



Green Meaning, Grey Mind: Lost Between Green and Good

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ABSTRACT

Purpose: This research focuses on exploring the extent to which ignorance, indifference, and responsible avoidance are associated with maladaptive coping mechanisms in green marketing and how these mechanisms affect consumer purchasing behavior towards green products. Considering the fact that consumers are becoming overwhelmed with sustainability messages and information to the point of actually undermining their intention to purchase green products, the relevance of this research becomes more apparent. **Methodology:** This study employed a theory synthesis to propose a research framework. The sustainability message led to avoidance behaviors; thus, the proposed framework provides an understanding of how mental and emotional strains affect the marketing of green products. **Results:** The study also highlights the fact that an overload of information, particularly in the context of green and sustainable marketing, serves as a boundary condition that results in the reverse of the desired outcomes. **Findings:** The research also provides a research model that demonstrates how the three types of avoidance-related behavior disengage consumers, representing an integrated framework. **Novelty & Originality:** The novelty of this study lies in its integrated examination of three distinct avoidance-related behaviors within a single framework in the context of green marketing, an approach rarely undertaken in prior research. Its originality emerges from the application of theory synthesis to connect maladaptive coping mechanisms with consumer disengagement. **Conclusions:** Finally, the research reaffirms that to avoid the aforementioned maladaptive behaviors, the target audience of green products should be provided with simplified, relevant, and clear messages. **Type of Paper:** This paper is an empirical research paper.

INTRODUCTION

Digital technology affecting how customers obtain and interrogate information creates cognitive complexity as customers attempt to sort through new, focused information. Concerning information, customers exercise heuristics. Heuristics are not indicative of flawed rationality. Instead, heuristics are adaptive cognitive structures that facilitate decision-making (Gigerenzer, 2022). Consumers may deliberately omit some information to reduce mental burden, suggesting that information omission is a form of control (Minson et al., 2018).

As degradation progresses, it is expected that consumers will also adopt responsible purchasing behavior. However, while there is a genuine impulse to act in favor of the environment,

studies on purchasing behavior have documented a gap and an apparent paradox between awareness levels and the ecological behaviors exhibited (Islam et al., 2020; Zhu et al., 2018). Usage of digital tools creates overloaded systems. Responsible purchasing behavior tends to be high. It is presumed to be high.

However, overloaded digital systems have resulted in high levels of disengagement. Exhibitions of ignorance, indifference, and rational avoidance are also highly prevalent. To empower consumers, overload systems should instead be designed to create engagement systems that handle the overload rather than disengage (Bermes, 2021; Lv & Xuan, 2022).

Ignorance stemming from inadequate understanding, indifference rooted in habitual consumption, and responsible avoidance as a coping mechanism collectively influence sustainable market engagement. The behaviors observed in markets are outcomes of a lack of adaptive focus, such as decision delay, compulsive purchasing, and barriers to purchasing lower-eco-impact products (Hong & Kim, 2020; Mohammed et al., 2021). Additional feedback loops from active emotional and cognitive inputs create stronger levers to drive withdrawal from potential action among consumers who choose eco-consumption due to stress, cognitive, and behavioral (Mandung, 2024; Zuo & Yang, 2023).

Most studies on green purchase behavior have examined people's attitudes toward the environment and their intention to purchase green products. However, existing models still primarily focus on cognition, morality, and intrinsic motivation. The effects of information overload on psychological disengagement and coping in sustainability-related scenarios have received very little (Bawden & Robinson, 2020; Lai & Tang, 2022). The problem becomes more counterproductive when sustainability communication results in greater confusion, disillusionment, and distrust toward consumers.

The proposed research aims to fill research gap in the literature by establishing a theoretical model to analyze the information overload and greenwashing phenomenon, and the indifference, apathy, and social irresponsibility that lead to a counterproductive coping mechanism that undermines the advantages of sustainable purchasing. The relationship between psychological processes and sustainable consumption, this study contributes to the theoretical landscape. It provides value to marketers and policymakers seeking to design more transparent, responsible, and impactful communication on sustainability. In a world of information, to eliminate the potential for unethical marketing, trust-building, and irresponsible consumption, more effort is needed to understand how consumers cope.

Most existing frameworks focus on knowledge, ethics, and motivation, whereas research on green purchasing has examined people's attitudes toward the environment and their plans to buy green products. They often overlook the impact of information overload on psychological coping strategies and disengagement in sustainability contexts (Bawden & Robinson, 2020; Lai & Tang, 2022). In the absence of a thorough grasp of these mechanisms, discussions related to sustainability will likely increase the risk of misunderstanding, leading to a decline in consumer confidence in their perspective and an increase in skepticism about the overall discourse, which will affect their willingness to purchase.

Ignorance

Ignorance is a lack of knowledge or a conscious choice not to pursue knowledge that would upset one's status quo or conveniences (Scheel & Ustek-Spilda, 2019). Regarding consumer behavior, ignorance refers to a lack of appreciation for the environmental consequences and the outcomes of green products (Acosta-Bahena, 2024; Mudyń, 2023). Consumers with low environmental knowledge are more likely to continue considering purchasing conventional products while disregarding eco-friendly alternatives (Aditya & Suasana, 2025; Popović et al., 2019). The lack of clarity and transparency regarding a product's sustainability makes it difficult to assess, reinforcing choice ignorance (Konuk, 2021; Scheel & Ustek-Spilda, 2019). The absence of ignorance,

along with improved communication and environmental education, has the potential to enhance the willingness to purchase green products (Gbadamassi et al., 2020). The knowledge helps a consumer connect their purchase to its environmental impact and enables them to purchase with a conscience (Chang & Wu, 2015). Ignorance has been extensively researched in health care and its detrimental effects; however, it remains unexplored in the field of sustainable consumption, making it the most important factor in enhancing responsible green buying behavior (Pascual & Benito, 2025; Scheel & Ustek-Spilda, 2019; Sinkala et al., 2018).

Indifference

Indifference is defined as a passive orientation that creates a lack of concern and is a byproduct of disengagement from relevant knowledge about a situation (Baird & Calvard, 2018; Morvan, 2021). This phenomenon is observable in medicine, where knowledge of the situation, in this case, antibiotic resistance, does not work itself out into a more responsible prescribing behavior (Alrasheedy et al., 2019). In the case of the consumption of sustainably produced goods, the presence of this phenomenon works against the enactment of sustainable behavior where consumers place a higher value on convenience or price than on the ethical value of the goods (Ghali, 2020; Kiracı, 2017; Nimo et al., 2020). Some believe their individual actions have little impact, which reduces motivation for consumers to engage in green behavior (Dang et al., 2024; Howell & Allen, 2017). In green marketing, this motivation is often absent when prospective consumers do not see or specify any personal relevance in the offered sustainability (Gocer & Oflac, 2017). Indifference to green consumption, emotional connection, and a clear identity of a responsible and environmentally friendly value of the brand and the brand itself do not work toward overcoming this phenomenon (Aditya & Suasana, 2025; Imaningsih et al., 2023; Kapoor et al., 2022; Purnomo & Kamal, 2023). When a product's price goes up for no good reason, and this has to do with the product's environmental responsibility, this is called pricing skepticism (Masoudi, 2021). The most effective way to reduce indifference is to communicate the relevance, value, and efficacy of sustainability.

Responsible Avoidance

Avoidance involves offloading responsibility to others and can be counterproductive; some contexts might view it as responsible avoidance, as an intentional and ethical choice to avoid certain information or activities to protect moral or emotional integrity (Cassam, 2016; Kidd, 2018). Consumers may avoid information to retain some moral value and avoid moral disruption, which is more reasoned self-restraint than indifference (Kotsonis, 2022; Levy & Alfano, 2019; Vosgerau et al., 2019). Responsible avoidance in consumer behavior occurs when people avoid purchasing certain products because they believe they are environmentally unsafe (Salim et al., 2022). Such avoidance also occurs when consumers have strong environmental or sustainability values but face a situation with very few or no sustainable alternatives (Ardiansyahmiraja & Rahayu, 2023). This indifference also stems from a skeptical view toward green claims and firms' (Mudyń, 2023; Vidarshika & Rathnayake, 2024). Avoidance in economics particularly occurs when consumers have limited budgets and must prioritize their basic needs and spending (Wahid & Osman, 2021). Attitude also explains what some call passive ethical resistance, where people decide to avoid purchasing from an irresponsible firm and, in a way, protest against such firms to drive change in their irresponsible action, environmental, and social practices (Ghali, 2020; Ma et al., 2022; Sahak et al., 2015; Zhi et al., 2023).

Information Overload

Information overload occurs when there is too much information for someone to process, leading to confusion, stress, and stagnation; in some cases, it results in a complete inability to make

a decision (Hussin et al., 2021; Sherwani et al., 2021). Green marketing has complex environmental claims and excessive information on the various dimensions of sustainability may lead to disengagement (Aljanabi & Al-Hadban, 2023; Amoneit et al., 2025; M. Wang, 2024). Overload results in unhelpful coping mechanisms such as denial, procrastination, and reliance on heuristics (Kusi et al., 2022; Lin, 2022; Marchlewska et al., 2021; Molenda et al., 2023). The constant flow of digital communication has led to anxiety among both people and organizations (Marsh et al., 2024; Milovanović & Cvjetković, 2024). "Information/decision-making paradox" in organizations: when decisions and information loss occur due to the inability to make pertinent decisions, systems are needed to eliminate excess information while preserving essential decision (Hoq, 2016; Klausegger et al., 2007; Saker, 2024). The design of information and systems and the digital literacy of the actors improve (Addis et al., 2010; Bawden & Robinson, 2020). Sustainable marketing assists and guides consumers to make informed green purchasing decisions where the sustainable alternatives are more readily available, the barriers are removed, the alignment and communication are simplified, and the values of the consumers are captured (X. Chen & Fang-ping, 2018; Dey & Srivastava, 2017; Hosta & Žabkar, 2020; Purnomo & Kamal, 2023; Widjajanta et al., 2022).

Maladaptive Coping Strategies

Maladaptive coping mechanisms lead people to act in ways that contradict their pro-environmental intentions. Coping mechanisms are defined as reactions to perceived danger and stress (Lin, 2022; Marchlewska et al., 2021). Coping mechanisms can be categorized into problem-solving and emotional strategies, which aim to reduce the problem and temporarily alleviate emotional distress (Molenda et al., 2023; Napoleon et al., 2023). To relieve distress as an emotional strategy, avoidance coping is unhelpful as it still aggravates the problem (W. Chen et al., 2022; Masoudi, 2021; J. Wang et al., 2020). Problem avoidance can be augmented as emotional strain is compounded through denial, procrastination, and disengagement from the problem (Aazami et al., 2015; Ishizu et al., 2017). In a green marketing context, stress stemming from environmental concerns, skepticism, or value-behavior conflict can cause even strong eco-intentions to be impulsively revisited or avoided (Keelson & Johnson, 2021; Liao et al., 2020; Lima et al., 2019; Mutmainah & Wahidhani, 2024). Guilt and fear of misleading marketing diminish consumers' motivation to purchase green (Hayward et al., 2018; Tandler et al., 2020). The connection of unproductive strategies of coping with depression with the avoidance of marketing communication results in the evaluation of the marketing strategy as ineffective (Du et al., 2022; Hayward et al., 2018; Jaiswal & Kant, 2018). The emotional and psychological distress caused by greenwashing marketing, which undermines the intended behavioral change, is the essence of marketing that prioritizes the authenticity of emotional marketing and simplifies processes (Agarwal et al., 2025; Pang et al., 2021). Participation and clear indications promote self-regulation, transforming apprehension into active eco-identity and readiness to purchase (Chadwick, 2017; Kusi et al., 2022). Reducing cognitive overload and providing choice enhances the bond with eco-conscious commodities (Aljanabi & Al-Hadban, 2023; Randrianasolo et al., 2020).

Willingness to Purchase

Educating consumers through green marketing methods improves their environmental knowledge, which correlates with their readiness to purchase eco-friendly products (Simanjuntak et al., 2023; Tan et al., 2022). Environmentally knowledgeable individuals tend to report more positive attitudes towards eco-friendly products and more insightful green consumption activities (Tan et al., 2022). This empirically confirms the notion that environmental knowledge (especially the communication of the product's environmental benefits) is important. Certain situational and psychological factors influence consumers' willingness to purchase green products (W. Ahmad & Zhang, 2020; Hayward et al., 2018). Willingness to purchase green products is determined by the emotional value of the product, its perceived benefits, and the psychological aspects related to its ethical value (Rombach et al., 2023). The trust marketers create, the educational content they

generate, and consumer preparedness form the triad that shapes the foundational pillars of marketing green consumption or purchase. Effective green marketing will expand environmental consciousness, solidify brand trustworthiness, and ensure that product value aligns with, or exceeds, consumers' expectations, thereby increasing willingness to purchase (F. S. Ahmad et al., 2022; Rombach et al., 2023).

RELATIONSHIP BETWEEN VARIABLES

Ignorance influence Maladaptive coping strategies with moderation Information Overload

Ignorance is the inability to know or process the information at hand and is linked to increased engagement in maladaptive coping in the context of information overload. Digital environments rich in various non-specific or unclear green claims result in disengagement and avoidance of decision-making (Kennedy & Adhikari, 2022). Overloading someone with information, mainly social media users, tends to trigger withdrawal (Bao et al., 2020). The lack of knowledge regarding environmental coping mechanisms increases reliance on avoidance and emotional suppression for uncertainty situations (Darbani & Atapour, 2023; Essiz et al., 2022). It is even possible for emerging adults to miscalibrate their coping responses despite having more exposure to information (Wolenski & Pettit, 2024). An individual's reliance on avoidance coping strategies increases in relation to the degree of psychological distress they are under (Keskiner et al., 2024). In situations of overload, coping mechanisms of some form are often present; in fact, the situation may even lead to constructive coping (Y. Xu et al., 2022). The absence of control over the situation increases dysfunctional coping, increasing the need to engage a coping mechanism effortlessly, efficiently, and in an organized manner.

Indifference Influence Maladaptive Coping Strategies with Moderation Information Overload

Indifference, characterized by low motivation to cope with problems, can result from information overload, which can make people more likely to cope in inappropriate ways. Information overload does not always predict coping style (Lillehammer, 2016; C. Xu & Yan, 2022). Difficulties with information overload (especially when information is perceived as irrelevant to one's needs) often result in withdrawal, confusion, and a reluctance to make decisions. Such disengagement is also indicative of a motivational deficit that reduces psychological flexibility and encourages weaker coping strategies to be used. Both motivational and social factors can contribute to restoring people to a more active state, as reduced engagement is often accompanied by increased use of unhealthy coping strategies (Napoleon et al., 2023). Indifference toward critical information tends to be harmful, as vital coping processes are often neglected in health decisions, thereby amplifying the impact of appropriately negative psychological factors (Zerbinati et al., 2024). When an individual does not regard information as pertinent, the diminished prioritization of that information may correlate with maladaptive coping strategies, which are subsequently linked to a reduced quality of (Tonapa et al., 2023). Presenting large amounts of information in a non-differentiated way reinforces indifference. Such behavior can result in the inability to discriminate between vital and trivial information (Lai & Tang, 2022). When people are emotionally detached from stressful situations, there is also a tendency to use maladaptive coping strategies, which reflects unproductive engagement with the (Hosta & Žabkar, 2020; Mohammadzadeh et al., 2021; Q. Wang et al., 2022).

Responsible Avoidance Influence Maladaptive Coping Strategies with moderation Information Overload

Consumers often fail to consider purchasing even sustainable options, avoiding harmful products and their impacts on the environment. It may even parallel the failure to consider purchasing sustainable alternatives, particularly when green alternatives are not legitimately targeted (Doshi et al., 2023; Scholz & Kulko, 2021). In situations of information overload, this form of behavior can range from ethical decision-making to mere coping mechanisms that relieve cognitive

overload through disengagement. A vast amount of information often drives what has been termed selective withdrawal. Individuals disengage from platforms due to technostress overload to relieve the pressure of gathering information, even if disengagement leads to the inability to access critical information (Bao et al., 2020; Maier et al., 2015). The disengagement has been termed avoidance behavior and has been well documented to increase distress when the individual purposefully avoids the effective cognitive appraisal of stressful information (Ishizu et al., 2017; Tchetchik et al., 2021). The same withdrawal behaviors can be observed in the news, where documented news avoidance due to information overload promotes fatigue in the short term but adds to gaps in ignorance and information avoidance in the long term (Bawden & Robinson, 2020; Park, 2019). Distancing behaviors, including responsible avoidance, may not contribute to ethical action. The information supports the need to provide transparent, credible information on sustainable alternatives, as responsible avoidance may be an ethical option.

Maladaptive Coping Strategies Influence Willingness to Purchase

Maladaptive coping principles, specifically avoidance, can heighten the stress and uncertainty of decision-making, leading to the unwillingness to purchase. Anxiety in the context of high-risk and high-information environments leads to decision withdrawal and to lower purchase intention. This purchasing reluctance can be seen as the use of avoidance as a coping mechanism rather than as a market response lacking rationality. Consumers typically trigger these coping behaviors in unfamiliar shopping environments (Hayward et al., 2018). Online environments offer less face-to-face contact and greater control over the purchasing environment. However, the inability to use online systems effortlessly can increase the workload, leading to purchasing avoidance, even when potential benefits are recognized.

Furthermore, a lack of adaptive coping may also inhibit the positive response to marketing stimuli. Despite the potential of customization to lower anxiety and help consumers make a choice, some consumers may be overwhelmed and unable to make sense of the personalization (Urbański & Haque, 2020; M. Wang, 2024). Consumer response can vary significantly based on personal factors, such as lower trust and self-confidence, which have been known to neutralize the otherwise positive effects of purchasing and thereby lower purchase intention (Din & Ahmad, 2023). Negative coping strategies (e.g., avoidance, low confidence, exaggerated risk perception) further deter consumers from purchasing a product. Implementing strategies that enhance confidence and reduce ambiguity may help ease some of these challenges.

METHOD

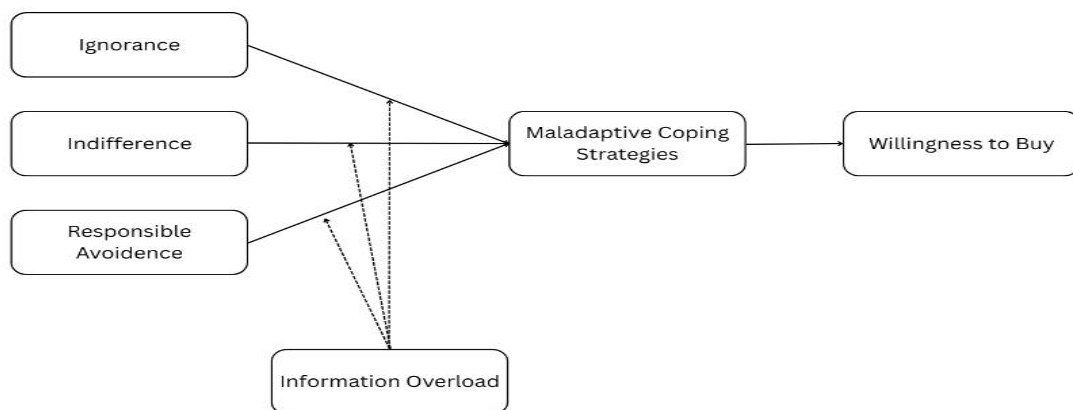
This research utilizes theory synthesis to gather disparate understandings regarding consumer ignorance, indifference, and responsible avoidance while managing information overload. The process as consisting of defining the essential components, charting the relational configurations, and weaving together the theories into a coherent account as suggested by Jaakkola (2020). The process is influenced by contemporary perspectives on scientific advancement, falsifiability concerning the adaptation of a research program, and conceptual history (Jaakkola, 2020; Liu, 2024; Rubin, 2025). This proposed study aims to construct a conceptual framework that arranges the integrated understanding into a coherent structure. Conceptual frameworks are useful for analysis and are particularly important for strengthening the rationale of integrating multiple sources from various knowledge domains to explain the relationships between variables.

PROPOSED FRAMEWORK

The proposed framework demonstrates how the phenomenon of information overload does more than make information inaccessible to users. The effects of information overload lead to ignorance, as perceived information in the form of documents that are not easily understood or have unclear purpose negates literacy information that focuses on community education for

consumers. Indifference, on the other hand, is the absence of feelings, which gives value to the communication of information and the impact of individual and collective changes. Responsible avoidance reflects the need for clear, clean communication to avoid the frustration of so many claims that are not overwhelming. While these coping tendencies may offer short-term benefits, such as relief from cognitive overload, they are likely to have long-term consequences, including confusion, reduced confidence in decision-making, and apathy toward sustainable behaviors.

Figure 1. Proposed Framework



Source: Author Works

The study's framework in Figure 1 proposes that the demand side of the market should facilitate consumer ignorance, indifference, and responsible avoidance. The figure frames attitudes as precursors to multiple negative coping responses (e.g., emotional avoidance, withdrawal) and subsequently decreases consumers' engagement in sustainable purchasing. Information overload also acts as a positive feedback loop, amplifying emotional disengagement and withdrawal by narrowing cognitive effort and leading to decision-making exhaustion. The framework incorporates a cognitive shift from active engagement to coping-avoidance techniques, thereby reducing the psychological demands of sustainable consumption. The model's complexity reflects the ability of researchers and practitioners to propose systemic design programs to manage overload, build trust, and promote active engagement in sustainable marketplaces.

RESULTS AND DISCUSSION

RESULTS

The proposed framework illustrates how ignorance, indifference, and responsible avoidance arise from information overload and how this overload affects consumer willingness to purchase. The integration of these psychological mechanisms explains how excessive demand and multifaceted information lead to disengagement from brands and sustainability initiatives. The phenomenon can be observed in green marketing, where the concern paradoxically leads to a willingness to purchase but is ultimately not followed by a purchase due to the attitude-behavior gap. Sustainability overstimulation leads to avoidance coping, distraction, emotional numbing, and passive withdrawal, which are exacerbated by low levels of knowledge and information illiteracy (Holton et al., 2016; Mohammadzadeh et al., 2021; Otsuka et al., 2021). A lack of social support drives these coping strategies, confounds claims, and ultimately creates a negative feedback loop of avoidance, ignorance, and a lack of sustainable actions that undermine the individual's well-being (Aazami et al., 2015; Bao et al., 2020; Essiz et al., 2022). The positive feedback loop between the environment and maladaptive coping in crises underscores the need for psychological understanding in sustainability design (Coulthard et al., 2021; Hayward et al., 2018; Sabzi et al., 2023).

DISCUSSION

Understanding the roles of ignorance, indifference, and responsible avoidance provides a foundation for designing strategies focused on consumer green needs. These behaviors can signal a need for more precise knowledge, a stronger emotional connection, and better guidance when navigating excessive information about the environment. Businesses and policymakers can create interventions that simplify choices and empower consumers to decide without cognitive strain. User-centered approaches enable organizations to respond to both consumer preferences and the coping processes that shape those preferences. The framework informs communication strategies that prevent disengagement by emphasizing concise, credible, and easy-to-interpret messaging. Campaigns that clarify rather than overwhelm enable marketing teams to align communication with psychological principles. Digital literacy and ensuring transparency, allowing consumers to navigate markets more confidently. As cognitive strain decreases, responsible purchasing increases, supporting sustainable market development and long-term consumer well-being.

The growing volume of available information influences consumer decision-making, making this framework a strong candidate for empirical research examining coping mechanisms in the cognitive domain. For future research, responsible avoidance within the framework may be related to other psychological mechanisms (i.e., avoidance, fear, and complacency) within the context of digital consumption. To better understand how adaptive coping mechanisms evolve, future research should use longitudinal and experimental designs. These designs should measure coping mechanisms at different levels of information overload. A combination of research methodologies, including behavioral measures, will enhance the research's effectiveness and support findings aimed at improving communication strategies to reduce cognitive overload.

CONCLUSION

The models demonstrate trust-building, cognitive load-decreasing, adaptive coping, and burden-sustaining communication strategies. Simplification of sustainability claims, transparency, and enhanced emotional connection through storytelling, community engagement, and feedback that aligns consumer actions with direct measurable environmental outcomes is the social, community, and eco-supportive engagement of coping and adaptable strengthening (Akim et al., 2022; Noipom et al., 2023; Pirutinsky et al., 2012; Sun et al., 2022). This study highlights information overload as a critical moderating condition and underscores the necessity for marketers to implement clearer, more transparent, and verifiable sustainability communications to alleviate cognitive load, diminish consumer skepticism, and mitigate avoidance-driven reactions. The skepticism-alleviating, attitude-behavior gap-narrowing, and responsible consumption-enabling coping-adaptable strengthening by supportive engagement are multilayered and provide social and informational support. Additional coping range, information-constrained purchasing behavior, and longitudinal and multi-regional studies will provide insight into empirical advancements necessary for the full scope of responsible consumption. Making green messages easier to understand and more trustworthy can help restore trust and promote sustainable consumption. For subsequent research, longitudinal studies are advised to investigate the evolution of consumer responses to green marketing over time, while experimental research can evaluate the efficacy of various communication strategies in alleviating overload and maladaptive coping mechanisms.

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