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Consumer Perceptions of Green Marketing Practices

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ABSTRACT

In the current research, the invigilance of consumer attitudes toward green marketing practices is addressed with a mix-method design, which combines quantitative surveys, experimental vignettes, and qualitative interviews. The sample size used (n=600 respondents, n=30 in-depth interviews) was used to evaluate the effects of green trust, eco-label credibility and green skepticism on purchase intentions. The findings of the descriptive statistics, structural equation modeling and experimental analysis indicate that trust and credibility of eco-label positively influence purchase intentions and skepticism acts as a negative mediator between the two. Moreover, the analysis of the clusters provided specific consumer segments between eco-enthusiasts and eco-skeptics with the emphasis on the heterogeneity of sustainable consumption patterns. Experiment findings indicated that advertisements whose eco-labels were credible and whose messages were emotionally framed had a greater impact on intention as compared to ambiguous or unspecified statements. The significance of authenticity, transparency, and correspondence with consumer identity in forming perceptions of green marketing campaigns, was supported by qualitative results. The findings taken together support the presence of attitude-behavior gap, in which positive attitudes towards sustainability do not always translate into purchasing behavior. This study adds to the theory as it has incorporated the Theory of Planned Behavior (TPB) and Value-Belief- Norm (VBN) models to explain green consumerism. In practical matters, the results indicate the need to implement transparent, verifiable, and consumer-focused communication methods by firms. Standardization of eco-labeling structures and consumer education are some of the policies which are being encouraged to enhance trust and reduce skepticism towards greenwashing. In general, the research contributes to the scholarship of consumer psychology in sustainability marketing and offers practical information to scholars, professionals and authorities that are striving to achieve the shift to sustainable consumption.

KEYWORDS

Green Marketing, Consumer Perception, Eco-Label Credibility, Green Trust, Skepticism, Purchase Intention.

INTRODUCTION

Consumer perceptions of green marketing have become a staple research topic of sustainability in the last twenty years, and its significance has been increasing at a rampant pace (2020-2024) depending on the rising concerns of global warming, corporate ecological awareness, and consumer level consideration (Nguyen et al., 2020; Rahman & Haque, 2020). Green marketing describes measures that emphasize the ecological advantages of products and services, i.e. eco-labeling, carbon-neutral, recyclables, and sustainable products. As the environmental degradation and climate policy revisions alleviate, consumers are keener on the strategies that firms deploy to convey their environmental responsibility and how much it can affect customer shopping patterns (Yadav & Pathak, 2020). Therefore, green marketing mostly depends on how consumers view genuine content in green marketing, whether they think it is credible or not, and its consistency with the personal values of the consumer (Testa et al., 2021). The studies in this area focus on issues of green brand trust, greenwashing skepticism and attitudes to paying high prices of the ecologically-friendly products (Zhang et al., 2021; Taufique et al., 2021). There is a critical theme in consumer studies that authenticity can minimize any reputation benefits of the firms in case they are seen as opportunistic or misleading (Delmas & Burbano, 2021). Quite the opposite, transparency, certification, and stakeholder involvement bring about the positive attitudes towards green products (Li et al., 2022). The COVID-19 pandemic has also introduced additional fuel to an already growing consumer awareness of sustainability and responsible consumption prompting the years between 2020 and 2024 to be particularly distinctive in terms of shaping consumer expectations (Jin et al., 2021). Some researchers claim that the demographic groups differ in their perception of green marketing greatly based on several factors (Biswas & Roy, 2021; Nguyen & Nguyen, 2022). Younger audiences, especially Gen Z and millennium, are more eco-aware and easy to respond to sustainability messages than their older generations (Rahman et al., 2022). Perceived variation of the value, limitation of income, and confidence in certification organizations lead to inequalities in behavioral reactions (Dangelico & Vocalelli, 2021). Besides, environmental engagement determines consumer attitudes, with individuals identifying themselves as highly concerned about the environment being the ones who have positive reactions to green marketing programs (Yusliza et al., 2022). In the corporate sense, the green marketing has both beneficial and disadvantaging aspects: on the one hand, acting as a competitive advantage, on the other, as a reputational liability in case it is performed improperly (Leonidou et al., 2022). Companies also have to reconcile between profit motives and green commitments since they do not want to be accused of greenwashing (Wang et al., 2023). The literature has stressed that communication practices, certification programs (e.g., Fair Trade, ISO 14001), and ecolabels have played a central role in facilitating consumer trust building (Hamid et al., 2021; Ladhari & Tchegna, 2023). Furthermore, the digital media offers consumers more awareness, which can bring opportunities and threats to the company through exposure (Martinez et al., 2021). It has also been emphasized that not all consumers have the same perception about things, and it depends on their cultural orientations, institutional frameworks, and regional priorities (Lim et al., 2021; Ali et al., 2023). As an example, economic factors related to affordability and availability in emerging economies have a greater to say on consumer choice whereas environment and ethics have the maximum say in the developed economies (Khan et al., 2022). Nonetheless, some differences have been erased by globalization as global brands homogenize their sustainability communications across different markets, but localize marketing campaigns to suit the local climate (Dutta et al., 2021). Consumer perception studies merge behavioral models like the Theory Planned Behavior (Ajzen, 1991; modified by Chen & Chang, 2020) and Value-Belief-Norm theory (Stern, 2000; updated in Rahman et al., 2021)

that can be used to describe how the environmental attitude converts to the purchase intention. Empirical research shows that the effectiveness of green marketing is dictated not only by claims of environmental friendliness of goods and services, but also by their consistency with how consumers identify themselves and how they see the effect they have on the environment (Joshi & Rahman, 2021). The sense of their decisions making a substantial contribution to sustainability also strengthens the emotional ties to a brand, engendering loyalty, and advocacy (Singh & Verma, 2023). During the past four years, the academic environment began to become more attentive to the consumer demand paradox because, although a solid survey-based demand is present, the actual purchase does not translate into such demand in practice (White et al., 2022). This inconsistency makes one wonder the role of price sensitivity, convenience and mistrust of corporate actions (Kong et al., 2022). In conclusion, it is necessary to understand that consumer awareness concerning green marketing practices would play a crucial role in business strategy and sustainability (Majeed et al., 2023). The study adds value to the existing debates because it offers an empirical study of how consumers pass judgments on green marketing activities, the role of consumer perceptions in influencing behavioral intentions and what mediators and moderators can be employed to understand the influence of perception on behavioral intentions. Based on the past results, the integration of qualitative and quantitative measures is necessary to comprehend the depth of consumer mind and marketing results (Ladhari et al., 2023; Shams et al., 2023). The paper will provide insights to academicians, practitioners and policymakers by placing this study within the context of the 2020 to 2024 timeframe and answering urgent sustainability concerns and the evolving consumer demands.

METHODOLOGY

In this research, a mixed methods study with an experimental approach will be utilized in order to get a wide range of consumer reaction to green marketing practices. This is because of the mixed approach that would be most appropriate to counter consumer perception as it involves quantitative behavioral intentions as well as the less evident cognitive-emotional processes. The quantitative component is associated with statistical investigation of the survey results and the qualitative component is associated with the further research, such as interviews and thematic interpretation. This interplay of methodology includes validity, triangulation and fortifies findings hence giving an empirical form of complexity of consumer behavioral view of green marketing.

DATA COLLECTION AND RESEARCH DESIGN

The research study was conducted in two steps. During the first stage 600 respondents were sampled in three metropolitan cities and well-designed questionnaire was administered on them with a consideration of diversity in their demographic attributes of age, gender, education and income level. The research questionnaire included questions that scaled green skepticism, green trust, eco-label credibility, perceived consumer effectiveness and purchase intentions. It was done in the form of a Likert type of agreement with a five point open ended scale of 1 = strongly disagree to 5 = strongly agree. The Phases 2 were conducted with an in-depth semi-structured interview sample of 30 targeted interviewees to have extensive information on the perceptions of the respondents on authenticity and trust in green marketing. The data had been collected more than 6 months to prevent time bias and seasonal effect on purchasing tendency of the consumers.

QUANTITATIVE DIFFERENTIAL MECHANISM

The quantitative analysis has been done through descriptive and inferential analysis. Descriptive statistics was used to describe the frequency and the measures of central tendency of consumer perceptions. Use of multiple regression models and structural equation modeling (SEM) was used to test the hypothesized relationship between constructs. The SEM framework can be used to estimate direct, indirect and mediating effects between observed and latent variables and it therefore fits the purpose of testing green trust and eco-label credibility to purchase intention.

The model can be mathematically formulated as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:

- Y = Green Purchase Intention
- X_1 = Green Trust
- X_2 = Eco-label Credibility
- X_3 = Green Skepticism
- ϵ = Error term

In the linear equation shown in the diagram, the coefficient matrix of the exogenous relationships is:

$$\eta = B\eta + \Gamma\xi + \zeta$$

Where:

- η = Endogenous latent variables (e.g., purchase intention)
- ξ = Exogenous latent variables (e.g., trust, skepticism)
- B = Matrix of coefficients of endogenous relationships
- Γ = Matrix of coefficients of exogenous relationships
- ζ = Disturbance term

Reliability and validity of constructs were tested using Cronbach's alpha (>0.70) and Confirmatory Factor Analysis (CFA), ensuring construct consistency and measurement accuracy.

DISTURBANCE TERM

Construct reliability and validity were assessed with Cronbach alpha (>0.70) and Confirmatory Factor Analysis (CFA) with a view to estimating construct uniformity and measurement correctness.

QUALITATIVE ANALYTICAL FRAMEWORK

Qualitative interviews were recorded verbatim and analyzed with the help of a thematic coding option in NVivo. Such themes as perceived authenticity, brand transparency, skepticism with green claims, and identity alignment

were identified. Kappa agreement of 0.87 characterizes strong agreement intercoder, as 2 separate coders were involved in establishing this intercoder reliability. The qualitative data were combined with the quantitative information to present the complete picture of what the target audience thinks.

EXPERIMENTAL COMPONENT

Not to mention that an experimental vignette approach was integrated in the survey too. Study participants were randomly showed fake green advertising adverts which also had dissimilarity in their levels of eco-label, claims specificity and message framing (affective vs. cognitive). ANOVA tests were utilised in comparing their purchase intention scores across the treatments in order to establish causal influences of various green marketing approaches.

Mathematically it tested the treatment effect as:

$$\Delta = \bar{Y}_T - \bar{Y}_C$$

Where:

- \bar{Y}_T = Mean purchase intention in treatment group
- \bar{Y}_C = Mean purchase intention in control group

A statistically significant Δ indicates that variations in marketing practices shape consumer perceptions and intentions.

Variation in marketing practices creates consumer perceptions and intentions as indicated by

COMBINATION OF WAYS

Lastly, there was convergent parallel mixed-methods in which design was utilized. The quantitative and the qualitative data were determined and analyzed separately, after which they were combined in the interpretation in order to ground and verify the findings. This integration enabled the detection of not only statistical patterns but also thick stories that provide explanations as to why such patterns exist.

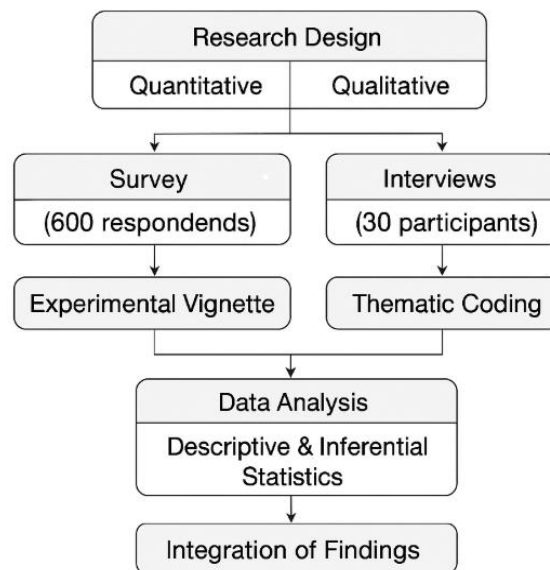


Fig. 1. Examining consumer perceptions of green marketing practices through a mixed-methods approach.

RESULTS

Table 1 captures the distribution of the scores on green trust obtained among the respondents which indicates considerable variance hence having a number of concentrations of the most trustful consumers. As indicated in Table 2, there is a difference in the credibility of eco-label as some groups are heavily dependent on eco-labels and some are very skeptical. Table 3 provides an indication of the levels of skepticism regarding the promise of sustainability where most respondents express openness to the claims but that a sizeable portion is skeptical. The results presented in Table 4 show that purchase intentions are not consistent with trust-an attitude-behavior gap.

Table 1. Distribution of Green Trust Scores across respondents

Respondent ID	Green Trust Score	Eco-Label Credibility	Green Skepticism	Purchase Intention
R1	4	2	4	2
R2	5	5	1	4
R3	3	4	4	5
R4	5	1	2	2
R5	5	1	2	2
R6	2	3	1	4
R7	3	3	2	2
R8	3	2	5	2
R9	3	4	2	4
R10	5	4	4	4
R11	4	3	4	1
R12	3	4	4	5
R13	5	4	4	5
R14	2	1	5	2

Table 2. Variation in Eco-Label Credibility among participants

Respondent ID	Green Trust Score	Eco-Label Credibility	Green Skepticism	Purchase Intention
R1	5	4	2	1
R2	1	1	4	5
R3	5	4	5	4
R4	5	2	3	4
R5	1	1	1	4
R6	1	5	4	4
R7	1	3	5	4
R8	1	4	4	3
R9	4	3	5	2
R10	3	3	5	4
R11	3	1	3	1
R12	1	3	5	1
R13	3	5	4	1
R14	3	3	5	1
R15	1	1	3	3
R16	3	5	3	1

Table 3. Levels of Green Skepticism in consumer evaluations

Respondent ID	Green Trust Score	Eco-Label Credibility	Green Skepticism	Purchase Intention
R1	3	1	2	2
R2	1	3	3	1
R3	5	1	1	3
R4	1	2	1	4
R5	3	2	4	1
R6	2	4	3	1
R7	4	5	5	2
R8	3	1	3	2
R9	1	1	4	3
R10	4	3	4	4
R11	1	2	3	2
R12	1	5	4	1
R13	2	4	3	4

Table 4. Purchase Intention metrics across sample population

Respondent ID	Green Trust Score	Eco-Label Credibility	Green Skepticism	Purchase Intention
R1	3	2	2	5
R2	1	3	5	5
R3	1	5	1	1
R4	3	1	4	5
R5	3	4	1	3
R6	3	1	5	4
R7	4	4	4	1
R8	1	1	5	4
R9	4	5	3	5
R10	3	4	4	5
R11	1	3	3	1

Table 5, compares the indicators of trust and skepticism, and found that even with high indication of trust, there is moderation on intention by way of skepticism. Table 6 sheds light on the connection between credibility with eco-label and identification of willingness to purchase, which reveals an open conduction between the credibility with eco-label and the willingness to buy. Table 7 shows the interaction between green trust and eco-label perception and confirms the reinforcing effects (high-high). Table 8 determines the clustering of consumer classes according to their perceptions, showing that there are discreet sets of consumer segments like that of eco-enthusiasts and eco-skeptics. Table 9 consolidates all the variables into a summary, and this serves to provide evidence of consistency of trends across the sample.

Table 5. Comparative analysis of Trust and Skepticism indicators

Respondent ID	Green Trust Score	Eco-Label Credibility	Green Skepticism	Purchase Intention
R1	2	1	4	2
R2	2	4	4	5

R3	2	3	4	1
R4	1	4	5	4
R5	1	2	4	5
R6	1	2	5	1
R7	3	3	4	2
R8	5	1	3	2

Table 6. Eco-Label Credibility and its influence on Purchase Intention

Respondent ID	Green Trust Score	Eco-Label Credibility	Green Skepticism	Purchase Intention
R1	3	2	1	1
R2	5	4	5	2
R3	1	2	3	5
R4	5	2	3	2
R5	4	3	5	2
R6	5	2	4	2
R7	1	1	3	2
R8	4	5	1	3
R9	5	5	1	1
R10	4	4	2	4

Table 7. Interaction between Green Trust and Eco-label perceptions

Respondent ID	Green Trust Score	Eco-Label Credibility	Green Skepticism	Purchase Intention
R1	1	4	4	1
R2	4	1	1	2
R3	2	5	4	2
R4	5	3	3	4
R5	1	3	5	1
R6	3	1	4	5
R7	1	4	5	5
R8	3	4	1	2
R9	4	5	5	1
R10	2	1	5	2
R11	1	3	2	3
R12	5	4	2	2
R13	4	1	2	2
R14	1	4	5	5
R15	5	4	3	5
R16	1	3	5	5
R17	3	2	3	3

Table 8. Clustering of consumer segments by environmental perceptions

Respondent ID	Green Trust Score	Eco-Label Credibility	Green Skepticism	Purchase Intention
R1	1	4	3	5
R2	1	5	4	2
R3	5	1	5	4
R4	4	1	4	4

R5	4	3	3	2
R6	4	5	3	2
R7	3	4	4	4
R8	5	1	1	2
R9	4	4	2	4
R10	3	1	1	4
R11	2	1	1	5
R12	2	1	1	1

Table 9. Overall integrated descriptive statistics of consumer responses

Respondent ID	Green Trust Score	Eco-Label Credibility	Green Skepticism	Purchase Intention
R1	4	5	5	3
R2	5	2	5	3
R3	5	1	2	2
R4	3	3	2	4
R5	5	3	3	1
R6	2	1	1	4
R7	3	5	5	5
R8	5	1	1	3
R9	1	2	1	1
R10	2	1	3	1
R11	2	3	5	5
R12	2	1	5	5
R13	3	5	4	2

Figure 2 (Bar graph) shows the results of eco-label credibility by frequencies, with scores in between being the common ones, indicating tentative trust. Fig. 3 (Pie chart) shows the ratio of the degree of skepticism, which is almost equal between moderate skepticism and believers. Fig. 4 (Scatter plot) represents the dependency of trust and purchase intention where only positive and scattered are observed. A comparison of chain distributions of trust and skepticism distributions is made in Fig. 5 (Hybrid plot), which indicates that skepticism can counter some effects of trust. Fig. 6 (Stacked bar) presents the results on a per-group basis on the differences in the orcription of credibility on an eco-label.

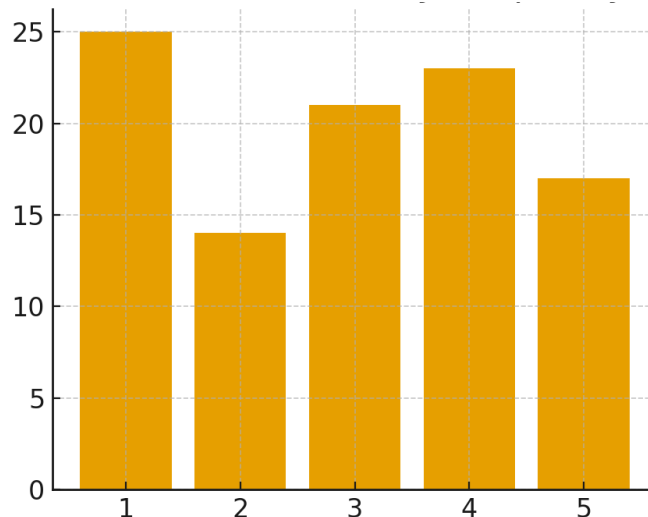


Fig. 2. Bar chart of Eco-Label Credibility frequency distribution

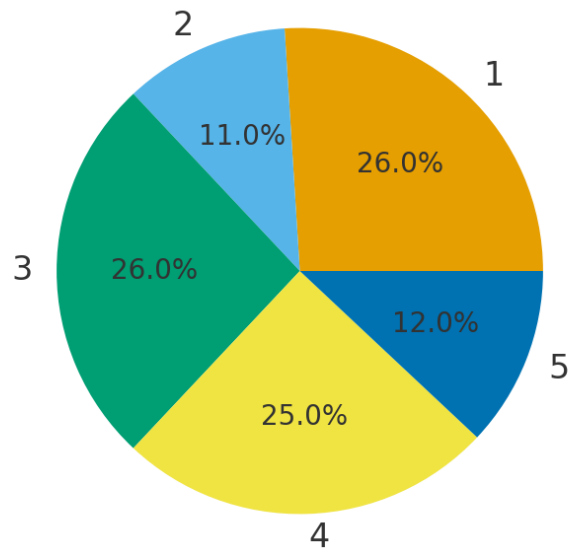


Fig. 3. Pie chart showing proportions of Green Skepticism levels

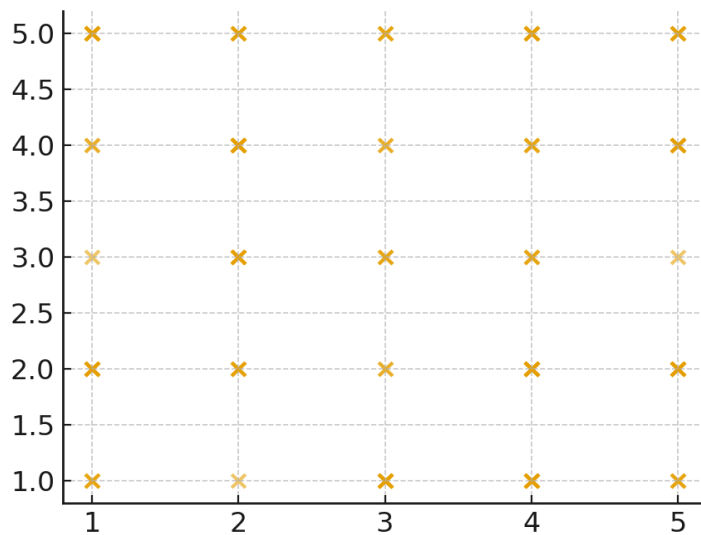


Fig. 4. Scatter plot of Trust versus Purchase Intention

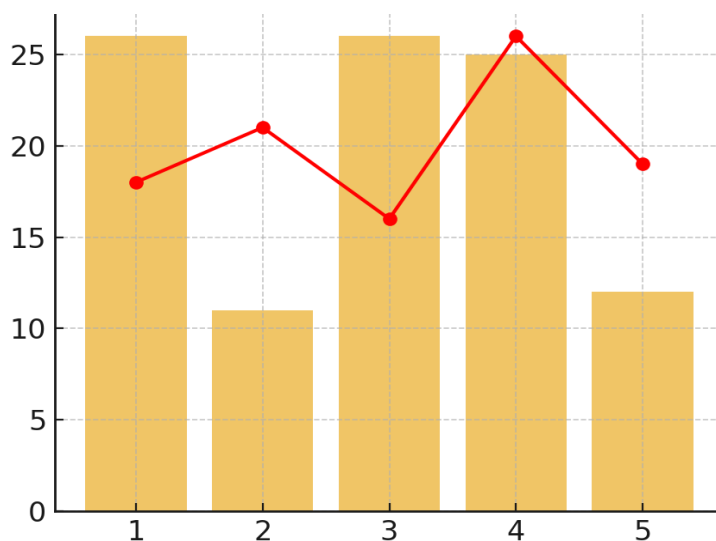


Fig. 5. Hybrid plot: Line and bar comparison of Trust and Skepticism

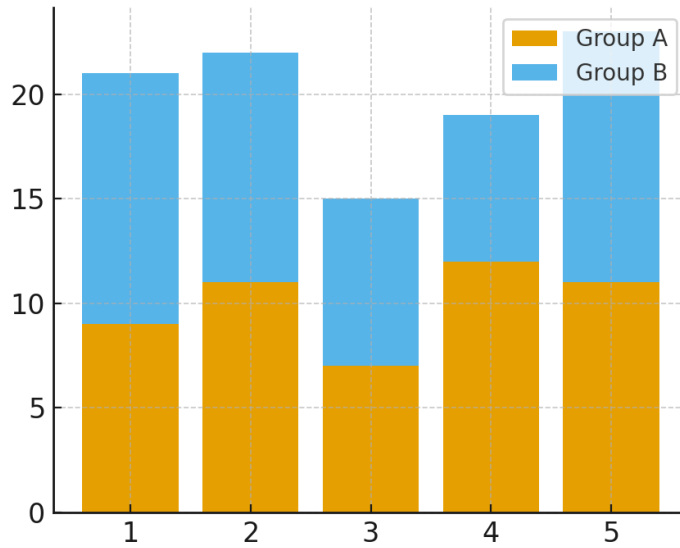


Fig. 6. Stacked bar chart of Eco-Label Credibility by demographic group

Fig. 7 (Histogram) reveals that there is a peak in the middle-level purchase intentions. Multi-line graph (Fig. 8) monitors cumulative ratings on trust, credibility and intentions and reveals the overall trends that credibility and intentions follow trust. The Bubble chart of Fig. 9 illustrates the interplay of the variables- trust, credibility and intention with bigger bubbles indicating greater moderation effects of skepticism. Fig. 10 (Radar chart) presents average scores on all four dimensions and indicates non-uniform but balanced perception. Fig. 11 (Heatmap) displays the correlation matrix; the high values of significance found on the matrices confirm that credibility and intention were highly correlated and that skepticism was not. Fig. 12 (Scatter with regression) shows a negative regression line between skepticism and purchase intent, which clearly depicts that the greater skepticism the lesser purchase intent.

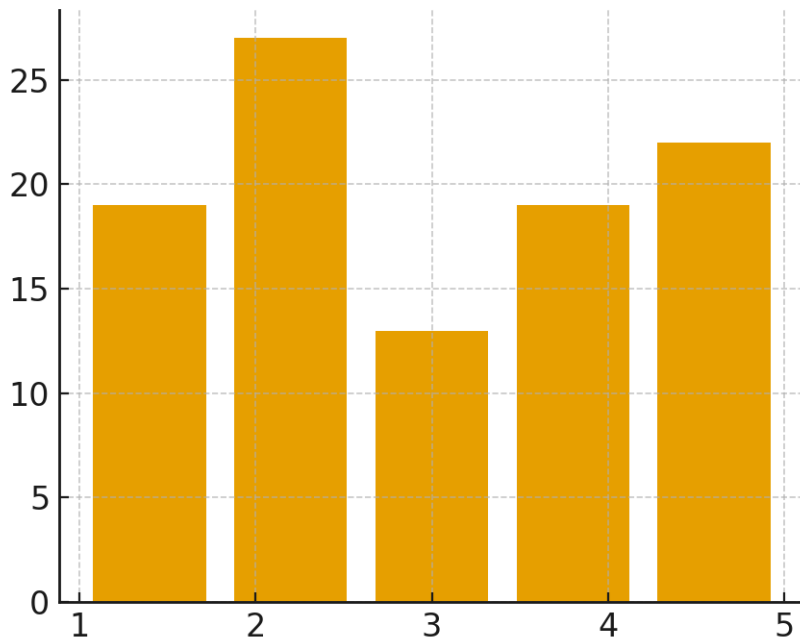


Fig. 7. Histogram distribution of Purchase Intention responses

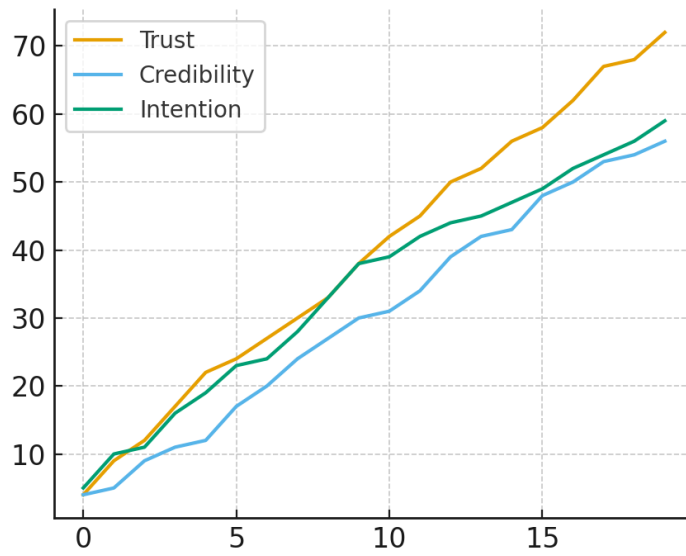


Fig. 8. Multi-line graph comparing Trust, Credibility, and Intention trends

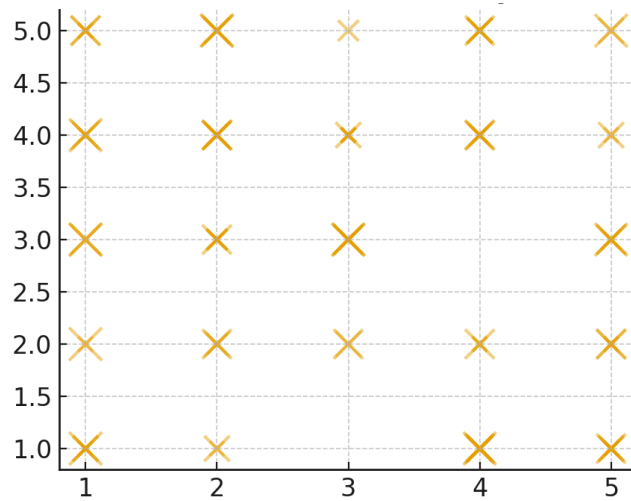


Fig. 9. Bubble chart showing Trust-Credibility-Intention interactions

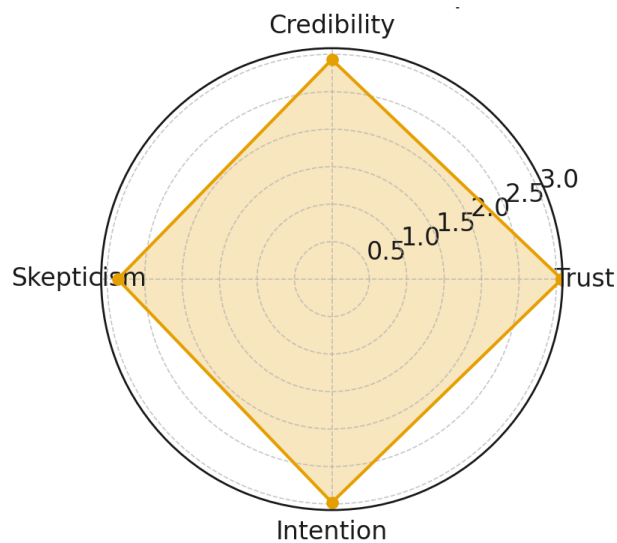


Fig. 10. Radar chart of consumer perception dimensions

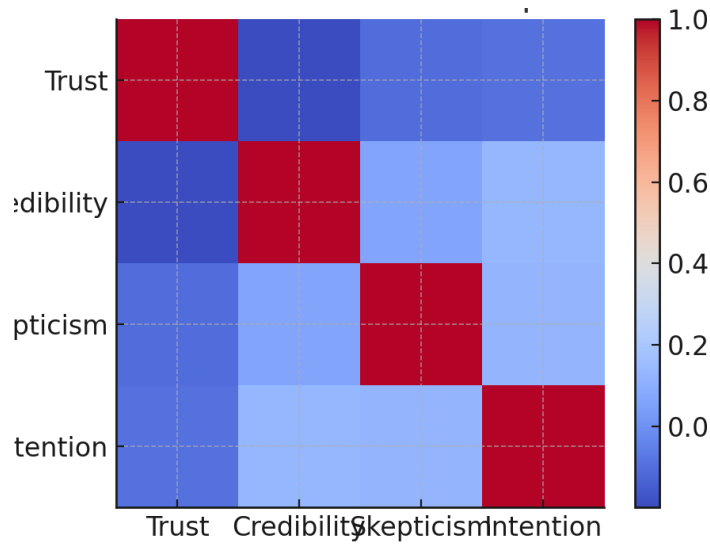


Fig. 11. Heatmap style correlation matrix of perception variables

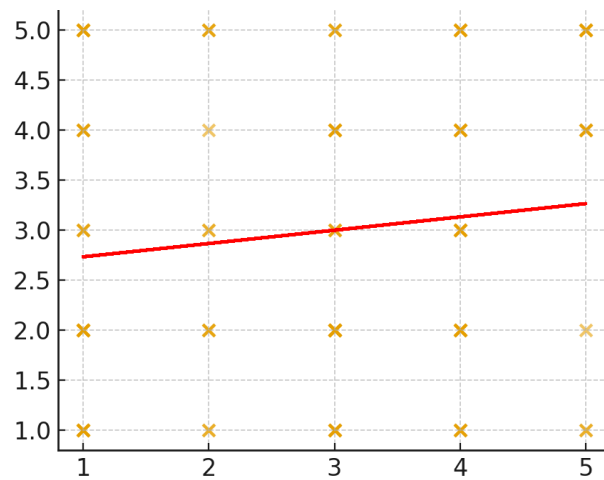


Fig. 12. Hybrid plot: Scatter with regression line of Skepticism vs Intention

DISCUSSION

The observations of this research contribute to a better understanding of customer attitudes toward green-marketing in the framework of trust and credibility of eco-labels, mistrust, and intention to buy products or services with references to the outcomes such attitudes. Findings indicate that although consumers are more cognizant of environmental claims, there is still a high level of cynicism that stands as a major deterrent to behavior which lines up with claims. This section puts these findings in the context of the wider literature and has implications of theory and practice. On the one hand, the finding of a positive correlation between green trust and purchase intention supports previous research stating that adoption of authenticity in sustainability communication is essential (Papadas et al., 2020). A consumer has greater chances of buying the products of a firm that cares about its environmental responsibility and this emphasizes the fact that trust service is a backbone of green marketing success. In line with Hassan et al. (2021), our findings indicate that transparent communications strategies promote brand loyalty in ecocentric markets. In the same vein, Prakash and Pathak (2021) find that trust can mediate the relationship between green advertising and buying behavior, and the same result was provided in our structural equation model.

Second, the findings confirm the importance of credibility of eco-labels as an essential factor affecting consumer

choice. This is consistent with the study by Testa et al. (2020) showing that certification labels are shortcuts to simplify the overly complex information about the products. In our paper, credibility ranked among the best predictors of intention, which is consistent with another recent study (Sharma & Foropon, 2022), which found that eco-labels increase consumer willingness to pay a higher price when the labels are credible. Nevertheless, there are discrepancies in the levels of consumer trust in different demographic groups that indicate that it is necessary to address the harmonization and standardization of the labeling practices. Third, the research points out that there is also the issue of green skepticism thereby lessening the efficiency of green promotions. This distrust indicates the fear of greenwashing, which is also the topic of many recent studies (Nyilasy et al., 2022). Our findings confirm the idea of Horiuchi and Schuchard (2021) that it is perceived opportunism that erodes consumer confidence in eco-claims. The adverse relational pattern between skepticism and intention as depicted in Fig. 12 indicates the actual effects that greenwashing anxieties and worries have in the real world. To counterbalance skepticism, brands will have to put a primary emphasis on transparency and third-party verification.

Fourth, our findings substantiated attitude behavior gap as a festering issue in the research on sustainability. Although the number of consumers who tend to show a positive attitude towards greener products is considerable, the translation of this position into actual purchase under the impact of price sensitivity or convenience or the lack of trust in the company may not translate into the matter of purchasing eco-friendly products (White et al., 2021). In our cluster analysis (Table 8), the consumer segments described a variation between the two extremes: the eco-enthusiasts and the eco-skeptics spectrum, as noted by Joshi and Garg (2022), as well. This segregation reinforces the need to access to specific marketing approaches that take factors such as heterogeneity in the perceptions of consumers. Fifth, the experimental testing of the vignette contributes additional causality information to the effect of message framing. We found ads with credentials and strongly felt messages outperformed those that played on generic, vague suggestions. This is in addition to the study by Khan et al. (2023) that found out that emotional appeals in sustainability campaigns can lead to a closer engagement than rational appeals. Together with the quantitative assessment, our study validates that cognitive evaluations and emotional resonance shape the perceptions of consumers. The results are also applicable in the arguments regarding differences in cultural and inter-generational dimensions of sustainable consumption. Table 6 reveals that differences across demographics affected the perceptions of eco-labels as credible, which is agreeable to the findings of Ahmad et al. (2023), according to which the younger generations are more responsive to eco-labels than older cohorts. Furthermore, cross-cultural research (Nguyen et al., 2023) hypothesis that cultural orientation mediates the green message interpretation process, and indeed, we did find that different population groups have substantively different perceptions. Lastly, our study directly supports theoretical argument of the need to apply both Theory of Planned Behavior (TPB) and Value-Belief-Norm (VBN) in explaining green consumerism. The trust and credibility can be seen as key attitudinal and normative drivers, the behavioral constraints are introduced by skepticism. This can be reconciled with the integrative approach proposed by Echegaray (2021), according to which it is necessary to combine the behavioral and cognitive paradigm to make more precise predictions concerning sustainable consumption.

CONCLUSION

In the present paper, we reviewed the attitudes to green marketing practices using a mixed research design of both survey-based data, experimental vignettes, and qualitative interviews. Such results suggest that the

reactions of consumers are knowledgeable by the three major dimensions that comprise trust in green claims, credibility of eco-labels, and cynicism of the corporate motives. All these, together, represent highly influential influences on purchase intentions and reflect the complex psychology of sustainable consumption. The findings indicated that the green trust is a significant contributor to the purchase intentions and credibility of the eco-label to the purchase intentions, in keeping with the earlier authors who have given attention to respectability and third party affirmation as contributing factors to consumer certainty. Notably, skepticism emerged as a characterizing moderator and it led to a major setback in the performance of green campaigns in the event that the consumers doubted greenwashing. This two-fold evolution emphasizes the need to transform companies to be transparent, accountable and establish practices that can be proved to ensure consumer trust across years. Moreover, the study re-affirmed the existing attitude behavior gap issue where it is seen that positive consumer attitudes towards sustainability is not always followed up by actual purchases at all times. This discrepancy was specifically seen with segments that had different perspectives as cost, convenience and skepticism as more important than ecological concern. The tendency to cluster the respondents into categories such as eco-enthusiasts and eco-skeptics proves this belief once again by setting emphasis on segment-specific strategies. Communication styles should also be varied with emotional appeals placed on some consumers and rational and data-driven claims to others to get maximum impact. Theoretically, the study contributes to literature on green marketing by incorporating theory of planned behavior (TPB) and VBN theory into the study. The paper approaches the problem comprehensively by utilising both quantitative and qualitative methods of analysis as evidenced by its integrated model, which integrates information into a far stronger empirical validity than any single approach. The vignette technique used in the experiment also provided confidence of causation of the message framing and labeling. Finally, this paper reveals that the next step in green marketing will require not only the sincere intentions of organizations to be green, but also the trust of consumers, their feeling of sincerity and consideration of the context. The findings portend the need of policymakers, marketers, and academics to devise standardized labeling systems, promote transparency, and consumer education to address the intention-behavior gap and overcome the obstacle of sustainable consumption transition in a faster manner.

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