LIBERAL JOURNAL OF LANGUAGE AND LITERATURE REVIEW
An International Double-Blind Peer-Reviewed Open Access Journal
ISSN (Online): 3006-3175 | ISSN (Print): 3006-3167
Volume 5, Issue 7

THE EFFECT OF LANGUAGE FRAMING ON PURCHASE INTENTIONS TOWARDS ECO-FRIENDLY FASHION BRANDS AMONG UNIVERSITY STUDENTS IN PAKISTAN

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DOI: https://doi.org/10.5281/zenodo.22720069

Keywords
Consumer Behavior, Eco-Friendly Branding, Language Framing, Marketing Communication, Purchase Intentions

Article History
Received: 01 June 2026
Accepted: 23 August 2026
Published: 08 September 2026

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Abstract

This study examines the effect of language framing on purchase intentions toward eco-friendly fashion brands among university students in Lahore, Pakistan. A quantitative survey of 200 students assessed language framing, brand perception, exposure to eco-friendly messaging, and purchase intentions, and the data were analyzed using correlation and multiple regression in SPSS. The results showed that language framing, brand perception, and exposure to eco-friendly messaging were positively associated with purchase intentions (all $p < 0.001$). Collectively, the predictors explained 73.3% of the variance in purchase intentions ($R^2 = 0.733$; $F = 178.928$, $p < 0.001$). Exposure to eco-friendly messaging was the strongest predictor ($\beta = 0.473$), followed by brand perception ($\beta = 0.295$) and language framing ($\beta = 0.208$). In contrast, negative language framing did not significantly influence purchase intentions. The study contributes context-specific evidence from Pakistan showing that clear positive sustainability communication, repeated exposure to eco-friendly messages, and favorable brand perceptions are central to strengthening young consumers' intentions to purchase sustainable fashion products. These findings offer practical guidance for fashion marketers seeking to develop credible and effective sustainability communication strategies.

INTRODUCTION

Sustainability has become an important topic globally, especially among younger consumers who are becoming more environmentally conscious. People have expressed concern regarding the environment, and their excessive consumption is broadly considered a contributing factor to significant environmental issues, including climate change, global warming, and severe pollution (Lai & Cheng, 2016). Individuals have changed their consumption habits and behavioral attitudes towards ecologically sustainable practices, a change that is persistent even in developing nations (Akenji, 2014). The global research on environmental, sustainable, and green consumption behaviors, especially in the marketing field, has garnered significant interest from scholars and practitioners (Abdulrazak & Quoquab, 2018; Narula and Desore). However, limited studies have addressed the environmental concerns of young consumers in emerging countries, especially in Asia (Adnan et al., 2017).

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Global textile production has experienced an exponential increase annually because of the global population expansion and the influence of fast fashion (Peters et al.,2021). However, this $2.4 trillion industry (UN Alliance for Sustainable Fashion, 2021) also uses about 79 trillion liters of water, has a huge carbon footprint (Niinimäki et al., 2020), and contributes to the loss of 7% of drinking water and groundwater globally, especially in water-scarce manufacturing regions in China and India (Weinzettel & Pfister, 2019). Sustainable fashion has emerged in response to these challenges, emphasizing environmentally friendly production processes and materials while advocating ethical and societal values (Saksena, 2020). The transition to sustainability necessitates a transformative shift in consumer perspectives and behaviors rather than a mere technical transformation (Klingenberg & Rothberg, 2022).

The industry sets a precedent for other industries by utilizing resources sustainably, promoting the circular economy (Adamkiewicz et al., 2022). The growing global demand for sustainability necessitates a thorough investigation into consumer attitudes toward sustainable fashion for sectors to capitalize on this emerging phenomenon (McNeill & Moore, 2015) and for organizations that wish to promote sustainable purchasing behavior for a sustainable environment (Park & Lin, 2020). The manner in which messages are conveyed to consumers is crucial for the development of an environmental brand. Consumers concentrate on the advantages of using terms such as "sustainable fashion" or "eco textiles fabrics" as positive framing, which are associated with their desired objectives. Conversely, negative framing directs consumers' attention to the drawbacks, which are the consequences of unsustainable practices (Weber et al., 2021). Consumer trust, brand development, appeal, and the decision to acquire products that promote sustainable consumption are all determined by these attributes.

The global textile industry, which is regarded as one of the most significant industries in terms of social and economic development, has been transitioning to sustainability because of growing environmental concerns. The textile sector is one of the important sectors of Pakistan's economy, which plays a significant part in GDP and exports. Brands like Sapphire, Khaadi, Gul Ahmed, and J. are fulfilling the demand for sustainable products. (Junaid Jamshed) are moving towards green practices. Sapphire's "Go Green" program, featuring shopping bags filled with seedlings, is an encouragement for customers to plant seeds and help give back to Mother Nature. By organizing creative workshops and community projects, Khaadi's "Kreate Your Mark Campaign" reinforces its social responsibility and sustainable business practices, encouraging women to harness their creativity and engage in sustainable initiatives. Such campaigns will also showcase the impact of sustainable clothing brands on consumer loyalty and buy intention, as well as the brand's dedication to sustainability. The framing of language has been shown to play a crucial role in changing behavior towards sustainable consumption in developing countries such as Pakistan, which suggests that the language is still evolving.

Customer purchase intention is the probability that the customer will purchase the product. As sustainable fashion gets more popular, consumers' intentions to buy are driven by their opinion of the brand's eco-friendliness, their awareness of the importance of environmentally friendly packaging, and the brand's communicated message. There is an increase in consumer desire to buy products that support sustainable practices as consumers become more aware of the environmental impact of their purchases. Using sustainable language in brand messages will benefit purchase intentions among eco-conscious consumers and university students, who are more likely to align their purchases with their values.

In the global sustainable fashion narrative, university students are among the primary demographics. Gazzola et al. (2020) assert that they are leaders in the digital era and advocate for ecological sustainability, which positions them as significant influences on future consumption choices. Gen Z consumers and influencers born between 1997 and 2012 are willing to pay an additional 10% for sustainable products, as evidenced by studies by Lin et al. (2023).

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Nonetheless, the global impression and purchasing behavior related to green-labeled language framing within the context of Pakistan have not been adequately investigated. This study examines the effect of language framing (both positive and negative) on the attitudes towards eco-friendly brands and the purchase intentions of university students in Lahore, Pakistan. It is also promising that local brands such as J. (Junaid Jamshed), Sapphire, Khaadi, and Gul Ahmed have begun including sustainability advertisements in their marketing campaigns and advertisements, thus providing an opportunity for the development of consumer discourses (Ramzan et al., 2023).

Findings fill the gaps in the literature on language framing and sustainable consumer behavior, providing useful information for policymakers and marketers. As a result, the paper highlights the significance of a linguistic and cultural approach to promoting an attitude of a responsible attitude, particularly among young people who will be Pakistan's main consumers in the future.

Research Objectives

The purpose of the study is to achieve the following objectives:

1.To assess the impact of framing (positive and negative) on the purchase intention of university students in Lahore towards the use of eco-friendly fashion brands.

2.To see the effect of brand perception and brand exposure to eco-friendly messages on the purchase intention towards eco-friendly fashion brands among university students.

The purpose of this research is to improve the understanding of the impacts of appeals that are considered "environmentally friendly" in the promotion of products, especially regarding the influence of the use of language on customers of fashion products.

Literature Review

Eco-Friendly Fashion Brands

As consumers become more conscious of the importance of sustainability, eco-friendly fashion brands have become a major focus for people around the world. According to researchers, for example, the concept of sustainable fashion incorporates environmental awareness into the production process, which impacts consumer attitudes. Research indicates that the popularity of eco-friendly fashion is increasing as more young people, especially university students, are more likely to make environmentally responsible decisions (Bianchi & Birtwistle, 2012). Although eco-fashion is not yet a mass market in Pakistan, it is a growing trend that is contributing to consumer behaviour. Ali and Arif (2019) found that urban educated youths, such as those in Lahore, are more inclined to use sustainable products because they are exposed to global environmental issues (Bhutto & Ramzan, 2021).

The awareness of climate change, global warming, and resource scarcity has significantly impacted consumers, especially the younger generation. (Lai & Cheng, 2016). Sustainable consumption has emerged in developing nations, including Pakistan, due to a shift in consumer demand towards green products (Akenji, 2014; Chua et al., 2016). Sustainable branding, involving environmentally sensitive processes and eco-friendly materials, is crucial for organizations to align with contemporary consumers' ecological awareness (Narula & Desore, 2016). Resource conservation and the promotion of ethical values are fundamental elements of the circular economy; consequently, the environmental impacts of the sector necessitate the adoption of sustainable practices. Therefore, it is essential to examine consumer behaviour regarding sustainable fashion items to promote sustainable fashion consumption (McNeill & Moore, 2015; Busalim, Fox & Lynn, 2022).

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Language Framing in Marketing Communication

Language framing is a strategic method of communicating facts to influence decisions (Tversky & Kahneman, 1981). The consumer perception of the brand is significantly impacted by the positive and negative framing in advertising and marketing. Levin et al. (1998) classified framing into three categories: risk framing, attribute framing, and objective framing. The use of positive language framing in marketing yields further qualitative benefits for consumers, such as 'sustainable fashion' and 'eco-friendly textiles'. However, consumers are more likely to be attracted to eco-friendly branding when the messages are creatively framed and emphasize the advantages, such as environmental preservation and health (Hartmann & Apaolaza-Ibáñez, 2012). Conversely, a negative framing strategy that emphasizes the potential for environmental degradation can induce a sense of remorse that motivates action. Negative framing emphasizes the adverse consequences of unsustainable behaviors, such as pollution and the depletion of natural resources. The two approaches can significantly alter consumers' perceptions of brand image, trust, and buy intentions, as noted by Park & Lin (2020). Studies in Western nations demonstrate that positive language is more efficacious in enhancing emotional connections and cultivating brand identity, while negative language instills dread or guilt in consumers, hence deterring product purchases (Lin et al., 2023).

The Influence of Youth on Sustainable Fashion

The millennial University student is a key market segment in the sustainable fashion realm. This cluster is the most digitally literate, environmentally conscious, and consumer-friendly (Gazzola et al., 2020). The research suggests that Gen Z 'ethical' shoppers are willing to spend more than they can afford to buy green brands (Greg, 2021). In Pakistan, some fashion brands have already started promoting the idea of sustainability in their advertisements, such as Khaadi, Sapphire, Gul Ahmed, and Junaid Jamshed. The effects of such programs on the perceptions and behaviors of consumers are a subject of debate, particularly with respect to language framing (Nawaz et al., 2021a)

Brand Perception

Linguistic components of marketing communication have a profound impact on brand perception, which is one of the determinants in decision-making by consumers. Positive language framing is generally used given that it encourages positive attitudes by connecting a brand's values with the consumers' aspirational self-image, for instance, environmental awareness (Weber et al., 2021). On the other hand, negative framing, which can be attention-grabbing, can backfire if it leads to too much fear and guilt, which reduces engagement of the customer (Doszhanov & Ahmad, 2015).

Customer Purchase Intention

The probability of a consumer purchasing a particular product is known as customer purchase intention. In the context of environmentally sustainable fashion, the behavioral intention is contingent upon the perceived environmental benevolence of the brand, the perceived value of the packaging, and the brand proposition. The purchasing attitude toward products that exhibit sustainable behaviors is improved as a result of customers' awareness of the environmental consequences they generate when they consume certain products. Promoting sustainability will increase purchase intentions as a result of the growing demand for environmental sustainability among consumers, particularly university students, as more brands incorporate positive language framing into their messages (Nawaz et al., 2021b)

The intention to purchase, a predictor of actual buying behaviour, is affected by various factors, including prior understanding of sustainability challenges and marketing incentives. The results demonstrated that individuals with elevated emotional intelligence have heightened sensitivity to positive framing, since it

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aligns with their values and beliefs (Busalim et al., 2022). Conversely, negative framing is relevant when the audience possesses limited awareness of sustainability, as it engenders an urgent demand for change (Saksena, 2020). The correlation between brand image and purchase intentions underscores the need to utilise suitable language in marketing.

Published Literature within the Pakistani Context

The impact of language framing on the consumption pattern of fashion products in developing countries, such as Pakistan, has not been given sufficient attention in the past, despite the current global consciousness on sustainability. Adnan et al. (2017) review that most of these research studies have been carried out in Western economies, which ignore cultural and socio-economic factors that may affect consumers' responses in emerging economies. Furthermore, they added that the idea of the young as agents of sustainable fashion trends has yet to be discussed in the Pakistani context. This study aims to find out the moderating effect of positive and negative justified language on university students' perceptions and purchase intention for eco-friendly brands, which will improve the existing knowledge and will give some recommendations to local brands who want to boost their eco-friendly branding.

The paper demonstrates the importance of language framing in the process of fashion consumption, focusing on the perceived relevance of sustainable fashion and the intent to buy it. Negative framing can have different results depending on previous customer awareness and emotional reactions, while positive framing will boost positive views and reinforce a positive brand image. This study investigates sustainable consumer behaviour among the students at Lahore University and aims to extend the knowledge of the universality of sustainable consumer behaviour in other parts of the world. This is significant for the marketers and policymakers of the fashion industry in Pakistan.

Methodology

Research Design

A quantitative approach was used in this study to assess the effect of language framing on consumers' perception regarding eco-friendly products and buying intention among the university students of Lahore, Pakistan. The study is concerned with local fashion brands like J. Lately, Junaid Jamshed, Sapphire, Khaadi, and Gul Ahmed have started integrating sustainability messages in their advertisements.

Sample Size

The target audience was the college students of Lahore, Pakistan, who were inclined to buy products with the eco-friendly concept in their minds. The questionnaires were completed by 200 students, using convenience sampling. The group was chosen because they had become more active in sustainability issues recently and have had an impact on the market.

Data Collection

The data were gathered from an online survey involving 200 University Students, sent via email and social media. The research questionnaire has been adapted from Doszhanov and Ahmad (2015), who studied the relationship between green brand dimensions and green perceived value as well as the buying intention of customers. The purpose of the study was explained to the respondents, and participation was voluntary. Confidentiality and anonymity were always ensured, along with all ethical considerations.

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Data Analysis

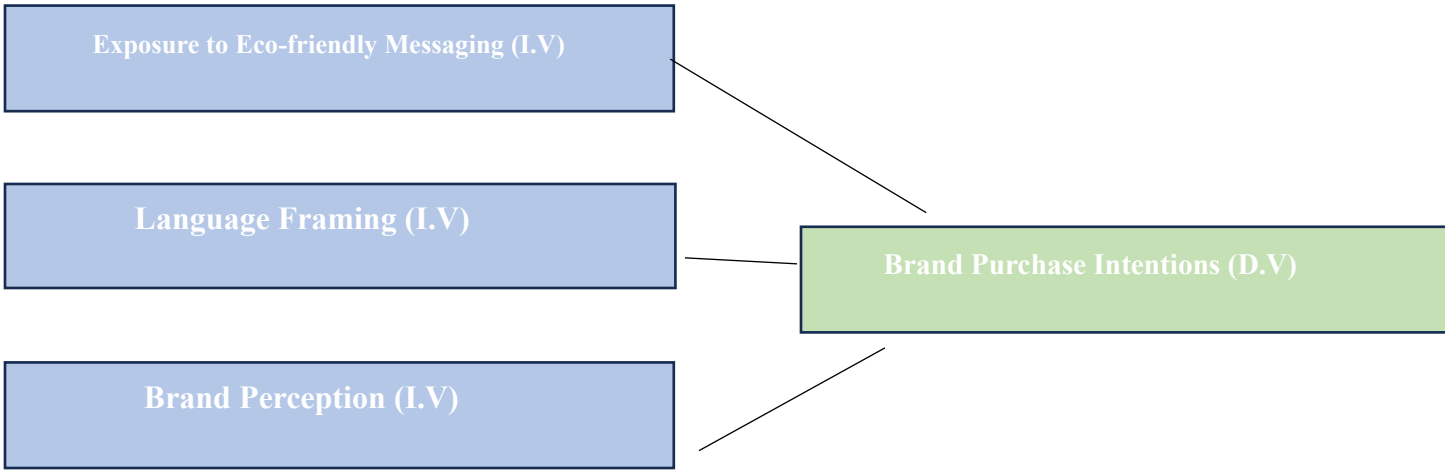
The software package, IBM SPSS Statistics, was used to analyze the many responses received from the University students in Lahore. SPSS is a statistics software that can be used to organize and statistically analyze data, as well as being able to work with simple and complex databases (Arkkelin, 2014). Survey data was analyzed using SPSS to determine the influence of the language phrasing of ecological brands on their perception and intention to buy.

Theoretical Framework

The theoretical framework used for this study is the Framing theory as it relates to individuals' perception, attitude, or behaviour towards the presentation of information. This idea was taken from Erving Goffman's thesis, published in 1974, which states that language or media representation of a problem is what dictates its management. Framing, in the marketing context, is the display of particular aspects of a product or offering to influence consumer decision-making, usually related to environmental or economic issues. This research aims to understand how linguistic framing affects the purchase intention of university students towards eco-friendly fashion brands. Among some of the frameworks, there may be a tendency to consider appealing aesthetics and environmental conservation (e.g., "saving the planet"), and others may raise the question of economic efficiency (e.g., "affordable and sustainable"). Nevertheless, the socio-cultural environment of Lahore, Pakistan, plays a crucial role in the understanding of these frameworks. Integrating cultural values, awareness, and views of fashion into education will affect students' openness to diverse framing strategies. This study investigates the significance of the specified language framing within the local environment to cultivate the intended attitude towards sustainable fashion.

Conceptual Framework

Drawing on the theoretical foundation provided by Framing Theory, this study utilizes a conceptual framework that outlines the relationships between the independent, mediating, and dependent variables. The independent variables are language framing, exposure to eco-friendly messaging, and brand perception, which influence purchase intentions (the dependent variable).



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This framework visually and conceptually maps out how **language framing** influences **brand perception**, which in turn affects **purchase intentions**, with exposure to messaging potentially moderating the impact of the language framing.

Hypotheses

Based on Framing Theory and the study objectives, the following hypotheses were formulated:

- **H_1:** Positive language framing in brand messaging significantly increases purchase intentions toward eco-friendly fashion brands among university students.
- **H_2:** Negative language framing in brand messaging significantly decreases purchase intentions toward eco-friendly fashion brands among university students.
- **H_3:** Increased exposure to eco-friendly messaging significantly enhances purchase intentions toward eco-friendly fashion brands among university students.
- **H_4:** Positive brand perception significantly increases purchase intentions toward eco-friendly fashion brands among university students.

Data Analysis

This analysis provides valuable insights into the language tactics that can be used to promote eco-friendly fashion in the market. The survey data was coded prior to importing it into the SPSS analysis tool. Four equal subgroups were operationalized for individual demographic variables, with numbers designated to the subgroups for ease of comprehension and use in the data analysis. For example, the subgroups were categorized as 18–22 years, 23–26 years, and so forth. Like the responses to the awareness scale, the numerical values assigned to the responses on the five-point Likert scale, which are labeled from Strongly Disagree to Strongly Agree, range from 1 to 5. This ensured that the data was in the appropriate format for statistical analysis in the SPSS software program once it was obtained.

Demographic Results

Age, gender, level of education, and frequency of purchasing from stores such as J., Sapphire, Khaadi, or Gul Ahmed were the demographic elements of the survey that was implemented in this study. The data in Table 1 summarizes the descriptive statistics of the sample demographics and purchasing behavior.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	200	1.00	2.00	1.5950	.49212
Age	200	1.00	3.00	2.3200	.52820
Education Level	200	1.00	3.00	1.4750	.60929
Purchasing Frequency from brands	198	1.00	4.00	2.1212	1.05938
Valid N (listwise)	198				

The demographic data of the respondents are plainly illustrated in Table 1. The gender distribution of the sample was 45% male (coded as 1) and 55% female (coded as 2), with 200 respondents. It is evident that the female participants are marginally more numerous, as the mean gender value is 1.5950 and the standard deviation is 0.49212, respectively. Participants were divided into four age categories: 1 (under 18), 2 (18-22 years), 3 (23-26 years), and 4 (27 years and older). The standard deviation of 0.52820 and the mean age of

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2.3200 suggest that most candidates were between the ages of 18 and 22, with only a small number being from other age brackets. The education level variable identifies the answers of 'Undergraduate', 'Graduate' and 'Postgraduate' with the values 1, 2 and 3 respectively. The mean score of education level was 1.4750 with a standard deviation of 0.60929, meaning that almost all the respondents were undergraduates, with the rest being postgraduates. In addition, the scale was used to measure how often the participants were buying products from eco-friendly brands on a scale of 1 (Rarely) to 4 (Very Often). The average number of purchases was 2.1212, and the standard deviation of purchases was 1.05938. This shows that most of the respondents did not buy ecological products, and their buying patterns were more diversified.

Correlational Analysis:

The Pearson correlation is a measure of the direction and strength of the linear relationship. Its range of values is -1 to 1. A score with a value close to 1 indicates a positive correlation, and a negative value indicates a negative correlation. Table 2 shows that all the Pearson coefficients are positive or negative and high, suggesting a strong relationship between the independent variables and the dependent variable (purchase intentions for eco-friendly brands).

Table 2:

		Language Framing	Brand Perception	Exposure to Eco-Friendly Messaging	Purchase Intentions
Language Framing	Pearson Correlation	1	.727**	.566**	.690**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
Brand Perception	Pearson Correlation	.727**	1	.640**	.748**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
Exposure to Eco-Friendly Messaging	Pearson Correlation	.566**	.640**	1	.779**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
Purchase Intentions	Pearson Correlation	.690**	.748**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows the correlation analysis, which reveals statistically significant relationships between the variables of Language Framing, Brand Perception, Exposure to Eco-Friendly Messaging, and Purchase Intentions at the 0.01 level (2-tailed). Language Framing is significantly correlated with Brand Perception (r = 0.727), Exposure to Eco-Friendly Messaging (r = 0.566), and Purchase Intentions (r = 0.690). Thus, it can be inferred that the use of appropriate language framing techniques can improve brand perception, increase exposure to eco-friendly messages, and ultimately increase the likelihood of buying eco-friendly products. Furthermore, there are substantial and strong relationships between Brand Perception and Exposure to Eco-Friendly Messaging (r = 0.640) and Purchase Intentions (r = 0.748).

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Regression Analysis

The current research uses regression analysis to examine the dependent (consequent) variable of purchase intentions that is affected by the independent (causative) variables of knowledge of eco-friendly messaging and perception of eco-friendly branding.

Table 3: Model Summary

	Change Statistics				
Model	R Square Change	F Change	df1	df2	Sig. F Change
1	.733[a]	178.928	3	196	.000

a. Predictors: (Constant), Exposure to Eco-Friendly Messaging, Language Framing, Brand Perception

The R-squared value of 0.733 indicates that the independent variables: Exposure to Eco-Friendly Messaging, Language Framing, and Brand Perception, are responsible for 73.3% of the variation in purchase intentions (F-test statistic for the model). The regression model is statistically significant, as indicated by the F-ratio of 178.928 ($p < 0.001$), and the sum of the independent variables is in the anticipated direction as it relates to the dependent variable, purchase intentions.

Table 4: Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	.356	.130		2.737	.007
	Language Framing	.186	.049	.208	3.787	.000
	Brand Perception	.280	.056	.295	5.013	.000
	Exposure to Eco-Friendly Messaging	.431	.045	.473	9.661	.000

a. Dependent Variable: Purchase Intentions

The purchase intentions of eco-friendly fashion products are significantly predicted by Language Framing (Beta = 0.208) and Brand Perception (Beta = 0.473), as indicated by the coefficients table. Therefore, the brand's perceived image, as well as the positive framing of the language and eco-friendly messaging by individuals, is associated with the positive intentions of consumers to purchase the brand. Therefore, the model is both valid and significant, as each of these three variables is less than 0.001. The constant term is also statistically significant at the.05 level ($p = 0.007$), suggesting that the model is capable of accurately predicting purchase intentions. These data prove the notion that the brand's image in the minds of consumers, the manner in which the message is conveyed, and the audience's understanding of the eco-friendly messages are the factors that drive the demand for ecologically friendly products.

Discussion and Findings

This research primarily examines how positive environmental perceptions, exposure to eco-friendly messaging, and students' attitudes towards the environment and brand image influence university students' decisions to purchase environmentally sustainable fashion products. The results demonstrate a positive correlation between these parameters and students' propensity to purchase eco-friendly fashion products.

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The first hypothesis, which states that positive language framing in brand messages would be expected to improve purchase intentions for eco-friendly fashion brands, is completely supported by the results. The regression analysis results show that there is a significant positive correlation between students' positive language framing perception and their intention to buy. The coefficient (Beta = 0.208, $p < 0.001$) shows that the more positive the language of the message, the higher the likelihood that the students will buy eco-friendly fashion products. The following facts are crucial to brand framing theory, which suggests that the way a brand frames information can shape the perception of the product and the way consumers respond to it. The use of positive language, highlighting sustainability and eco-friendly language, helps to reinforce the ideas of sustainability and eco-friendly language in youth, who choose to use products with eco-friendly brands.

The second hypothesis assumes that if the negative language framing of the brand message has a significant impact on purchase intention, then purchase intention would increase instead of decreasing among the students, which is not the case, as shown by the results. The results showed that the negative language framing had no significant negative effects on the buyers' intention. Even though negative language was considered an imminent and global threat, it didn't have a significant connection with the students' buying decision on eco-friendly fashion products. This means that some might fall in love with a heartfelt call, but this does not mean they are not willing to contribute to such a worldwide project. Students' psychological experiences may cause them to behave in a manner of purchasing activities where one can say that the purchasing behavior is more sustainable.

The study corroborates the third hypothesis that exposure to eco-friendly messaging considerably enhances the intention to purchase. The strong positive correlation ($r = 0.779$, $p < 0.001$) and the regression coefficient Beta = 0.473, $p < 0.001$) between exposure to eco-friendly marketing and the intention among students to buy environmentally friendly apparel products suggest that the more students are exposed to marketing messages, the more likely they are to purchase environmentally friendly apparel products. This research shows that there is a positive long-term effect on consumer behavior when they are exposed to environmentally friendly messages.

This research suggests that there is a need to sustain students' intentions to purchase sustainable products through sustainability marketing strategies that endlessly communicate the core concept of sustainability and eco-friendly products. The findings validate the fourth hypothesis, which suggests that the eco-friendly brand impression will be an additional driver that will boost the purchasing behavior of sustainable fashion brands. Students' purchasing intention is positively associated with his/her brand impression (B= 0.295, p-value < 0.001). When students held positive attitudes towards the brand of eco-friendly fashion, they were more prone to buying from the brand. It serves as an example of the significant role brand perception plays in the purchase decision-making process. Trust and trustworthiness are vital to a positive brand perception, which can boost students' willingness to interact with sustainable fashion brands and drive their shopping decisions.

The results reveal the importance of positive language framing, exposure to environmentally friendly messages, and positive brand perception in driving the purchase intentions of a university student audience towards eco-friendly fashion brands. The high value of the model's explanatory power ($R^2 = 0.733$) indicates that these factors help explain a large share of the variance in students' purchase intentions.

In turn, marketers can utilize these data to create positive messages about the sustainability of their products, maintaining the visibility of such messaging with eco-friendly marketing while focusing on building a strong positive brand image.

All three factors could significantly enhance buying intentions and promote more sustainable customer behavior within the eco-friendly fashion sector.

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Hypothesis Testing Results

Hypothesis	Supported/Refuted
H_1: Positive language framing in brand messaging significantly increases purchase intentions towards eco-friendly fashion brands among university students.	Supported
H_2: Negative language framing in brand messaging significantly decreases purchase intentions towards eco-friendly fashion brands among university students.	Not Supported
H_3: Increased exposure to eco-friendly messaging significantly enhances purchase intentions towards eco-friendly fashion brands among university students.	Supported
H_4: Positive brand perception significantly increases purchase intentions towards eco-friendly fashion brands among university students.	Supported

Conclusion

In the present global market environment, it has been observed that consumer trends and purchasing behaviors are evolving in response to the growing environmental concern. The fashion industry has undergone the most significant transformation, as sustainability has now become a primary focus of its marketing campaigns. The degree to which language framing is employed to establish attitudes toward green fashion brands, particularly among university students, has garnered attention. The objective of this investigation was to investigate the influence of framed positive and negative communicator messages on the purchase intentions of students in Lahore, Pakistan, with respect to eco-friendly fashion brands.

The research indicates that the overall brand perception and purchase intentions of customers are positively influenced by straightforward positive language framing that emphasizes the use of terms such as "sustainable," "green," and "environmentally friendly." This is a clear indication of the power of positive and unambiguous messages in encouraging consumers to buy more environmentally responsible brands, to meet rising consumer awareness of environmental problems. Over the past few years, the expectations of consumers have been increasing, especially among the younger generation. Therefore, the younger generation is more likely to buy from brands that support their values, including conserving the environment. The researcher was surprised to see that there was no expected negative effect on eco-friendly fashion brands when using negative language.

Research that raised awareness of environmental concerns (e.g., pollution or waste) carried out a negative message and had a positive impact on awareness, but not on purchase intent. That means that even if this is a well-intentioned effort to raise awareness, consumers may not be dissuaded from buying an "environmentally responsible brand" because of the negative language. It shows that it is possible to have informative negative and positive messages. In informative negative messages, they are used to draw the attention of potential consumers to challenges in environmental sustainability but cannot discourage consumers from doing so.

The current literature on the effect of language framing on consumers' behavior in the fashion industry is enriched with this research, especially with reference to the Pakistan context. Demand for environmentally advantageous products is also large, and consumers are paying greater attention to what they learn about the product. Marketers should try to create a positive message about the environment while, at the same time, trying to bring about a change in a way that is more acceptable to society. Finally, the study highlights

LIBERAL JOURNAL OF LANGUAGE AND LITERATURE REVIEW
An International Double-Blind Peer-Reviewed Open Access Journal
ISSN (Online): 3006-3175 | ISSN (Print): 3006-3167
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the importance of language as a means of communication that can have an impact on consumer behaviour. Based on the results, it can be inferred that the advertising of fashion brands that emphasizes their environmental attributes could enhance their eco-conscious appeal by refocusing on language that also speaks to consumers' emotions. Consequently, brands can sustain the long-term loyalty of their consumers and promote purchase intention in an extremely environmentally conscious consumer culture by employing positive and awareness framing.

Limitations and Future Research Recommendations

The results of the research do not apply to other demographics or locations, as it was limited to university students in Lahore, Pakistan. An additional area for future research is the comparison of the effects of language framing in various populations and cultures to ascertain whether the effects observed here are consistent across subgroups.

Additionally, other researchers could examine additional factors that may influence the consumer's purchasing decision, such as price sensitivity, brand association, and product quality, in addition to the information transmitted. There are numerous paradigmatic research opportunities, such as the investigation of the long-term impact of positive and negative eco-friendly advertising appeals and the potential for such appeals to influence repeated purchase behavior. These studies could provide additional valuable insights into the enduring persuasion effects of these messages.

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