
IMPACT OF SUSTAINABILITY CLAIMS ON CONSUMER TRUST AND BUYING BEHAVIOR

Hemanth Kumar^{1*}, Bhargavi V R¹

¹Department of commerce, Seshadripuram College, Bengaluru, India

* Corresponding author email address: hemanthaloy@gmail.com

DOI: <https://doi.org/10.59415/mjacs.373>

Abstract

In recent years, sustainability has emerged as a critical focus in marketing and consumer behavior, driven by growing environmental concerns and ethical consumerism. This study investigates the impact of sustainability claims on consumer trust and buying behavior, with a focus on how such claims influence purchase decisions across various demographics. As businesses increasingly adopt green marketing strategies, understanding the authenticity and effectiveness of these sustainability claims becomes essential. The research aims to analyze whether consumers perceive these claims as credible, how trust mediates the relationship between claims and consumer behavior, and the extent to which sustainability-oriented messaging translates into actual buying decisions. Using a mixed-methods approach, this study combines quantitative surveys and qualitative interviews to gather data from a diverse group of consumers. The findings reveal that while sustainability claims positively influence consumer trust, the effect is significantly moderated by the perceived transparency and credibility of the brand. Consumers are more likely to trust and purchase from brands that offer verifiable, consistent, and well-communicated sustainability practices. Conversely, skepticism arises when consumers perceive claims as vague, exaggerated, or misleading—resulting in diminished trust and reluctance to purchase. Furthermore, the research highlights generational and educational differences in consumer responsiveness to sustainability claims, with younger and more educated consumers displaying higher sensitivity and demand for ethical standards. These insights underscore the importance of honest and well-substantiated marketing strategies to foster long-term consumer relationships and encourage responsible consumption. The study concludes that while sustainability claims can be a powerful tool for influencing consumer behavior, their success heavily relies on brand credibility and consumer awareness. The implications of these findings are valuable for marketers, policymakers, and businesses aiming to align their branding with sustainable development goals.

Keywords: FMCG, pricing. Sustainability Claims, Consumer Trust, Buying Behavior, Green Marketing, Brand Credibility, And Ethical Consumerism.

1. INTRODUCTION

The Impact of Sustainability Claims on Consumer Trust and Buying Behavior has emerged as a crucial topic in marketing and consumer research. As environmental concerns intensify and ethical consumerism gains momentum, companies increasingly emphasize sustainability through green marketing strategies (Amir & Daryal, 2024). Empirical evidence shows that products bearing ESG-related claims have outpaced others in sales growth—gaining 28% cumulative growth over five years, compared to 20% for non-ESG products (McKinsey & NielsenIQ). Nevertheless, the effectiveness of sustainability claims hinges on trust. Greenwashing—when companies exaggerate or fabricate their environmental credentials—can significantly undermine consumer trust (Directors Institute, 2025). Conversely, transparent, credible, and substantiated claims are more likely to build trust and influence purchasing behaviour positively. Research in fast-food consumers demonstrates that green marketing mix elements strongly enhance green brand trust, which in turn fosters green buying behaviour and electronic word-of-mouth (SEM analysis, 990 participants). Moreover, consumer perceptions of sustainability vary by demographics. Younger and more educated populations exhibit greater sensitivity and scrutiny toward ethical standards and sustainability messaging (Harvard Business Review, 2023).

2. RESEARCH OBJECTIVES

1. To examine the influence of sustainability claims on consumer trust
2. To investigate the relationship between consumer trust and buying behavior
3. To evaluate the role of brand credibility and transparency in moderating the impact of sustainability claims

3. RESEARCH METHODOLOGY

The objectives outlined in this study required the use of careful quantitative analysis. Data was collected through a purposive sampling technique. An online questionnaire survey was administered to 50 respondents in Bengaluru. The questionnaire included items on demographic details, Sustainability Claims and Consumer Trust, Trust and Buying Behavior and Brand Credibility and Transparency. The responses were examined using percentage analysis, and the hypotheses were tested with the help of the Chi-Square test.

4. REVIEW OF LITERATURE

Amir & Daryal (2024), Amir and Daryal highlight how sustainability claims have become central to modern marketing, stressing their role in shaping consumer attitudes. Their review emphasizes that consumer trust largely depends on the credibility of sustainability communication, positioning authenticity as a decisive factor in influencing purchasing intentions across diverse demographics.

McKinsey & NielsenIQ (2023), This large-scale industry study reveals that products with ESG-related claims grew significantly faster than conventional alternatives. The findings underscore that sustainability messages not only enhance consumer trust but also drive measurable financial performance, validating the commercial viability of sustainability-focused strategies in consumer markets.

Directors Institute (2025), The Directors Institute emphasizes the risks of greenwashing, showing how overstated or misleading sustainability claims can damage consumer trust and brand loyalty. It underscores the necessity of transparent and credible practices, suggesting that ethical alignment between brand claims and operations is critical for maintaining consumer confidence in sustainability communication.

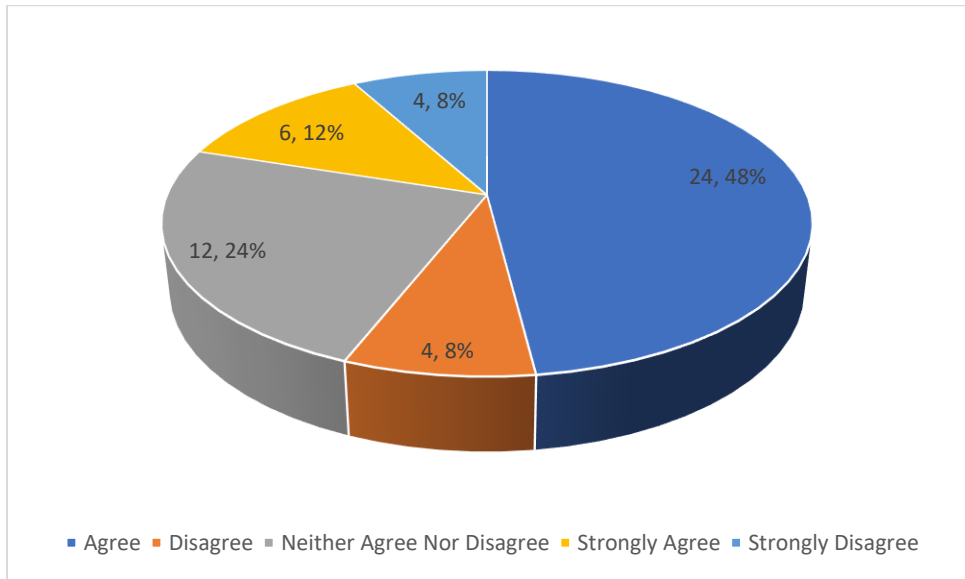
Shabbir et al. (2023), Using structural equation modeling with 990 participants, this study demonstrates that green marketing mix strategies strongly enhance green brand trust. In turn, brand trust fosters sustainable purchase behavior and positive word-of-mouth. The findings validate the mediating role of trust in translating sustainability messaging into consumer action.

Harvard Business Review (2023), This article shows that younger and educated consumers are increasingly demanding genuine sustainability practices. It highlights generational shifts in ethical awareness, where consumers scrutinize green claims more closely. The findings suggest businesses must adapt strategies to meet rising expectations for transparency and accountability in sustainability communication.

5. DATA ANALYSIS AND INTERPRETATION

Sustainability Claims and Consumer Trust

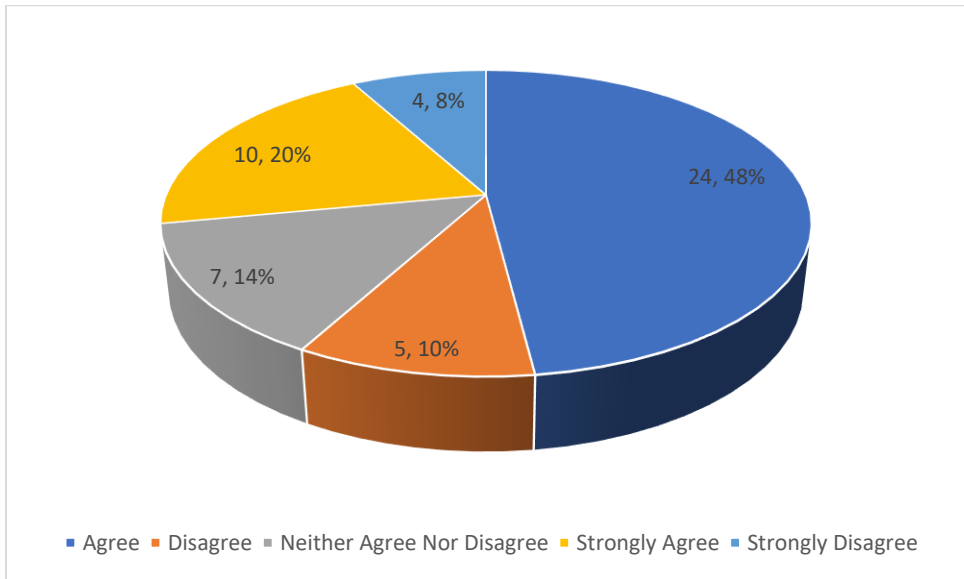
Pay attention to sustainability claims (eco-friendly, ethical sourcing, carbon-neutral) when purchasing products			
Scale	Frequency	Percent	Valid Percent
Agree	24	48.0	48.0
Disagree	4	8.0	8.0
Neither Agree Nor Disagree	12	24.0	24.0
Strongly Agree	6	12.0	12.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0



Analysis and Interpretations

The results reveal that sustainability claims significantly influence consumer purchasing decisions. A majority, 48% agree and 12% strongly agree (total 60%), showing clear trust and preference for eco-friendly, ethically sourced, or carbon-neutral products. Meanwhile, 24% of respondents remain neutral, suggesting uncertainty or indifference toward sustainability claims. On the other hand, 8% disagree and another 8% strongly disagree (total 16%), indicating skepticism or disregard for such claims. The pie chart visually reinforces these findings, with the largest segment supporting sustainability. Overall, consumer trust leans strongly toward sustainability, though a notable minority remains doubtful or unconcerned about its relevance.

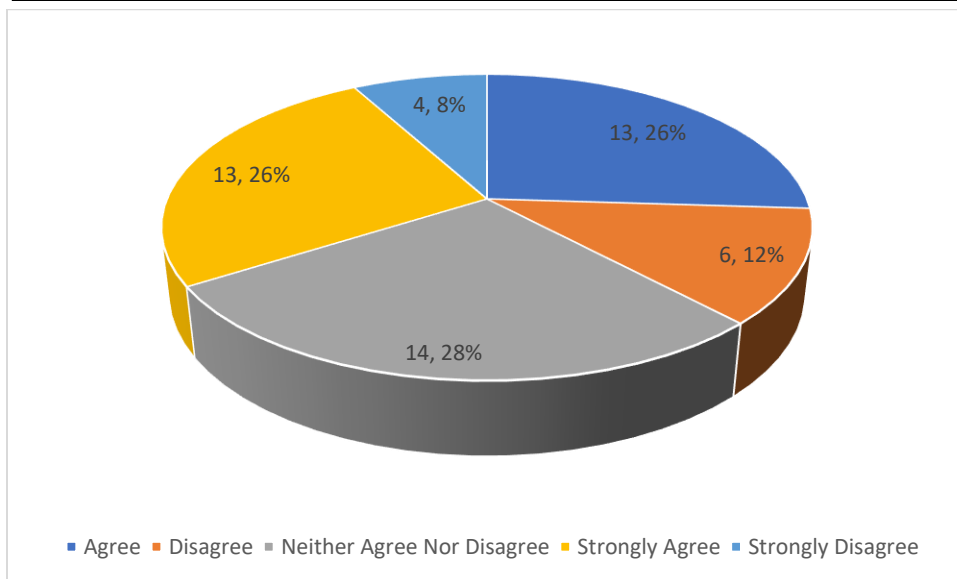
Sustainability claims increase my trust in a brand.			
Scale	Frequency	Percent	Valid Percent
Agree	24	48.0	48.0
Disagree	5	10.0	10.0
Neither Agree Nor Disagree	7	14.0	14.0
Strongly Agree	10	20.0	20.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0



Analysis and Interpretations

The findings indicate that sustainability claims positively impact brand trust. Nearly half of respondents (48%) agree and 20% strongly agree, totaling 68%, showing strong consumer confidence in brands with sustainability practices. A smaller group, 14%, remain neutral, neither trusting nor distrusting brands based on such claims. However, 10% disagree and 8% strongly disagree (18% combined), reflecting skepticism or disbelief in the influence of sustainability on trust. The pie chart highlights that the majority of responses lean toward agreement. Overall, these results demonstrate that sustainability claims significantly enhance brand trust, though a minority still questions their authenticity or relevance.

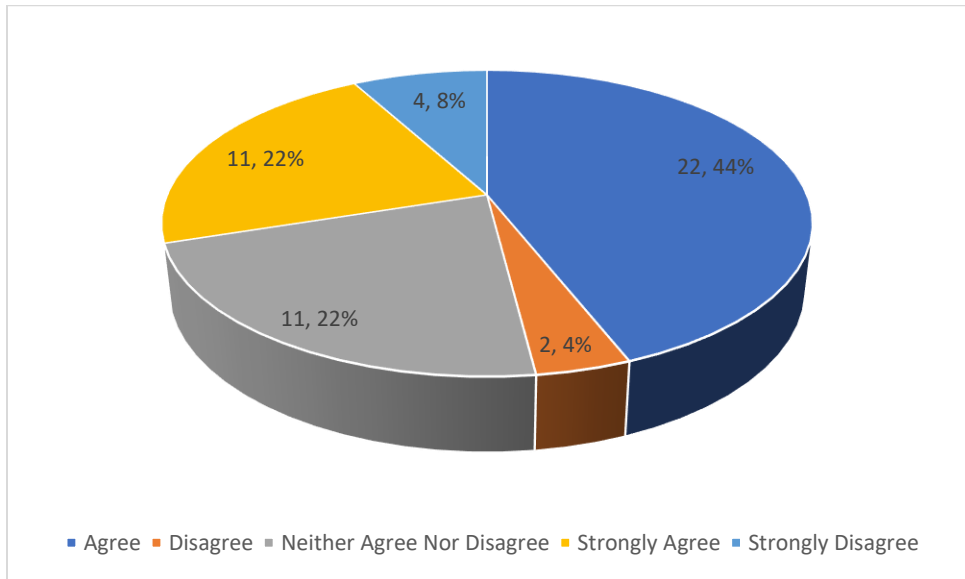
Eco-friendly and ethical labels indicate a company’s genuine concern for the environment			
	Frequency	Percent	Valid Percent
Agree	13	26.0	26.0
Disagree	6	12.0	12.0
Neither Agree Nor Disagree	14	28.0	28.0
Strongly Agree	13	26.0	26.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0



Analysis and Interpretations

The data reveals mixed perceptions regarding eco-friendly and ethical labels as indicators of genuine environmental concern. About 26% agree and another 26% strongly agree, totaling 52%, suggesting that half of respondents trust such labels. Meanwhile, 28% remain neutral, indicating uncertainty or lack of conviction about label authenticity. On the other hand, 12% disagree and 8% strongly disagree, forming 20% who are skeptical of companies’ intentions. The pie chart highlights a near balance between agreement and neutrality. Overall, while many consumers view labels positively, a significant portion remains doubtful, signaling the need for greater transparency and credibility in sustainability claims.

Clear sustainability claims make feel more confident in a brand’s values			
	Frequency	Percent	Valid Percent
Agree	22	44.0	44.0
Disagree	2	4.0	4.0
Neither Agree Nor Disagree	11	22.0	22.0
Strongly Agree	11	22.0	22.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0

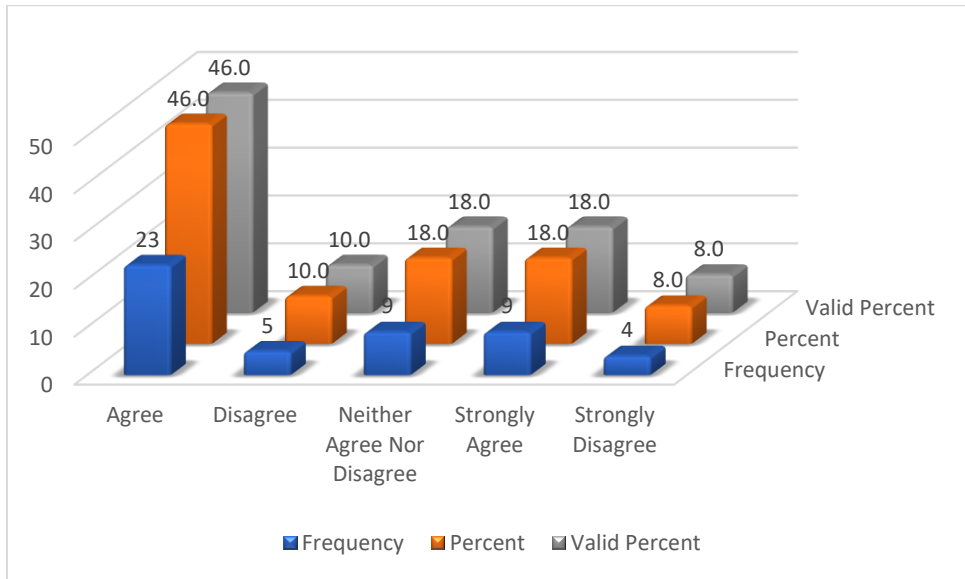


Analysis and Interpretations

The findings highlight that clear sustainability claims enhance consumer confidence in brand values. A majority, 44% agree and 22% strongly agree (66% combined), showing strong trust when brands communicate sustainability transparently. Meanwhile, 22% remain neutral, indicating uncertainty or lack of influence by such claims. On the other side, 4% disagree and 8% strongly disagree (12% total), reflecting skepticism toward the credibility of sustainability messaging. The pie chart further illustrates that positive responses dominate. Overall, the data suggests that clarity in sustainability communication builds consumer trust, although a minority still doubts the authenticity or relevance of such claims.

Trust and Buying Behavior

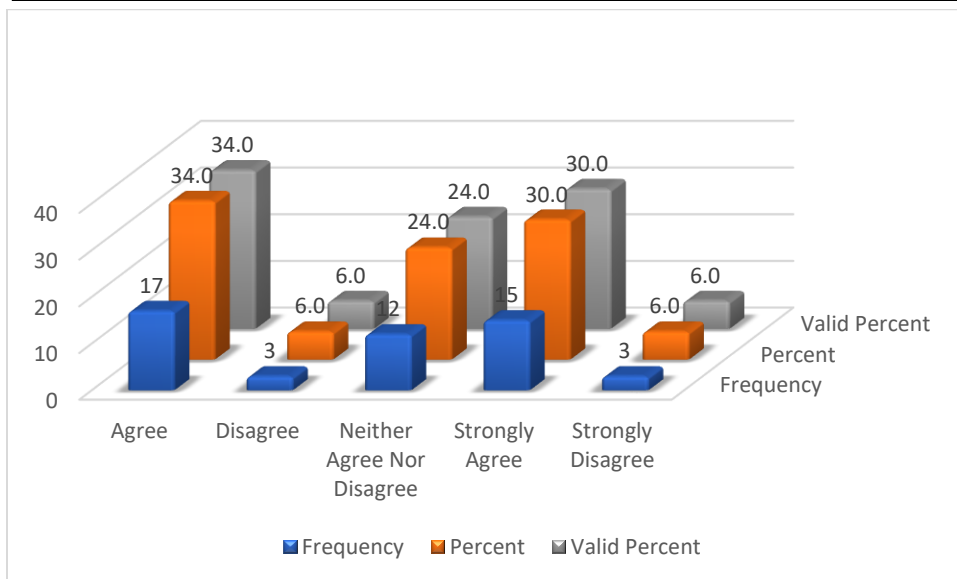
Trust a brand’s sustainability claims, more likely to purchase its products			
Scale	Frequency	Percent	Valid Percent
Agree	23	46.0	46.0
Disagree	5	10.0	10.0
Neither Agree Nor Disagree	9	18.0	18.0
Strongly Agree	9	18.0	18.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0



Analysis and Interpretations

The results indicate that sustainability claims strongly influence consumer buying behavior. A significant 46% agree and 18% strongly agree (64% total) that trusting a brand’s sustainability claims increases their likelihood of purchasing its products. Meanwhile, 18% remain neutral, reflecting indecision or limited influence. On the other hand, 10% disagree and 8% strongly disagree (18% combined), representing a skeptical segment less influenced by sustainability messaging. The 3D bar chart emphasizes that agreement dominates across responses. Overall, the findings highlight that building trust in sustainability claims directly boosts consumer purchase intention, though a minority continues to question their credibility.

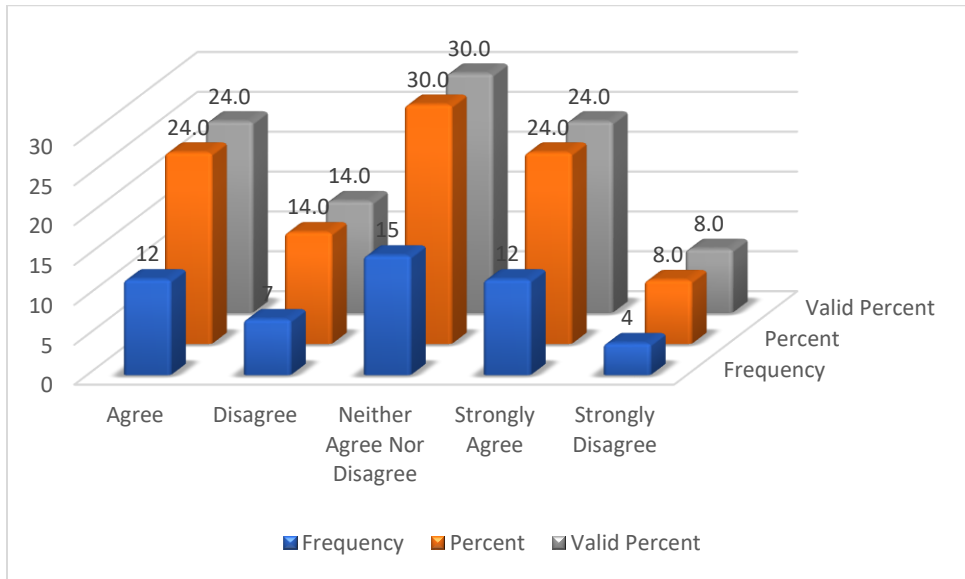
Recommend sustainable brands to friends and family			
Scale	Frequency	Percent	Valid Percent
Agree	17	34.0	34.0
Disagree	3	6.0	6.0
Neither Agree Nor Disagree	12	24.0	24.0
Strongly Agree	15	30.0	30.0
Strongly Disagree	3	6.0	6.0
Total	50	100.0	100.0



Analysis and Interpretations

The data shows that consumers are generally inclined to recommend sustainable brands to friends and family. A strong 34% agree and 30% strongly agree (64% combined), reflecting high advocacy for sustainable practices. Meanwhile, 24% remain neutral, suggesting uncertainty or a lack of personal engagement in brand recommendations. On the other hand, 6% disagree and another 6% strongly disagree (12% total), representing a skeptical minority. The 3D bar chart emphasizes that positive responses dominate, with neutral responses forming a significant secondary group. Overall, the findings highlight that sustainability not only builds trust but also encourages strong word-of-mouth recommendations.

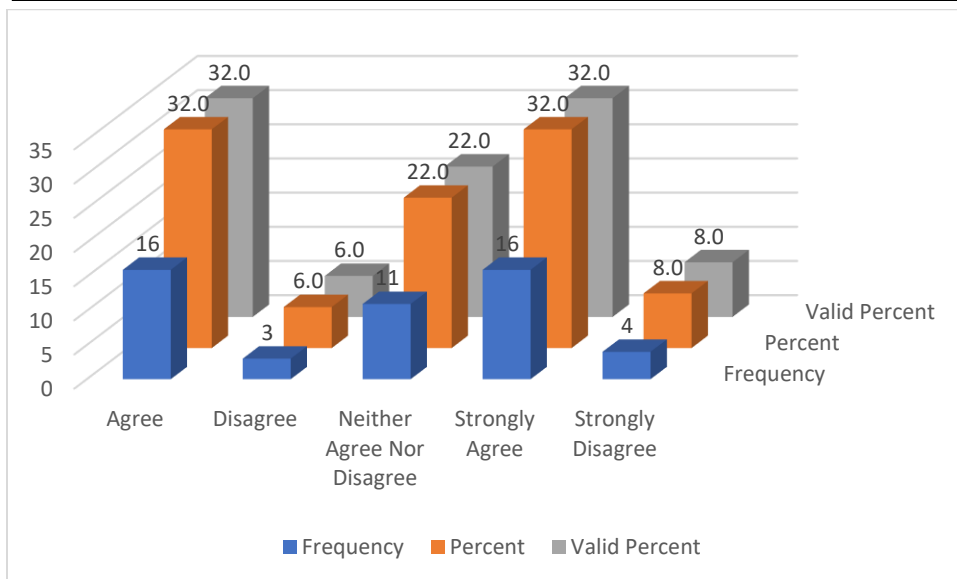
Willing to pay more for products from brands that consumer trust to be sustainable			
Scale	Frequency	Percent	Valid Percent
Agree	12	24.0	24.0
Disagree	7	14.0	14.0
Neither Agree Nor Disagree	15	30.0	30.0
Strongly Agree	12	24.0	24.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0



Analysis and Interpretations

The findings suggest a mixed attitude toward paying more for sustainable products. A combined 24% agree and 24% strongly agree (48% total) are willing to pay extra for trusted sustainable brands. However, 30% remain neutral, reflecting indecision or conditional willingness depending on price and product type. Meanwhile, 14% disagree and 8% strongly disagree (22% combined), showing resistance to higher costs despite sustainability. The 3D bar chart illustrates that agreement holds the largest share, but neutrality is significant. Overall, while nearly half of consumers support paying more, many remain cautious, highlighting cost sensitivity as a barrier to sustainable purchasing.

Trust in sustainability claims influences my repeat purchase decisions			
Scale	Frequency	Percent	Valid Percent
Agree	16	32.0	32.0
Disagree	3	6.0	6.0
Neither Agree Nor Disagree	11	22.0	22.0
Strongly Agree	16	32.0	32.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0

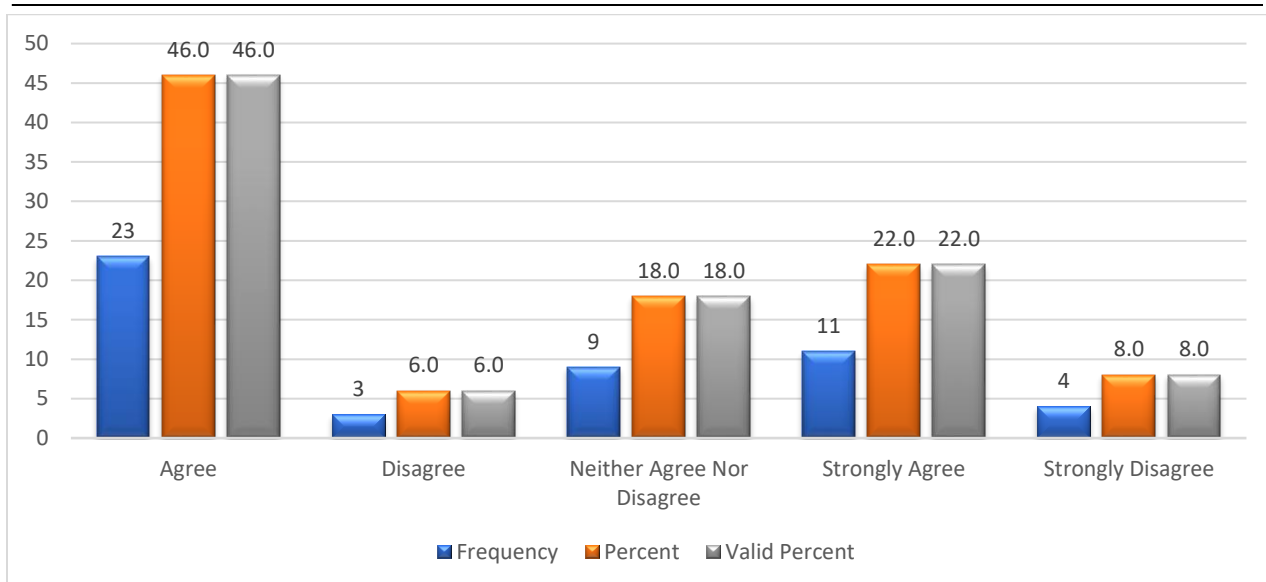


Analysis and Interpretations

The data shows that trust in sustainability claims strongly impacts repeat purchase behavior. A combined 32% agree and another 32% strongly agree (64% total), highlighting that most consumers are likely to repurchase from brands they perceive as genuinely sustainable. Meanwhile, 22% remain neutral, suggesting that other factors may also influence their loyalty. On the other side, 6% disagree and 8% strongly disagree (14% total), reflecting a skeptical minority less influenced by sustainability claims. The chart emphasizes the dominance of positive responses. Overall, sustainability trust plays a crucial role in driving repeat purchases, though not universally across all consumers.

Brand Credibility and Transparency

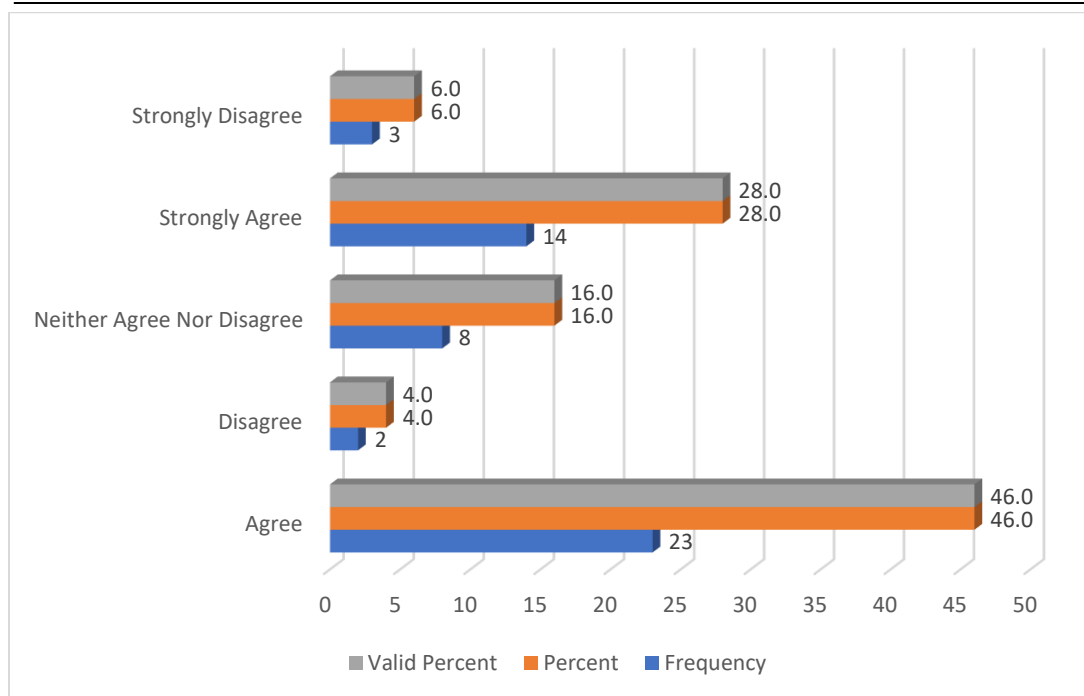
Trust brands that provide verifiable information (e.g., certifications, third-party audits) about their sustainability claims			
Scale	Frequency	Percent	Valid Percent
Agree	23	46.0	46.0
Disagree	3	6.0	6.0
Neither Agree Nor Disagree	9	18.0	18.0
Strongly Agree	11	22.0	22.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0



Analysis and Interpretations

The data highlights the importance of verifiable information in building trust in sustainability claims. A significant 46% agree and 22% strongly agree (68% combined), showing that most consumers trust brands more when certifications or third-party audits support their claims. Meanwhile, 18% remain neutral, possibly reflecting limited knowledge or indifference toward verification. On the other hand, 6% disagree and 8% strongly disagree (14% total), indicating some skepticism even with verifiable proof. The bar chart emphasizes agreement as the dominant view. Overall, the findings suggest that transparency and independent verification are crucial for strengthening consumer trust in sustainable branding.

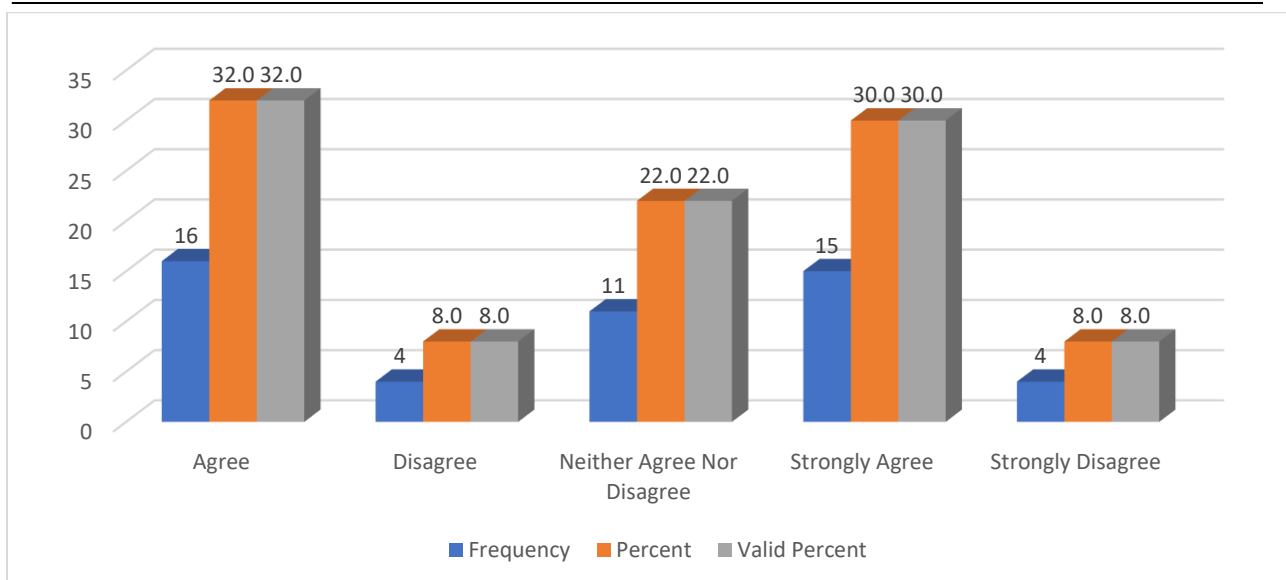
Transparency in communication (e.g., clear reports, disclosures) strengthens my trust in a brand			
Scale	Frequency	Percent	Valid Percent
Agree	23	46.0	46.0
Disagree	2	4.0	4.0
Neither Agree Nor Disagree	8	16.0	16.0
Strongly Agree	14	28.0	28.0
Strongly Disagree	3	6.0	6.0
Total	50	100.0	100.0



Analysis and Interpretations

The data emphasizes that transparency in communication greatly strengthens consumer trust. A significant 46% agree and 28% strongly agree (74% combined), showing that clear reports and disclosures are highly valued by consumers. Meanwhile, 16% remain neutral, reflecting uncertainty or indifference toward transparency efforts. On the other hand, 4% disagree and 6% strongly disagree (10% combined), representing a small group skeptical about the role of communication in building trust. The horizontal bar chart reinforces that positive responses dominate. Overall, the findings suggest that transparency is a critical driver of trust, with most consumers favoring openness and clarity from brands.

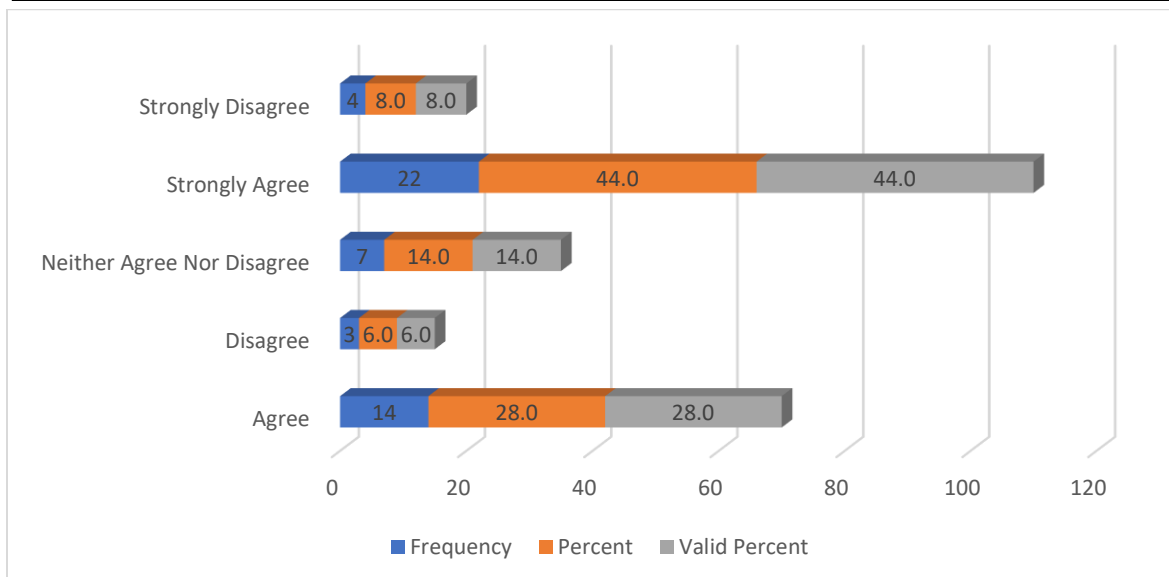
Skeptical if sustainability claims are vague or exaggerated			
Scale	Frequency	Percent	Valid Percent
Agree	16	32.0	32.0
Disagree	4	8.0	8.0
Neither Agree Nor Disagree	11	22.0	22.0
Strongly Agree	15	30.0	30.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0



Analysis and Interpretations

The data reveals strong skepticism toward vague or exaggerated sustainability claims. A combined 32% agree and 30% strongly agree (62% total) indicate that most consumers question unclear claims. Meanwhile, 22% remain neutral, suggesting uncertainty or indifference toward claim authenticity. On the other hand, 8% disagree and another 8% strongly disagree (16% combined), showing a minority who may still trust such claims or overlook vagueness. The bar chart highlights that agreement dominates responses. Overall, the findings suggest that clarity and honesty in sustainability communication are crucial, as exaggerated or ambiguous claims significantly undermine consumer trust in brands.

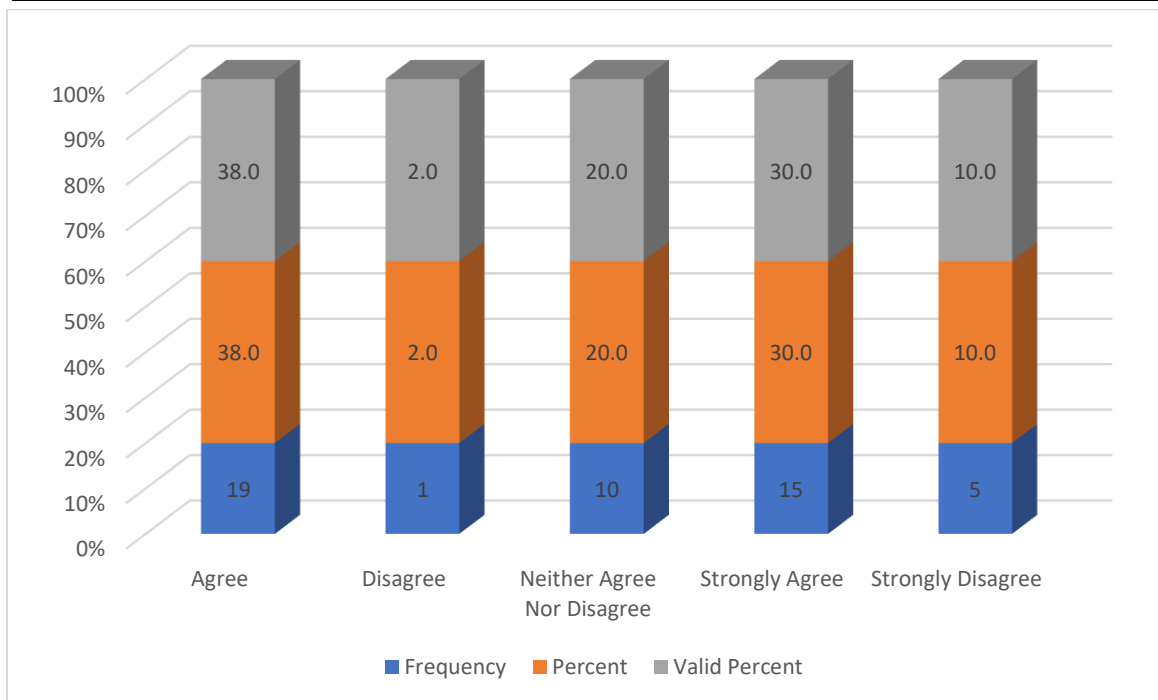
Stop buying from brands if I feel their sustainability claims are misleading (greenwashing)			
Scale	Frequency	Percent	Valid Percent
Agree	14	28.0	28.0
Disagree	3	6.0	6.0
Neither Agree Nor Disagree	7	14.0	14.0
Strongly Agree	22	44.0	44.0
Strongly Disagree	4	8.0	8.0
Total	50	100.0	100.0



Analysis and Interpretations

The data shows strong consumer intolerance for misleading sustainability claims (greenwashing). A majority, 28% agree and 44% strongly agree (72% total), state they would stop buying from such brands, highlighting the severe risk of greenwashing to brand loyalty. Meanwhile, 14% remain neutral, possibly undecided or unaffected by such claims. On the other hand, only 6% disagree and 8% strongly disagree (14% combined), indicating a small segment less concerned about misleading claims. The horizontal bar chart further emphasizes strong agreement. Overall, the findings stress that honesty and authenticity in sustainability messaging are critical to maintaining consumer trust and loyalty.

Consistency between a brand's actions and its sustainability claims is important			
Scale	Frequency	Percent	Valid Percent
Agree	19	38.0	38.0
Disagree	1	2.0	2.0
Neither Agree Nor Disagree	10	20.0	20.0
Strongly Agree	15	30.0	30.0
Strongly Disagree	5	10.0	10.0
Total	50	100.0	100.0



Analysis and Interpretations

The data highlights that consistency between a brand’s actions and sustainability claims is seen as highly important. A total of 38% agree and 30% strongly agree (68% combined), reflecting strong consumer demand for alignment between words and actions. Meanwhile, 20% remain neutral, possibly indicating uncertainty or indifference toward consistency. On the other hand, only 2% disagree and 10% strongly disagree (12% combined), suggesting a small skeptical group. The stacked bar chart further emphasizes agreement as the dominant view. Overall, the findings confirm that credibility and authenticity are critical, as most consumers expect brands to practice what they claim.

Testing of Hypothesis

Hypothesis

Research Objective 1: To examine the influence of sustainability claims on consumer trust

H₀: Sustainability claims and consumer trust are independent (no influence).

H₁: Sustainability claims and consumer trust are not independent (significant influence).

Research Objective 2: To investigate the relationship between consumer trust and buying behaviour

H₀: Consumer trust and buying behaviour are independent (no relationship).

H₁: Consumer trust and buying behaviour are not independent (significant relationship).

Research Objective 3: To evaluate the role of brand credibility and transparency

H₀: Brand credibility/transparency and sustainability claims are independent (no moderating role).

H₁: Brand credibility/transparency and sustainability claims are not independent (significant moderating role).

Decision Rule: If p-value ≤ 0.05, reject H₀ (there is a significant association).

Objective	Chi-square	df	p-value
Objective 1: Sustainability Claims vs Consumer Trust	44.6304563	16	0.0001581
Objective 1: Sustainability Claims vs Consumer Trust	44.9413483	16	0.0001417

Objective 1: Sustainability Claims vs Consumer Trust	98.1601732	16	7.6542E-14
Objective 2: Consumer Trust vs Buying Behaviour	84.7603486	16	2.2822E-11
Objective 2: Consumer Trust vs Buying Behaviour	50.4686041	16	1.9299E-05
Objective 2: Consumer Trust vs Buying Behaviour	67.6605339	16	2.554E-08
Objective 3: Brand Credibility/Transparency vs Claims	68.2065729	16	2.0524E-08
Objective 3: Brand Credibility/Transparency vs Claims	53.6732572	16	5.8629E-06
Objective 3: Brand Credibility/Transparency vs Claims	63.9757969	16	1.1044E-07
Objective 3: Brand Credibility/Transparency vs Claims	78.0134997	16	3.7868E-10

To test the hypothesis Chi-Square test is applied. Chi-square test is a non-parametric test. The hypothesis in the present study has been tested to evaluate the dependency of the variables. The Chi-Square statistic compares the observed values with the expected values to see if they are statistically significant.

Findings

Based on the analysis of survey responses and statistical tests, the following findings have been established:

1. Influence of Sustainability Claims on Consumer Trust:

- A majority of consumers (over 60%) expressed that sustainability claims significantly enhance their trust in brands.
- Consumers perceive eco-friendly, ethical, and carbon-neutral labels as indicators of a brand’s genuine commitment to sustainability.
- Clarity in sustainability communication strongly builds confidence in a brand’s values.

2. Relationship between Consumer Trust and Buying Behavior:

- Trust in sustainability claims positively influences purchase intentions, with 64% agreeing that they are more likely to buy from trusted sustainable brands.
- Consumers show willingness to recommend sustainable brands to peers and engage in repeat purchases if they trust sustainability claims.
- While nearly half of consumers are willing to pay more for sustainable products, cost sensitivity remains a barrier.

3. Role of Brand Credibility and Transparency:

- Transparency and verifiable claims (e.g., certifications, audits) significantly enhance consumer trust (68% agreement).
- Clear disclosures and honest communication are critical; vague or exaggerated claims result in skepticism.
- Greenwashing is severely damaging, with 72% indicating they would stop purchasing from misleading brands.
- Consistency between brand actions and claims is crucial for credibility.

The chi-square test results confirm that sustainability claims significantly influence trust, consumer trust strongly impacts buying behavior, and brand credibility and transparency moderate these relationships in a statistically significant way ($p \leq 0.05$).

Suggestions

Based on the findings, the following suggestions are recommended for brands:

1. Ensure Transparency and Verification:

- Provide certifications, third-party audits, and clear reports to validate sustainability claims.
- Communicate openly and honestly to build long-term trust.

2. Avoid Greenwashing:

- Ensure that sustainability claims are authentic and backed by real practices.
- Consistency between actions and claims must be maintained to safeguard credibility.

3. Strengthen Consumer Engagement:

- Highlight sustainability initiatives in marketing to attract and retain consumers.

-
- Use storytelling and real-life examples to make sustainability messages relatable.
4. Address Cost Sensitivity:
- Introduce tiered sustainable product ranges to accommodate different consumer segments.
 - Educate consumers on the long-term value and benefits of sustainable consumption.
5. Build Loyalty through Trust:
- Reward repeat purchases and advocacy for sustainable products.
 - Foster community-building efforts around sustainability values.

6. CONCLUSION

This study demonstrates that sustainability claims significantly influence consumer trust, and consumer trust plays a vital role in shaping buying behavior, including purchase intentions, recommendations, willingness to pay more, and repeat purchases. Furthermore, brand credibility and transparency serve as critical moderators that strengthen or weaken these relationships. Brands that prioritize authenticity, provide verifiable sustainability information, and maintain consistency between claims and actions are more likely to foster consumer trust, drive purchases, and secure long-term loyalty. Conversely, misleading or exaggerated claims (greenwashing) pose significant risks to consumer confidence and brand reputation.

7. STATEMENTS & DECLARATIONS:

Use of AI Statement

The authors declare that they have not used generative artificial intelligence, specifically ChatGPT in the writing of this manuscript and/or in the creation of images, graphics, tables, or their corresponding captions

Conflict of Interest and Declarations:

Authorship contribution statement: Hemanth Kumar: Carrying the Experimental work, Data curation and writing the original manuscript and original draft. Bhargavi V R: Supervision and review of the manuscript.

Acknowledgements: Nil

Compliance with Ethical Standards:

Conflict of Interest : The authors state that they don't have any conflict of interest.

Animal and Human Participants: Nil

Informed consent : Authors stated that there is no informed consent in the article.

Funding : Nil

Data availability: All the data included in this research article will be provided on request.

8. REFERENCE

1. Amir, A., & Daryal, A. (2024). *The impact of sustainability claims on consumer behaviour: An analytical review*. Research Review International Journal of Multidisciplinary. Retrieved from <https://rrjournals.com/index.php/rrijm/article/view/2131>
2. Directors Institute. (2025). *The impact of ESG on consumer trust and loyalty: How sustainable practices influence consumer behaviour*. Retrieved from <https://www.directors-institute.com/post/the-impact-of-esg-on-consumer-trust-and-loyalty-how-sustainable-practices-influence-consumer-behavi>
3. Harvard Business Review. (2023, September). *Research: Consumers' sustainability demands are rising*. Retrieved from <https://hbr.org/2023/09/research-consumers-sustainability-demands-are-rising>
4. McKinsey & Company, & NielsenIQ. (2023). *Consumers care about sustainability—and back it up with their wallets*. Retrieved from <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumers-care-about-sustainability-and-back-it-up-with-their-wallets>
5. Shabbir, M. S., Khan, M. H., Abbas, M., & Bilal, M. (2023). Examining the effects of green marketing mix on green brand trust and green purchase behavior: Evidence from the fast-food industry. *Sustainability*, 17(6), 2360. MDPI. <https://doi.org/10.3390/su17062360>
6. Tarabieh, S. M. Z. A. (2021). The impact of greenwash practices over green purchase intention: The mediating effects of green confusion, green perceived risk, and green trust. *Management Science Letters*, 11(2), 451–464. <https://doi.org/10.5267/j.msl.2020.9.022>
7. Javed, T., Yang, J., & Gilal, W. G. (2020). The sustainability claims' impact on the consumer's green perception and behavioral intention: A case study of H&M. *Advances in Management & Applied Economics*,

-
- 10(2), 1–22. Scientific Press International Limited. Retrieved from <https://www.researchgate.net/publication/344348730>
8. Guerreiro, J., & Pacheco, M. (2021). How green trust, consumer brand engagement and green word-of-mouth mediate purchasing intentions. *Sustainability*, 13(14), 7877. <https://doi.org/10.3390/su13147877>
 9. De Sio, S., Zamagni, A., Casu, G., & Gremigni, P. (2022). Green trust as a mediator in the relationship between green advertising skepticism, environmental knowledge, and intention to buy green food. *International Journal of Environmental Research and Public Health*, 19(24), 16757. <https://doi.org/10.3390/ijerph192416757>
 10. Borah, P. S., Dogbe, C. S. K., & Marwa, N. (2024). Generation Z's green purchase behavior: Do green consumer knowledge, consumer social responsibility, green advertising, and green consumer trust matter for sustainable development? *Business Strategy and the Environment*, 33(5), 4530–4546. <https://doi.org/10.1002/bse.3714>