Leveraging AI-Generated Content: A Conceptual Framework for Green Perceived Price, Advertising Attitude and Purchase Intention

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Abstract

Purpose: Consumers are increasingly concerned about the environmental impact of their consumption habits, prompting companies to respond by offering green products or brands as a way to gain competitive advantage. In parallel, the rise of generative AI (Gen-AI) is transforming content marketing by enhancing efficiency, accelerating content production, and boosting creative output. This study proposes a conceptual framework to examine the effect of information usefulness, information attractiveness and information truthfulness of AI-generated content on green perceived price, advertising attitude, and purchase intention. **Design/methodology/approach:** A quantitative research design will be employed, using numerical data collected via an online survey questionnaire to test the hypotheses. **Findings:** After data collection, the findings of this study will be able to assist green brands in understanding consumer expectations and developing concrete content (useful, attractive and truthful) that supports green price, advertising attitude and purchase intention. **Research limitations/implications:** This study attempts to propose a conceptual model that investigates the impact of information usefulness, information attractiveness and information truthfulness of AI-generated content on green perceived price, green advertising attitude and purchase intention. Information variables (usefulness, attractiveness and truthfulness) are expected to have an influence on green perceived price, attitude towards green advertising and purchase intention. **Originality/value:** Despite growing enthusiasm for Gen-AI, uncertainty remains about its long-term impact on content creation. While previous research has explored how the concreteness of text influences individual perceptions—such as meaning, emotion, and linguistic style—its effect on consumer decision-making remains unclear. Some studies suggest that concrete information strengthens decision-making, while others find no significant advantage over abstract content. Moreover, most existing research has focused on user-generated content (UGC), whereas this study shifts attention to the concreteness of AI-generated content—an increasingly important element in brand messaging and purchase decisions. Notably, there is limited research on how information concreteness— which can be examined through information usefulness, information

attractiveness, and information truthfulness—operates in the context of sustainable marketing.

Keywords: Ai-Generated Content, Information Usefulness, Information Attractiveness, Information Trustworthiness, Perceived Green Price, Green Advertising Attitude

Introduction

Consumers are becoming increasingly concerned about the environmental impact of their consumption habits (Khan et al., 2020). They are more willing to be a part of sustainability campaigns and show their favourable attitudes towards sustainable commodities (Costa Pinto et al., 2016). To gain a competitive edge, companies take advantage of this situation by offering consumers green products or brands (Panda et al., 2020). Many businesses have started to provide green product alternatives, and they encourage product interest and product visibility through marketing on social media networks to gain a good reputation (Ch et al., 2021).

The use of generative AI (Gen-AI) in marketing strategies has been found to improve both consumer engagement and personalisation, pointing towards a future where content is increasingly tailored, data-driven, and audience-focused (Kumar et al., 2019; Kshetri et al., 2023). By leveraging the analysis of extensive and meaningful datasets, Gen-AI facilitates accurate and timely messaging, enhancing the strategic application of personalised marketing (Dwivedi et al., 2023; Kshetri et al., 2023). As a result, effectively integrating Gen-AI is essential for refining inbound marketing approaches and delivering customised content through the most suitable formats and platforms (Vlačić et al., 2021). These capabilities strengthen consumer engagement by ensuring communications are relevant and aligned with audience expectations (Kumar et al., 2019; Huang & Rust, 2021).

Gen-AI's impressive ability to generate outputs that closely resemble human-created content is reshaping the line between human creativity and computational abilities (Dwivedi et al., 2023). Its ability to deliver original outputs and flexibly adjust across different contexts positions it as a transformative tool, opening new avenues in domains such as idea development (Bouschery et al., 2023; Piller et al., 2024). This shift represents a pivotal change in the traditional dynamics across various industries, with marketing emerging as one of the primary beneficiaries (Rust, 2020). In the realm of Digital Content Marketing (DCM), Gen-AI is playing an increasingly vital role by enhancing the creative and productive capacities of marketers, thereby enabling innovative approaches to content generation, production, and dissemination (Dwivedi et al., 2023; Wahid et al., 2023).

A defining characteristic of GPT-based systems is their versatility, which is largely driven by prompting. Through carefully designed instructions, prompting enables pre-trained models to take on novel tasks with little to no additional training, effectively guiding the generation process (Liu et al., 2023). Consequently, the interaction between humans and Gen-AI is increasingly framed as a co-creative process, where user prompts actively shape the outputs and enhance the system's overall performance (Feuerriegel et al., 2024).

The internal impact of Gen-AI implementation is substantial. By enhancing efficiency, accelerating content production, and boosting creative output, Gen-AI significantly improves the productive capabilities of organisations involved in content marketing (Wahid et al.,

2023).

However, despite increasing enthusiasm about its adoption, there is still considerable uncertainty surrounding Gen-AI's long-term effects on content creation (Lanfranchi et al., 2025).

AI-driven marketing leverages machine learning, predictive analytics, and data-centric strategies to deliver highly personalised, adaptive, and engaging consumer experiences (Cillo & Rubera, 2024). This technology enables brands to craft hyper-relevant messaging in real time and anticipates buyers' patterns, thereby optimising marketing efficiency in ways previously unattainable (Ho & Chow, 2024).

Green products are designed to reduce their environmental footprint throughout all stages of their lifecycle, including design, manufacturing, usage, and disposal (Sun & Wang, 2020). Information can serve as a vital signal in shaping consumer attitudes and buying intentions (Biswas, 2019). Although past studies on information concreteness have largely concentrated on online and travel reviews as well as product assessments, examining information concreteness influences consumers' perceptions of information (Shin et al., 2019; Trzebinski et al., 2023). Some research has investigated how the concreteness of texts affects individual perceptions, including meaning, emotions, and linguistic features (Shukla & Mishra, 2023).

However, the influence of information concreteness on consumer decision-making is still unclear (Li et al., 2025). While some studies indicate that concrete information can have a stronger influence on decision-making (Neureiter & Matthes, 2023), others report no clear benefit compared to more abstract information (Yang et al., 2018; Liu et al., 2024). Additionally, most past research has concentrated on user-generated content (UGC), whereas this study shifts the focus to AI-generated content, a key component of messages related to brand and purchase decisions. Furthermore, there is still a lack of research exploring information concreteness in the context of sustainable marketing (Yang et al., 2018; Wang et al., 2023a, 2023b). This study aims to fill this gap by examining the effects of concrete AI-generated content which includes information usefulness, information attractiveness and information truthfulness on green perceived price, green advertising attitude and purchase intention.

Price is a key factor in understanding consumer behaviour toward environmentally friendly products (Ch et al., 2021). The way in which prices are communicated can shape customer attitudes and influence their purchasing decisions (Ahmetoglu et al., 2014). Price consciousness has an indirect effect on the intention to purchase eco-friendly products (Sun & Wang, 2019). It is essential to note that consumers with limited environmental knowledge or sense of responsibility tend to be more price-sensitive and often perceive green products as more valuable compared to conventional ones (Maheshwari & Malhotra, 2011). Past research consistently showed that as consumers become more price-conscious, their likelihood of purchasing decreases, indicating a negative correlation between price consciousness and the capability of buying (Campbell et al., 2014). However, studies also indicate that even when environmental concern or financial ability is low, consumers may still demonstrate a willingness to pay a premium for green products (Wei et al., 2018).

The study uses green advertising information generated by AI, measured by its usefulness, attractiveness, and truthfulness as independent variables. It will be able to guide green brands in understanding consumers' real needs regarding green advertising, enabling the development of targeted marketing strategies that support both brand growth and environmental sustainability.

Literature Review

Signalling Theory

Signalling Theory originates from Spence's (1973) theory of information asymmetry, where one party possesses more or better information than the other. In this framework, consumers (the receivers) interpret and evaluate signals—messages or cues—sent by firms (the signallers). Signalling theory addresses the challenges posed by different levels of information asymmetry between the receiver and the signaller (Hussain et al., 2024). Specifically, it highlights two main types of information asymmetry: information about quality and also intent. While companies have insider knowledge about their offerings, consumers remain unaware until consumption. Companies use various signals, such as uniqueness, strength, warranties, favourability, established business reputation and brand names, to convey quality and build brand value in the minds of consumers (Heinberg et al., 2018; Gammoh et al., 2006; Lee et al., 2022).

Signalling plays a relevant role in the context of green products, where consumers often lack information about product quality prior to purchase (Szabo & Webster, 2021; Sun et al., 2021). Researchers argue that green products appeal to consumers because companies highlight environmental, social, and personal benefits in their messaging, thereby influencing purchase decisions (Rahman & Luomala, 2021). Research grounded in Signalling Theory shows information restoration via corporate social responsibility (CSR) signals—such as transparency, achievements in environmental and social governance (Lee et al., 2022). Signals of honesty and brand-nature experience positively influence consumers by reducing uncertainty and enhancing trust (Marzia & Ekasari, 2022). As a result, consumers who perceive these signals are more likely to develop trust in green brands, as these messages reinforce the green brand's alignment with environmental values (Hartmann & Apaolaza-Ibañez, 2012). A successful Gen-AI output depends not only on the system's algorithm capabilities but also on the user's skill in directing, interpreting, and refining its responses. Gen-AI itself does not engage in independent thought or decision-making; it simply generates results based on the input it receives from the user. When AI-generated content effectively communicates useful, attractive and truthful information through refinement of the final output, it could strengthen consumers' attitude towards green advertising, thereby increasing their intention to make green purchases.

Hypothesis Development

Information Usefulness and Green Perceived Price

Information usefulness refers to the extent to which green advertisements provide content that addresses consumers' real needs and offers solutions to environmental and product problems that the users cared about (Wang & Li, 2022). For instance, Davis (1993) emphasises that for green advertising to be seen as trustworthy, it must offer information that is useful, objective and specific. Consumers' willingness to pay for green products is influenced by shifts in attitudes, often driven by external factors such as persuasive communication. Green

advertising highlights the environmental benefits of a company's products or services (Pranee, 2010). Research shows that environmentally conscious consumers are generally not deterred by higher prices and are willing to pay a premium for eco-friendly products (Awuni et al., 2016). The effectiveness of such communication depends on how useful the message is. AI-generated content can play a key role by crafting convincing, relevant, targeted messages that significantly influence consumers' willingness to pay a premium price. Hence, the following hypothesis is developed:

H1: Information usefulness positively influences green perceived price.

Information Usefulness and Green Advertising Attitude

In the future, price is likely to serve as a signal of a company's social and environmental responsibility, helping to educate consumers that paying a slightly higher price for eco-friendly products is justified (Agustini et al., 2021). Yoo et al. (2000) and Buil et al. (2013) shows that advertising plays a key role in building customer loyalty, developing brand awareness, and strengthening brand-related associations and attitudes, all of which contribute to a strong and positive brand image in consumers' memories. Likewise, Raji et al. (2019) emphasise that marketing communications help shape and enhance customer-based brand equity (CBBE) by fostering favourable associations with both the functional and emotional aspects of a brand. Therefore, AI-generated content which provides useful information can positively influence consumer attitudes towards green advertising, making them more receptive to pro-environmental messages. Hence, the following hypothesis is developed:

H2: Information usefulness positively influences attitude towards green advertising.

Information Attractiveness and Green Perceived Price

Information attractiveness relates to how creatively the message is presented—capturing attention, offering an enjoyable viewing experience, and strongly appealing to consumers (Wang & Li, 2022). Zhu et al. (2022) suggest that advertising message appeal on social media significantly affects consumers' intentions to buy from a brand. Additionally, Hussain et al. (2022) found that factors such as entertainment value, attractiveness, interactivity, and relevance of social media ads can impact both consumers' intentions to purchase online and their willingness to share brand-related content through word-of-mouth. Well-crafted green advertising messages are more successful in communicating a product's or brand's environmental values. AI-generated content can enhance this process by creating attractive messages that resonate more deeply with individual consumer values and preferences. When consumers perceive these messages as high in quality, they can foster a sense of pride in the brand, strengthen positive brand perceptions, and reduce feelings of uncertainty or skepticism. This process ultimately leads to the development of personal trust in the brand's environmental commitments (Wang & Li, 2022) and a willingness to pay a premium price. Hence, the following hypothesis is developed:

H3: Information attractiveness positively influences green perceived price.

Information Attractiveness and Green Advertising Attitude

The strong emphasis on product-focused claims in green advertising reflects companies' efforts to make their environmental messages more visible, easily understood, and practically relevant for environmental protection (Leonidou & Leonidou, 2011). According to Aw et al. (2022), attractiveness refers to the visual appeal of an influencer's content on social media.

This trait, while personal, is often projected through the content they share, thereby influencing consumers. Attractiveness is not restricted to the influencer's physical appearance—it also manifests through their online presence. Visually appealing content captures consumers' attention, helping satisfy their psychological needs for ideals and fostering emotional engagement. (Aw et al., 2022). As a result, attractive green advertising messages meet consumers' eco-friendly preferences, sustainable expectations, and environmental needs. Hence, the following hypothesis is developed:
H4: Information attractiveness positively influences attitude towards green advertising.

Information Truthfulness and Green Perceived Price
Information truthfulness means that the ad accurately represents facts, ensuring the environmental claims and other details are reliable, truthful, and free from logical errors in the description (Wang & Li, 2022). For instance, Shoenberger et al. (2021) and Pittman et al. (2022) highlights that consumers' perception of message authenticity plays a crucial role in the effectiveness of advertising, as authentic messaging helps drive consumers' intention to purchase products featured in green advertisements. Additionally, when consumers perceive the price of green products as fair, it enhances their perceived value and increases their intention to purchase (Ansu-Mensah, 2021). For example, consumers in China are particularly concerned about environmental quality, which leads them to be more willing to pay a premium for eco-friendly products (Suki & Suki, 2015). Hence, the following hypothesis is developed:
H5: Information truthfulness positively influences green perceived price.

Information Truthfulness and Green Advertising Attitude
The trustworthiness of a green advertiser refers to the perceived honesty or truthfulness supported by the sponsor of the advertisement (MacKenzie & Lutz, 1989). Message reliability, on the other hand, relates to an individual's perception of how genuine the message content is (Chang, 2011). Research indicates that different individuals may interpret the same message's legitimacy in varying ways, which means knowledge can be assessed independently by each person (Khandelwal & Singh, 2023). Previous research highlights the significance of conveying truthful and accurate information through advertising (Nguyen-Viet, 2023), as it plays a key role in establishing brand trust and credibility. Advertisements help consumers build confidence and form expectations about the brand. Green advertising, in particular, positively influences consumer trust in a brand's environmental commitment (Nguyen-Viet, 2023). Hence, the following hypothesis is developed:
H6: Information truthfulness positively influences attitude towards green advertising.

Green Perceived Price and Purchase Intention
Consumer price consciousness has been systematically studied for its strong influence on purchasing intentions and behaviour (Ch et al., 2021). Retailers can shape consumer perceptions and decision-making significantly through the way they present prices (Ahmetoglu et al., 2014). Pricing is a key factor in understanding consumer purchasing trends and behaviours (Ch et al., 2021). For instance, internal reference pricing has been shown to positively affect both consumers' willingness to pay and their future purchase intentions (Sharma & Nayak, 2020). Additionally, price consciousness—particularly regarding the perceived monetary value of a product—plays a crucial role in shaping purchase intentions (Chen et al., 2018). This also applies to green product purchases, where price often serves as

a critical determinant (Kuo et al., 2009). However, studies indicate that even when environmental concern or financial ability is low, consumers may still demonstrate a willingness to pay a premium for green products (Wei et al., 2018). Hence, the following hypothesis is developed:

H7: Green perceived price positively influences purchase intention.

Green Advertising Attitude and Purchase Intention

Green purchase intention refers to a consumer's personal inclination or willingness to select a particular product, specifically indicating how likely they are to buy a green brand after being influenced by green advertising messages (Becerra & Badrinarayanan, 2013). As consumers grow increasingly aware of the environmental impact of their consumption behaviours (Khan et al., 2020), businesses can capitalise on this heightened awareness by offering environmentally friendly products or brands, thereby gaining a competitive advantage (Panda et al., 2020). Green advertising plays a crucial role in influencing individuals' intentions within the convention industry to support environmental sustainability (Kim et al., 2019; Massey & Singh, 2019). To effectively engage consumers, marketers should craft useful, attractive, and truthful green advertising messages—an area where AI-generated content can be especially valuable by enabling personalised, data-driven, and scalable message creation tailored to diverse consumer preferences. Hence, the following hypothesis is developed:

H8: Attitude towards green advertising positively influences purchase intention.

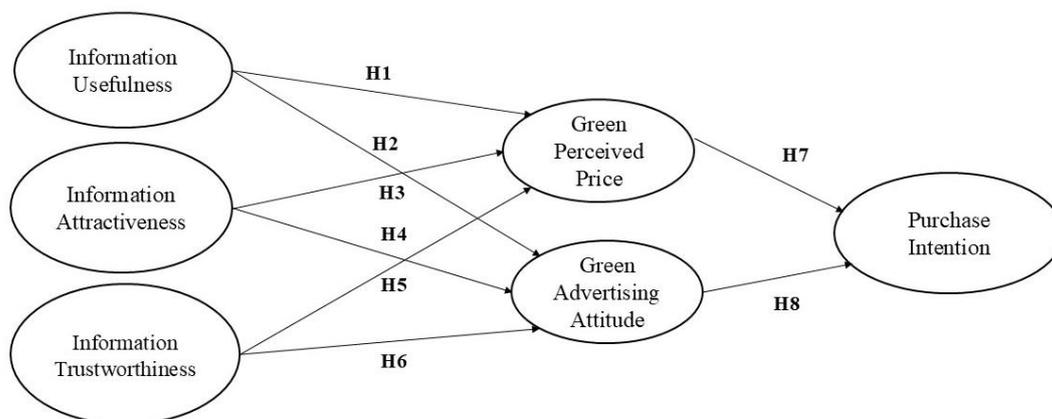Based on the above hypotheses, the following conceptual framework is developed:

Figure 1 Conceptual Framework

Methods

This study adopts a positivist approach, relying on empirically proven values. A quantitative research design is used, relying on numerical data collected through an online survey questionnaire to test the hypotheses. Guided by the principles of positivism, this study's hypotheses are developed based on prior research. It aims to provide empirical insights into the factors influencing green purchase intention. To examine the conceptual framework, a self-administered questionnaire containing validated measures of the study variables will be distributed to the target sample, consisting of potential green consumers.

A non-probability sampling method, specifically purposive sampling, will be used. To ensure that the sample is relevant to this study, two screening questions will be asked: (1) Are you aged 18 and above? (2) Do you know what green products are? Only respondents who answered "yes" to both the screening questions are permitted to proceed with the rest of the online survey.

The questionnaire will undergo expert review and will be pilot tested with 30 respondents to ensure clarity, relevance, and contextual appropriateness. The panel of subject matter experts, consisting of two academicians and two marketers, will pre-test the online survey questionnaire. Changes to the online survey questionnaire will be made if there is feedback from the expert group and pilot study.

The respondents will be given an online survey questionnaire consisting of three AI-generated advertisements (one focusing on useful information, second on attractive information and third on truthful information) accompanied by questionnaire items related to information usefulness, information attractiveness, information truthfulness, green perceived price, green advertising attitude and purchase intention. For the three AI-generated advertisements, each will consist of a headline and body copy. One advertisement will focus on information usefulness, another on information attractiveness, and the third on information truthfulness. The length of each advertisement is about five sentences as the attention spans of consumers are limited. Furthermore, a concise advertisement delivers a single, strong message without distractions and short, catchy messages are easier to recall and remember. The respondents will also be requested to answer demographic questions. All the respondents will be assured that the data collected from them will remain confidential and will only be used for research purposes.

To maintain consistency in responses, a standardised five-point Likert scale will be employed, ranging from "strongly disagree = 1" to "strongly agree = 5." A three-item scale is used to measure information usefulness. The three measurement items of information usefulness are adapted from Khwaja et al. (2020). A five-item scale of information attractiveness is adapted from Lurie (2004) and a four-item scale of information truthfulness is adapted from Zhang et al. (2014). Additionally, green perceived price with 5 items is adopted from Ansu-Mensah (2021). Finally, both 5-item green advertising attitude and 3-item purchase intention are adopted from Lee et al. (2023). For data analysis, Partial Least Squares (PLS) modelling using SmartPLS will be used to examine the structural equation model. PLS-SEM facilitates the causal-prediction objective by combining approaches that are both explanatory and predictive (Chin et al., 2020; Hwang et al., 2020).

Since all the variables were measured from the same source, it is recognised that common method variance may potentially inflate the strength of the relationships between the constructs in the model. The potential bias will be evaluated through a full collinearity assessment as posited by Kock and Lynn (2012). The multicollinearity assessment will be undertaken by checking the variance inflation factor (VIF) of the variables. If the results show that the VIFs of all the variables are less than five when a dummy variable is regressed against all the variables in the model (Hair et al., 2017), it indicates that common method bias does not pose a threat in this study.

Expected Outcomes

Consumers are increasingly leaning toward environmentally friendly products, prompting companies to respond by offering more green options. Green advertisements shape consumers' mindsets toward advertising and encourage environmentally friendly intention (Kim et al., 2019). As a result, green advertising has become widespread in the marketing landscape. However, consumers often remain skeptical about the truthfulness and usefulness of green claims. The effectiveness of green advertising information generated using AI is examined in this study. The information variables (usefulness, attractiveness and truthfulness) are expected to have an influence on green perceived price, attitude towards green advertising and purchase intention.

Discussion and Conclusion

Consumers' willingness to buy is fundamentally influenced by how useful, attractive, and trustworthy they perceive the information to be. These perceptions can either directly motivate behaviour or shape it indirectly by affecting their green perceived price, green advertising attitude and purchase intention. However, if consumers do not find the information useful, attractive, or trustworthy, they are unlikely to develop the intention to purchase. Still, even when these qualities are perceived positively, they might not always lead to an immediate willingness to purchase. Therefore, information variables may shape green perceived price and attitudes toward green advertising, ultimately influencing purchase intention.

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