HILL PUBLISHING

Journal of Psychology and Behavioral Studies, 2026, 2(1), 11-31
https://www.hillpublisher.com/Journals/jpbs/
ISSN Online: 3067-4972

The Connotation and Measurement of Consumer Alienation in Green Influencer Marketing Contexts

Yifan Nie[1], Lei Xu[2], Yilin Du[2,*]

[1]School of Public Health, Sun Yat-Sen University, Guangzhou 510275, Guangdong, China.
[2]College of Economics and Management, Beijing University of Technology, Beijing 100124, China.

How to cite this paper: Yifan Nie, Lei Xu, Yilin Du. (2026). The Connotation and Measurement of Consumer Alienation in Green Influencer Marketing Contexts. *Journal of Psychology and Behavioral Studies*, 2(1), 11-31.
DOI: 10.26855/jpbs.2026.06.003

Received: February 1, 2026
Accepted: March 22, 2026
Published: May 8, 2026

[*]**Corresponding author:** Yilin Du, College of Economics and Management, Beijing University of Technology, Beijing 100124, China.

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Abstract

Situated in the emerging context of green influencer marketing (GIM), this study examines the connotation and dimensional structure of consumer alienation and develops theoretically grounded measurement content for subsequent empirical research. Drawing on a constructivist grounded theory approach, the study integrates interview materials, online textual data, and relevant literature to identify the core manifestations, underlying categories, and process logic of consumer alienation in GIM contexts. The findings indicate that consumer alienation in GIM is a multidimensional construct comprising five core dimensions—negative image perception, passive interaction, perceived marketing normlessness, demand frustration, and intrinsic deficiency—together encompassing 15 main categories and 43 subcategories. On this basis, the study further formulates a preliminary item pool intended to support future scale development and quantitative testing. By clarifying the connotation of consumer alienation and explicating its grounded theoretical framework, this research enriches the literature on consumer alienation in digital green marketing and offers practical implications for enterprises, green influencers, and consumers.

Keywords

Consumer alienation; green influencer marketing; connotation of consumer alienation; measurement of consumer alienation

1. Introduction

In an era in which environmental sustainability has become a salient business value, green marketing has moved from peripheral positioning to a mainstream strategic concern. Within this broader transformation, green influencer marketing (GIM) has emerged as a prominent mode of digital persuasion, relying on social media influencers to communicate environmental values, narrate sustainable lifestyles, and shape consumption choices (Hudders & Lou, 2023; Kapoor et al., 2023). Through interactive content, symbolic storytelling, and perceived interpersonal closeness, green influencers can reduce information-processing costs and make sustainability claims appear more vivid, relatable, and actionable.

At the same time, however, the symbolic and value-laden nature of GIM also makes it especially vulnerable to consumer estrangement. Once environmental claims are overperformed, excessively aestheticized, or weakly aligned with actual products and organizational conduct, consumers may begin to question not only message credibility but also the moral legitimacy of the actors involved (Parguel et al., 2011; Testa et al., 2018). In such circumstances, green symbols no longer function as reassuring signals; instead, they may trigger suspicion, discomfort, disappointment, and resistance. Compared with ordinary influencer marketing, GIM embeds stronger ethical expectations and stronger evaluative sensitivity, which means that discrepancies between symbolic claims and lived consumption experience

are more likely to evolve into alienating emotional responses.

For firms, this issue is not merely attitudinal but strategic. Alienated consumers are more likely to engage in complaint behavior, avoidance, negative word-of-mouth, and other confrontational marketplace responses, thereby increasing the reputational and relational costs of green communication (Lambert, 1981; Gruber et al., 2020). Yet consumer alienation should not be viewed only as a negative outcome. When examined carefully, it also reveals where value communication has broken down, where consumers perceive ethical inconsistency, and where digital marketing relationships fail to sustain trust. From this perspective, identifying the connotation and internal structure of consumer alienation in GIM is theoretically important and managerially urgent. Moreover, the strategic relevance of the topic extends beyond immediate transaction outcomes. In digitally networked green markets, consumers' adverse reactions can quickly become collectively amplified through comments, reposts, reviews, and platform-based discussion threads. Alienation may therefore travel from an individual feeling to a wider reputational dynamic that affects how sustainability claims are socially interpreted. A grounded understanding of alienation can thus help firms identify not only isolated service failures but also broader fractures in moral communication and stakeholder trust.

Despite this importance, the existing literature remains insufficient in at least three respects. First, classic consumer alienation research has mainly been developed in general marketplace settings and usually emphasizes broad dimensions such as powerlessness, meaninglessness, normlessness, social isolation, and self-estrangement (Seeman, 1959; Allison, 1978; Johnson, 1996). These foundational constructs provide an important starting point, but they do not fully capture the symbolic, relational, and ethically charged features of GIM. Second, although recent studies on green influencer marketing have examined credibility, persuasion effectiveness, sustainability symbolism, and greenwashing concerns, they have rarely conceptualized consumer alienation as a distinct and multidimensional phenomenon within this context (Kılıç & Gürlek, 2024; König & Maier, 2024). Third, extant work remains largely fragmented, often offering descriptive observations or broad conceptual discussions without clarifying the connotative dimensions, category relationships, and process logic through which alienation is formed and expressed in GIM settings.

To address these gaps, this study draws on the cognition–emotion–behavior framework and adopts constructivist grounded theory as its primary methodological orientation. Rather than statistically testing causal relationships, the study aims to inductively clarify what consumer alienation means in the context of GIM, how its dimensions are structured, and how its associated cognitive, emotional, and behavioral elements can be theoretically connected. In addition, based on the qualitative findings, the study organizes preliminary measurement content that may inform subsequent quantitative research. In doing so, the paper contributes a context-sensitive conceptualization of consumer alienation in green influencer marketing and provides a grounded foundation for future hypothesis development and scale validation.

2. Theoretical Basis and Literature Review

2.1 Cognitive-Emotional-Behavioral Theoretical Framework

Green influencer marketing (GIM), the focal context of this study, combines green marketing with influencer-based communication by mobilizing influencers to interpret, endorse, and circulate the environmental attributes of products and services (Hudders & Lou, 2023; Li et al., 2024). Alienation, by contrast, has a longer theoretical lineage. Seeman (1959) famously identified powerlessness, meaninglessness, normlessness, social isolation, and self-estrangement as major variants of alienation. In marketing research, consumer alienation generally refers to the sense of detachment, powerlessness, normlessness, and self-dislocation that consumers experience in relation to the marketplace, products, or firms (Allison, 1978). Building on the cognition–emotion–behavior perspective, the present study treats consumer alienation in GIM as an emotionally charged state rooted in consumers' value-related cognitions and manifested in subsequent marketplace responses. This framework does not presuppose a statistically verified causal model; rather, it serves as a sensitizing lens for organizing grounded qualitative analysis.

2.2 Green Influencer Marketing and Consumer Alienation

As an emerging marketing form, GIM reshapes the relationship among consumers, firms, influencers, and products. Existing studies suggest that green communication on social media can foster sustainable consumption intentions, but it may also provoke skepticism when consumers perceive symbolic inconsistency, excessive performance, or greenwashing (AI-Sharouf & Naesae, 2022; Ktisti et al., 2022; Kapoor et al., 2023). At the same time, the influencer's

persona, communication style, and affective appeal can deeply shape how consumers interpret the authenticity and legitimacy of environmental claims (Hudders & Lou, 2023; Jiang et al., 2024). These features make GIM a particularly fertile context for alienation-related experiences, because consumers are not only evaluating products but also appraising the moral coherence of promotional narratives, the credibility of social actors, and the extent to which commercialized sustainability aligns with their own expectations. Prior research has linked alienation to dissatisfaction, negative evaluations, complaint behavior, and avoidance (Pruden et al., 1974; Lambert, 1981; Chéron et al., 2022), yet the specific connotation of alienation in GIM remains underdeveloped. Accordingly, this study focuses on clarifying the dimensions and theoretical associations of consumer alienation in this distinctive digital green marketing environment.

3. Identification of Connotative Dimensions of Consumer Alienation

3.1 Research Methodology

Constructivist grounded theory is particularly suitable for theory building in underexplored contexts where existing constructs do not adequately capture lived experience or context-specific meaning structures. Rather than imposing a predetermined dimensional framework, this approach allows categories to be generated through iterative engagement with empirical materials while acknowledging the interpretive role of the researcher (Jia & Heng, 2020; Glaser & Strauss, 2017). Given that the connotation of consumer alienation in GIM has not yet been systematically clarified, constructivist grounded theory provides an appropriate methodological path for identifying dimensions, relating categories, and developing an explanatory framework grounded in textual and experiential data.

3.2 Data Collection

To enhance contextual richness and analytic depth, this study collected qualitative materials from three complementary sources: interviews, online textual materials, and relevant literature. This design reflects a triangulation logic and, in particular, incorporates a netnographic orientation insofar as a substantial portion of the data derives from digitally mediated interactions, public platform discourse, and user-generated textual traces surrounding green influencer marketing. Rather than treating social media texts as secondary background information, the study regards them as an important empirical site through which alienation is expressed, negotiated, and circulated in naturally occurring digital environments. The combination of these sources also reduces the risk that the construct is defined only through post hoc academic interpretation or only through one-off self-reports. Interviews capture reflective accounts, online texts capture spontaneous and publicly situated expressions, and literature provides a comparative theoretical backdrop. Together, they allow the study to move between lived experience, naturally occurring discourse, and conceptual refinement, which is particularly important for a phenomenon such as alienation that may be simultaneously emotional, relational, and structurally conditioned.

3.2.1 Interviews

Semi-structured interviews lasting 40–60 minutes were conducted with consumers who had prior experience with green influencer marketing (see Appendix A). Participants were initially recruited through major social media platforms and screened according to their purchasing experience, degree of engagement with green influencers, and familiarity with green marketing content. To ensure that respondents were capable of reflecting on their experiences in a focused way, only individuals scoring between 5 and 7 on two pre-screening items concerning engagement with GIM and awareness of their own emotional reactions were retained. The interviews centered on consumers' perceptions of green influencers, platform-mediated interactions, evaluations of products and services, and emotional responses to discrepant or unsatisfactory experiences.

Following this procedure, 25 consumers aged 18–40 were selected, which is broadly consistent with the dominant user profile reported in social media influencer marketing research (Vrontis et al., 2021). The interviews generated approximately 275,000 Chinese words. These materials offered detailed insight into how consumers narrate distrust, disappointment, resistance, emotional discomfort, and self-related tension in relation to green influencer marketing, thereby providing a rich basis for subsequent coding and category refinement.

3.2.2 Network Data

This study also employed web crawler technology to collect publicly available textual materials from major social media platforms, including YouTube, Instagram, Facebook, REDnote, and MicroBlog, using keywords such as

"consumer alienation," "green influencer," "green influencer marketing (GIM)," and "alienation." After content screening, deduplication, and preprocessing, 2,149 valid text items were retained. The use of these naturally occurring online texts gives the study an explicit netnographic orientation: the analysis does not rely solely on researcher-elicited accounts, but also examines how alienation is discursively articulated in digital settings where consumers encounter, discuss, contest, and reinterpret green marketing messages in real time.

3.2.3 Literature

In addition, the study reviewed literature retrieved from major academic databases, including CNKI, Wiley, Springer, and Web of Science. After screening for relevance to consumer alienation, green influencer marketing, and related issues of sustainability communication and marketplace response, 96 articles were retained. These texts were not treated as equivalent to interview or platform discourse, but as theoretically informative materials that helped sensitize category development, support comparative interpretation, and situate the emerging framework within prior scholarship.

An additional methodological consideration concerns researcher reflexivity. Because constructivist grounded theory recognizes that categories are co-constructed through the interaction between researchers and materials, the study did not assume that coding could be entirely neutral or mechanical. Instead, the coding process involved repeated movement between raw expressions, emerging interpretations, and theoretical comparison. This reflexive stance was especially important when dealing with emotionally charged or culturally specific expressions found in interviews and online discourse, as these could not always be understood adequately through literal translation alone. The iterative discussions with knowledgeable scholars therefore functioned not as quantitative reliability checks, but as a way to refine interpretive sensitivity and reduce avoidable distortions in category construction.

Guided by constructivist grounded theory, the analysis proceeded through four stages of coding: initial coding, focused coding, axial coding, and theoretical coding. Throughout the process, data collection and analysis were conducted iteratively rather than as strictly separate stages. The coding logic emphasized constant comparison across sources, repeated revisiting of category boundaries, and progressive abstraction from descriptive expressions to more stable conceptual groupings.

3.3 Data Coding

3.3.1 Initial Coding

At the initial coding stage, all interview materials, two-thirds of the online texts (1,433 items), and 64 articles were coded, while the remaining materials were reserved for later saturation assessment. The raw data were first cleaned and standardized where necessary, after which the textual materials were coded line by line and sentence by sentence. The purpose of this stage was to remain as open as possible to participants' and users' expressions without prematurely imposing a rigid conceptual scheme. To improve interpretive stability, the preliminary coding results were repeatedly discussed with three scholars familiar with influencer marketing research, and the coding categories were revised through several rounds of feedback and comparison until a relatively stable understanding was reached.

During data processing, entries that were clearly irrelevant to the topic of consumer alienation, extremely low in interpretive value, or semantically ambiguous were removed. This yielded 116 candidate initial codes. After further comparison, discussion, and consolidation, 109 initial codes were retained as analytically meaningful representations of alienation-related expressions in the GIM context.

3.3.2 Focused Coding

At the focused coding stage, the initial codes were grouped according to conceptual similarity and interpretive relevance in order to identify more analytically significant patterns. The study then again drew on expert discussion to assess the consistency and plausibility of the emerging categories. After entries with weak representativeness or low relevance were eliminated, 43 focused coding entries, labeled C1 to C43, were retained (see Table 1). This stage moved the analysis beyond fragmented descriptive expressions and toward more coherent subcategories of consumer alienation.

Table 1. Consumer alienation category identification in the green influencer marketing context

Focused Coding (subcategory)	Axial Coding (main category)	Theoretical coding (core category)
C1 Doubt influencer honesty	B1 Question influencer human design	A1 Negative image perception
C2 Dislike seek applause and gain favor		

Table 1 Continued

Focused Coding (subcategory)	Axial Coding (main category)	Theoretical coding (core category)
C3 Perceive human design false		
C4 Doubt excessive packaging		
C5 Produce revenge psychology	B2 Question enterprise morality	
C6 Dislike hypocritical brand		
C7 Acting exaggerated false	B3 Question influencer appearance	
C8 Confusion and dislike double standard		
C9 Word use not proper	B4 Dislike expression way	A2 Passive interaction
C10 Routine talk skill		
C11 Long speech big argument		
C12 Stiff preach		
C13 Adversarial mindset	B5 Negative emotion interaction	
C14 Indifference and impatience		
C15 Avoidance and evasion mindset	B6 Not understand culture difference	
C16 Non-native culture unfamiliar feeling		
C17 Disconcerted psychology	B7 Not satisfied after-sales service	
C18 Whole deny		
C19 Confusion and depressed		
C20 Sadness about content case	B8 Pass content not suitable	
C21 Disgust and avoid negative content		
C22 Feeling of incitement	B9 Marketing promotion negative perception	A3 Perceived marketing normlessness
C23 Feeling of control		
C24 Feeling of deceit		
C25 Confusion and perplexity about original standard	B10 Not recognize marketing standard	
C26 Disturbance and avoidance of new standard		
C27 Question standard morality		
C28 Doubt standard not unified		
C29 Deteriorate trigger disgust	B11 Product quality problem	A4 Demand frustration
C30 Indignant and not calm		
C31 Repurchase hesitation		
C32 Irony of discrepancy	B12 Goods not match board	
C33 Dissatisfaction and deception		
C34 Failed expectation		
C35 Avoid threat information	B13 Impact expectation judgment	
C36 Role expectation deviation		
C37 Negativity and non-acceptance of new technology		
C38 Feel rights hurt		
C39 Strong contrast cause gap	B14 Marketing information negative conceive	A5 Intrinsic deficiency
C40 Exasperation		
C41 Inferior feeling		
C42 Powerlessness to influence marketing	B15 Self no strength feeling	
C43 Distant psychological distance		

3.3.3 Axial Coding

Axial coding was then used to explore the relationships among the focused codes and to integrate them into higher-order main categories. Through repeated comparison and semantic clustering, 43 subcategories were ultimately organized into 15 main categories, labeled B1 to B15 (see Table 1). This stage was especially important for clarifying the internal structure of alienation in GIM, because it showed that seemingly dispersed expressions—such as dissatisfaction with after-sales service, discomfort with communication style, suspicion toward promotional standards, and feelings of self-powerlessness—could be meaningfully related within broader conceptual clusters.

3.3.4 Theoretical Coding

Theoretical coding further integrated the 15 main categories into five core categories, labeled A1 to A5, thereby forming the basic dimensional framework of consumer alienation in the GIM context. Specifically, "questioning influencer persona," "questioning corporate ethics," and "questioning influencer appearance" were grouped under negative image perception; categories such as resentment toward expression, negative emotional interaction, incomprehension arising from cultural differences, dissatisfaction with after-sales service, and discomfort with delivered content were grouped under passive interaction; negative perceptions of marketing publicity and disapproval of marketing standards were grouped under perceived marketing normlessness; product quality problems, goods not matching promotional claims, and damaged expectation judgment were grouped under demand frustration; and negative conceptions of marketing information together with powerlessness were grouped under intrinsic deficiency. These five dimensions capture how alienation in GIM simultaneously involves evaluations of external actors, interactional experience, marketing norms, consumption outcomes, and self-related psychological reactions.

To strengthen the credibility of this categorization, the study used feedback-based validation in a qualitative sense rather than statistical validation. First, three graduate students with research experience in influencer marketing were invited to conduct reverse categorization of the 15 main category entries after they had familiarized themselves with the meanings of the five core categories. Their categorizations showed a high degree of consistency. Second, five interviewees were asked to review whether their earlier experiences could be appropriately located within the emergent category structure, and no substantial mismatches were identified. These procedures do not constitute quantitative hypothesis testing; rather, they serve to enhance interpretive coherence and category plausibility within a grounded theory design.

3.3.5 Saturation Testing

For theoretical saturation testing, one-third of the online textual materials (716 items), 32 articles, and additional interview materials from five participants were reserved and coded after the preliminary framework had been established. No substantively new categories emerged during this stage. Taken together with the reverse-categorization and interview-retrospection procedures, this finding indicates that the five-dimensional framework had reached theoretical saturation for the purposes of the present study.

3.4 The Emotional Correlation Mechanism of Consumer Alienation

Based on the cognition–emotion–behavior framework and the grounded coding results, this study develops a grounded theoretical framework of consumer alienation in the context of green influencer marketing (see Fig. 1). It is important to note that this framework is intended as a qualitative, theory-building representation of category relationships rather than a statistically tested causal model. In this sense, Fig. 1 summarizes how cognitive appraisals, alienation-related emotional states, and marketplace responses can be conceptually connected through the evidence generated in the coding process.

The coding results suggest that consumer alienation in GIM is often preceded by distorted or unstable value-related cognitions. More specifically, the analysis identified three cognitive tendencies—low-value cognition, ambiguous cognition of value, and value cognition bias—as recurrent antecedent conditions. These cognitive tendencies were grounded in six main categories: product quality problems, service quality problems, non-standard marketing, fuzzy value anchors, platform mechanism distortion, and long-term value reduction (see Table 2). In substantive terms, consumers may begin to experience alienation when they perceive exaggerated product claims, emotionally coercive narratives, inconsistent standards, weak complaint channels, or platform-induced distortions in how value is displayed and interpreted. In line with prior work emphasizing the interdependence of cognition and emotion (Pessoa, 2008), the qualitative materials also suggest a recursive dynamic: negative cognitions generate alienating emotions, and sustained alienation further intensifies negative perceptions of influencers, firms, and marketing messages.

Table 2. Identification of consumer cognitive categories in the green influencer marketing context

Focused coding (subcategory)	Axial coding (main category)	Theoretical coding (core category)
C1 Sell defective goods	B1 Product quality problem	A1 Low-value cognition
C2 Exaggerate product function		
C3 Secondary sales imminent product		
C4 Complaints are unavailable	B2 Service quality problem	
C5 Negative appearance of influencer		
C6 Poor after-sales service		
C7 No unified standard of marketing	B3 Not standard marketing	A2 Ambiguous cognition of value
C8 Fragmentation of marketing information		
C9 Emotional kidnap	B4 Fuzzy value anchor	
C10 Narrative cover defect		
C11 Product data visualization trap	B5 Platform mechanism distortion	A3 Value cognition bias
C12 Algorithm manufacture false consensus		
C13 Entertainment dissolve functional value	B6 Long term value reduction	
C14 Highlighting immediacy value		

Note: The coding labels used in Table 2 and Table 3 are independent of those used in Table 1 and are intended only for the internal coding structure within each table.

The coding results further indicate that alienation is associated with two broad behavioral orientations: antagonistic behavior and exclusionary behavior. These orientations were grounded in eight subcategories and four main categories—active aggression, striving for rights, passive avoidance, and emotional discharge (see Table 3). In practical terms, alienated consumers may complain, report, seek compensation, consult third parties, return goods decisively, reduce participation, blacklist brands or influencers, or reaffirm prior consumption beliefs. These behavior categories should be understood here as theoretically inferred response patterns emerging from qualitative materials rather than as statistically estimated consequences.

Table 3. Identification of consumer behavioral categories in a green influencer marketing context

Focused coding (subcategory)	Axial coding (main category)	Theoretical coding (core category)
C1 Spit slot	B1 Active aggression	A1 Antagonistic behavior
C2 Complaint report		
C3 Seek extra compensation	B2 Strive rights	
C4 Consult expert		
C5 Decisive return goods	B3 Passive avoidance	A2 Exclusionary behavior
C6 Reduce participation		
C7 Blacklist	B4 Discharge emotion	
C8 Consumption reaffirm original belief		

Note: The coding labels used in Table 2 and Table 3 are independent of those used in Table 1 and are intended only for the internal coding structure within each table.

The framework also suggests that consumer attributes intensify these processes at different stages. Across the materials, poor knowledge and skills, lack of material conditions, and insufficient information understanding

repeatedly appeared as factors that made consumers more vulnerable to ambiguous value judgments and more likely to adopt antagonistic or exclusionary responses after alienation had emerged. This finding indicates that alienation in GIM is not generated solely by external marketing stimuli; it is also shaped by consumers' differential capacities to interpret information, evaluate claims, and protect their own interests in digitally mediated environments.

Finally, the analysis indicates that the broader consumption space of GIM—especially its trans-temporality and marketing virtuality—conditions the cognition–emotion–behavior process. Because interactions are often temporally discontinuous, highly mediated, and embedded in platform architectures, consumers may encounter delayed feedback, selective exposure, value exaggeration, and fragmented standards of judgment. These contextual characteristics amplify the possibility that environmental narratives become detached from product utility, service experience, or moral expectations. Taken together, the evidence supports a grounded proposition that consumer alienation in GIM emerges through the interaction of value-related cognition, contextually intensified emotional estrangement, and subsequent antagonistic or exclusionary behavioral tendencies.

4. Development of Measurement Content and Future Quantitative Research

4.1 Development of Preliminary Measurement Content

Although the present study is qualitative in methodological orientation, grounded theory is particularly valuable for developing context-specific concepts that can later guide rigorous quantitative inquiry. Accordingly, after identifying the five-dimensional framework of consumer alienation in GIM, this study organized preliminary measurement content based on the focused and axial coding results. The purpose at this stage is not to claim that a finalized scale has already been statistically validated, but to translate the qualitative categories into a structured item pool that may support subsequent measurement development.

Specifically, drawing on the dimensional framework derived from coding, the wording patterns found in the empirical materials, and relevant scale-development literature, the study repeatedly refined candidate items through discussion with scholars familiar with grounded theory and influencer marketing. In addition, several respondents were invited to review the clarity and contextual appropriateness of the item expressions. Through this iterative process, 43 preliminary items were retained and organized under the five core dimensions (see Table 4). These items should be understood as conceptually grounded measurement content rather than a finalized and psychometrically verified scale.

4.2 Analytical Value of the Preliminary Item Pool

The preliminary item pool serves at least three analytical purposes. First, it provides a more operational representation of the connotation of consumer alienation in GIM by translating abstract dimensions into observable expressions. This is useful because grounded theory often produces conceptually rich categories, yet subsequent empirical researchers still need clearer indicators when moving toward survey-based or experimental designs. The present item pool therefore functions as a bridge between qualitative conceptualization and future quantitative operationalization.

Second, the item pool helps preserve contextual specificity. A recurring problem in consumer alienation research is that general marketplace constructs may overlook the symbolic, ethical, and interactional features that characterize GIM. By grounding item expressions in interview materials and online discourse, the present study retains nuances such as distrust toward influencer persona, resistance to emotionally coercive communication, dissatisfaction with shifting promotional standards, and feelings of self-powerlessness in the face of platform-mediated green marketing. These nuances are central to understanding why alienation in GIM cannot be fully reduced to older generic notions of marketplace detachment.

Third, the preliminary item pool clarifies the internal boundaries among the five dimensions. Negative image perception mainly concerns distrust directed toward the influencer or firm as social actors; passive interaction captures discomfort and negativity emerging within interaction processes; perceived marketing normlessness refers to perceived disorder, manipulation, or ethical inconsistency in promotional standards; demand frustration concerns failed expectations in relation to products and services; and intrinsic deficiency reflects self-related feelings such as anger, inferiority, distance, and powerlessness. Distinguishing these dimensions at the item-development stage can facilitate more precise model specification in future studies.

4.3 Directions for Subsequent Quantitative Validation

Following the reviewer's concern regarding methodological consistency, this study does not conduct statistical validation within the present paper. Instead, it argues that the qualitative framework and item pool established here should

be treated as the groundwork for subsequent quantitative research. Future studies may draw on the 43 preliminary items to conduct item purification, exploratory factor analysis, confirmatory factor analysis, and external validation in independent samples, thereby testing whether the five-dimensional structure identified here is psychometrically stable across platforms, populations, and product categories.

Future quantitative work may also examine the propositions implied by Fig. 1. For example, researchers may test whether low-value cognition, ambiguous cognition of value, and value cognition bias significantly predict different dimensions of consumer alienation; whether alienation dimensions differentially relate to complaint behavior, avoidance, and negative word-of-mouth; and whether consumer attributes or platform characteristics moderate these relationships. In this way, the present study should be understood as offering a grounded conceptual and measurement foundation upon which later hypothesis-driven research can build.

From the perspective of content interpretation, the dimension of negative image perception captures alienation directed primarily at the social and moral image of influencers and firms. The corresponding items do not merely reflect dislike in a general sense; rather, they indicate consumers' suspicion that the influencer persona is excessively packaged, strategically performed, morally inconsistent, or instrumentally constructed for commercial gain. In GIM contexts, such perceptions are particularly consequential because environmental advocacy invites heightened expectations of authenticity and ethical coherence. Once consumers perceive hypocrisy, double standards, or manipulative image construction, alienation is likely to be attached not only to the message but also to the actor who communicates it. Future quantitative work should therefore be attentive to whether this dimension is empirically separable from broader notions such as source distrust or perceived hypocrisy.

Passive interaction represents a different layer of alienation. Here, the focal issue is not simply whether consumers believe the influencer or the firm, but whether the interaction process itself becomes emotionally uncomfortable, exhausting, or distancing. The relevant subcategories include resentment toward communication style, negative affect arising in interaction, unease related to cultural difference, dissatisfaction with after-sales service, and discomfort with content delivery. This suggests that alienation in GIM is not reducible to abstract value disagreement; it is also lived through concrete communicative encounters. Consumers may feel ignored, preached at, emotionally mirrored in a negative way, or unable to identify with the discourse style being used. Such interactional negativity is important because it helps explain why alienation can emerge even before a concrete product failure occurs.

The dimension of perceived marketing normlessness highlights another distinctive feature of GIM. Consumers in the qualitative materials repeatedly expressed a sense that green promotional activities were governed by unstable, inconsistent, or morally questionable standards. They reported feeling incited, controlled, deceived, or confused by marketing practices whose normative boundaries seemed to shift across contexts. This finding extends classic discussions of normlessness by showing how, in digital green marketing, normative instability is often experienced through the interplay of platform mechanics, promotional rhetoric, and symbolic environmental claims. For future measurement development, it will be important to preserve this context-specific meaning rather than translating it too quickly into generic items about manipulation or dissatisfaction.

Demand frustration concerns alienation grounded in failed consumption outcomes. Product deterioration, discrepancies between promotional content and received goods, expectation failure, and perceived infringement of consumer rights all contributed to this dimension. In conventional consumer research, such experiences are often studied under dissatisfaction, service failure, or expectation-disconfirmation frameworks. The present study does not deny those overlaps, but it suggests that in GIM contexts these failures can acquire an alienation-like quality because they are interpreted against a backdrop of ethical symbolism and relational persuasion. In other words, disappointment is intensified when consumers believe that a sustainability-oriented promise has been used to legitimize outcomes that ultimately feel ordinary, misleading, or harmful.

Intrinsic deficiency reflects the most inwardly oriented dimension of alienation. The relevant items and categories point to feelings of anger, inferiority, distance, and powerlessness triggered by repeated exposure to green influencer marketing information. This dimension is analytically significant because it demonstrates that alienation in GIM is not solely outward-facing. Consumers may come to feel estranged from their own judgment, capacities, or social position when confronted with idealized sustainable lifestyles, strong symbolic contrasts, and perceived inability to affect marketing practices. Future studies should examine whether this dimension overlaps with constructs such as self-discrepancy or relative deprivation, or whether it retains distinctive explanatory value within the alienation framework proposed here.

Taken together, these five dimensions indicate that consumer alienation in GIM is a layered phenomenon spanning

actor evaluation, interaction process, normative appraisal, consumption outcome, and self-related psychological reaction. This layered structure is one reason why the present study refrains from collapsing the phenomenon into a single broad emotional category. The qualitative evidence suggests that alienation is more analytically useful when decomposed into differentiated yet related dimensions. Such differentiation may also prove valuable in subsequent empirical work, because different antecedents and consequences may attach more strongly to different dimensions. For example, concerns about influencer persona may be more relevant to image perception, whereas product-performance failures may be more relevant to demand frustration, and platform opacity may be more relevant to perceived marketing normlessness.

A further contribution of the preliminary item pool is that it preserves consumers' language at a level close enough to lived experience to remain contextually intelligible. In scale-development practice, there is often tension between contextual richness and psychometric standardization. Overly abstract item wording may improve formal neatness but strip away the very meanings that make a construct distinctive in a given setting. The current study therefore treats the wording of candidate items as theoretically meaningful. Many items retain explicit references to influencer conduct, marketing scenarios, and emotional reactions because these elements are central to how alienation is actually experienced in GIM rather than incidental surface features.

At the same time, future measurement development will need to refine this item pool carefully. Some preliminary expressions may be semantically overlapping, too colloquial, or too context-bound for direct survey deployment across different samples. Item purification in later work should therefore aim to preserve conceptual nuance while improving linguistic precision and cross-context readability. This is especially important for dimensions such as passive interaction and intrinsic deficiency, where subtle differences in wording may substantially affect whether respondents interpret items as referring to transient annoyance, broader dissatisfaction, or deeper alienation-related estrangement.

The present study also has implications for the sequencing of mixed-stage research. In some emerging areas, researchers are tempted to move immediately from exploratory observation to quantitative testing without sufficiently clarifying the construct itself. The reviewer's concern in the present case usefully highlights why that move can be premature. When a construct has not yet been adequately specified for a novel context, statistical testing may create an appearance of rigor while resting on unstable conceptual foundations. By contrast, a grounded theory phase can first clarify connotation, dimensionality, and process relationships, after which quantitative researchers can more responsibly formulate hypotheses, identify rival models, and evaluate boundary conditions.

Accordingly, the contribution of this paper lies not in claiming that the dimensional structure has already been confirmed beyond doubt, but in offering a theoretically disciplined basis for the next stage of inquiry. Future researchers may use Table 4 as an initial pool from which to select, revise, merge, or eliminate items. They may also compare whether the five-dimensional structure identified here is invariant across platform types, categories of green products, or cultural settings. Such work would allow scholars to determine whether the connotation of consumer alienation in GIM is broadly generalizable or whether some dimensions are especially salient only under particular communicative or institutional conditions.

Beyond scale construction, the present framework also supports proposition development. A first grounded proposition is that value-related cognitive instability—manifested as low-value cognition, ambiguous cognition of value, and value cognition bias—constitutes an important precondition for consumer alienation in GIM. A second proposition is that alienation is likely to manifest through multiple dimensions simultaneously rather than as a unitary feeling. A third proposition is that these dimensions are differentially expressed in antagonistic and exclusionary behaviors, including complaint, reporting, avoidance, and emotional venting. A fourth proposition is that consumer attributes and the broader characteristics of digitally mediated consumption spaces intensify these processes.

Such propositions offer a more appropriate bridge to future empirical testing than direct statistical claims embedded within a qualitative article. Researchers can use them to design models that examine mediation, moderation, dimensional differentiation, or cross-platform comparison while remaining faithful to the construct as grounded in this study. In addition, proposition-based follow-up research may help avoid an overly mechanical reading of Fig. 1. The figure should not be interpreted as a rigid linear chain but as a theoretically informed representation of how cognition, emotion-laden alienation, and behavior are intertwined in GIM environments marked by virtuality, symbolic excess, and uncertain standards of judgment.

Another practical implication of retaining the qualitative orientation concerns external applicability. Because the categories in this study were generated from interviews, online textual materials, and relevant literature rather than

from one single source, the resulting framework may be especially useful for research designs that integrate multiple data types. For instance, future studies may combine surveys with digital trace analysis, online review mining, or platform ethnography to examine how alienation-related expressions vary across stages of the consumption journey. In this sense, the present study does not foreclose mixed-methods development; rather, it argues for proper sequencing in which qualitative construct development precedes quantitative confirmation.

In methodological terms, this sequencing is particularly important for contexts such as GIM, where symbolic meaning, moral evaluation, and platform mediation intersect. Constructs generated in such contexts are likely to be semantically dense and interactionally complex. A purely deductive approach may miss this complexity by forcing observed experiences into pre-existing categories. By contrast, the grounded approach used here allows the contextual texture of alienation to become visible before it is simplified for later testing. This, in turn, increases the likelihood that subsequent quantitative work will measure something theoretically meaningful rather than merely something statistically convenient.

For these reasons, the present study positions Table 4 and Fig. 1 as outputs of qualitative theorization and as inputs for future empirical refinement. The article therefore remains methodologically coherent: it identifies the connotation and framework of consumer alienation in GIM through constructivist grounded theory, develops contextually grounded measurement content, and leaves psychometric confirmation to subsequent studies. Such a division of labor is consistent with the logic of cumulative knowledge building and responds directly to the reviewer's concern that qualitative and quantitative paradigms should not be conflated within the same stage of analysis.

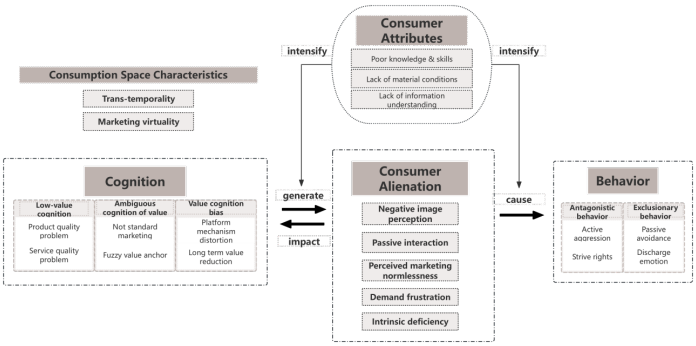

Figure 1. Grounded theoretical framework of consumer alienation in green influencer marketing.

Table 4. Preliminary item pool for consumer alienation in green influencer marketing

Second order dimension	First order dimension	Concept	Item
Negative image perception	Question influencer human design	Doubt influencer honesty	I doubt green influencer individual honesty.
		Dislike seek applause and gain favor	I find green influencer' applause-seeking, favor-gaining behavior very unlikable.
		Perceive human design false	I find green influencer human design false.
		Doubt excessive packaging	I doubt green influencer is excessive packaging.
	Question enterprise morality	Produce revenge psychology	I will image immoral enterprises producing revenge psychology.
		Dislike hypocritical brand	I dislike hypocritical enterprise brand.
	Question influencer appearance	Acting exaggerated false	I think green influencer acting exaggerated false.
		Confusion and dislike double standard	I confusion and dislike green influencer double standard behavior.

Table 4 Continued

Second order dimension	First order dimension	Concept	Item
Passive interaction	Dislike expression way	Word use not proper	I dislike green influencer express time word use not proper.
		Routine talk skill	I dislike green influencer express time habit use routine talk skill.
		Long speech big argument	I dislike green influencer express time long speech big argument.
		Stiff preach	I dislike green influencer express time stiff preach.
	Negative emotion interaction	Adversarial mindset	With green influencer interaction process I sometimes produce adversarial mindset.
		Indifference and impatience	When green influencer I ignore, impatient time, I feel same emotion.
	Not understand culture difference	Avoidance and evasion mindset	I will avoid and escape with I have culture difference green influencer and its marketing content.
		Non-native culture unfamiliar feeling	Meet with self native culture not same green influencer time, I feel unfamiliar.
	Not satisfied after-sales service	Disconcerted psychology	Meet make I not satisfied after-sales service time, I feel disconcerted.
		Whole deny	Should after-sales service fail to satisfy me, I will wholly deny this green influencer and its merchant.
		Confusion and depressed	Should after-sales service fail to satisfy me, I feel confusion and depressed.
Perceived marketing normlessness	Pass content not suitable	Sadness about content case	See green influencer release some content or case time, I sometimes feel sad.
		Disgust and avoid negative content	Meet negative content, I feel disgust and want avoid.
	Marketing promotion negative perception	Feeling of incitement	When green influencer at marketing promotion some product or service time, I feel it at stir up I carry out consumption.
		Feeling of control	I think at green influencer marketing under self consumption behavior is body not from self and receive control.
		Feeling of deceit	I think self receive green influencer marketing promotion deceive.
	Not recognize marketing standard	Confusion and perplexity about original standard	When approaching green influencer in early marketing phases, I feel lost and confused.
		Disturbance and avoidance of new standard	To new marketing standard, I will produce uneasy and want avoid.
		Question standard morality	I question green influencer marketing standard morality.
		Doubt standard not unified	I doubt green influencer marketing time front back make standard not unified.
Demand frustration	Product quality problem	Deteriorate trigger disgust	I will receive deteriorating products and feel disgusted.
		Indignant and not calm	To product quality problem, I feel indignant not calm.
		Repurchase hesitation	When receive have quality problem product time, next time again buy I will feel hesitate.
	Goods not match board	Irony of discrepancy	When actual product and promotion not match time, I think this very ironic.
		Dissatisfaction and deception	When receive goods not match board product time, I not satisfied self receive deceive.
		Failed expectation	When receive goods not match board product time, my expectation failed.
	Impact expectation judgment	Avoid threat information	I will want avoid and expectation not match threat information content contact.
		Role expectation deviation	I think green influencer and I to its role expectation exist deviation.
		Negativity and non-acceptance of new technology	To new technology, I feel negative and not want accept.
Intrinsic deficiency	Marketing information negative conceive	Feel rights hurt	At green influencer marketing time, I sometimes feel self rights hurt.
		Strong contrast cause gap	With green influencer strong contrast will make I produce gap feeling.
		Exasperation	Contact green influencer marketing related information time, I sometimes feel anger.
		Inferior feeling	Contact green influencer marketing related information time, I sometimes produce inferior feeling.
	Self no strength feeling	Powerlessness to influence marketing	To green influencer marketing activity, I think self no power influence and change.
		Distant psychological distance	From psychological, I think self and green influencer is distant.

The discussion above also underscores an important conceptual point: consumer alienation in GIM is best understood as a context-sensitive construct rather than a simple transplantation of older marketplace alienation concepts into a new media setting. Environmental claims, influencer-mediated intimacy, and platform governance together create a distinctive meaning environment in which alienation is morally inflected, symbolically amplified, and interactionally reproduced. Recognizing this specificity helps explain why a grounded theory phase is indispensable before more formal testing is attempted.

5. Discussion and Prospects

This study investigates consumer alienation in the context of green influencer marketing and yields three main findings. First, consumer alienation in GIM is not a single diffuse feeling but a multidimensional construct comprising five dimensions: negative image perception, passive interaction, perceived marketing normlessness, demand frustration, and intrinsic deficiency. Second, the study clarifies a grounded theoretical framework in which alienation is associated with distorted value-related cognition, conditioned by both consumer attributes and the digital consumption space, and expressed through antagonistic and exclusionary behavioral tendencies. Third, the study develops preliminary measurement content that can support future quantitative operationalization without conflating the present qualitative design with statistical validation. Importantly, these findings suggest that alienation in GIM should be treated not merely as a downstream emotional reaction but as a substantive lens for understanding how sustainability communication succeeds or fails under conditions of commercialization, mediation, and symbolic performance.

This study makes several contributions. First, it extends consumer alienation research into the emerging domain of green influencer marketing, where environmental symbolism, influencer authenticity, and platform mediation intersect in ways that intensify consumers' evaluative and emotional sensitivity. Second, it refines the conceptual boundaries of consumer alienation by showing that, in GIM contexts, alienation is not reducible to classic marketplace powerlessness or meaninglessness alone; rather, it also includes distrust toward symbolic personas, interactional discomfort, perceived disorder in green promotional norms, and self-related psychological deficiency triggered by digitally mediated value conflicts. Third, the study demonstrates the usefulness of constructivist grounded theory for generating a context-sensitive conceptual framework and preliminary measurement content in an area where existing constructs remain insufficiently specified. In this respect, the study also contributes to the literature on green marketing communication by showing that negative consumer reactions cannot be fully understood through persuasion effectiveness or credibility measures alone; the deeper issue may be the emergence of a more pervasive sense of estrangement from the actors, norms, and promises that structure the marketplace encounter.

The findings also offer managerial implications. For enterprises, reducing consumer alienation requires more than increasing the volume of green communication; it requires ensuring coherence among environmental narratives, product performance, service quality, and complaint handling. Firms should therefore strengthen verifiable green commitments, improve transparency in promotional claims, and avoid symbolic overstatement that can easily be interpreted as greenwashing. For green influencers, the results highlight the importance of maintaining credible personas, using restrained and culturally intelligible communication styles, and avoiding emotionally coercive or excessively dramatized persuasion. For platforms and firms jointly, attention should be paid to after-sales support, complaint accessibility, and the standardization of green promotional practices so that consumers are less likely to experience ambiguity, disappointment, and helplessness during digital interactions. For consumers, the findings suggest the importance of strengthening critical literacy in relation to green symbolic appeals, sponsored content, and platform-curated consensus. Alienation is often intensified when consumers have limited ability to evaluate environmental claims, distinguish persuasive performance from substantive commitment, or access effective channels of redress after disappointment occurs. Educational initiatives, clearer disclosure practices, and more accessible complaint systems may therefore help reduce the conditions under which alienation becomes entrenched.

At the same time, the study indicates that consumer alienation can function as a diagnostic signal rather than merely a negative endpoint. Feelings of distrust, resistance, and estrangement reveal where value communication becomes misaligned with consumer expectations and where ethical narratives fail to remain credible in practice. For this reason, organizations should treat alienation-related expressions in online environments as important feedback for revising communication strategies, service systems, and relationship-management mechanisms.

Several limitations should be acknowledged. First, although the study followed rigorous grounded theory procedures, category construction inevitably involved interpretive judgment; future research may further strengthen transparency by combining team coding with software-assisted qualitative analysis. Second, although the study adopted a

netnographic orientation by drawing on multiple major platforms, the platform scope remains limited and cannot exhaust the diversity of digital green marketing environments. Third, the preliminary measurement content proposed here has not yet been statistically validated within this paper. This limitation is deliberate rather than accidental: in line with methodological consistency, future studies should treat the present framework and item pool as the basis for subsequent quantitative validation rather than as already confirmed measurement results. A further limitation is that the study focuses on the connotative structure of alienation rather than on differences across demographic groups, product sectors, or levels of environmental involvement. Such differences may shape which alienation dimensions are most salient and deserve closer attention in follow-up studies.

Future research may therefore proceed in two directions. One direction is theory testing: scholars can transform the grounded propositions articulated here into explicit hypotheses and examine them in different GIM settings. The other direction is measurement development: researchers may refine the preliminary item pool, evaluate its psychometric properties, and compare whether the five-dimensional structure remains stable across products, cultures, and platform types. Through such cumulative work, the concept of consumer alienation in green influencer marketing can be advanced from qualitative theorization to robust mixed-stage empirical development.

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Appendix A: Interview Outline on Consumer Alienation in Green Influencer Marketing Contexts

I. Interview Objectives

This interview aims to delve into the causes of consumer alienation and alienation in green influencer marketing contexts, summarize manifestations of alienation, and document interaction patterns between consumers and green influencers. Findings will identify drivers and dimensions of alienation, providing insights for businesses to mitigate such responses and enhance marketing efficacy.

II. Interviewee Selection

Participants will be randomly sampled from "REDnote", "MicroBlog", "YouTube", "TikTok", "WeChat". Screening criteria include:
1. Demographics: Gender, age, education level.
2. Behavioral metrics: Monthly purchase frequency in green influencer campaigns; interaction types (e.g., liking, commenting, reposting, purchasing recommended products).
3. Engagement level: Attention to green influencers or sustainability-themed accounts/marketing activities.
Finally, 25 participants with typical purchase experiences in this context will be selected.

III. Interview Method and Duration

1. Mode: Online interviews at participants' convenience.
2. Recording: Audio recording upon consent.
3. Duration: 40–60 minutes.

IV. Opening Remarks

"Thank you for participating. Your insights will offer valuable guidance for businesses to optimize marketing strategies and advance sustainability outcomes. We appreciate your time and candor."

V. Interview Question Framework

1. Initial experience exploration:
"During your engagement with green influencers or related purchases, have you encountered discomfort? Could you describe a specific instance and your feelings?"
2. Deep dive into alienation phenomena (aligned with classical alienation theory):
"How would you characterize this discomfort? What triggered such feelings? Please elaborate on your emotional trajectory."
3. Theoretical contextualization (based on scholarly definitions):
"Academic research defines consumer alienation as a state where individuals find no fulfillment in market offerings, leading to negative emotions toward targets (e.g., influencers), subsequent complaints, resistance, and eventual avoidance of related interactions."
4. Summary and validation:
"To clarify, you perceive alienation as [xxx]. Would you like to add further perspectives?"
5. Behavioral manifestations:
"After experiencing alienation, what actions did you take? How did you express these feelings? What outcomes followed?"

VI. Closing Statement

"Your contributions provide critical data for understanding consumer alienation in green influencer contexts. Your participation will help refine marketing practices and foster healthier brand-consumer relationships. We deeply appreciate your time!"

VII. Key Considerations

1. Pre-interview:
Master the interview outline and participant backgrounds.
Schedule flexibly; prepare documentation tools.
Maintain professional demeanor and tone.
2. During interview:
Adhere strictly to neutral positioning; avoid subjective opinions.
Monitor nonverbal cues (e.g., emotional responses).
Prioritize depth over breadth in topic exploration.
3. Post-interview:
Express gratitude; confirm consent for data usage.
Transcribe promptly; retain contacts for follow-ups if permitted.

Appendix B: Consumer Alienation Questionnaire in the Context of Green Influencer Marketing

Part one: Introduction

Dear Madam/Sir,

In recent years, numerous green influencers have emerged on social media platforms globally. These individuals may be fitness coaches, financial experts, or food/fashion bloggers, with internationally representative figures such as Ziqi Li and Greta Thunberg. Green influencer marketing refers to their promotion of eco-friendly products/services through livestream sales or content-based advertisements. Our research aims to understand consumer alienation attitudes and behaviors within this emerging marketing context. We invite you to evaluate your agreement with the following statements based on your authentic experiences and actions in such scenarios. Please rest assured that there are no right or wrong answers—all responses will remain confidential. We sincerely appreciate your participation and support!

Part two: Basic information

1. Have you ever encountered green influencer marketing?
A. Yes B. No
2. Your gender is:
A. Male B. Female
3. Your age is:
A. 20 years old and below B. 21-30 years old
C. 31-40 years old D. 41years old and above
4. Your highest education level is:
A. Master's degree or above
B. Bachelor's degree or college diploma
C. High school and below

Part three: Variable measurement

For each question item, please choose the option you most agree with out of the following 5 degrees (1 indicates "strongly disagree", 2 indicates "disagree", 3 indicates "neutral", 4 indicates "agree", 5 indicates "strongly agree") based on your true feelings.
5. I have the following emotional feelings in the green influencer marketing contexts:

Item	1	2	3	4	5
I doubt green influencer individual honesty.					
I find green influencer' applause-seeking, favor-gaining behavior very unlikable.					
I find green influencer human design false.					
I doubt green influencer is excessive packaging.					
I will image immoral enterprises producing revenge psychology.					

I dislike hypocritical enterprise brand.					
I think green influencer acting exaggerated false.					
I confusion and dislike green influencer double standard behavior.					
I dislike green influencer express time word use not proper.					
I dislike green influencer express time habit use routine talk skill.					
I dislike green influencer express time long speech big argument.					
I dislike green influencer express time stiff preach.					
With green influencer interaction process I sometimes produce adversarial mindset.					
When green influencer I ignore, impatient time, I feel same emotion.					
I will avoid and escape with I have culture difference green influencer and its marketing content.					
Meet with self native culture not same green influencer time, I feel unfamiliar.					
Meet make I not satisfied after-sales service time, I feel disconcerted.					
Should after-sales service fail to satisfy me, I will wholly deny this green influencer and its merchant.					
Should after-sales service fail to satisfy me, I feel confusion and depressed.					
See green influencer release some content or case time, I sometimes feel sad.					
Meet negative content, I feel disgust and want avoid.					
When green influencer at marketing promotion some product or service time, I feel it at stir up I carry out consumption.					
I think at green influencer marketing under self consumption behavior is body not from self and receive control.					
I think self receive green influencer marketing promotion deceive.					
When approaching green influencer in early marketing phases, I feel lost and confused.					
To new marketing standard, I will produce uneasy and want avoid.					
I question green influencer marketing standard morality.					
I doubt green influencer marketing time front back make standard not unified.					
I will receive deteriorating products and feel disgusted.					
To product quality problem, I feel indignant not calm.					
When receive have quality problem product time, next time again buy I will feel hesitate.					
When actual product and promotion not match time, I think this very ironic.					
When receive goods not match board product time, I not satisfied self receive deceive.					
When receive goods not match board product time, my expectation failed.					
I will want avoid and expectation not match threat information content contact.					
I think green influencer and I to its role expectation exist deviation.					
To new technology, I feel negative and not want accept.					
At green influencer marketing time, I sometimes feel self rights hurt.					
With green influencer strong contrast will make I produce gap feeling.					
Contact green influencer marketing related information time, I sometimes feel anger.					
Contact green influencer marketing related information time, I sometimes produce inferior feeling.					

To green influencer marketing activity, I think self no power influence and change.					
From psychological, I think self and green influencer is distant.					

Appendix C: The Formal Scale of Consumer Alienation in Green Influencer Marketing Contexts

Annexed Table C. The formal scale of consumer alienation in green influencer marketing contexts

Dimension	Item
Negative image perception	I doubt green influencer individual honesty.
	I find green influencer' applause-seeking, favor-gaining behavior very unlikable.
	I find green influencer human design false.
	I doubt green influencer is excessive packaging.
	I will image immoral enterprises producing revenge psychology.
	I dislike hypocritical enterprise brand.
	I think green influencer acting exaggerated false.
	I confusion and dislike green influencer double standard behavior.
Passive interaction	I dislike green influencer express time word use not proper.
	I dislike green influencer express time habit use routine talk skill.
	I dislike green influencer express time long speech big argument.
	When green influencer I ignore, impatient time, I feel same emotion.
	I will avoid and escape with I have culture difference green influencer and its marketing content.
	Meet with self native culture not same green influencer time, I feel unfamiliar.
	Should after-sales service fail to satisfy me, I will wholly deny this green influencer and its merchant.
	Should after-sales service fail to satisfy me, I feel confusion and depressed.
	See green influencer release some content or case time, I sometimes feel sad.
Perceived marketing normlessness	When green influencer at marketing promotion some product or service time, I feel it at stir up I carry out consumption.
	I think at green influencer marketing under self consumption behavior is body not from self and receive control.
	I think self receive green influencer marketing promotion deceive.
	When approaching green influencer in early marketing phases, I feel lost and confused.
	To new marketing standard, I will produce uneasy and want avoid.
	I question green influencer marketing standard morality.
	I doubt green influencer marketing time front back make standard not unified.
Demand frustration	I will receive deteriorating products and feel disgusted.
	To product quality problem, I feel indignant not calm.
	When receive have quality problem product time, next time again buy I will feel hesitate.
	When actual product and promotion not match time, I think this very ironic.
	When receive goods not match board product time, I not satisfied self receive deceive.
	When receive goods not match board product time, my expectation failed.

	I will want avoid and expectation not match threat information content contact.
	To new technology, I feel negative and not want accept.
	At green influencer marketing time, I sometimes feel self rights hurt.
Intrinsic deficiency	With green influencer strong contrast will make I produce gap feeling.
	Contact green influencer marketing related information time, I sometimes feel anger.
	Contact green influencer marketing related information time, I sometimes produce inferior feeling.
	To green influencer marketing activity, I think self no power influence and change.
	From psychological, I think self and green influencer is distant.