e.g., sustainability claims, certifications) and emotional cues (e.g., imagery, tone) when forming initial impressions of green brands (Abedin et al., 2023). When awareness successfully triggers emotional resonance and perceived authenticity, it sets the stage for deeper behavioral involvement.

As the model integrates the Theory of Planned Behavior (TPB), it underscores three essential precursors: attitude toward green behavior, subjective norms, and perceived behavioral control. Attitude reflects a consumer's personal evaluation of green practices; subjective norms indicate the social pressure or encouragement to act sustainably; while perceived control reflects one's belief in their ability to make eco-friendly choices (Ajzen, 1991; Alamsyah et al., 2022). These three factors do not act in isolation—they often interact in a reciprocal loop where positive attitudes are reinforced by social approval and the availability of supportive infrastructure (e.g., green supply chains, eco-packaging).

Critically, this model expands the scope of outcome behavior from intention to participation and ultimately advocacy. Participation includes a wide range of activities such as providing eco-feedback, joining sustainability forums, or engaging in corporate social responsibility (CSR) programs (Tyas Widyastuti, 2023). These actions demonstrate that green consumerism is not just about what people buy but also how they participate in and shape sustainability narratives.

Advocacy behavior, the apex of the framework, refers to voluntary consumer efforts to promote green brands. This stage reflects a deep-seated alignment between personal values and brand identity, often driven by psychological ownership, community belonging, or purpose-driven activism. Research has shown that when consumers believe they are co-contributors to a larger environmental cause, they become brand champions, organically amplifying messages through word-of-mouth, testimonials, or social media storytelling (Reztrianti et al., 2025; Alshurideh et al., 2021).

In this journey, digital engagement plays a catalytic role. Today's green marketing strategies are embedded in digital ecosystems where consumers interact, question, and validate brand messages in real time. Platforms such as Instagram, TikTok, and YouTube allow consumers not only to consume content but also to co-create it—shifting their role from passive recipients to active nodes in a peer-to-peer sustainability network (Bansal & Jain, 2023). Brands that facilitate this dialogic interaction—through campaigns, feedback loops, and recognition systems—stand a greater chance of cultivating long-term advocacy.

Moreover, the current generation of consumers—especially Millennials and Gen Z—demonstrates a stronger inclination toward value-based consumption and activism. They are more likely to demand brand accountability, track ESG (Environmental, Social, and Governance) scores, and influence peers through digital storytelling. This shift compels marketers to not just communicate values but to embody and operationalize sustainability throughout their supply chain and customer experience.

In conclusion, the proposed framework contributes a dynamic understanding of green consumerism that is contextually relevant in the digital era. It challenges businesses to think beyond transactional relationships and focus on empowering consumers as advocates and collaborators in sustainability missions.

Managerial Implications

From a strategic perspective, this framework offers actionable insights for managers, marketers, and sustainability officers. The following recommendations highlight how businesses can facilitate each stage of the awareness-to-advocacy pathway. Sustainability campaigns must be designed holistically, addressing both psychological readiness and digital interaction. Therefore, firms should consider the following practical strategies

1. Invest in Awareness Building
   Leverage content marketing, eco-labels, and influencer partnerships to introduce green brand values. Ensure consistent exposure to environmental narratives to strengthen consumer awareness.
2. Shape Positive Attitudes and Norms
   Highlight the environmental and social benefits of products. Use testimonials, community stories, and peer recommendations to shape norms that favor green behavior.
3. Enhance Perceived Behavioral Control
   Make sustainable options convenient, affordable, and accessible. Provide tools such as product locators, carbon calculators, or eco-guides to empower informed decision-making.
4. Encourage Consumer Participation

Create opportunities for feedback, idea submission, and community involvement. Gamify participation through green challenges, rewards, or loyalty programs.

5. Foster Advocacy Through Digital Channels
   Enable consumers to share experiences via hashtags, reviews, or branded user-generated content. Recognize and reward eco-advocates who amplify the brand's green mission.

6. Integrate Advocacy into Brand Identity
   Promote a brand culture where environmental activism is part of the customer experience. Encourage long-term emotional connection by inviting consumers to join campaigns, events, or social causes.

In short, green marketing should not only persuade but empower consumers—guiding them from awareness to action, and from action to advocacy.

Theoretical Contributions

This study contributes to the theoretical discourse on green marketing and consumer behavior in several meaningful ways:

1. Extension of the Theory of Planned Behavior (TPB)
   The integration of TPB within a green marketing context is not new; however, this study extends its application by introducing *consumer participation* and *advocacy* as post-purchase behavioral outcomes. This contributes to the evolution of TPB from predicting intention to capturing transformational consumer behavior in sustainable consumption.

2. Bridging Psychological and Participatory Constructs
   By combining psychological determinants (attitude, norms, control) with participatory behavior (feedback, co-creation, advocacy), the model introduces a dual-pathway perspective that illustrates how internal motivations and external interactions co-evolve. This contributes to a more holistic view of consumer involvement in green movements.

3. Introducing Digital Engagement as a Moderator
   The model introduces digital engagement as a critical moderating variable that enhances or accelerates consumer movement across stages. This positions digital media not merely as a promotional tool, but as a structural enabler of consumer transformation, especially in sustainability ecosystems.

4. From Transactional to Transformational Outcomes
   Unlike traditional consumer behavior models that conclude with purchase intention or loyalty, this framework captures advocacy behavior as the highest stage of green consumer development. This aligns with recent calls in sustainability literature to move from *awareness and compliance* to *engagement and co-creation* (Abedin et al., 2023; Alshurideh et al., 2021).

Future Research Directions

While the model offers a strong conceptual basis, further empirical and interdisciplinary research is necessary to validate and extend its application:

1. Empirical Validation
   Future studies should empirically test the proposed framework across industries (e.g., fashion, food, energy) using structural equation modeling (SEM) or PLS-SEM, to examine causal pathways and model fit.

2. Cross-Cultural Comparative Studies

Cultural norms and environmental awareness vary across regions. Comparative studies in developed vs. developing countries can offer insights into how cultural context moderates the path from awareness to advocacy.

3. Role of Generational Identity
   Since Millennials and Gen Z consumers are more likely to engage in activism and advocacy, further research can explore generational differences in digital advocacy behavior and its drivers.

4. Digital Platform Specificity
   Different platforms (e.g., TikTok vs. LinkedIn) may mediate advocacy differently. Studies can explore platform-based green marketing effectiveness, particularly in short-form video formats and real-time campaigns.

5. Longitudinal Studies on Consumer Advocacy Lifecycle
   To capture the evolution of advocacy over time, longitudinal designs could explore how consumers transition from passive awareness to sustained brand ambassadorship, and what causes decay or reinforcement in advocacy behavior.

6. Integration with ESG and CSR Models
   This model can be extended by incorporating Environmental, Social, and Governance (ESG) indicators and Corporate Social Responsibility (CSR) performance as antecedents or moderators in fostering trust and participation.

CONCLUSION

This conceptual paper proposes an expanded framework that illustrates how green marketing efforts can evolve beyond transactional outcomes into participatory and advocacy-driven consumer behavior. By beginning with Green Brand Awareness and progressing through psychological motivators—attitude, subjective norms, and perceived behavioral control—toward Consumer Participation and ultimately Advocacy Behavior, the framework provides a holistic view of the green consumer journey.

The model responds to growing demands for more meaningful sustainability engagement by integrating both behavioral intention and post-purchase actions, including digital engagement and advocacy. Unlike conventional models that stop at purchase intention or loyalty, this framework emphasizes the strategic importance of empowering consumers as co-creators and amplifiers of sustainable values. It also underscores the pivotal role of digital platforms as catalysts for broadening green marketing influence through real-time interaction, peer validation, and community mobilization.

For scholars, this framework offers a new theoretical pathway to explore how green marketing intersects with behavioral science, communication, and digital engagement. For practitioners, it highlights the imperative of designing value-driven, participatory, and digitally-empowered green marketing strategies to build deeper relationships and long-term brand equity.

Future research is encouraged to test and refine this model across industries and cultures, ensuring its relevance and adaptability in diverse green consumption contexts.

REFERENCES

Abdullah, M. A. F., Febrian, W. D., Perkasa, D. H., & Alhazami, L. (2024). Strategies for Utilizing TikTok in Small and Medium Enterprises' Digital Marketing. *Dinasti International Journal of Education Management & Social Science, 6*(1), 1–12.

Abdullah, M. A. F., Febrian, W. D., Perkasa, D. H., Wuryandari, N. E. R., & Pangaribuan, Y. H. (2023). The Effect of Brand Awareness, Price Perception and Electronic Word of Mouth (E-WOM) Toward Purchase Intention on Instagram. *KnE Social Sciences*, 689–698.

Abdullah, M. A. F., Perkasa, D. H., Apriani, A., & Febrian, W. D. (2023, August). How To Boost Purchasing Interest On Social Media. In *Prosiding Seminar SeNTIK* (Vol. 7, No. 1, pp. 113–120).

Abedin, B., Babar, M. A., Sultana, M., Hossain, M. A., & Chowdhury, S. (2023). The impact of social media marketing and green customer value on sustainable consumption and advocacy behavior. *Frontiers in Psychology, 14*, 1128686. https://doi.org/10.3389/fpsyg.2023.1128686

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Alshurideh, M. T., Al Kurdi, B. H., Kurdi, S., & Salloum, S. A. (2021). The impact of green marketing strategies on customer satisfaction and environmental awareness. *International Review of Management and Marketing, 11*(2), 1–7. https://doi.org/10.32479/irmm.11078

Charviandi, A., Noviany, H., Suhartini, Y., Wijaya, A., & Abdullah, M. A. F. (2023). *Manajemen Pemasaran: Perspektif Digital Marketing*. Jakarta: Global Publisher.

Gunawan, S., Andadari, R. K., & Suryani, T. (2021). Pengaruh green product dan green promotion terhadap green purchase behavior pada konsumen Fore Coffee. *Jurnal Ekonomi dan Kewirausahaan, 21*(2), 148–160.

Jiang, H., & Wu, Y. (2023). Exploring the role of consumer engagement in green brand advocacy on social media: An S-O-R perspective. *Sustainability, 15*(3), 1965. https://doi.org/10.3390/su15031965

Khan, A., & Jain, K. (2024). *Capstone Project Report on Sustainable Marketing: Driving Green Consumer Engagement in India*. Unpublished manuscript, IBS Hyderabad.

Liu, Y., Wang, Q., & Chen, X. (2021). AI-driven green marketing strategies for eco-friendly tourism businesses: An empirical study. *Sustainability, 13*(23), 13471. https://doi.org/10.3390/su132313471

Pratama, Y., Fachrurazi, F., Sani, I., Abdullah, M. A. F., Noviany, H., Narulita, S., ... & Islam, D. (2023). *Prinsip Dasar Manajemen Pemasaran: Analisis dan Strategi Di Era Digital*. Surabaya: Media Akademi Press.

Puji Wahono, S. E., Handaru, A. W., Ilhamalimy, R. R., Sihotang, D. S., & Diajeng Reztrianti, S. E. (2025). *Strategic Marketing: Concepts, Theories, and Applications for Studies in Management*. Jakarta: PT KIMHSAFI ALUNG CIPTA.

Reztrianti, D., Abdullah, M. A. F., Juanna, A., Ferry, S., & Wibowo, W. (2025). Paid vs. Organic in Sustainability Performance: Which Approach Delivers Greater Long-Term Value? *Applied Business and Administration Journal, 4*(02), 28–41.

Setyawan, D., & Santoso, T. (2023). Analysis of green consumer behavior in millennials: A study from Indonesia. *Jurnal Manajemen Indonesia, 10*(1), 60–75.

Susanti, D., & Lestari, S. R. (2023). Pengaruh green lifestyle terhadap loyalitas konsumen melalui brand image. *Jurnal Sains dan Manajemen, 9*(2), 207–220.

Tyas Widyastuti, I. (2023). Pengaruh green marketing terhadap minat beli konsumen: Studi pada produk hijau lokal. *Jurnal Ilmu Manajemen, 12*(4), 719–730.

Yusoff, Y. M., & Sulaiman, Z. (2024). Digital engagement in green brand communities: Evidence from Gen Z in Malaysia. *Sustainability, 13*(8404), 1–14.

Widyastuti, I. T., et al. (2023). Green marketing as a brand value driver: Impact on customer trust and purchase decisions. In *Proceedings of the International Conference on Business and Economics*.