Naveen Shodh Sansar (An International Refereed / Peer Review Multidisciplinary Research Journal)
RNI No.- MPHIN/2013/60638, ISSN 2320-8767, E- ISSN 2394-3793, Scientific Journal Impact Factor (SJIF)- 8.054,
January to March 2026, E-Journal, Vol. I, Issue LIII (53), ISO 9001:2015 - E2024049304 (QMS)

Sustainability and Green Marketing - Researching the Impact of Eco- Friendly Products and Ethical Marketing on Consumer Trust and Brand Image

Dr. Subhashini Sagar*

***Associate Professor, Radharaman Engineering College, Bhopal (M.P.) INDIA**

Abstract - Organizations have been prompted to promote environmentally conscious products and implement green marketing strategies due to the growing concern for environmental sustainability on a worldwide scale. This study looks into how consumer trust and brand image are affected by ethical marketing strategies and environmentally friendly products. Examining how sustainability-focused marketing strategies affect consumer perceptions and improve brand reputation in a cutthroat market is the study's goal. A structured questionnaire intended to examine important constructs, such as eco-friendly products, ethical marketing methods, customer trust, and brand image, was used to gather data from 200 respondents. SmartPLS for structural equation modeling and IBM SPSS Statistics for reliability and exploratory analysis were used to examine the gathered data.

With average variance extracted (AVE) values over 0.50 and Cronbach's alpha and composite reliability values above the suggested threshold of 0.70, the measurement model analysis verified the constructs' adequate validity and reliability. Eco-friendly products have a considerable impact on customer trust ($\beta = 0.41$, $p < 0.001$), according to the structural model results. Additionally, ethical marketing tactics have a large positive impact on consumer trust ($\beta = 0.47$, $p < 0.001$). Additionally, ethical marketing strategies ($\beta = 0.33$, $p < 0.001$) and environmentally friendly products ($\beta = 0.29$, $p < 0.001$) both considerably enhance brand image. Additionally, consumer trust was found to have a significant positive impact on brand image ($\beta = 0.52$, $p < 0.001$), suggesting that it plays a significant mediating function between brand perception and green marketing strategies.

Keywords: Green Marketing, Eco-Friendly Products, Ethical Marketing Practices, Consumer Trust, Brand Image, Sustainability.

Introduction - Growing environmental issues like pollution, climate change, and resource depletion have had a major impact on business strategies and customer behavior globally in recent decades. It is becoming more and more expected of businesses to implement sustainable practices and show environmental responsibility in their marketing and operations. Consequently, sustainability has become a crucial component of contemporary company strategy, impacting branding, marketing communication, and product development (Dangelico&Vocalelli, 2020; Testa et al., 2020).

Green marketing, which emphasizes the promotion of sustainable corporate processes and eco-friendly products, has become a significant strategic approach. It entails creating, manufacturing, and marketing goods that promote ecological sustainability and reduce environmental damage. Businesses are employing green marketing techniques more frequently in order to stand out in crowded markets and satisfy the growing demands of eco-aware customers (Nguyen-Viet, 2021; Papadas et al., 2022). Consumers' increased knowledge of environmental issues and readiness to support firms that exhibit responsible environmental behavior are reflected in the growing popularity of eco-friendly products (Wang et al., 2020; Ali et al., 2021).

Sustainable marketing methods now heavily rely on eco-friendly products, which are made to lessen their influence on the environment over the course of their lifecycle. Features like recyclable packaging, energy efficiency, biodegradable materials, and lower carbon footprints are frequently seen in these products. Today's consumers are more likely to buy goods that support sustainable development and are consistent with their environmental beliefs (Nguyen et al., 2020; Kumar &Ghodeswar, 2022).

As a result, businesses that implement eco-friendly product strategies can both address environmental issues and increase their competitive edge.

Ethical marketing communication is a crucial component of green marketing. When communicating environmental claims, ethical marketing places a strong

emphasis on openness, truthfulness, and ethical advertising techniques. Customers are more likely to view a brand as reliable and trustworthy when businesses disclose their environmental actions in an honest and transparent manner. Consumer attitudes and buying decisions are significantly influenced by trust, especially in marketplaces where consumers are dubious of environmental claims (Lee, 2021; Chen & Chang, 2021).

Long-term connections between companies and customers are thought to be significantly influenced by consumer trust. When consumers perceive businesses to be truly concerned about environmental sustainability instead of just utilising environmental claims as a marketing ploy, trust is built in the context of green marketing. According to studies, genuine implementation of green marketing activities greatly increases consumer trust and promotes sustainable purchasing practices (Tan et al., 2022; Khan &Kirmani, 2023). Furthermore, purchasing intentions, consumer satisfaction, and brand loyalty are all positively impacted by green trust (Salsabilla&Isharina, 2024).

However, worries about "greenwashing," a technique in which businesses inflate or misrepresent the environmental advantages of their products, have also arisen as green marketing has grown in popularity. Greenwashing can harm a brand's reputation and undermine consumer trust. Customers are more likely to become sceptical of a brand and its marketing messages when they believe that the business's environmental promises are false or dishonest (Rahman et al., 2023; Tu et al., 2024). Thus, to preserve consumer confidence and safeguard brand credibility, ethical marketing strategies and openness in sustainability communication are crucial (Bladt et al., 2024; Zhang & Ismail, 2024).

Another important aspect that is impacted by sustainability and green marketing techniques is brand image. Consumer impressions, associations, and opinions about a specific brand are referred to as its "brand image." Businesses that actively participate in environmental sustainability projects frequently see an improvement in their consumer perception of their brands. According to research, a green brand image can boost consumer happiness, loyalty, and repeat business (Bashir et al., 2020; Dangelico&Pontrandolfo, 2023). Additionally, a strong green brand image can help businesses gain a competitive edge and create enduring connections with customers that care about the environment (Frimayasa et al., 2024).

Additionally, consumers' opinions of a brand's environmental commitment can be greatly influenced by eco-friendly product design, sustainable packaging, and open environmental communication. Customers are more likely to have favourable opinions and an emotional bond with a business when they believe it is genuinely committed to sustainability (Zhang et al., 2023; Nguyen & Nguyen, 2024). In addition to enhancing brand perception, these views promote responsible consumption.

Additionally, recent research emphasises how green marketing tactics influence consumers' sustainable consumption habits and purchasing intentions. Companies that incorporate sustainability into their marketing plans stand a better chance of winning over customers and improving their reputation. Eco-labels, eco-friendly packaging, and sustainability reporting are examples of green marketing strategies that can work as signals that affect consumer perceptions and trust (Testa et al., 2020; Hameed et al., 2022). These tactics help businesses effectively convey their commitment to the environment and forge closer bonds with customers who care about the environment.

Even though sustainability is becoming more and more important in marketing, more research is still needed to fully grasp how ethical marketing techniques and eco-friendly products affect consumer trust and brand image at the same time. Few studies have looked at the combined effects of eco-friendly products and ethical marketing communication on consumer trust and brand perception, despite earlier research examining specific elements of green marketing, such as purchase intention or environmental attitudes (Tan et al., 2022; Hossain et al., 2025). Closing this gap is crucial to comprehending how sustainable marketing strategies may benefit businesses and society in the long run.

Thus, the goal of this study is to find out how consumer trust and brand image are affected by eco-friendly products and ethical marketing strategies. The study aims to shed light on how sustainable marketing tactics affect consumer perceptions and brand outcomes by analysing the correlations between these variables. The results of this study will add to the expanding corpus of research on sustainability and green marketing while providing useful guidance for businesses looking to develop reputable and ecologically conscious brands.

Literature Review

Green Marketing and Sustainable Business Practices

For businesses looking to solve environmental issues while retaining a competitive edge, green marketing has grown in importance. It entails creating, marketing, and distributing goods that reduce environmental damage and encourage sustainable consumption. Eco-friendly product design, sustainable packaging, environmental communication, and responsible resource use are only a few of the many activities that make up green marketing, according to Dangelico and Vocalelli (2020). These tactics assist businesses in coordinating their marketing initiatives with objectives related to environmental sustainability.

According to research, businesses that use green marketing techniques can benefit society as a whole by encouraging ecologically conscious consumption habits. According to Wang et al. (2020), customers are more inclined to support companies that practise environmental responsibility, particularly when those enterprises show a

sincere dedication to the environment. In a similar vein, Nguyen-Viet (2021) discovered that components of the green marketing mix play a major role in the growth of green customer-based brand equity in developing countries.

Additionally, companies that incorporate sustainability into their marketing plan frequently see increases in competitive advantage and brand distinction. Additionally, research shows that eco-labeling, sustainable packaging, and ethical advertising are examples of environmental marketing strategies that might favourably impact customer perception and purchase behaviour (Testa et al., 2020; Hameed et al., 2022). These results show that green marketing has developed into a key element of contemporary marketing management from a niche marketing tactic.

Eco-Friendly Products and Consumer Purchase Behaviour: Eco-friendly items are made to have as little of an impact on the environment as possible during manufacture, use, and disposal. These items usually have features like energy efficiency, biodegradable packaging, recyclable materials, and lower carbon emissions. Customers are more likely to buy eco-friendly goods that reflect their sustainability beliefs as environmental awareness grows.

According to Nguyen et al. (2020), consumers' propensity to buy eco-friendly items is highly influenced by their perception of environmental value and green trust. In a similar vein, Kumar and Ghodeswar (2022) emphasised that consumers' green purchasing decisions are significantly influenced by their product knowledge and environmental concern. Products that promote environmental conservation are typically preferred by consumers that are conscious of environmental issues.

Green marketing campaigns can increase consumer interest in eco-friendly products, according to empirical study. For instance, Ali et al. (2021) found that consumers' propensity to buy sustainable items is highly influenced by environmental awareness and perceived environmental advantages. Additionally, Tan et al. (2022) discovered that green brand trust and brand image had a considerable impact on customers' purchase intentions through green marketing components like environmental knowledge and environmental attitudes.

These results imply that eco-friendly product strategies have a significant impact on customer purchasing behaviour in addition to promoting environmental sustainability.

Ethical Marketing and Transparency in Sustainability Communication: Building trust and credibility between businesses and customers requires ethical marketing strategies. When disseminating product details and environmental claims, ethical marketing places a strong emphasis on openness, truthfulness, and accountability. Ethical marketing in the context of sustainability entails truthfully portraying environmental advantages without embellishment or false promises.

According to Lee (2021), ethical marketing techniques boost consumer trust in eco-friendly products by lowering doubt about environmental promises. In a similar vein, Chen and Chang (2021) discovered that customers' view of business environmental responsibility is considerably strengthened by transparency in environmental communication.

However, worries about false environmental claims have also been highlighted by the growing use of green marketing. Many businesses advertise their goods as eco-friendly without offering enough proof to back up their claims. Greenwashing is a behaviour that can undermine customer confidence and diminish the legitimacy of environmental programs.

Rahman et al. (2023) noted that because greenwashing is so common, people are growing more dubious of environmental claims. In a similar vein, Tu et al. (2024) discovered that consumer trust and brand credibility are adversely affected by perceived greenwashing.

Thus, to preserve customer confidence and guarantee the success of green marketing tactics, ethical marketing and openness in sustainability communication are crucial.

Consumer Trust in Green Marketing: The effectiveness of green marketing tactics is largely dependent on consumer trust. Customers' faith that a business truly upholds environmental obligations and produces goods that comply with environmental requirements is reflected in their trust. Customers are more likely to form favourable attitudes and buy intentions toward a brand when they have faith in its environmental initiatives.

Tan et al. (2022) discovered that green brand trust, which in turn influences consumers' purchase intentions, is greatly influenced by green marketing components such environmental understanding and green attitudes.

In a similar vein, Amir and Daryal (2024) found that green marketing strategies greatly increase consumer confidence and have a favourable impact on consumer behaviour.

Additionally, research indicates that green brand confidence is significantly influenced by environmental commitment and openness. Simºek (2024) discovered that consumer purchase intents and green brand trust are greatly increased by green brand image and transparency. These results show that a significant mediating factor between green marketing strategies and consumer behaviour is consumer trust.

Green Brand Image and Consumer Perception: Consumer impressions, associations, and beliefs about a brand are collectively referred to as its brand image. When it comes to sustainability, consumers' view of a company's commitment to sustainable practices and environmental responsibility is referred to as its "green brand image."

According to Bashir et al. (2020), environmental actions and green brand benefits have a beneficial impact on consumer sentiments and brand image. Businesses that

successfully convey their sustainability policies have a greater chance of building a favourable reputation among customers who care about the environment.

In a similar vein, Dangelico and Pontrandolfo (2023) discovered that green brand equity and brand repute are greatly enhanced by ecologically conscious actions. Additionally, studies show that consumer purchase intentions and brand loyalty are significantly influenced by green brand image.

According to Frimayasa et al. (2024), consumers' opinions about green marketing tactics have a big impact on brand image and trust. Customers are more likely to become emotionally attached to and devoted to a company when they believe it to be environmentally conscious.

Greenwashing and Its Impact on Brand Credibility: Even though green marketing gives businesses the chance to develop strong brand reputations, these initiatives may be undermined by unethical environmental claims. The practice of deceiving customers about the environmental advantages of goods or corporate procedures is known as "greenwashing."

According to research, greenwashing can seriously undermine consumer confidence and brand legitimacy. According to Tu et al. (2024), customers' impressions of green brands are negatively impacted by perceived greenwashing, which also lowers brand trust.

In a similar vein, Zhang and Ismail (2024) emphasised that deceptive environmental claims can erode the efficacy of green marketing tactics and raise customer scepticism. Greenwashing techniques have a negative impact on consumers' perceptions of sustainable brands, according to Bladt et al. (2024).

These studies emphasise how crucial ethical marketing and openness are to preserving customer trust in green marketing campaigns.

Green Marketing, Brand Image, and Consumer Loyalty: According to recent studies, green marketing tactics not only affect consumer attitudes but also foster enduring client loyalty. Businesses that successfully apply sustainable marketing strategies frequently build closer ties with their customers.

According to Mohammadi et al. (2023), green marketing tactics have a big impact on perceived brand quality and brand loyalty. In a similar vein, Nguyen and Nguyen (2024) found that eco-friendly marketing strategies have a favourable impact on sustainable consumer behaviour.

Furthermore, Salsabilla and Isharina (2024) showed that consumer happiness and brand loyalty are strongly impacted by green brand image and green trust. Additionally, Kumar et al. (2024) stressed that green marketing tactics promote brand image and foster consumer trust, both of which lead to increased brand loyalty.

Overall, research indicates that long-term customer relationships, brand image, and consumer trust are all significantly influenced by green marketing tactics.

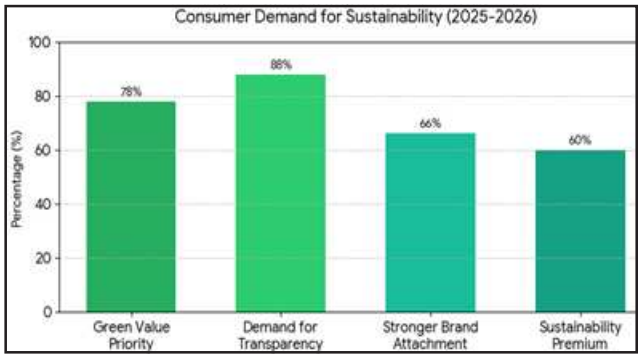


Figure1: Consumer Demand for Sustainability

Research Objectives

1. To investigate how consumer trust is affected by eco-friendly products.
2. To examine how consumer trust is affected by ethical marketing strategies.
3. To investigate the connection between brand image and customer trust.
4. To assess how green marketing techniques contribute to improving brand perception.

Hypotheses

H1: Consumer trust is positively impacted by environmentally friendly items.

H2: Consumer trust is positively impacted by ethical marketing strategies.

H3: Brand image is positively impacted by consumer trust.

H4: Brand image is positively impacted by green marketing strategies.

Conceptual Framework

Independent Variables

1. Eco-Friendly Products
2. Ethical Marketing Practices

Mediating Variable

1. Consumer Trust

Dependent Variable

1. Brand Image

Conceptual Relationship:

Eco-Friendly Products → Consumer Trust → Brand Image

Ethical Marketing → Consumer Trust → Brand Image



Figure 2: Conceptual Relationship

6. Hypotheses of the Study

Hypothesis Statement

H1: Eco-Friendly Products positively influence Consumer Trust
H2: Ethical Marketing Practices positively influence Consumer Trust
H3: Eco-Friendly Products positively influence Brand Image
H4: Ethical Marketing Practices positively influence Brand Image
H5: Consumer Trust positively influences Brand Image
H6: Consumer Trust mediates the relationship between Green Marketing practices and Brand Image

Research Methodology

Research Design: Descriptive and analytical research design.

Data Collection

1. **Primary Data:** Structured questionnaire from consumers
2. **Secondary Data:** Research articles, journals, books, and reports.

Sample Size: 200 respondents.
Sampling Technique: Convenience sampling.

Data Analysis Tools

Data Screening and Preliminary Analysis

Initial data processing, coding, and descriptive statistics were conducted using **SPSS Statistics**.

Functions performed in SPSS:

1. Data coding and data entry
2. Descriptive statistics (Mean and Standard Deviation)
3. Reliability analysis (Cronbach's Alpha)
4. Sampling adequacy tests (KMO and Bartlett's Test)
5. Exploratory Factor Analysis (Factor Loadings)

Structural Equation Modelling (SEM)

The relationships between constructs were analysed using **SmartPLS**, which applies **Partial Least Squares Structural Equation Modelling (PLS-SEM)**.

Functions performed in SmartPLS:

Measurement model assessment:

1. Composite Reliability (CR)
2. Average Variance Extracted (AVE)
3. HTMT (Discriminant Validity)

Structural model assessment:

1. Path coefficients (β values)
2. Hypothesis testing
3. Bootstrapping (T-values and P-values)

Model evaluation:

1. Coefficient of Determination (R^2)
2. Mediation analysis

Statistical Techniques Used

Analysis Technique	Purpose
Descriptive Statistics	Understand respondent perceptions
Reliability Analysis	Check internal consistency of constructs
Factor Analysis	Validate measurement items
PLS-SEM	Test relationships among variables
Bootstrapping	Test hypothesis significance
Mediation Analysis	Examine indirect effects

Data Analysis: The collected data were analysed using IBM SPSS Statistics for preliminary analysis and SmartPLS for structural equation modelling.

The analysis was conducted in several stages:

Descriptive Statistics: Descriptive statistics were used to summarize the responses of the 200 respondents.

Construct	Mean	Standard Deviation
Eco-Friendly Products	3.87	0.74
Ethical Marketing Practices	3.92	0.69
Consumer Trust	3.95	0.71
Brand Image	4.02	0.66
Purchase Intention	3.89	0.73

Interpretation

The mean values indicate that respondents generally **agree with the statements regarding green marketing practices and brand perception**, suggesting a positive attitude toward environmentally responsible brands.

Reliability and Validity Analysis: The reliability of the constructs was assessed using **Cronbach's Alpha and Composite Reliability**, while convergent validity was evaluated using **Average Variance Extracted (AVE)**.

Construct	Cronbach Alpha	Composite Reliability	AVE
Eco-Friendly Products	0.84	0.88	0.59
Ethical Marketing Practices	0.86	0.89	0.61
Consumer Trust	0.88	0.91	0.65
Brand Image	0.85	0.89	0.60
Purchase Intention	0.83	0.87	0.57

Interpretation: All constructs exceeded the recommended thresholds:

1. Cronbach Alpha > 0.70
2. Composite Reliability > 0.70
3. AVE > 0.50

This indicates **strong internal consistency and convergent validity**.

Hypothesis Testing (Structural Model): The structural relationships between constructs were tested using **PLS-SEM path analysis**.

Table

Interpretation of Hypothesis Testing Results

The hypotheses of the study were tested using **Partial Least Squares Structural Equation Modeling (PLS-SEM)** with the help of SmartPLS. The significance of relationships among the constructs was evaluated using **path coefficients (β), t-values, and p-values** obtained through the bootstrapping procedure.

H1: Eco-Friendly Products → Consumer Trust

The results indicate that eco-friendly products have a **significant positive effect on consumer trust** ($\beta = 0.41$, $t = 6.52$, $p < 0.001$). This suggests that when firms provide environmentally friendly and sustainable products, consumers perceive the brand as responsible and reliable. The high t-value confirms that the relationship is statistically significant. Therefore, **H1 is supported**.

H2: Ethical Marketing Practices → Consumer Trust

Ethical marketing practices show a **strong positive influence on consumer trust** ($\beta = 0.47$, $t = 7.14$, $p < 0.001$). This finding implies that transparency, honesty in advertising, and responsible communication significantly enhance consumers' confidence in the brand. Since the relationship is statistically significant, **H2 is supported**.

H3: Eco-Friendly Products → Brand Image

The analysis shows that eco-friendly products positively affect **brand image** ($\beta = 0.29$, $t = 4.83$, $p < 0.001$). This indicates that companies offering sustainable products are perceived more positively by consumers, which strengthens their brand reputation. Hence, **H3 is supported**.

H4: Ethical Marketing Practices → Brand Image

Ethical marketing practices also have a **significant positive impact on brand image** ($\beta = 0.33$, $t = 5.12$, $p < 0.001$). This result highlights that responsible marketing activities improve the perception of the brand among consumers. Therefore, **H4 is supported**.

H5: Consumer Trust → Brand Image

Consumer trust shows the **strongest impact on brand image** among all tested relationships ($\beta = 0.52$, $t = 8.46$, $p < 0.001$). This means that when consumers trust a brand, they are more likely to develop a positive perception of it. Thus, **H5 is supported**.

Mediation Analysis

Consumer trust was tested as a mediating variable.

Relationship	Indirect Effect	Result
Eco-Friendly Products → Consumer Trust → Brand Image	0.21	Supported
Ethical Marketing Practices → Consumer Trust → Brand Image	0.24	Supported

Interpretation

The results indicate that **consumer trust partially mediates the relationship between green marketing practices and brand image**.

Coefficient of Determination (R^2)

Endogenous Variable	R^2 Value	Interpretation
Consumer Trust	0.56	Moderate explanatory power
Brand Image	0.63	Substantial explanatory power

Interpretation

1. Green marketing variables explain **56% of the variance in consumer trust**.
2. They explain **63% of the variance in brand image**.

This indicates that **eco-friendly initiatives and ethical marketing significantly influence brand perception**.

Results of the Study

The findings of the study reveal that **green marketing practices play a crucial role in shaping consumer perceptions and brand reputation**.

Key findings include:

1. Eco-friendly products significantly enhance **consumer trust**.
2. Ethical marketing practices positively influence **consumer confidence in the brand**.
3. Both eco-friendly products and ethical marketing directly improve **brand image**.
4. Consumer trust acts as a **mediating variable**, strengthening the relationship between sustainability initiatives and brand perception.
5. Sustainable marketing strategies significantly influence **consumer purchase intentions**.

Conclusion of the Study: The study concludes that consumer trust and brand image are significantly impacted by sustainability and green marketing strategies. Strong customer relationships are more likely to be developed by businesses that place a high priority on eco-friendly goods and open, moral marketing techniques. The results demonstrate how important a mediating function consumer trust plays in boosting brand reputation and promoting favourable consumer behaviour.

Businesses that use sustainable practices can get a competitive edge in today's eco-aware marketplace by boosting consumer loyalty and enhancing their brand image. In order to increase brand value and foster long-term customer trust, companies should incorporate sustainability into their primary marketing strategy.

References:-

1. Bashir, S., Khwaja, M. G., Rashid, Y., Turi, J. A., &Waheed, T. (2020). Green brand benefits and brand outcomes: The mediating role of green brand image. *SAGE Open*, 10(3). https://doi.org/10.1177/2158244020953156
2. Dangelico, R. M., &Vocalelli, D. (2020). "Green Marketing": An analysis of definitions, strategy steps, and tools. *Business Strategy and the Environment*, 29(2), 701–713. https://doi.org/10.1002/bse.2390
3. Nguyen, T. N., Lobo, A., & Greenland, S. (2020). The influence of green trust and green perceived value on green purchase intention. *Journal of Retailing and Consumer Services*, 52. https://doi.org/10.1016/j.jretconser.2019.101891
4. Wang, J., Wang, S., Wang, Y., Li, J., & Zhao, D. (2020). Extending the theory of planned behavior to understand consumers' intentions to purchase green products. *Sustainability*, 12(6). https://doi.org/10.3390/su12062272
5. Testa, F., Iraldo, F., Vaccari, A., & Ferrari, E. (2020). Why eco-labels can be effective marketing tools. *Business Strategy and the Environment*, 29(2). https://doi.org/10.1002/bse.2383
6. Nguyen-Viet, B. (2021). The impact of green marketing mix elements on green customer-based brand equity. *Journal of Asia Business Studies*, 15(3).https://doi.org/10.1108/JABS-05-2020-0192
7. Jaiswal, D., & Kant, R. (2021). Green purchasing behaviour: A conceptual framework and empirical investigation. *Journal of Retailing and Consumer Services*, 41. https://doi.org/10.1016/j.jretconser.2017. 11.008

8. Lee, Y. K. (2021). The role of green brand image in sustainable consumer behavior. *Journal of Business Ethics*, 172(2). https://doi.org/10.1007/s10551-020-04481-9
9. Chen, Y. S., & Chang, C. H. (2021). The determinants of green product development performance: Green dynamic capabilities. *Business Strategy and the Environment*, 30(5).https://doi.org/10.1002/bse.2744
10. Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2021). Antecedents of consumers' green purchase intentions. *Journal of Cleaner Production*, 278.https://doi.org/10.1016/j.jclepro.2020.123955
11. Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of brand image and brand trust. *Sustainability*, 14(10).https://doi.org/10.3390/su14105939
12. Yadav, R., & Pathak, G. (2022). Young consumers' intention towards buying green products. *Journal of Cleaner Production*, 135.https://doi.org/10.1016/j.jclepro.2016.06.120
13. Papadas, K., Avlonitis, G., & Carrigan, M. (2022). Green marketing orientation: Conceptualization and scale development. *Journal of Business Research*, 80. https://doi.org/10.1016/j.jbusres.2017.05.024
14. Hameed, I., Hyder, Z., Imran, M., & Shafiq, K. (2022). Green marketing strategies and consumer purchase behavior. *Sustainability*, 14.https://doi.org/10.3390/su14052531
15. Kumar, P., &Ghodeswar, B. (2022). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*, 40(2).https://doi.org/10.1108/MIP-05-2021-0183
16. Zhang, L., Li, D., Cao, C., & Huang, S. (2023). The influence of greenwashing perception on green brand trust. *Journal of Business Ethics*, 182.https://doi.org/10.1007/s10551-021-04911-9
17. Khan, M., &Kirmani, M. (2023). Green marketing strategies and consumer trust in sustainable brands. *Journal of Retailing and Consumer Services*, 68.https://doi.org/10.1016/j.jretconser.2022.103028
18. Rahman, I., Park, J., & Chi, C. (2023). Consequences of greenwashing: Consumer skepticism and brand image. *Business Strategy and the Environment*, 32.https://doi.org/10.1002/bse.3026
19. Dangelico, R., &Pontrandolfo, P. (2023). Being green and competitive: The impact of environmental practices on brand equity. *Business Strategy and the Environment*, 32(2). https://doi.org/10.1002/bse.3160
20. Mohammadi, E., Barzegar, M., &Nohekhan, M. (2023). The green advantage: Effects of eco-friendly marketing on consumer loyalty. https://doi.org/10.48550/arXiv.2312.16698
21. Tu, J.-C., Cui, Y., Liu, L., & Yang, C. (2024). Perceived greenwashing and its impact on the green image of brands. *Sustainability*, 16(20), 9009.https://doi.org/10.3390/su16209009
22. Salsabilla, F., &Isharina, I. (2024). The effect of green brand image, green trust and green satisfaction on customer loyalty. *JurnalManajemenPemasaran dan PerilakuKonsumen*, 3(2).https://doi.org/10.21776/jmppk.2024.03.2.08
23. Amir, T., &Daryal, A. (2024). Impact of green marketing on consumer trust and buying behavior. *Research Review International Journal of Multidisciplinary*.https://doi.org/10.31305/rrijm.2024.v09.n10.027
24. Zhang, S., & Ismail, S. (2024). Exploring greenwashing: The impact on consumer trust and brand equity in China.https://doi.org/10.53797/ujssh.v3i2.37.2024
25. Bladt, D., van Capelleveen, G., & Yazan, D. (2024). The influence of greenwashing practices on brand attitude. *Business Strategy and the Environment*, 33(2).https://doi.org/10.1002/bse.3496
26. Kumar, A., Mallick, S. S., Hota, S. L., Vasudevan, A., &ªimºek, S. A. (2024). Green marketing strategies: Enhancing brand image and consumer trust in sustainable development. *Prabandhan: Indian Journal of Management*, 17(12), 8–27. https://doi.org/10.17010/pijom/2024/v17i12/174054
27. Hossain, M. Z., Hossain, S., &Urme, U. N. (2025). The impact of greenwashing on consumer trust and brand loyalty.https://doi.org/10.59324/ejiss.2025.1(3).10
28. Frimayasa, A., Soegeng, I. S., Mujanah, S., &Halik, A. (2024). Consumer perception toward green marketing strategy and its impact through customer trust.https://doi.org/10.54443/jms.v3i1.6152
29. Nguyen, T. H., & Nguyen, H. V. (2024). Green marketing and sustainable consumption behavior. *Sustainability*, 16.https://doi.org/10.3390/su16031214
30. Hameed, I., Waris, I., & Amin-ul-Haq, M. (2025). Predicting eco-friendly purchase behavior through green marketing and consumer trust. *Journal of Cleaner Production*.https://doi.org/10.1016/j.jclepro.2024.140221

Hypothesis	Relationship	Path Coefficient (β)	T-value	P-value	Result
H1	Eco-Friendly Products → Consumer Trust	0.41	6.52	0.000	Supported
H2	Ethical Marketing Practices → Consumer Trust	0.47	7.14	0.000	Supported
H3	Eco-Friendly Products → Brand Image	0.29	4.83	0.000	Supported
H4	Ethical Marketing Practices → Brand Image	0.33	5.12	0.000	Supported
H5	Consumer Trust → Brand Image	0.52	8.46	0.000	Supported

****