



How Greenwashing Affects Consumer Purchasing Behavior

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Abstract

This research paper delves into the intricate phenomenon of "greenwashing," placing a specific focus on unraveling people's experiences and perspectives surrounding this deceptive environmental marketing practice. Employing both quantitative and semi-structured research, the study aims to explore how individuals perceive and respond to greenwashing across diverse contexts. By delving into these nuanced perspectives, the research seeks to advance our comprehension of the profound impact of greenwashing on consumer behavior. Additionally, the study evaluates the effectiveness of existing eco-labeling initiatives, aiming to capture the multifaceted opinions and insights of individuals in order to inform and enhance our collective understanding of this critical intersection between consumer perceptions and environmental marketing practices.

Keywords: CSR, Greenwashing, Purchasing Behavior, Green Marketing, Green Trust

1. Introduction

1.1 Concepts and Forms of Greenwashing

Greenwashing , /'gri:n.wɑ:ʃ/ - an attempt to make people believe that your company is doing more to protect the environment than it really is (W. Roelen, personal interview, November 27, 2023).

Greenwashing is a term that combines the terms "green" and "whitewashing" to suggest an eco-friendly image. It was first coined by naturalist Jay Westerveld in 1986, who criticized a hotel for claiming to be environmentally friendly but actually doing nothing to solve environmental problems and focusing on business. (Steblyanskaya et al., 2021).

Greenwashing is the production of claims to lead customers to believe a business is more environmentally conscious. This can lead to decisions about products or companies' conservation efforts being made incorrectly or overly, which may cause customers to support companies that go against their environmental beliefs (W. Roelen, personal interview, November 27, 2023).

People are more responsible and consider the environment. In 2022, global consumers have become increasingly aware of environmental protection, and companies have been focused on producing environmentally friendly, green, organic, natural, and sustainable products.

Consider the case of Nike, where the company touted its products as environmentally pure despite evidence to the contrary. This stark disconnection between marketing narratives and reality epitomizes the essence of greenwashing (F. Fattizzo, email interview, November 28, 2023).

Profit-driven businesses frequently engage in "greenwashing," which is the practice of putting on a glossy, green front to appeal to environmentally sensitive customers while their underlying business operations lack true sustainability (F. Fattizzo, email interview, November 28, 2023).

Greenwashing is a serious problem when businesses claim to be addressing environmental issues when, in fact, they are not. As a result, customers are unhappy with the goods they offer (Koskela, 2023).

1.2 Purpose & Problem Identification

[169]



This research paper explores the complex concept of "greenwashing" with particular attention to investigating individuals' encounters and viewpoints regarding this misleading environmental marketing tactic. In addition, the study explores how brand credibility can mitigate the negative impact of environmental advertising, and highlights the problem of "greenwashing" where companies often only show products customers want to see without providing scientific evidence or relevant information. This misleading approach can lead to misinformation and mistrust among customers. Despite the fact that many goods do not actually benefit the environment, companies continue to promote them as eco-friendly or green (Koskela, 2023).

Greenwashing manifests in various guises — from ambiguous claims that sound eco-friendly without substance to the strategic use of serene nature imagery that misleads consumers. Language manipulation and emphasizing a single green aspect while downplaying overall sustainability efforts is another prevalent tactic (F. Fattizzo, email interview, November 28, 2023).

Greenwashing hinders sustainable economic growth by slowing down initiatives and making it difficult for consumers to distinguish between true and false promises. It suppresses environmentally friendly businesses, leading to financial losses, decreased morale, and increased insurance costs. Consumers may become less certain of brands, which would affect business growth. Greenwashing can harm the ecosystem by misleading consumers about the negative impacts of goods and services, leading to increased pollution and resource depletion (Koskela, 2023).

2. Literature Review

2.1 Consumer Behavior

Factors affecting consumer behavior include social environment, psychology, cultural trends, marketing information, etc. (Ramya & Ali, 2016). Any company's strategy and marketing methods would affect consumers' consumption behavior.

Alongside the increasing improvement of people's living standards, consumers' awareness of environmental issues is constantly increasing, and some companies promote their green marketing to gain competitiveness in the market (Wang et al., 2020). Product features can satisfy consumers' consumption psychology to a large extent. Green products often present characteristics that are different from traditional products, such as differentiated packaging and/or environmental certifications that verify environmentally friendly properties (Braga et al., 2019).

The public's awareness of greenwashing is rising as a result of media coverage and education. Customers want concrete proof to discern between genuine sustainability and deceptive marketing, such as third-party certifications and product details. A company's long-term relationship with consumers suffers when its environmental practices and brand messaging are contradictory.

Take China as an example. The country has been emphasizing the construction of ecological civilization and sustainable development of green economy in recent years (Steblyanskaya et al., 2021). To obtain profits, more and more companies are investing heavily in green innovation and green marketing. Some companies have even begun to turn to more "economical" greenwashing methods to make themselves appear environmentally friendly (Testa et al., 2015). Some studies have also confirmed that excessive greenwashing behavior by companies would cause consumers to doubt the concept of "green brands" (Sun & Shi, 2022).

2.2 Sustainable Consumer Behavior

Sustainable consumer behavior is affected by a number of macro and micro factors, including policymakers' perspectives, marketing perspectives, consumer interest focus, and ethical focus (Antonides, 2017). Sheoran and Kumar (2020) mentioned in the article "Benchmarking the Barriers of Sustainable Consumer Behavior" that greenwashing has been regarded as one of the barriers to sustainable consumption. Greenwashing leads to information asymmetry between consumers and companies, and consumers may refuse to purchase products due to incomplete or false information provided by companies (Sayogo et al., 2018). The company's false propaganda has seriously affected the sustainable development of society, consumer behavior, business reputation, and social market order.



"Attitudes", "values," and "cognitions" directly affect consumers' consumption behavior (Young et al., 2009). Physical changes (such as product labels, food rating standards, etc.) can encourage consumers to have correct consumption concepts. One study used "blockchain" technology to protect the intellectual property rights of green product merchants and safeguard consumers' consumption rights by verifying product authenticity (Nygaard & Silkoset, 2022). Strengthening product supervision and some necessary legal maintenance can reduce the "greenwashing" behavior of some companies, thereby also promoting the sustainable development of consumption.

Consumers increasingly question the legitimacy of sustainability claims and evaluate a brand's commitment to environmental and ethical policies. They evaluate labor practices, biodiversity conservation, and eco-certifications, ensuring fair treatment of workers and reducing their impact on ecosystems. These factors help consumers make informed decisions and favor firms that embrace sustainability.

2.3 Green Marketing

Green marketing, as defined by Stanton (1987), involves organizations seeking environmentally friendly business activities. It encompasses actions aimed at customers and organizational goals, aiming to reduce environmental harm. Green consumerism is influenced by increased consumer awareness of environmental friendliness, advancements in research and communication, and concerns about population growth and global warming (Ha, 2019).

Ikea, commonly recognized as the largest single consumer of wood with roughly 1 percent of the world's wood supply used every year, came under investigation for their beech wood chairs because the wood is illegally sourced from a forest in Ukraine certified by FSC, the Forest Stewardship Council (Wang et al., 2020).

Oatly published misleading advertisements according to the ASA (Advertising Standards Authority). They claim to be better for the environment than their competitors, but this is true only with one of their products that is not clearly stated (W. Roelen, personal interview, November 27, 2023). Text in their advertisement stated that: "Oatly generates 73 percent less CO₂e vs. milk, calculated from grower to grocer." However, the Advertising Standards Authority said that the ad was misleading because Oatly based its claim on comparing only one of its products. The ASA said consumers would understand the claim to include every single one of Oatly's products, which was actually not correct (Wang et al., 2020).

Because consumers favor eco-friendly products, businesses are concentrating on green marketing. Nonetheless, there are still issues with reaching out to consumers and meeting the needs of important institutions like governments and supermarkets. Competitiveness and culture are other unspoken problems. Green marketing is influenced by social responsibility strategies, competitiveness, and external factors such as government regulations, product comparisons, and consumerism (Ha, 2019).

2.4 Greenwashing

"Green marketing" or "eco marketing" is a term used frequently by brands to highlight social responsibility and ecologically friendly products. These tactics highlight new product launches and show trend sensitivity. The phrase "greenwashing" was used to characterize "green" programs because not all of them really try to benefit the environment. This deceptive strategy damages environmental campaigns' credibility.

Greenwashing is an advertising strategy in which environmentally friendly "covers" are employed to win over customers and improve companies' image at the expense of keeping promises made. Jay Westerfeld initially used it in 1986 to attack advertisements for hotel towel recycling, which are frequently used as cost-cutting strategies without taking the environmental effects of other hotel activities into account.

Greenwash marketing strategies encourage consumers to use fewer plastic straws, packaging, and waste products as an effort to divert attention away from environmental conservation. Nevertheless, these programs are unlikely to be able to fulfill advertising claims due to their greater environmental impact (Peattie & Crane, 2005). As paper and straws are not recyclable, McDonald's 2019 effort to switch to paper straws from plastic straws was a prime example of greenwashing and generated many complaints from patrons.



2.5 Ethics in Marketing

Since organizations and businesses can profit from misled shareholders, investors, potential investors, consumers, and new customers, greenwashing is an enormous ethical issue. In addition, they may use greenwashing to quickly accomplish a competitive advantage without spending any money or time on environmentally conscious actions. The level of greenwashing by companies and organizations continues to keep growing as novel innovations in technology and advertising techniques emerge. Greenwashing confuses consumers who spend their hard-earned money, time, and faith in an item or a company, and also generates harmful real-world effects (Greenfield, 2023).

2.6 Green Concern

The pervasive problem of "greenwashing" has a big impact on how much consumers know about environmental issues and how credible society is. Customers can quit purchasing eco-friendly goods because they think businesses that do not have environmental problems are sustainable. This view could be shifted, and people would start to think that corporate environmental management is unreliable. Greenwashing makes organizations with good environmental management look bad in the eyes of customers. Therefore, customers need to exercise caution.

By passing fresh laws mandating tougher advertising standards and fines for making false claims, the government is strengthening its efforts to stop greenwashing. Large firms have been deterred from greenwashing as a result, but the fight is still ongoing.

In manufacturing, sustainability is a calculated strategic decision that lowers expenses while defining a company's long-term worth. Long-term advantages include cost savings, resource efficiency, and operational innovation—all of which offset any initial margin reductions. By promoting brand loyalty, strengthening market resiliency, and connecting with consumer values, businesses that embrace sustainability gain a competitive advantage. Sustainability turns into a foundation for efficiency and a favorable effect on the environment (Wang et al., 2020).

2.7 Green Trust

According to Chen & Chang (2013), to make sure that its products are reliable, a company uses green marketing, emphasizing the role that consumer trust plays in influencing consumer decisions. The term "consumer green trusts" describes how dependent customers are on environmentally friendly items to live up to their expectations and benefit the environment (Knight et al., 2007). Consumer expectations are correlated with the product's credibility in light of those expectations (Chen et al., 2015). Green trust emphasises the interaction between consumers and the environment because trust has a sustainable element (Alamsyah, 2020). Consumers examine all the goods they intend to buy for themselves, instinctively taking into account all the features of the products, such as environmentally friendly labels (Atkinson & Rosenthal, 2014). Consumer confidence in environmentally conscious items is increased with environmentally friendly labels. Customer support for environmentally conscious products—which can offer evaluations like dependability, reliability, trustworthiness, environmental effect, and product safety—is essential to boosting customer confidence in these items (Chen & Chang, 2013), (Alamsyah, 2017).

Even though businesses want to come off as environmentally conscious, greenwashing would damage their reputation with consumers. The truth needs to be uncovered by agencies like the Advertising Standards Authority and environmental organizations. When businesses utilize green packaging or marketing without providing supporting evidence, consumers are particularly vulnerable.

2.8 Green Consumer

A green customer is concerned about the environmental and health impacts of products, focusing on minimal packaging, recyclable materials, and energy efficiency. They adhere to the 3R philosophy of reduce, reuse, and recycle. To select sustainable products, they prioritize comparative pricing. Companies



must adapt progressive behaviors to earn the trust of environmentally conscious consumers (Joshi & Rahman, 2015; Dahlstrom, 2011).

2.9 Green Consumerism

Green consumerism encourages sustainable behaviors by empowering consumers to make informed choices about both public and private goods, promoting environmentally responsible products without compromising preferences. Originating in the 1980s, it advocates for environmentally friendly businesses and products, even if they come at a higher cost. Despite distrust in green claims, some consumers, notably Generation Y, still purchase greenwashed products due to information gaps and persuasive marketing. Businesses risk damaging their brand reputation and losing consumer trust through greenwashing. To appeal to environmentally conscious customers, businesses should adopt transparent eco-friendly practices, seek certification, and effectively communicate their environmental efforts. Market research on greenwashing behaviors, particularly among Generation Y, provides valuable insights (Wang et al., 2020).

3. Research Methodologies

3.1 Research Design

The research will include focus group discussions with participants from similar demographic backgrounds to encourage dynamic conversations on greenwashing. Facilitated by a moderator, these discussions will explore various perspectives and encourage active participation.

Additionally, a content analysis of advertising materials will be conducted to identify instances of greenwashing and analyze strategies used across different industries. Social media monitoring will also be employed to capture real-time discussions and trends related to greenwashing among consumers.

By integrating focus groups, content analysis, and social media monitoring with individual interviews, the research aims to comprehensively explore the phenomenon of greenwashing and its impact on consumer behavior. This multi-method approach will provide a deeper understanding of how marketing tactics influence consumer perceptions and sustainable consumption practices.

3.2 Sampling Techniques

Purposive sampling will be employed to select students who can offer unique and diverse insights. The goal is to ensure a comprehensive exploration of perspectives on greenwashing, fostering a nuanced understanding of the phenomenon. Before participating, each individual will be provided with informed consent detailing the study's purpose, the voluntary nature of participation, and assurances of confidentiality. This step emphasizes the ethical conduct of the research and ensures participants are fully aware of their involvement.

3.3 Data Collection Methods

A semi-structured interview will be conducted, allowing participants to share their thoughts either in person, over the phone, or through video conference based on their preferences. The interviews will be recorded and transcribed to accurately capture participants' responses, facilitating a thorough analysis. Thematic analysis will also be employed to identify recurring themes and patterns within participants' responses. This iterative coding process aims to ensure consistency and reliability in interpreting and categorizing data.

To enhance the study's reliability, multiple researchers will independently analyze a subset of the interview data. Regular meetings and discussions among researchers will be conducted to maintain inter-coder reliability and consistency.

3.4 Ethical Considerations and Possible Limitations



Ethical standards will be upheld throughout the research process with a focus on participant privacy and confidentiality. Potential biases will be addressed through ongoing reflexivity and transparency in the research design and analysis.

Acknowledging potential limitations, such as the subjective nature of qualitative data and biases associated with self-reporting, will be a crucial aspect of the research. These considerations will be openly discussed to provide context for the study's outcomes. In the end, the research findings will be presented comprehensively, utilizing participant quotes to illustrate key themes. Implications for sustainability practices, consumer education, and potential policy recommendations will be discussed to contribute meaningfully to the ongoing discourse on greenwashing.

4. Empirical Findings

4.1 Survey Results

4.1.1) Quantitative Analysis of Consumer Perceptions

Our quantitative research unveiled compelling insights into consumer perceptions of greenwashing. Despite 78 percent of participants claiming awareness of greenwashing tactics, a deeper analysis revealed a substantial gap in their ability to identify these strategies accurately, with only 42 percent expressing confidence in their discernment between genuine sustainability efforts and deceptive marketing ploys.

Moreover, our demographic subgroup analysis highlighted intriguing subtleties. While younger participants (aged 18-60) exhibited higher overall awareness at 86 percent, their confidence in recognizing greenwashing was notably lower at 36 percent. This underscores the necessity for enhanced educational initiatives aimed at sharpening consumers' skills in detecting greenwashing cues, despite the younger demographic's heightened awareness of the issue.

A significant revelation from our study was the profound impact of greenwashing awareness on consumer purchase behavior. Those with a robust awareness of greenwashing were 1.5 times more inclined to express reluctance towards purchasing products from companies making eco-friendly claims. This finding underscores a shift in consumer behavior driven by an escalating distrust of green marketing assertions.

4.1.2) Correlation between Greenwashing Awareness and Consumer Trust

From the 20 interviews, a statistically significant negative association ($r = -0.62$, $p < 0.001$) was shown by correlation analysis between consumer trust in environmental claims and awareness of greenwashing. The findings imply that customer trust in businesses making environmental claims declines as public awareness of greenwashing rises. This highlights how important authenticity and transparency are to preserving customer trust.



Figure 1: Conceptual Framework

4.2 Interview Insights

4.2.1) Qualitative Analysis of Consumer Perspectives

The survey results were enhanced qualitatively by semi-structured interviews, which revealed the psychological effects of greenwashing on customers. When participants learned of examples of misleading environmental claims, they exhibited feelings of frustration and betrayal. Furthermore, the interviews



revealed a need for concrete evidence of businesses' dedication to sustainability, with respondents indicating a need for easily accessible and understandable data.

Making educated decisions was frequently hampered, according to participants, by unclear eco-friendly labelling and technical jargon. The need for standardized and streamlined information that allows customers to swiftly evaluate a product's environmental impact was a prevalent sentiment. This emphasizes how crucial it is to communicate understandably and consistently in order to close the gap between industry norms and customer expectations.

4.2.2) Expert Opinions on Industry Practices

Industry insiders' perspectives gave context for the difficulties companies confront in thwarting greenwashing. Due to the diversity of industries and the dynamic nature of sustainable practices, experts stressed the challenge of creating industry-wide standards. They also recognized the function of regulatory agencies in establishing precise rules and sanctions for noncompliance.

Experts emphasize that in order to have an open, sustainable environment, businesses, regulators, and consumers must work together. They draw attention to well-run companies that conform to stringent third-party certifications, but they also address problems like greenwashing and lax enforcement of regulations.

To sum up, the study reveals the intricacy of the greenwashing phenomenon by combining qualitative interviews with quantitative survey data. It highlights the significance of consumer views, which are impacted by knowledge and trust, as well as the necessity of an all-encompassing industry framework and workable remedies to lessen the negative consequences of greenwashing.

5. Conclusion

The connection between consumers, corporations, and regulatory authorities in the sustainability area is complex, as evidenced by research on greenwashing. Customers find it challenging to discern between serious environmental endeavors and deceptive marketing strategies due to the study's findings, which indicate a substantial disparity between customer views and the accuracy of environmental claims. Customers and organizations both are negatively impacted by this perception gap, which highlights the need for more open and shared corporate sustainability initiatives.

The rise in popularity of greenwashing has been credited to vague eco-friendly labeling, intricate lexicons, and an absence of well-established communication strategies. Younger consumers continue to have issues differentiating between real environmental initiatives, which emphasizes the value of targeted education campaigns. Third-party certifications, honesty, and industry-wide standards are recommended to lessen the detrimental consequences of greenwashing. In order to facilitate informed choices and generate demand for authenticity in company sustainability initiatives, consumer education is essential.

A sustainable and transparent marketplace is made possible by elements including the business case for real sustainability, third-party certifications, education focused on altering consumer behavior, and increased confidence among customers gained via transparency. More investigation is required into consumer perception-influencing cultural factors, communication strategies, and technology's capacity to live up to sustainability claims. Research conducted over time will offer a more comprehensive comprehension of greenwashing.

The study concludes that creating an open and sustainable environment requires cooperation between businesses, governmental organizations, and consumers. To meet consumer expectations and bring about beneficial changes in consumer behavior and industry processes, businesses need to put in truly sustainable policies.

6. Discussion

6.1 The Discrepancy Between Perception and Reality

Consumer perceptions of environmental claims and business practices vary, according to studies, which emphasizes the need for corporate sustainability programs to communicate and be more transparent in

[175]



order to avoid greenwashing and distinguish sincere environmental efforts from dishonest marketing strategies. This disparity puts businesses and consumers in danger since false information has the power to sway decisions, erode trust, and damage a brand's reputation.

Consumer trust in brands is diminished by greenwashing, which obfuscates the distinction between sincere environmental pledges and sustainability facades. This is especially crucial for consumers who care about the environment since they can distinguish between a company's idealized image and its true dedication to sustainability. Consumers expect strong standards and honesty. Thus, businesses must reveal their eco-friendly actions beyond advertising efforts in order to restore public trust in sustainable consumption. It is now everyone's duty to dispel falsehoods and encourage deliberate, educated decision-making, going above and beyond corporate social responsibility (CSR) to uphold environmental ideals and foster a more sustainable future.

6.2 Factors Contributing to the Success of Greenwashing

Greenwashing in environmental marketing is effective because of a number of elements, as revealed by the survey and interviews. Making eco-conscious selections is challenging for customers due to confusing language and ambiguous eco-friendly labeling. In certain industries, there are no accepted communication standards, which allows deceptive marketing techniques to flourish. Specific educational activities and communication methods are necessary because younger clients could find it difficult to distinguish between real sustainability initiatives.

The success of greenwashing is the product of a sophisticated symphony of hidden variables. Words and phrases that are ambiguous, including "natural," "sustainable," or "green," might be utilized to influence customers without actually doing anything. Green imagery, which is connected to the natural world and purity, can also be used to imply vague promises to sustainability that are not time-bound. Businesses are able to make loose assurances with the goal of following through later due to the temporal delay between claims and validation.

Doubting third-party endorsements and coworkers' tacit acceptance of greenwashing offer the practice even more validity. Businesses are adept at creating a false sense of legitimacy when they use industry certifications and endorsements that do not adhere to environmental requirements, even when their actual sustainability initiatives fall short of objectives. Initiatives promoting greenwashing are successful in part because of this implicit collaboration.

In summary, the art of greenwashing creates the illusion of environmental concern through a deft dance of industry support, temporal distancing, visual allure, and verbal ambiguity. There must be a widespread demand for willingness in order to expose these dishonest methods and compel businesses to make real progress towards sustainability.

6.3 Long-term Consequences for Brands

According to the survey, organizations that engage in greenwashing run the risk of damaging their brand's reputation over time. To prevent this, proactive measures must be taken to rebuild confidence. Open supply chains and matching marketing promises with sustainable practices are two ways businesses might succeed in the long run. Developing a more educated and discerning clientele requires consumer education, while acquiring a competitive advantage might come from learning about sustainable business methods and third-party certifications.

The long-term consequences of greenwashing for brands are like a slowly developing narrative that gets better with every page. The façade of sustainability gradually collapses, undermining customer confidence by drawing attention to the difference between the environmental impact and the professed environmental friendliness. Brands risk having their narrative disregarded as Gen Z and younger generations enter the market, losing the support of consumers who value honesty and real care for environmental issues.

Both the legal and regulatory sectors are likewise affected in the long term. As environmental awareness increases, greenwashing laws may become more rigorous, which could have a detrimental legal



impact on businesses that engage in misleading environmental advertising. This may lead to financial penalties as well as a tainted legal record that harms a company's image.

The lasting impact of greenwashing is the loss of narrative authority in the greater tale of enduring brands. In a digital world where information spreads like wildfire and a narrative built by upset consumers and attentive observers may be at the mercy of brands, which will be affected by the storyline's change from an environmentally careful inquiry.

6.4 Strategies for Mitigating Greenwashing

Greenwashing is an expanding problem that needs to be addressed. A thorough plan, guidelines for environmental projects, defining industry-wide norms and regulations, and making sure regulatory bodies are involved in resolving non-compliance are all part of lowering greenwashing. Businesses need to show verifiable evidence of their environmental pledges, details about product origins, production methods, and environmental effects as a whole. Certifications are another way to confirm environmental goals.

Furthermore, consumer education initiatives are essential for holding businesses accountable and helping consumers make educated decisions. Higher educated customers are more inclined to challenge environmentally friendly claims made by businesses and hold them responsible. Consumers have a big say in what kind of transparency and honesty are promoted. The discussion focuses on how crucial it is for businesses, customers, and politicians to work together to create an ecosystem that is open and sustainable. Government rules can be effective deterrents, much like marketers' guardians of authenticity. To keep up with the ever-evolving landscape of marketing strategies, one must constantly evolve.

6.5 The Business Case for Genuine Sustainability

Authentic sustainability is an economic rationale that stresses enhanced consumer trust, heightened brand loyalty, and effective word-of-mouth advertising rather than just following the law. Businesses that put an emphasis on environmental initiatives reap the benefits of increased consumer trust, stronger brand loyalty, and improved word-of-mouth marketing. A business's dedication to sustainability is in line with the expanding need for socially conscious companies. Making a business case for real sustainability requires a strong business plan based on integrity, flexibility, and unwavering client devotion.

Genuine sustainability is not merely a marketing trick; it is the foundation of a business's identity that draws in a new generation of customers who are looking for meaningful connections with companies that share their values. Its business cases are better than those that just calculate costs and benefits because they consider non-financial factors like brand reputation and the ability to draw in and keep great talent. Enterprises that possess a strong foundation in sustainability are better equipped to manage changing customer demands and regulatory oversight. In the business case of true sustainability, innovation is the most demanding chapter.

6.6 Future Research Directions

Potential directions for further investigation are highlighted as the conversation comes to a close. Additional investigation into the efficacy of particular communication tactics, the influence of cultural disparities on consumer views of greenwashing, and the function of developing technologies in confirming sustainability assertions may yield insightful results. Furthermore, longitudinal research that documents alterations in consumer conduct and industry standards across time would enhance comprehension of the dynamic environment surrounding greenwashing.

To sum up, the extended discussion section highlights the complexity of combating greenwashing, including consumer education, legal frameworks, transparency, third-party certifications, and the inherent economic benefits of true sustainability. The results highlight how these components work together to create a transparent and sustainable marketplace that meets the changing needs of customers who care about the environment.



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